# Discovery World Family Guide

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## 1 — Project Intro - Problem Statement

*What problem/s will the family guide solve?*

Discovery World (DW) was seeking to increase engagement between grown-ups and their younger guests while maintaining their organizational goals of education and scientific exploration. In addition, a secondary goal of the project was to increase overall engagement and attendance for DW. Our team set out to accomplish these goals by conducting secondary and primary research, looking to understand the behavior of DW guests and how to best address their needs, goals and pain points.

## 2 — Research Takeaways

*What were our findings?*


Promote Curious Thinking and Interactivity with Exhibit Selection


Considerations for Guest Ages and Interest Areas


Help Guests Explore New Value Beyond Popular Exhibits

### Our Methodology

*How did we gather our results?*

**3** Card Sort Results

**14** Survey Responses

**4** DW Staff Interviewed

**Weekend Guest Survey Results**

Most Popular Engagements:
Hands-on play, Solving Puzzles or Challenges (77.8%)

Most Common Motivation for Choosing Exhibits:
Child interest (55.6%)

Suggested Improvements:
More Interactive Elements, Additional Fun Facts (33.3%)

**Weekday Guest Survey Results**

Most Popular Engagements:
Worked on activities together (60%)

Most Common Motivation for Choosing Exhibits:
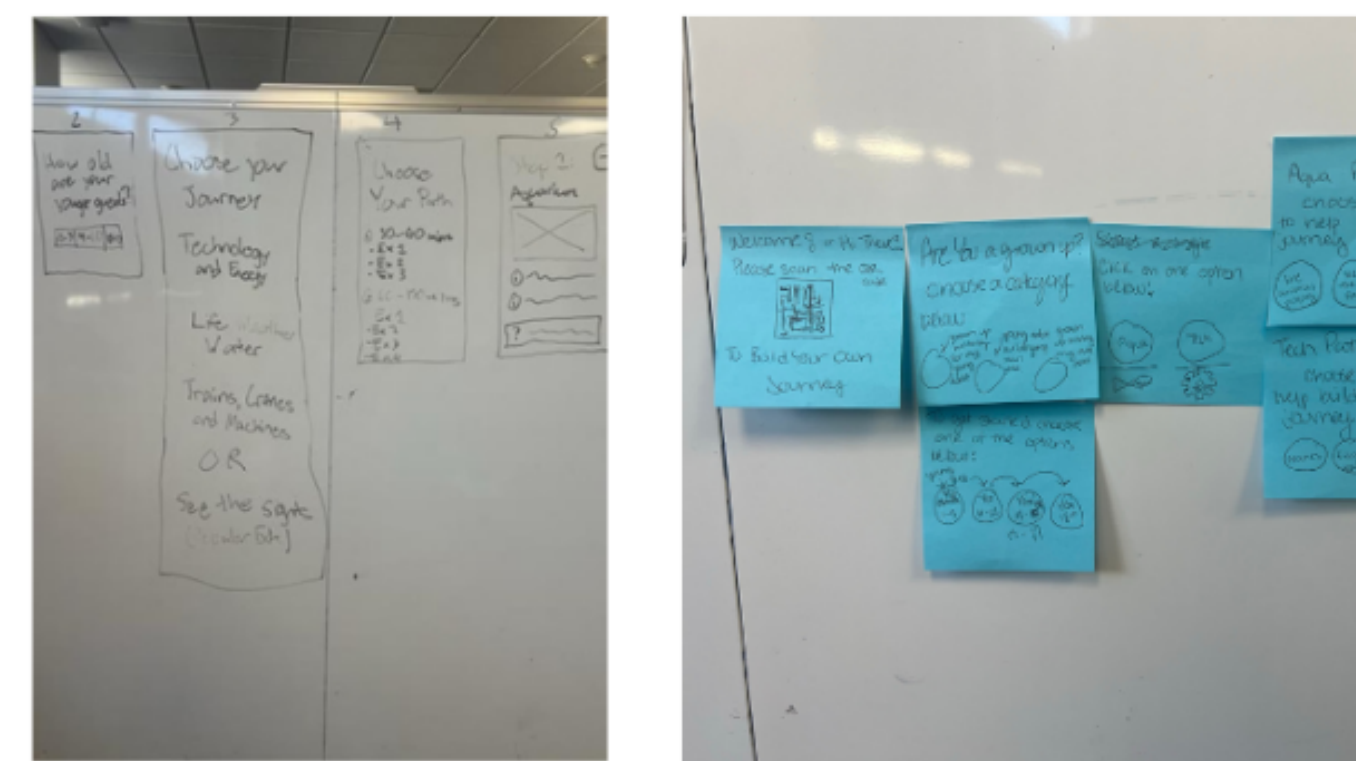Fun and Engaging Topic (100%)

