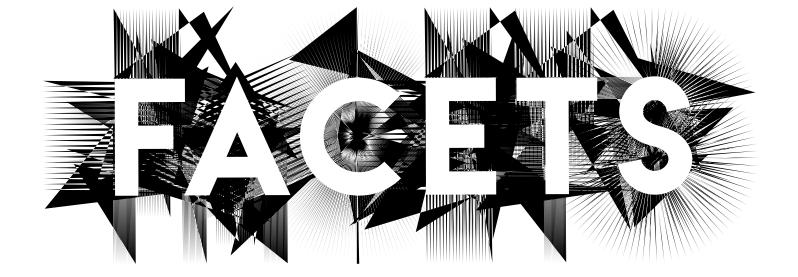


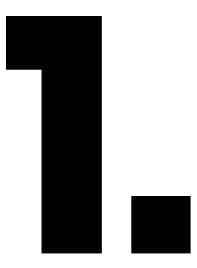
"If I had asked people what they wanted, they would have said faster horses."

-Henry Ford



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Project Objective

Design an identity program for an upcoming museum exhibit. Explore different strategies of problem-solving through research, conceptual ideation, design development practicing usage of the formal elements and basic principles of design for exploration or type, imagery, layout and composition, format and media. Connect the audience with an overall story.

Facets

Exhibit Design

Overview

Glam Rock was a movement in music, fashion and identity that was born in the United Kingdom in the 1970's. Performers were known for crafting theatrical personalities and wore sensational costumes complete with legendary hair and makeup. These personas they developed were particularly androgynous and the group became known for being sexually charged and exploring non-traditional gender roles. These artists rejected the direction rock was heading in after the 1960's and instead drew from influences such as hard rock, 1930's glamour, cabaret, mythology and science fiction to create a spectacle of their own and remind the world to let loose and have fun.

The artists of the glam rock era are faceted personalities both on and off stage. These people presented themselves to the world in such creatively outrageous fashions by developing intricate onstage personas. However, they took to a process to accomplish this. There was makeup, costumes, wigs and more used to transform into these iconic characters, but off stage, they were completely different iterations of themselves. They were humans. Humans that used their onstage creations to reject social norms, explore identity and remind the world that it was totally acceptable to let loose and play.

The exhibit uses sketched images of various features of a person that individually do not reveal any identifiable characteristics. This symbolizes the everyday person that the performers were prior to crafting their stage selves. With these elements are bold, gold jewelry and accessories and act as the glitz and glam that was brought into their character to mold their public persona. When put together, all these individual parts create the person that the world knows. One with a faceted nature.

Discovery

Glam Rock was a movement in music, fashion and identity that was born in the United Kingdom in the 1970's. Performers were known for crafting theatrical personalities and wore sensational costumes complete with legendary hair and makeup. These personas they developed were particularly androgynous and the group became known for being sexually charged and exploring non-traditional gender roles. These artists rejected the direction rock was heading in after the 1960's and instead drew from influences such as hard rock, 1930's glamour, cabaret, mythology and science fiction to create a spectacle of their own and remind the world to let loose and have fun.

Design Narrative

During my exploration, I kept defining the artists of the glam rock era as faceted since they had many aspects of personality both on and off stage, but there is also a geometric meaning to the word and that is the approach I took with my design. I wanted it to feel very angular and dimensional so I used triangles for their pointed corners in diferent sizes and directions. For a more layered look, I used lines in a burst like effect around the letters and dripping down from them. I think that it brings a shine like detail that reminds of glitter and lights of the stage. I used a sans serif typeface in all caps for strength as I think the artists showed huge strength in their characters by showcasing their trueselves on stage.

Word List

prevailing style pseudonym splash androgynous true color earnest sparked young built blend different posturing noticed legendary cultural musical signature pseudo-sexual evolution craft electrifying tension thrilling evolved dandy shaped movement transfixed respected music indisputable spectacle contrast relentless ferocious identity sparkle success dressed up reveled loved escape create inevitable dominate spectacular remarkable harder out-there costume theatrical legacy partnership provocative thrilling craving sexual tension chameleon buzz performance prodigious flourish art talent flirted escalating glitter flamboyance persona memorable created trademark scene genesis soldiered boundaries appropriated caricature forceful iconic influence strong pushing maturing avant-garde influence

