

2022 Wing Luke Research Report

Executive Summary

Our goal is to investigate The Wing Luke Museum's user experience. We began by researching the online reviews, online presence, interviewing the stakeholders, taking field notes, and creating a survey. After that we reported our findings of trends in our data. We found that the main complaints were that the museum was too small and the people were interested in more information. We compared our findings in 2022 to our previous cohort's findings in 2018 and found that the new zoom walkthroughs aren't doing it for a lot of people. Then, we created a user journey map, explored options through a "how might we?" UX exercise, and then written out problem specification. Our concept is a capsule machine with charms made by local artists that would bring forth a positive change towards the marketability of the Wing Luke Museum.

Our group found that online reviews of the Wing Luke Museum were the fastest and most accessible method of research. Those who take the time in order to write online reviews tend to have strong opinions. We took the most detailed reviews from Trip Advisor and Yelp from the past 10 years in order to gain information about the user experience.

Interviewing the representatives from the Wing Luke museum gave us more insight as to what they were lacking in terms of attracting visitors. They are currently working on an interactive app to aid with visitor's navigation, and their new website is up for testing as well. Throughout the interview as well, our team took notes and color-coded them on Mural.

The current viral outbreak has unfortunately shut down all interactive exhibits, which consequently got fewer visitors who were parents with children, as well as the public's general avoidance of the International District in Seattle. There are strict mask, distancing, and contact guidelines in place. One of the main pain points was about the museum's odd layout, which will be addressed with the addition of the interactive map mentioned above.

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About the Team

Bryan: Illustration/visual Design/concept art

Elliot: Illustration / Motion Design / Video Editing

Evelyn: UX Design primary, UI Design Secondary

Eden: Illustration, Copywriting, Script Editing

Robert: User Research Primary, UX secondary

Vlad: UI Design Primary, UX Secondary

Research Methods and Analysis

Glossary

1. Reviews
2. Online Presence
3. Interview
4. Field notes
5. Survey
6. Summary

Reviews

[Here](#)

Conducted January 2022

Key :

- [] = points of interest
- [] = recommendation
- [] = Likes
- [] = dislikes

[Trip Advisor](#)

SunnyandBuster

Seattle, WA

5/5 [Excellent museum](#)

Feb 2020 • Couples

We hadn't been to the Wing Luke in its new location and wow is it great. Usually I skip the formal tours but I **highly recommend you take the tour (included in the price of admission)** as it takes you through the old hotel sections you can't see on your own and gives insight into the local community back at that time until today. They also have preserved a general store with all the contents so it feels like a window into that world.

The temporary exhibits, while not large were well thought out and nicely presented.

A really excellent museum.

Written February 29, 2020

Hildie W

3/5 [Good Perspective of Asian Pacific Art](#)

Austin, Texas, United States

Oct 2019

I love a good museum that opens my eyes, educates and entertains. That's what the Wing Luke Museum does. I visited last summer with my college-aged daughter and we still talk about how much we loved it. **This isn't the best museum for younger kids (lots of reading and talking which would be boring), but it's super fascinating for older teens and adults. We loved the tour of the different waves of Asian immigrants' apartments and the general store. It's not every day that you get to learn about cool things like Bruce Lee and uncool things like redlining all in one afternoon. I think Wing Luke is the perfect example of what a museum could and should be: interesting, educational, approachable, beautiful and a place that inspires you to become a better human. (That also has a great gift shop!)**

Written September 25, 2020



Significance:

Online reviews are the most accessible source of information for us to begin with. With these reviews, we can see what people have been thinking throughout the years. Online reviews are typically fewer, but passionate feedback.

Overview

1. Gather data
2. Code Data
3. Affinity map the code ([in mural!](#)) Museum > Research > Section name that you're working on (ex. reviews)
4. Draw conclusions based on trends

Research Summary

For this research, we looked at reviews from Trip Advisor and Yelp from the past 10 years. We selected the more detailed reviews in order to get detailed information about the user experience.

Analysis of Data

How we analyzed the data:

We then color coded it by points of interest, recommendations, likes and dislikes. Then created an affinity map according to those categories.

Main takeaways :

The Wing Luke Museum is very small and thus has problems with exhibit sizes and having enough room to show off everything they want to show off.

The Zoom live walkthroughs seemed really polarizing for visitors.

Reviewers heavily recommended the tours of the old hotel room and internment camp room. Almost all who went on the tour, recommend going on the tour citing it as “**the** best part about the museum.”

How Covid-19 has impacted the experience:

The zoom live walkthroughs seemed really polarizing for reviewers. Some liked it, understanding that due to the times we live we must adapt to our surroundings, while others were less understanding and found it irritating.

So What?

Reviews are important but must be taken with a grain of salt. A lot of people only write reviews when they are really upset. Generally reviews come from passion, either they really passionately love something or hate something enough to share that with others. It's important to understand what gets people excited and what matters to people. It's also important to know what kind of picture the reviews are painting for the next user. Reviews can be one of the first things a user sees when they are considering going to The Wing Luke.