Most valued features:
Hands-on, Informative content (40%)
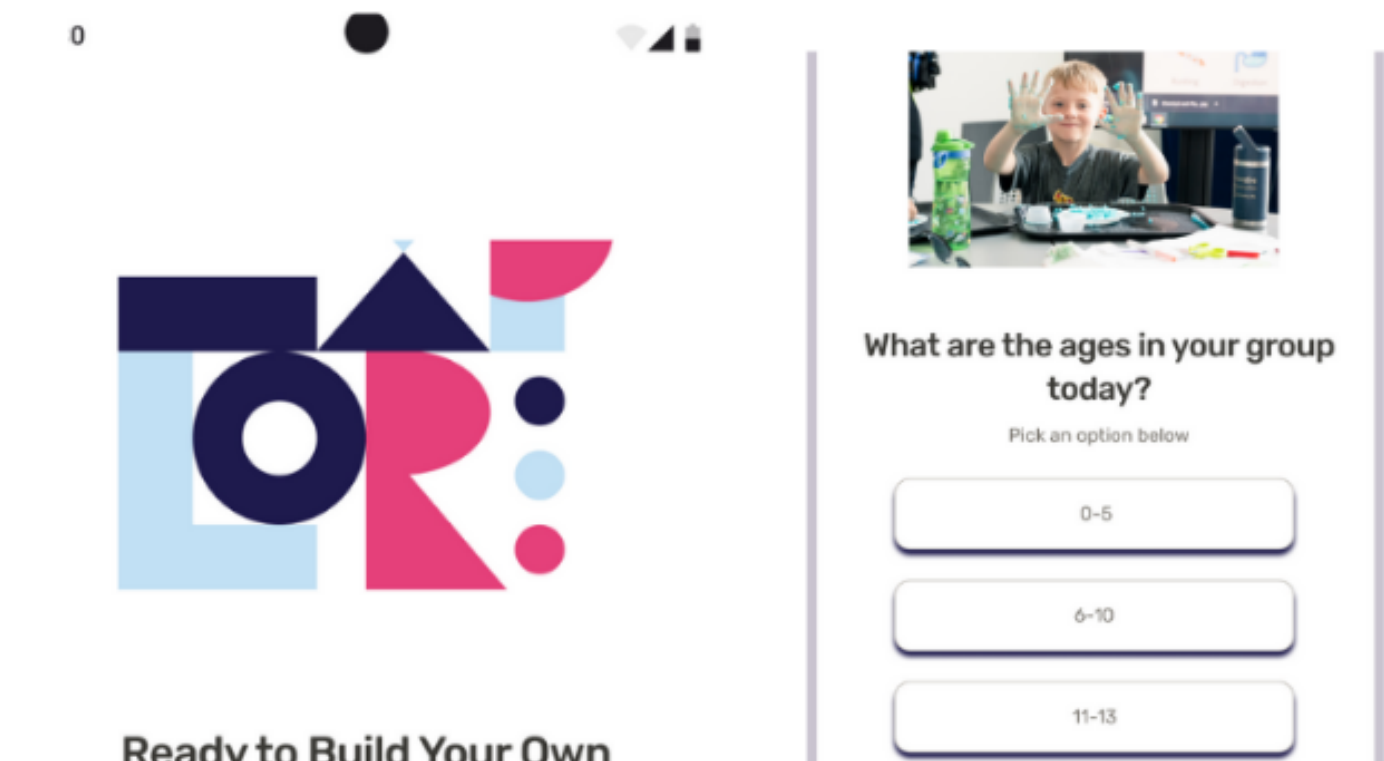
## 3 — Design Process and Results