Focus Words

Character

the quality of being individual in an interesting or unusual way

Outrageous

highly unusual or unconventional; extravagant; remarkable

Radical

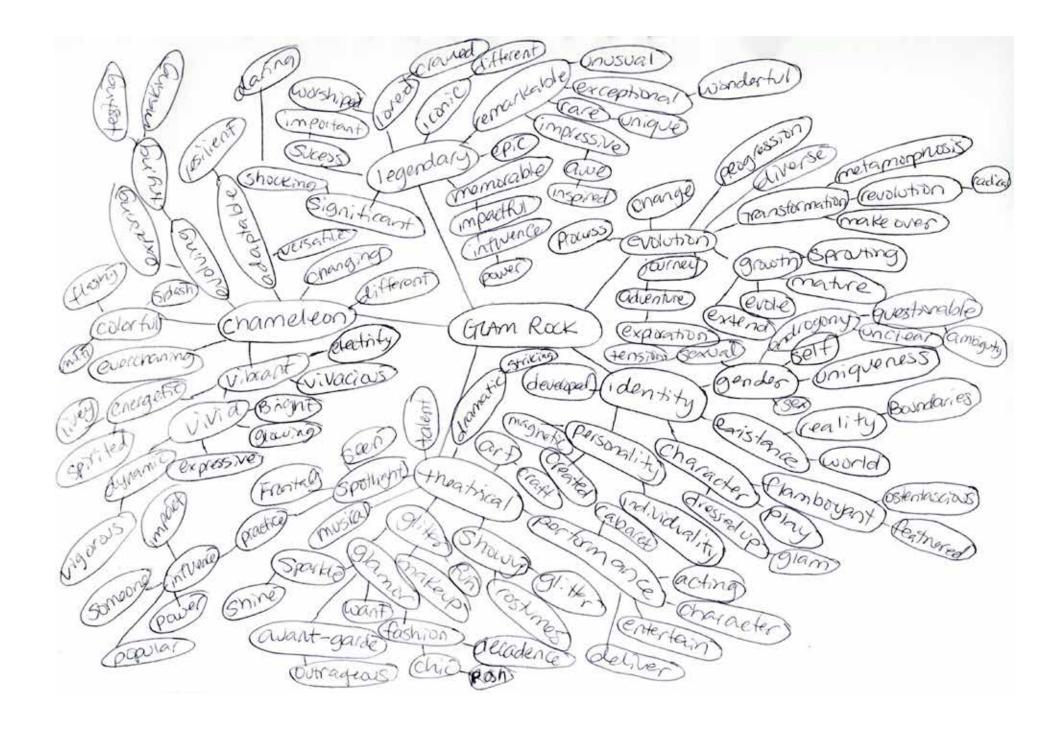
favoring drastic political, economic, or social reforms

Play

engage in activity for enjoyment and recreation rather than a serious or practical purpose