Online Presence

WING LUKE MUSEUM

Become a member

Make a donation

VISIT

EXHIBITS

PROGRAMS

EDUCATION

JOIN + GIVE

BUY TICKETS

22

Vaccine Card Requirement

Updated Safety Measures


LEARN MORE

COVID-19 Vaccination Record Card

COVID-19 Vaccination Record Card

Vaccination Record

COVID-19 Test Result



32 1 Comment 5 Shares


Like Comment Share

Oldest

Kevin Lawson

we did a test boring for that courtyard park off the alley..was quite awhile ago but i like to pass by once in awhile 😊❤️

6w



27 1 Comment 8 Shares

Like Comment Share

Oldest

George Lee

YouthCAN sounds like a good thing to help people build up some of their identity.

5w

Significance:

By reviewing the online presence of The Wing Luke, we can get an idea of what they offer and what they emphasize. We can see what they are currently communicating most to their users through their website and social media.

Research Summary:

For this research, we looked at The Wing Luke Museum's website and social media. We noted their general approach and messages that are communicated through their online presence.

Analysis of Data

How we analyzed the data:

We tried to analyze the data through the perspective of a user. This means evaluating what stands out most to users and what users want to see.

Main Takeaways:

While the website is well designed & the overall reception of the museum is very positive among all social media websites. It seems like there's a lack of online interaction, with a preference to experience the museum in-person (understandably). It's also notable that people don't mind visiting every now and then, but leave remarks on how the museum lacks content/substance. With this being one of the only reasons why the museum is not a 10/10. Unfortunately, since it's not realistic to just add "more stuff" we should focus on making the existing things more attractive. For example, many people who are not yet affiliated with the community enjoyed the Bruce Lee exhibit since he is a recognizable public figure. It would help the website to post the things most easily recognizable by the general public first.

How Covid-19 has impacted the experience:

Zoom Walkthroughs: Although this was the Museum's solution to COVID is forcing everything online— it still isn't easily accessible, which forces people that want online options to search for something else. However, in these Zoom walkthroughs, what is presented are PNGs and videos that can be easily looked up through other sources.

So What?

Nowadays social media and online presence are extremely important. This can easily paint a picture for your audience before they even think about going there. Users go to the site to get a feel for what they're in for while purchasing tickets, and the community likes to engage with businesses on social media. Ultimately online presence is important for connecting with people in the primary of their experience with The Wing Luke.

Interview

Key :

- [] = goals
- [] = interest
- [] = information
- [] = positives
- [] = negatives

Interview Script:

What is your name, role and how long have you worked at The Wing Luke?

Nat: Assistant Manager of Museum Services
Started recently, October of 2021

Heather: Services Manager

Started working officially in 2016(?)

Kalei: Director of Museum Services
Worked for 8.5 years

What are some of Wing Luke's goals? (In terms of their visitors, their business, social change, anything really)

-Middle of rebranding, finding a new director.
In terms of goals and visitors, wants to set up accurate expectations as you're entering and leaving the museum in order to turn the visitors into ambassadors for the community

- very momentous time
- new director search
- rebranding
- middle of the a lot of initiatives
- native hawaiian, pacific islander
- learn stuff before you enter, after you enter and when you leave
 - want you to become ambassadors for the community



Significance

Speaking with the stakeholders directly, we can understand their perspective and goals. This is important because maybe there are some goals they have that aren't being communicated correctly which we can design for in a user centered design.

Overview

1. [Gather data](#)
2. Code Data
3. Affinity map the code ([in mural](#)) Museum > Research > Section name that you're working on (ex. interview)
4. Draw conclusions based on trends

Research Summary:

We had an interview with Nat Puttavon (Visitor Services & Events Manager) and Kalei Matsui (Director of Museum Services).

Analysis of Data

How we analyzed the data:

We then color coded it by points of interest, recommendations, likes and dislikes. Then created an affinity map according to those categories.

Main Takeaways:

It seems that a few of the issues with the museum are a work in progress. They have issues with navigation in the museum, but a team is currently working on an interactive map app. They also have issues with the site, which the new site is almost out (and we agreed we would test for them). I found that most of their other issues could be solved with help for their marketing

department (which is currently only one person). They struggle with people knowing about the museum, maintaining recurring visitors, and managing expectations of visitors.