*Our Process: Secondary Research > Sketching > Primary Research > Design > Iterate > Finalize*
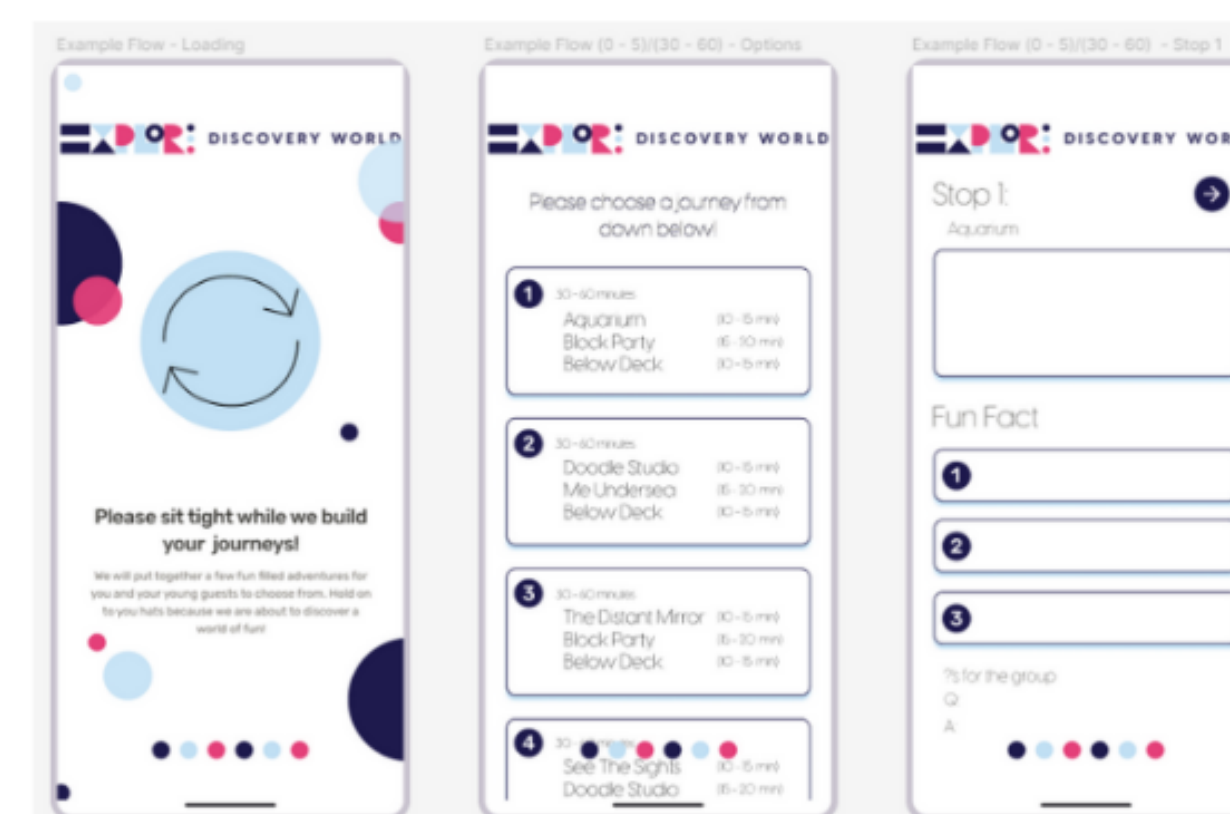
### Low-Fi Sketches / Brainstorming



To begin our design process, each group member brainstormed a possible user flow for the family guide using sketching. These sketches were ideated based solely on the information gathered in our literature review (secondary research).
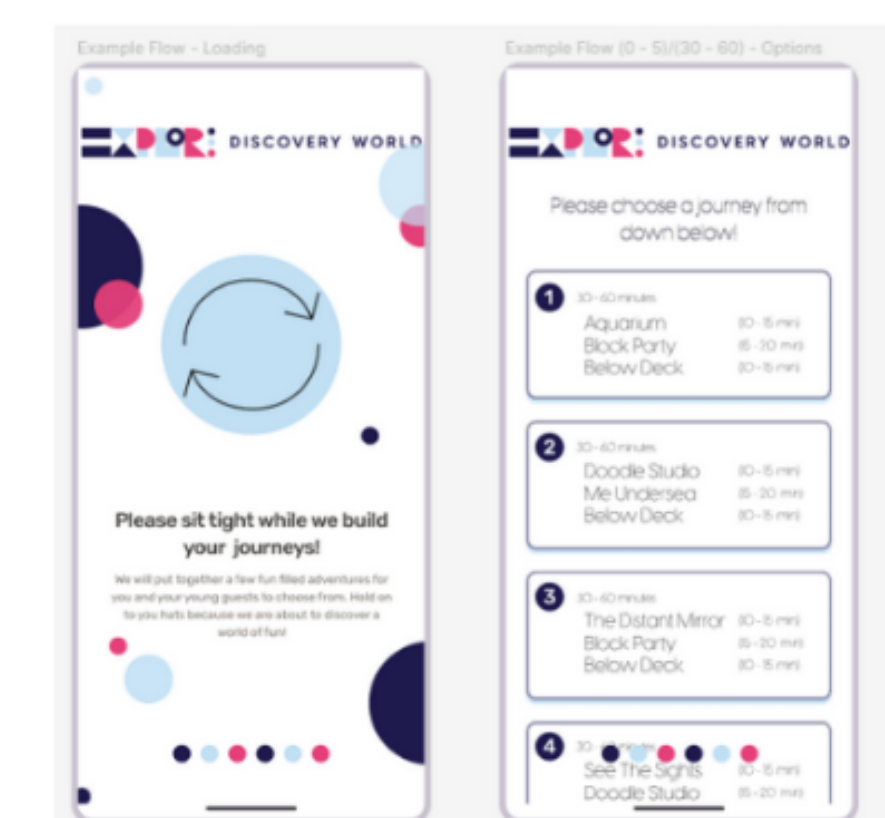
### Med-Fi Prototype



Our Medium Fidelity Prototype was developed in Figma, using the takeaways gathered from our primary research. This iteration focused on UX rather than visual design. Additionally, we sought out multiple client touchpoints for feedback and support.

### High-Fi Prototype



The Family Guide High-Fi Prototype was developed based on client feedback provided in focused design reviews. It integrated a higher level of visual design, aligning with the DW guidelines for branding and language.

### Final Deliverable / Implementation



Our final deliverable to Discovery World is a fully prototyped Figma Design that is scalable, interactive, and easily exportable to HTML and CSS code. It maps out user journeys for multiple personas and aligns with DW branding and internal feedback.