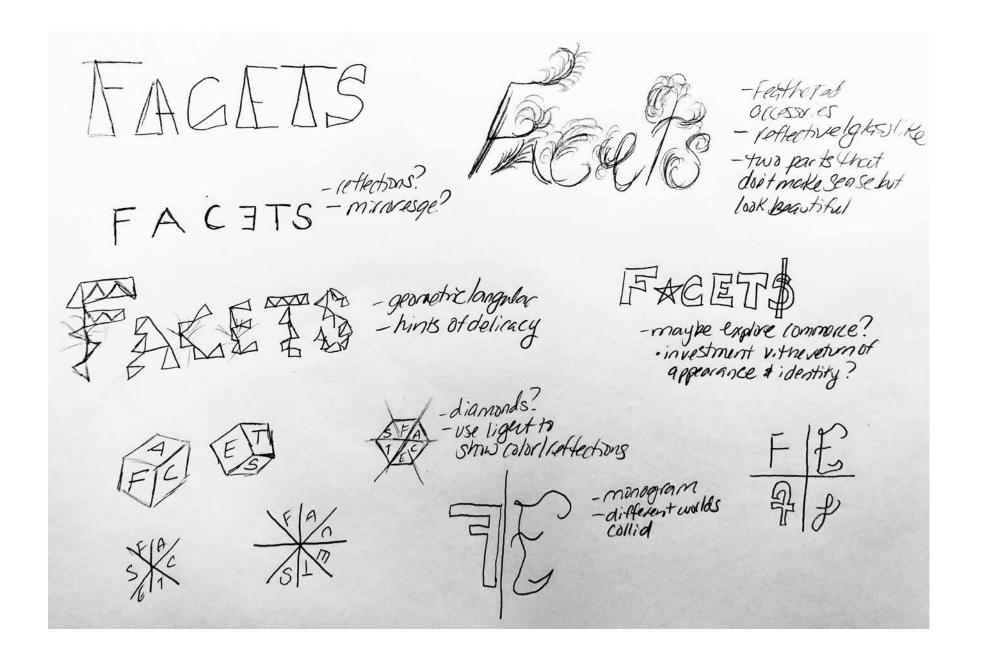
Electric

electrifying; thrilling; exciting; stirring



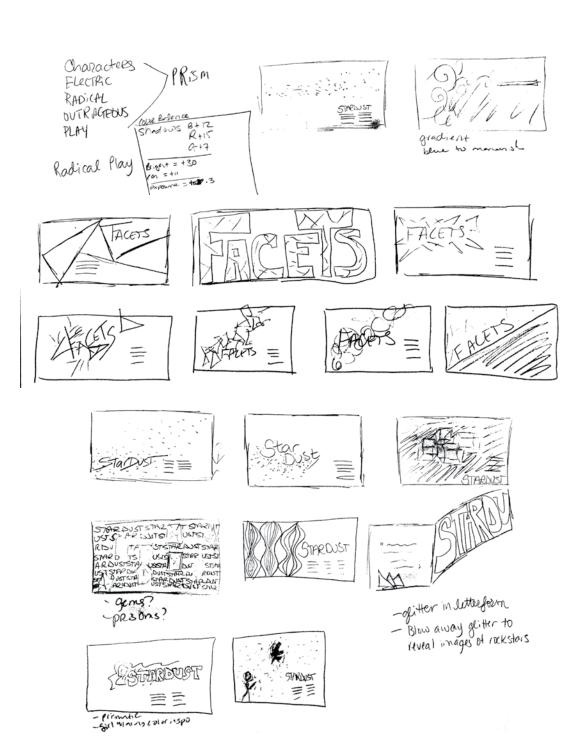
Sketches

While I had my concept formed early on, I was torn between calling it Stardust, and Facets, which ultimately became the title. I sketched options using both titles as the ideas and what I wanted to convey was the same.

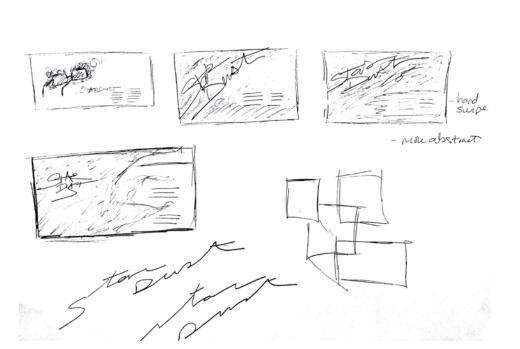


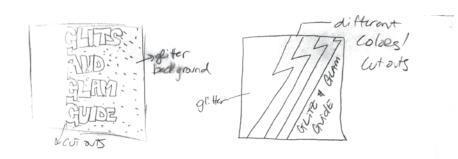






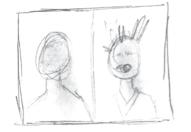


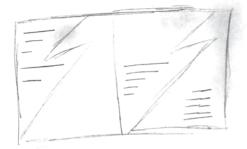




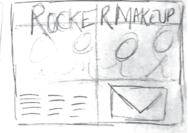


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Glitter Study













Logo Exploration

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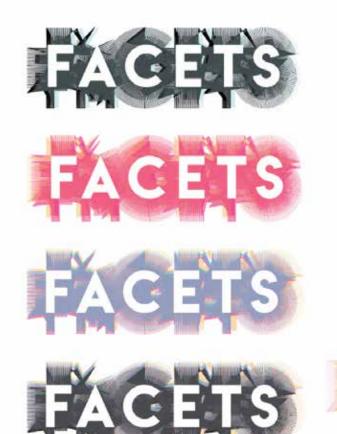