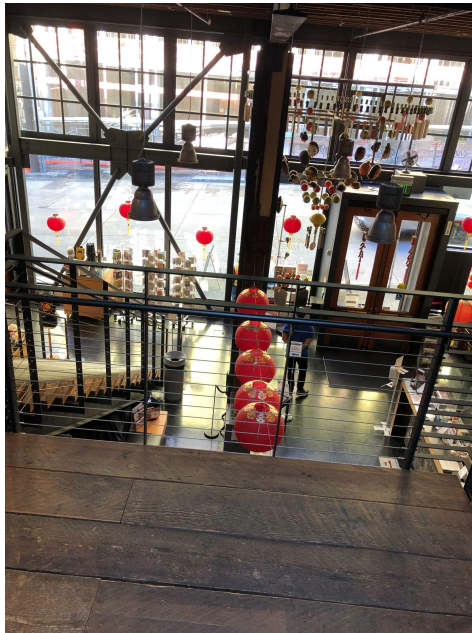
How Covid-19 has impacted the experience:

Their tour has been a favorite to a lot of people, but it has had to go online due to Covid-19. The online tour seems to be doing well. They also have a strict mask policy and follow guidelines. One big impact is the social changes due to Covid-19 and anti-Asian hate. This has caused some visitors to refuse to go near the international district. Due to the prevalence of anti-Asian hate and discourse, attention being brought to these issues generates empathy towards anyone who is able to understand Asian-American's struggles.

So What?

Talking with the stakeholders directly gives us a better understanding of where they're coming from and might help bridge the gap of some of their goals to their audience with our design. Being a good client relationship is also great real world experience as we're finishing our degree and becoming designers.

Field Notes



Day One: Thursday, January 27th 2022 from [time] to [time]

Vlad's Notes:

Wing Luke Museum Notes:

Observed:

- Parking is not the greatest, 2 hour parking is 7\$ with a 6 min walk to actual museum
- A little difficult to find
- Ask you to wear a mask and show vaccination card (non-vaccinated people can't view the museum)
- Has boards with post-it notes to interact with the people, unfortunately it's closed
- A lot of text in the museum exhibits
- Very few people naturally walking around (around a total of 6 non-employee people).
- UPDATE: number went up to around 11
- Target audience (at the time) seems to be mostly adults (20< & >40)
- They have a story theater but wasn't in use at the time
- observing multiple people lead me to the conclusion they mostly just read and observe the exhibits. Not much interaction or reaction. At least not visible
- Almost no reactions from anyone. Not sure if it's due to being engrossed in the exhibits
- Initially though museum wasn't big, but didn't notice the extra 2 stories
- Gift shop to the right, a lot of books for sale
- Follow regular covid procedures & most public spaces are closed
- Despite seemingly small location there are a lot of items & exhibits
- People spend around 20-40 minutes in each exhibit
- They have exhibits outside the museum and can do tours to walk to them?

Exhibit density:

Lv 1 - 70% of the floor

Lv2 - 95% of the floor

Lv3 - 20% of the floor

- A lot the interactive elements are done through sticky notes & writing
- Smaller museum should benefit the museum since exhibits are closer to one another
- Maybe too much text? (Opinion)

Significance:

With field notes, we'll be able to observe the physical experience of The Wing Luke. We can take notes on what seems to be working, what is popular, and what might need some help.

Overview

1. [Gather data](#)
2. Code Data

3. Draw conclusions based on trends in the code

Research Summary:

We went to the Wing Luke Museum and took notes and photos. The notes were taken on Thursday the 27th, Saturday the 29th, and Sunday the 30th of February 2022. We also went on the online tour through Zoom on Sunday the 30th. We observed and tried to remain unbiased in our notes, and open to options.

Analysis of Data

How we analyzed the data:

We then color coded it by points of interest, recommendations, likes and dislikes. Then created an affinity map according to those categories. Additionally, we compared the notes between the attendees for more accurate data.

Main Takeaways:

Currently there seems to be three major issues with the museum which could possibly take away from the experience. Granted, these are subjective but based on observations these are the things people struggled with the most or stood out.

1. Odd Museum layout & navigation. The layout of the place is very clunky and unintuitive. Both the Gift Shop, 2nd story access and front desk are in an odd position which sometimes causes crowding and overlap in small chunks of the museum. In addition to that, there's no obvious map of the museum (which could pose an issue due to their audience consisting mainly of tourists & walk-ins). The only way you'd be able to navigate easily would be to follow the floor stickers or ask the front desk for a map, but how can you do that if you don't even know that's a thing. The entrance also doesn't stand out that much making it difficult to find unless you know what you're looking for..

2. Low interaction. Due to covid, a lot of their interactive exhibits have been unfortunately shut down as well as, all of their physical tours. Which is unfortunate as it was a good way of presenting the museum. Based on observations, it seems like all that people do is walk, read & repeat.

3. Lots of enthusiasm. The people working there are very kind and helpful. Willing to go out of their way to help answer any questions & concerns. However, this can also be a downside if there are too many people.

4. Their Bruce Lee Museum is significant. While it's fairly obvious since Bruce Lee is a celebrity, the museum seems to be characterized by his exhibit. People will sometimes come to the museum expecting the entire museum to be about him, causing some confusion. Fortunately, after viewing the exhibit the visitors will go explore the rest of the museum. Which opens up potential in drawing more attention to the place via more publicly recognized exhibits?