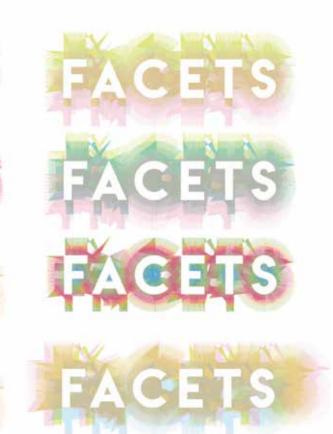


FACETS









Environmental Exploration



































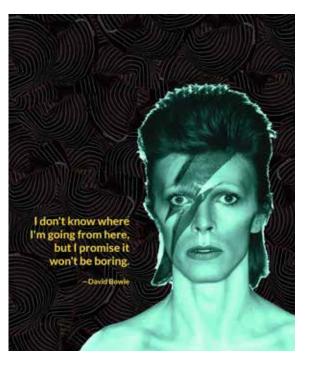




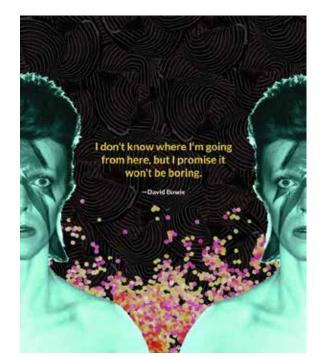


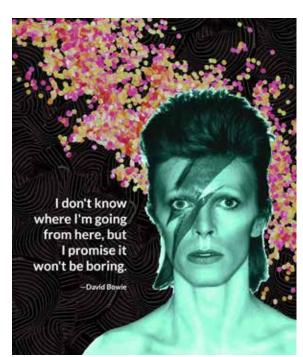


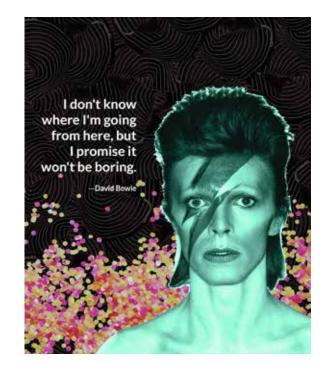


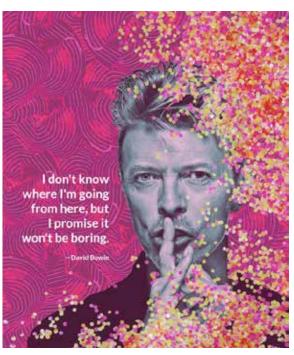




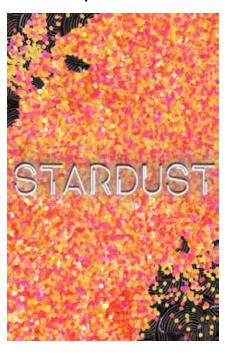


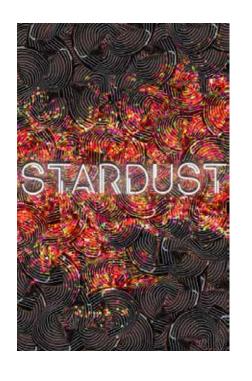


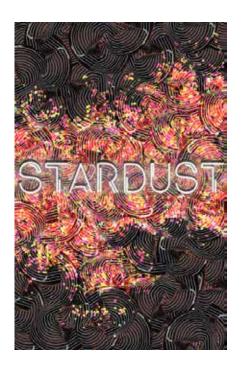


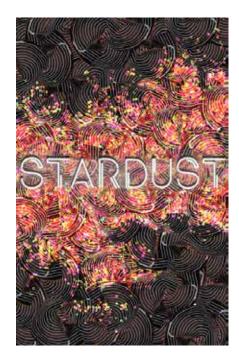


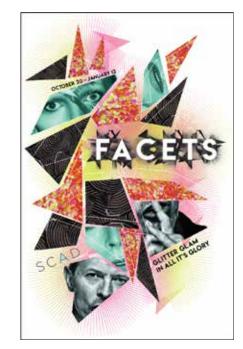
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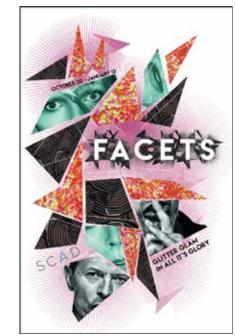