How Covid-19 has impacted the experience:

The biggest impact Covid had on the museum was forcing them to shut down physical tours & decreasing the overall interactivity with the museum. However that's not all, there's also the slight issue of social distancing since the building is small, but due to the decreased visit rate (as a result of covid) it's not a significant issue.

So What?

Field notes are a great way for us to sit and observe. We can see what really happens from an unbiased perspective and add some context to the other data we have pulled such as reviews, stakeholder interview, online presence and the survey. This is especially useful for the survey because we will be primarily observing the user. So, we might make some assumptions about the user's interests, thoughts and feelings while going through the museum, and the survey can clarify what the user is really experiencing in their own words.

Survey

User Research

Ideally we'd have a way to give this to people at the museum. If not, we can ask friends again.

How often do you go to museums?

☐ Once a week or more

☐ Twice a month

☐ Once a month

☐ A few times a year

☐ Once every few years

☐ I have never been to a museum.

Have you been to The Wing Luke Museum?

☐ Yes

☐ No

☐ Maybe

What do you enjoy about museums?

Long answer text



PLEASE HELP OUR RESEARCH FOR A DESIGN!

Take Our 5-Minute Survey!



<https://tinyurl.com/WingLukeSurvey>

ABOUT US

We are a team of senior student designers pursuing Interactive Media Design at the University of Washington, Bothell campus.

We are currently in the process of researching how your experience with the exhibits can be enhanced with different interactive design, such as becoming more accessible or engaging.

Please share what you believe would make your time at the Wing Luke Museum more enjoyable! Your opinions are a key component for us to develop as student designers!

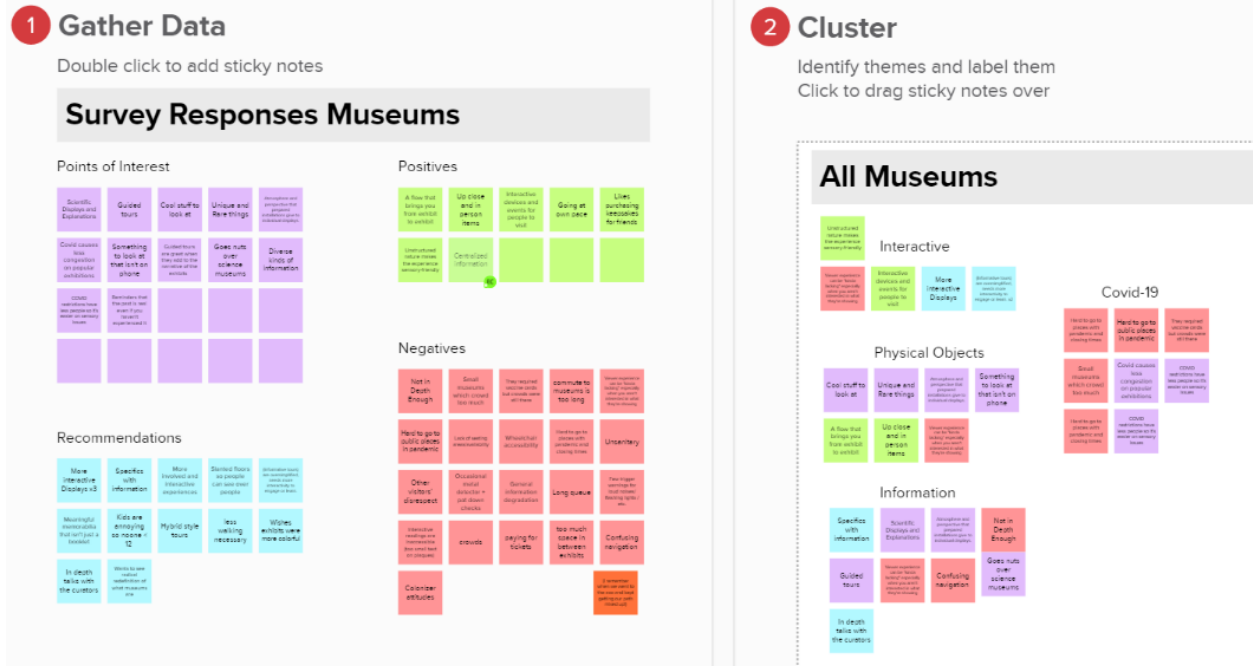
FOR MORE INFORMATION VISIT THESE SITES

University of Washington:
<https://www.uwb.edu>

Wing Luke Museum:
<https://www.wingluke.org>

Interactive Media Design at UW:
<https://www.uwb.edu/media-design>

Survey Closes 2/4/2022!



Significance:
By having museum go-ers fill out this survey, we can better understand what visitors experience and believe from their perspective to limit assumptions.

- Overview**
1. [Gather data](#)
 2. Code Data
 3. Affinity map the code ([in mural](#)) Museum > Research > Section name that you're working on (ex. survey)
 4. Draw conclusions based on trends

Research Summary:
We posted flyers at The Wing Luke as well as asked friends and family to fill out this survey. We had two different sections, one for general museum experiences and one for specifically The Wing Luke experience. However, it looked like no one who took the survey had been to the Wing Luke, so the latter section had to be neglected.

Analysis of Data

How we analyzed the data
We went into Mural and wrote key points from the answers and created an affinity map. We also used general data from Google Search to create our persona. We grouped each of the notable sections, as well as clustered pieces of information that had a common theme throughout the survey responses.

Main Takeaways:

Due to the fact that we had no survey-takers that have been to the Wing Luke, the main takeaways had to be based around the general museum experience. There were many complaints about how exhibits weren't interactive enough for people to learn the information comprehensively, but many who enjoyed the diverse types of information that could be found in museums as well.

How Covid-19 has impacted the experience:

The main experiences here was unanimous that people have been going to museums less often due to the constraints of the pandemic and social distancing. There are some who like the museums more due to the fact that there are thinner crowds in some types of museums, or those who visit museums and still crowd the area even with confirmed vaccine cards.

So What?

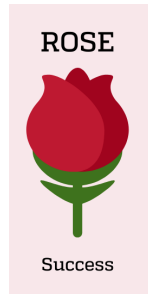
By conducting this survey, we can better understand how the audience feels directly from their perspective and in their own words. We do this while social distancing and getting a good quantity of candidates to hopefully allow many different types of people's perspectives. Also, many museum experiences are the same, so we asked broad questions to the public and specific questions to The Wing Luke audience.

Summary

In summary, our research focused on the user experience and dissected what worked, what was noteworthy, and what could be improved. We found information on the user experience virtually and in person, framed with consideration for culture, the state of the world, and feelings.

Findings

These are some of our findings from our extensive research on The Wing Luke. While we went through their reviews, online presence, talked with them directly in an interview, took field notes and in our survey, we found common themes through them. These findings are a key piece to know what pain points should be addressed, what the user is looking for, and what is successful.



Successes

Rose: This is working great!

Some of the successes in The Wing Luke are :

Guided tours seem to be the highlight of the Wing Luke Museum. Before the pandemic, people who had visited The Wing Luke would always recommend the guided tours. The reviewers cited the guide's knowledge and stories about the areas to be interesting.

Despite being small, there were a lot of items, exhibits and interesting history. The Wing Luke Museum has a lot of exhibits as they're representing a lot of different cultures.



User Interests

Bud: This is an opportunity!

Users echoed their interests for :

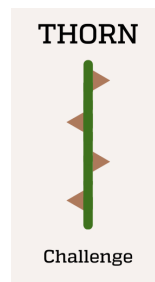
The Wing Luke has walking and food tours they have throughout seattle.

Though the walking and food tours are available, they can take months to schedule. This could be an opportunity to make them more accessible somehow.

A lot of people are very interested in the Bruce Lee exhibit. Bruce Lee was a very famous Asian American actor and with the Wing Luke being one of the only places outside China that has an exhibit about him generates a lot of interest from tourists and visitors. Though they come with the sole intent of seeing the exhibit, most of the time, visitors also check out everything else as well, making the Bruce Lee exhibit a very good gateway to get people interested in the Wing Luke Museum.

The Wing Luke tries to target everyone to persuade them to become members, though they don't really have ways to give back to members. This could be an opportunity for us to design various ways we can help the Wing Luke give back to those that help fund the Wing Luke.

The website is one of the biggest weaknesses for the Wing Luke.
It's currently being worked on by another team.



Primary Pain Points

Thorn: This is a challenge that could use help!

Some primary pain points we noticed were :

Most visitors wander in and don't know that the wing luke's a museum.(navigation) The entrance to the Wing Luke is very unassuming, with a majority of the visitors wander in, unaware that it's a museum.

Some of the older exhibits are outdated(controversial) Exhibits like only focus on the past pain instead of how they live.

The Wing Luke is in need of more accessible and physically intuitive design. In the interview with the Director of Museum Services, and through our own research we found that the Wing Luke has problems with it's accessibility, from handicapped accessibility to small text panels and no multilingual options.

The Wing Luke is unable to do guided tours due to Covid. Unfortunately, with Covid, the Wing Luke is unable to do guided tours but is supplementing with Zoom tours that have polarized

responses. While they are still very informative, zoom limitations can make the experience a little frustrating to interact.

Comparison to Previous Research

Previous [research document](#) and [one pager](#).

Previous research was conducted with field notes and a pop up where people could point to an answer very quickly for quick responses to questions. Our research had field notes and a survey that allowed for social distanced answers.

The previous research had these findings:

findings

The findings mirror our original data analysis from our last deliverable from Summary of Data.