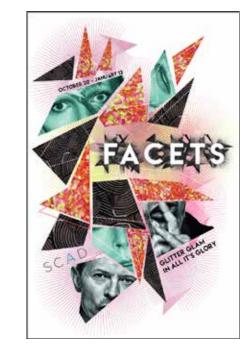


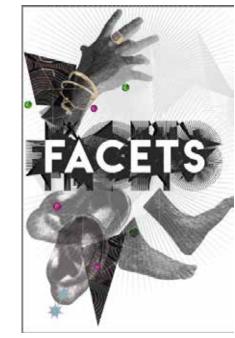


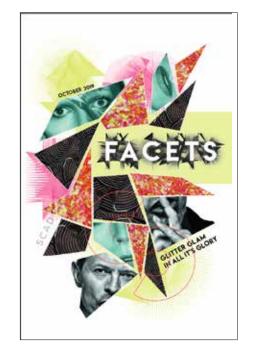


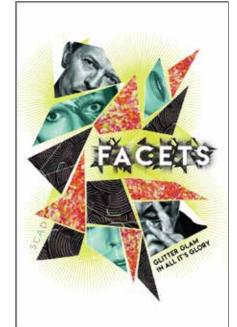


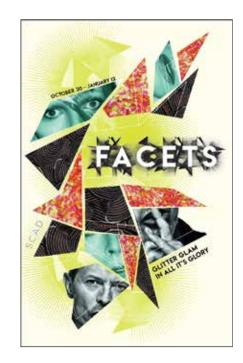


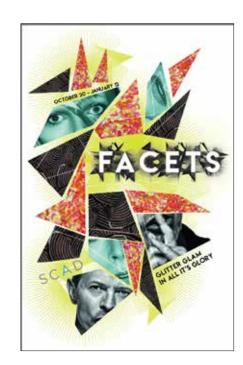


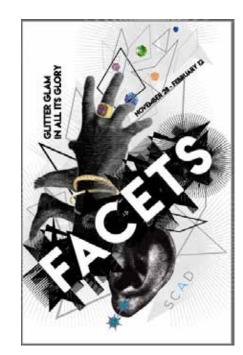


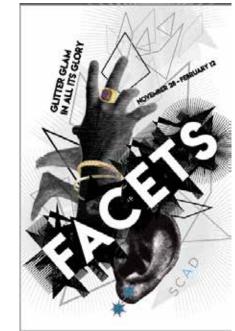


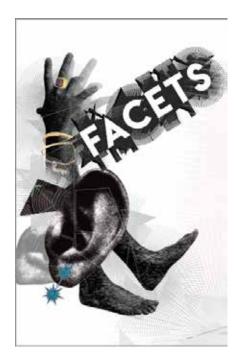


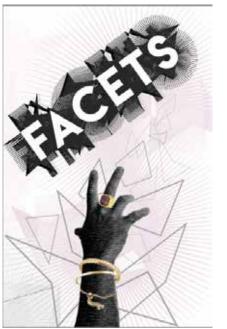
















Project Objective

With the advent of digital publishing and it having become mainstream, the competition for attention in physical retail bookstores is huge. The challenge was to create a set of book jackets designed to sufficiently capture the attention of the shopper and hold their intrigue.

Edgar Allan Poe Collection Book Jacket Series

Overview

Edgar Allan Poe was best known for his dark writing packed full of symbolism and nuance. The concept for the covers was pulled from these three tales, The Tell-Tale Hear, Manuscript Found in a Bottle and Some words with a Mummy. Each followed a different character who found themselves in unique situations that had them questioning their realities. Interestingly, regardless of the story, the narrator was never given a name, referred to simply as "the narrator," which left it to the reader to complete their idea of his identity.

For this collection, the notion that the narrator is faceless was explored by substituting Poe himself for the role visually. By doing this, the design was able to personify his stories literally back onto the writer. The covers all referenced distinctive elements from their respective stories, but in similar manners to illustrate the unifying themes. Each story used a beetle to represent a key idea. For example, The Tell-Tale Heart showcased a death beetle to illustrate the passing of time and an eminent fatality. Similarly, eyes were consistently reference which led to glass eyes being present on the Some Words with a Mummy cover. These elements were purposely laid over the subject to illustrate entrapment in a scenario which would lead to him then questioning reality.

Book Summaries

Concept Articulation

The Tell-Tale Heart

The Tell-Tale Heart is a short story that follows the narrator as he plots and executes the murder of an old man with a "vulture eye." While the calculated nature of the murder are detailed by the narrator, the relationship between the two men as well as motive behind the act remains unclear. Although he has seemingly committed the perfect crime, the narrator guilt initiates his descent into madness as the story unfolds.

Manuscript Found in a Bottle

Estranged from both family and country, our narrator finds himself as a passenger aboard a cargo ship that sets sail for Batavia. A mere few days into the journey, the ship is capsized by a remarkable storm, and the narrator remains to be one of the only survivors. After a string of harrowing events, he finds himself on a galleon which provides little to no change in circumstances. As the narrator continues the passage for his life, he keeps a journal as the prospect of destruction looms near.