1. Exterior Signage

Wing Luke main sign too high; need signage on the glass so it's visible eye level. The mini sign needs clearer wording on both sides. Front glass door can provide hours that it's open or the words "come to visit."

2. Front Desk Welcome

Consistent greeting and friendly introduction to the museum. The front desk has different speaking points, give or forget to offer visitor guide, do not offer coat check or direction to where to start. The front desk could utilize support to showcase the visitor guide or where to start. A solution: a large visitor map place in the lobby.

3. Visitor Guide

Like we mentioned often times visitors would not reference their visitor guide. A visitor provided a suggestion that there could be more painted "footprints" at key areas in the museum linked to the visitor guide explaining where specific exhibits are. This could be added to the front desk welcome script and would allow visitors to visually see where they are going.

4. Lobby Signage

The desk is not the focal point when a visitor walks in, the staircase is. The small printed out signage is noticed but not entirely clear. A more visible sign prompting visitors to start at the front desk. There are two monitors above the front desk. However, it changes often. Should there be static information?

5. Self Guided Tour

Visitors mentioned that they liked the liberty to explore through the museum independently. However, not many individuals were able to fully engage with the exhibits, still left confused about where to start or what is important. A recommendation is to have a self-guided auditory phone application, allowing visitors to listen to pre-recorded guides. Even including different language options (focusing on Mandarin, Japanese, Korean, Taiwanese, etc.).

Our research found a lot of parallels to the old 2019 research findings, but with Covid, new problems came as the Wing Luke had to adapt to the pandemic. This meant that more child friendly exhibits and interactive experiences came secondary due to covid and had less interactions than usual.


Personas and Scenarios

Primary:

	<p>'I wonder what cool places I will find today'</p>	<p>goals</p> <ul style="list-style-type: none"> to visit cool new places walking around his city to see and learn interesting new things to have interesting things to tell his coworkers on monday 	<p>frustrations</p> <ul style="list-style-type: none"> Seattle isn't very pedestrian friendly in some places He feels like he's visited most places that he knows about He feel under represented culturally in Seattle
<p>Expeditionary Eric</p> <p>age 30 education BA location Seattle, WA</p>	<p>bio</p> <p>Eric is a developer living in the international district of Seattle, he was excited when he moved here because of all the cool places he can explore.</p>	<p>motivations</p> <p>value <input type="range"/></p> <p>peer approval <input type="range"/></p> <p>having fun <input type="range"/></p> <p>learning <input type="range"/></p>	<p>personality</p> <p>introvert <input type="range"/> extrovert</p> <p>sensing <input type="range"/> intuition</p> <p>thinking <input type="range"/> feeling</p> <p>judging <input type="range"/> perceiving</p>

Scenario:

Eric wants to discover something new	Eric find Wing Luke Museum	Eric pays to enter museum	Eric visits bottom floor exhibits	Eric visits top floor exhibits
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	<p>'I found this museum with a bruce lee exhibit i loved his movies!'</p>	<p>goals</p> <ul style="list-style-type: none"> to see cool Bruce Lee memorabilia to see the art and enjoy the museum vibe to learn about asian american history 	<p>frustrations</p> <ul style="list-style-type: none"> There is a lot of reading at the musuem There is not much stuff to interact with Almost missed the art section on the second floor
<p>Tourist Terry</p> <p>age 28</p> <p>education some college</p> <p>location Missoula, Mt</p>		<p>bio</p> <p>Terry is visiting family in Seattle and was searching for something to do during his visit, when he found Wing Luke Museum.</p>	<p>motivations</p> <p>value <input type="range" value="80"/></p> <p>peer approval <input type="range" value="30"/></p> <p>having fun <input type="range" value="70"/></p> <p>learning <input type="range" value="50"/></p>

Scenario:

Terry wants to visit somewhere unique to Seattle on his trip	Terry finds and heads to Wing Luke Museum	Terry buys ticket and enters museum	Terry visits bottom floor of museum	Terry visits second floor of museum
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Secondary:

 <div>Casey the Kid</div> <div>age 8</div> <div>education elementary school</div> <div>location seattle, WA</div>	<p>‘Did you know this year is the year of the tiger!’</p>	<p>goals</p> <ul style="list-style-type: none">▪ to have fun at the museum▪ to learn something new to talk about with friends at school▪ To learn more about the zodiac animals	<p>frustrations</p> <ul style="list-style-type: none">▪ kid corner is to small▪ there is to much to read at museum▪ there is not enough stuff that i can touch and interact with
	<p>bio</p> <p>casey is a local seattle elementary kid who was brought to the wing luke by her parents for a fun educational trip on the weekend</p>	<p>motivations</p> <p>parental approval</p> <div><div></div></div> <p>peer approval</p> <div><div></div></div> <p>having fun</p> <div><div></div></div> <p>learning</p> <div><div></div></div>	<p>personality</p> <p>introvert extrovert</p> <div><div></div></div> <p>sensing intuition</p> <div><div></div></div> <p>thinking feeling</p> <div><div></div></div> <p>judging perceiving</p> <div><div></div></div>

Scenario:

Casey wants to do something fun over the weekend	Casey’s parents take her to museum after looking for educational places to take kid	Casey’s Parents pay for entrance into museum	Casey and family visit bottom floor exhibits	Casey and family visit second floor exhibit, gift shop, then leave
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User Journey Map

Persona: Tourist Terry

Goal: Find somewhere unique to Seattle to visit

ACTION	Terry wants to visit somewhere unique to Seattle on his trip	Terry finds and heads to Wing Luke Museum	Terry buys ticket and enters museum	Terry visits bottom floor of museum	Terry visits second floor of museum
TASK LIST	A.Terry remembers that bruce lee lives in seattle, he googles 'bruce lee seattle' and sees wing luke pops up B. He reads reviews of museum on google and decides to check it out	A. Terry takes the light rail to international district B. Terry follows google maps to find museum C. Terry finds main entrance to museum	A.Terry enters during non-peak hours and gets his vaccine B. Terry pays the entrance fee for the ticket C. Terry learns layout of museum from front desk attendant	A.Terry heads straight to bruce lee exhibit to learn about his hero B. Terry then visits the other exhibits on the bottom floor C. Terry then checks out the giftshop before heading upstairs	A.Terry walks up the stairs and heads right to look at teens section and heads upstairs to see green hornet exhibit B. he head back downstairs and views main exhibit halls to the left C. Terry then visits the art exhibit halls on the last door to the right of main hallway D. Terry buys himself a year of the tiger calendar and then leaves the museum feeling content that he learned interesting facts about his hero Bruce Lee
FEELING ADJECTIVE	interested	Concerned	Informed	intrigued	content
IMPROVEMENT OPPORTUNITIES	Marketing as a must see seattle experience especially	Finding parking to the museum can be difficult, and costs	There is a large area in front of the bruce lee exhibit that could be used	There is a lot to read in the Bruce Lee exhibit but there is not a lot of interaction	The library being closed makes the third floor feel empty, there is also a cool example of a room on the third floor that doesn't

	<p>when it comes to asian american history can drive further tourism</p>	<p>money; advertising the use of public transportation could ease access to the museum.</p> <p>There is no easy to view signage when walking up king st and people usually follow google maps, and know they're at the museum when standing right in front of it.</p>	<p>for community events if people come to see bruce lee exhibit they could be enticed to come back if they see events happen in that room</p> <p>There isn't a map to the museum that's readily available in the front and that means guests and attendants have to rely on memory</p>	<p>there. There could be examples of equipment Bruce Lee practiced on that people could hit and punch so they could put themselves in Bruce Lee's shoes while attending the exhibit.</p> <p>The gift shop can feel confined and cramped if it's possible to open the area more it would be easier to access especially for people requiring accessibility assistance such as people in a wheelchair</p>	<p>have any context and feels hidden from guests.</p> <p>The green hornet exhibit is cool but also feels hidden from desk, as well as the community teen art exhibit which I feel is a great example of Wing Luke reaching out to the community feels like it is hidden away</p> <p>Advertising in the airport and on the lightrail could drive tourism especially for people using public transportations and having a free day on a business trip to Seattle.</p>
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Persona: Expeditious Eric

Goal: Discover Something new in the International District.

ACTION	Eric wants to discover something new	Eric find Wing Luke Museum	Eric pays to enter museum	Eric visits bottom floor exhibits	Eric visits top floor exhibits
TASK LIST	<p>A. He walks around international district searching for cool new places</p> <p>B. He looks for places to visit on google maps</p>	<p>A. He see gift shop and entrance</p> <p>B.He sees sign outside museum</p>	<p>A. He shows vaccine status at door</p> <p>B. He waits in line</p> <p>C. He pays for entrance</p> <p>D. The front desk attendant explains museum to him</p>	<p>A.He notices yellow marked path and follows it to bruce lee exhibit</p> <p>B. he walks back and enters other exhibits on the bottom floor</p> <p>C.He heads upstairs and notes location of gift shop</p>	<p>A.He heads upstairs to second floor and immediately turns left into big exhibit hall</p> <p>B. He looks at all the exhibits in this area and continues to exhibits further left</p> <p>C. As he is leaving to walk downstairs he notices and looks at art exhibit to the right of main entrance</p> <p>D. Eric leaves feeling he learned a lot about asian american history in the seattle area and is excited to share what he learned with his friends</p>
FEELING ADJECTIVE	Excited	Interested	Appreciative	Expeditious	Intrigued
IMPROVEMENT OPPORTUNITIES	<p>Ads on social media, ESPECIALLY ads for new light rail as visiting museum is easier than ever now</p> <p>improved signage outside so it</p>	<p>The line for the gift shop and entrance to museum can be confusing there could be signage or separate queues during peak day</p>	<p>Taking the time to explain the layout of the museum to every guest can hold up queue times for other customers, this could be set as a procedure that only happens during</p>	<p>The only indication of a guided path is marked on the floor signage at eye level could help guest find exhibits</p> <p>The gift shops limit on people entering can inhibit people's</p>	<p>There is a LOT of text in the main exhibit hall and it has guests stopping and reading for a long time. Consider condensing text so people will spend less time reading</p> <p>There is also a lot of text at the entrance to kidsplace which can lead to congestion</p>