Some Words with a Mummy

The tale begins with the narrator receiving a letter of invitation from his friend, Doctor Ponnonner, to be present for the examination of a mummy that he has been granted access to. The examination takes place at the doctors house and commences upon the arrival of our narrator. After opening three sarcophagi, the men have found that body as well as the name of their mummy, Allamistakeo. Although he had not been embalmed in the way they were familiar with, the body was in perfect condition without any odor or incisions. By experimenting with electricity, the men awake Allamistakeo who is displeased with the abuse of his body. Upon patching up the damage they have done, the men share a handshake, cigars and wine with the mummy and begin conversation. The two sides share their views and stories and through this exchange, the men learn important lessons from the past that influence decisions soon to be made in their future.

The Tell-Tale Heart

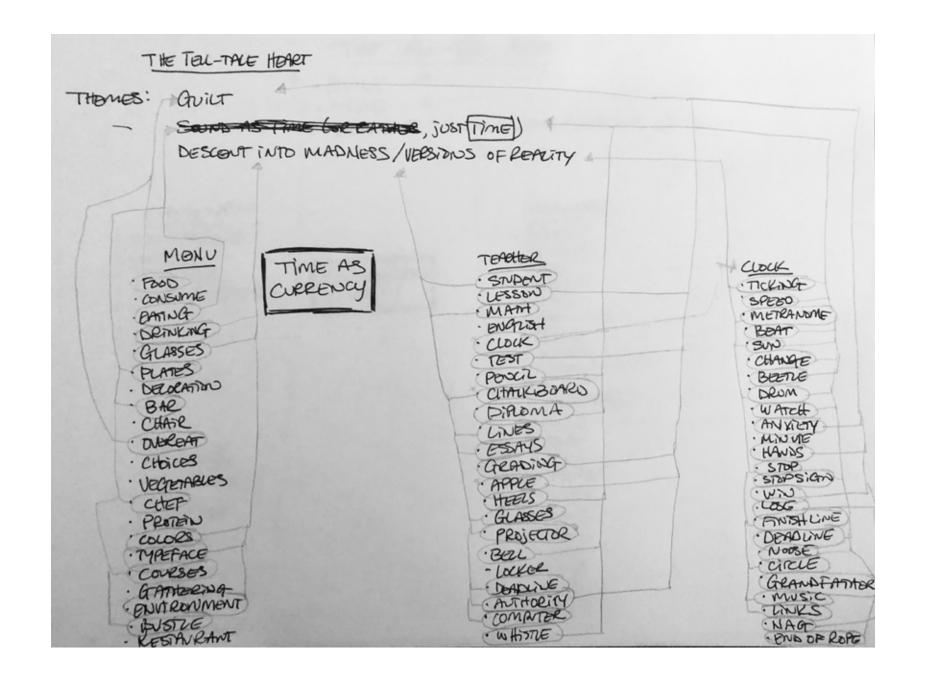
Although a short story, Poe has packed this tale full of symbolism and nuance. One theme that I particularly noted was time. The interesting part of that is that the time itself is very rarely noted or mentioned. It is presented in varying methods such as the time of day, the act of waiting, but mostly sound contributes to the motif of time. The narrator hears death beetles, a kind of bug the sounds like a clock ticking, a watch passing the minutes through the walls and most of all the old man's heart supposedly beating through the floorboards once murdered. I think exploring the idea of sound as a currency of time is an interesting way to portray the book. The death beetle is an unlikely symbol that I would like to use. I also think that using the text to bring anxiety in is a curious idea. While reading, there is also a sense of tension and I would like to emulate that through stretching and molding text as if it were saran wrap.

Manuscript Found in a Bottle

Manuscript Found in a Bottle is a story that has strong themes of fear, discovery and questioned reality. The narrator faces impossible weather situations while possibly being surrounded by zombie crew members and continues on his quest into what proves to be the most terrifying exploit—the unknown. It seems unclear whether Poe meant this to be a cautionary tale on the hero of discovery, or that danger can prove to be worthwhile if it takes you to places you've never been, regardless of the outcome. I'd like to play with the idea of ghost ships and the earth "swallowing them up whole." There are theories that the earth is hollow and that the north and south poles are entrance points to the inner part of the earth which habitable and spacious. Using that concept as a symbol of the unknown is also a good platform to play with type. I see reverse copy and mirroring of words as well as imagery.