	is easier to spot while walking up king st.		non-peak hours The person checking vaccines could help make sure people aren't accidentally waiting in giftshop line	abilities to shop and browse could consider removing this limit especially since vaccine status is verified at door	<p>There is nothing eye catching in the main hallway that would lead guests to art exhibit hall on the right of main hallway on the second floor</p> <p>Signage stating future exhibits or changes the museum will make in the future that is easy to notice by guests would help create a recurring customer base and drive people getting involved with wing luke if they knew wing luke wasn't a one off experience</p>
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“How might we?” Exercise

How might we...

- Deal with the museum being physically small?
 - Show more information on smaller exhibits?
 - Complement the old hotel room and the internment camp room?
 - Help other rooms that aren't as highly praised?
 - Complement the tour?
 - Help with virtual walkthroughs? (because the zoom walkthrough doesn't seem to work for people)
 - Help the museum feel more welcoming as a museum when people walk in?
 - Help get the wing Luke's name out there and not be stumbled upon by tourists?
 - Help people navigate through the museum and know where to go the second they walk into the museum?
 - How can we have more engagement with people more often / recurrently?
 - How can we have recurring events that are different each week to have people come week to week?
 - How might we deal with parking at peak times?
-

Proposed Solutions

Avoid because they already have:

- A new website (we will definitely test for them, but not design for them)
- A navigational App

Possible Ideas:

Presentation

Solution: A new interactive display would solve the issue of lack of engagement

What specific pain point addressed: Low amount of visitors planning on visiting the Wing Luke

- Design something that would compliment the upcoming app
 - PROs :
 - Covid Friendly
 - Caputre attention of younger audience
 - CONs :
 - We don't know if this is feasible in our time frame
 - we're not sure of the content on the app

Solution and impact: Marketing help

What specific pain point addressed: Low amount of visitors planning on visiting the Wing Luke

- Design content that will help market the Wing Luke to the public and spread awareness
 - PROs:
 - Increase awareness and online presence of the Wing Luke
 - Our team has experience in this field
 - CONs:
 - May not appeal to the entire target audience
 - We are unaware of the outcome and what the ideal marketing strategy is for the user

Solution and impact: Group Activity

What specific pain point addressed: Building tighter user communities.

- Have various alternating week to week activities which will increase interactions
 - PROs:
 - Possibilities for physical or online hosting of events
 - it will build a tighter community
 - CONs:
 - Uncertain how to get people to join activities
 - Possible time constraints

Solution and impact: Incentives

What specific pain point addressed: Encouraging visitors to return and/or buy memberships

- Design reward(s) for continued support to the museum with incentives to encourage memberships and revisits
 - PROs:
 - Receives more returning visitors
 - Encourages visitors to buy memberships
 - CONs :
 - Could be a waste of resources as it doesn't guarantee memberships
 - Possibly environmentally unaware

Solution and impact: Parking App

What specific pain point addressed: Parking can be really difficult

- A parking app might help users find local parking around the museum.
 - PROs:
 - Could be a nice link on the website for directions
 - Convenient for first time visitors
 - CONs :
 - We can design the app, but someone else would need to code it
 - we aren't certain of how helpful this will actually be

Solution and impact: Gamify Rewards Program

What specific pain point addressed: Encouraging visitors to return and/or buy memberships

- Point based system where you acquire points to get a free visit or some sort of reward.
 - PROs:
 - appeals to younger audience
 - encourages revisits and interacting with the museum
 - CONs :
 - Could be implemented in the upcoming app
 - people might spend a lot of time on their phones instead of interacting with the museum

Problem Specification

One-line concept

Our concept is a capsule machine with charms made by local artists that would bring forth a positive change towards the marketability of the Wing Luke Museum.

One-paragraph concept that you all agree on

Our group's concept is a capsule machine containing charms made by local artists that would bring forth a positive change towards the marketability of the Wing Luke Museum. We found that The Wing Luke did not have ways of rewarding members and returning visitors supporting the museum. Our team decided on designing a game-like system where visitors would complete fun and engaging tasks at The Wing Luke, such as finding a figurine hidden around the museum, filling out a fun fact sheet, and visiting the museum's events. Visitors would then be rewarded with a prize from the capsule machine, that will be changed annually to keep things fresh. We hope this will encourage and reward returning visitors to Wing Luke and to promote the museum's membership program.

Thank you