Some Words with a Mummy

This tale is a unique take on time-travel in a way. Poe's narrator, once again unnamed, is able to converse with a mummy that hails from ancient Egypt and has been awoken in the nineteenth century. While the gentlemen around him boast of their scientific advancements, the mummy's view is that there is not much progress in innovation since his era of civilization. The moral is that the mummy offers is that culture and humanity are far more valuable and important than scientific advancements and that those areas are not meant to determine whether a society is more evolved than the other. I love that Poe personifies the mummy in his story, and I would like to do that for my cover. I plan on using an old dress form as a symbol for the mummy and replacing aspects of it to be more human. For example, the gentlemen sit down with the mummy and share cigars and wine. I think it would be funny to have a cigar floating as if it were in the mouth of this inanimate object. I will use a cut-and-paste collage style and incorporate some Egyptian style, perhaps through text, into the design.



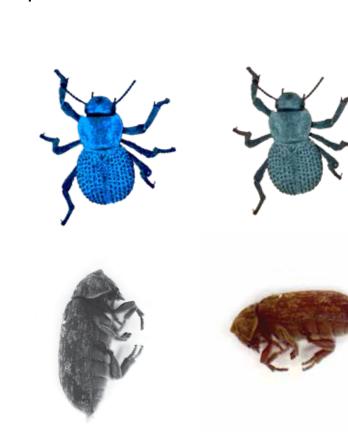


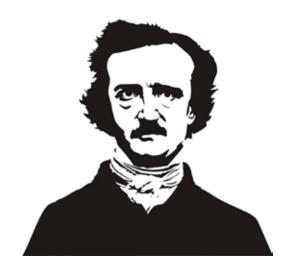


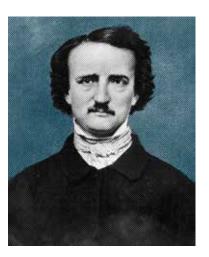












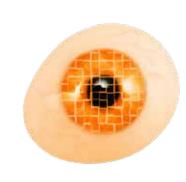










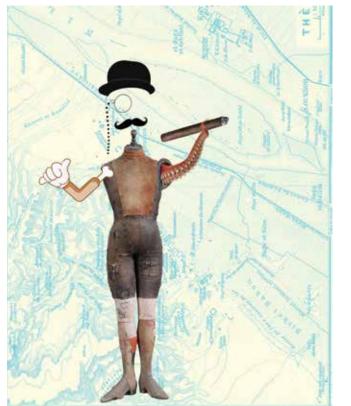


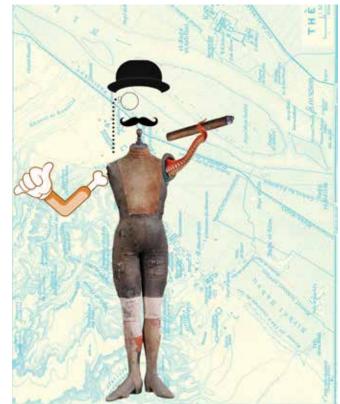






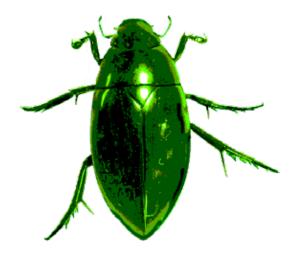












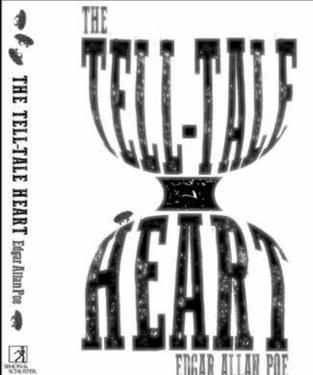


Book Jacket Exploration



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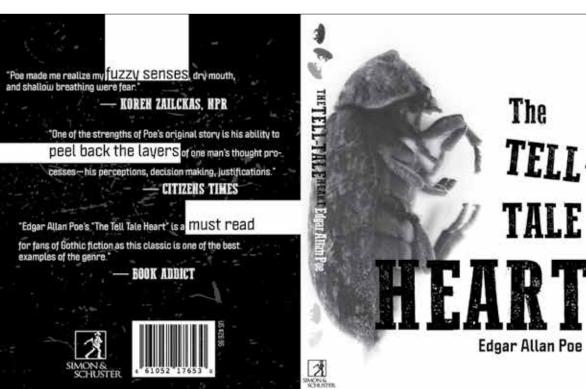




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- KOREN ZAILCKAS, NPR

"One of the strengths of Poe's original story is his ability to

peel back the layers of one man's thought pro-cesses—nis perceptions, decision making, justifications

- CITIZENS TIMES

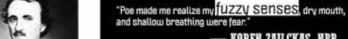
"Edgar Allan Poe's "The Tell Tale Heart" is a must read for fans of Gothic fiction as this classic is one of the best examples of the genre."







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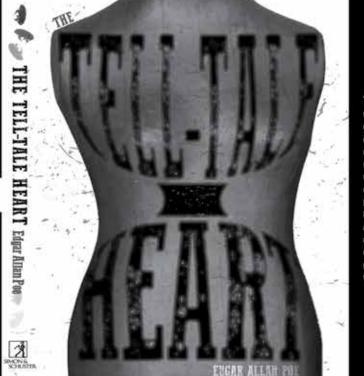
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"Poe made me realize my UZZV SENSES, dry mouth, and shallow breathing were fear."

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Edgar Allan Pools The Tell Tale Hoorth is a must read - BOOK ABBICT









THE TELL-TALE HEART IS a short story that follows the narrator as he plots and executes the murder of anoid man with an aminous "wilture eye." While the coloulated nature of the munder are detailed by the narrator, the relationship between the two men as well as motive behind the act remains unclear After carefully waiting for the precise mament, the old man is killed and his body out up by the narrator and hidden below the floor board of his our bedroom. Although he has seemingly committed the perfect orbins, the narriston guilt initiates his descent into madness as the story untolds





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*Poe milde me realize my **FUZZV SENSES**, dry mouth, and shallow breathing were fear.*

- KOREN ZAILCKAS, NPR

One of the strengths of Poe's original story is his ability to

peel back the layers of one man's thought oro besses—his perceptions, decision making, justifications?

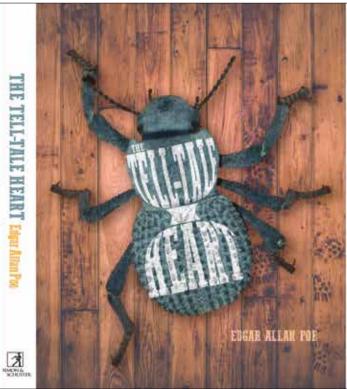
— CITIZENS TIMES

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- BOOK ADDICT







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- KOREN ZAILCKAS, MPR

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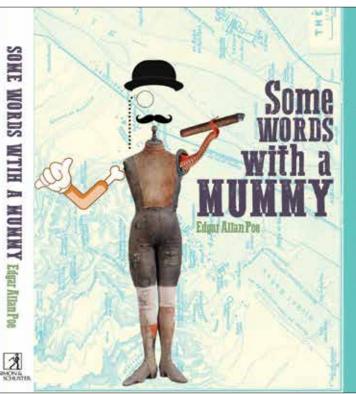
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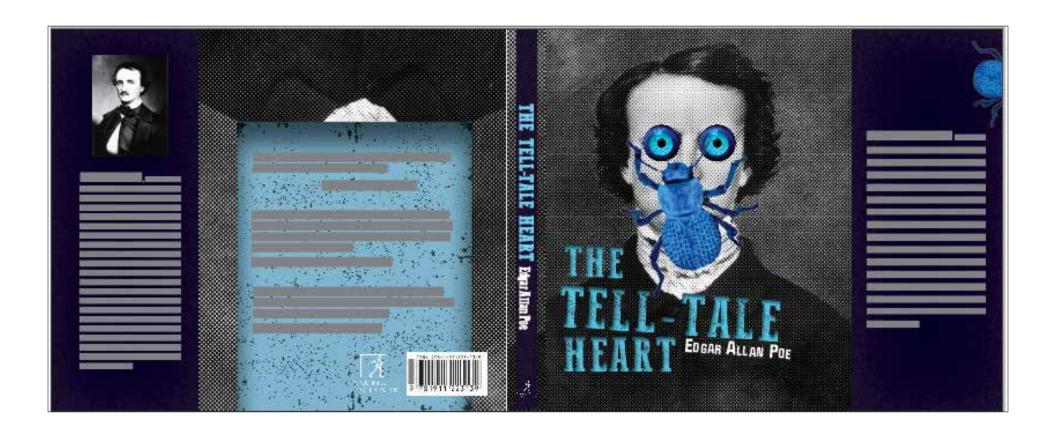
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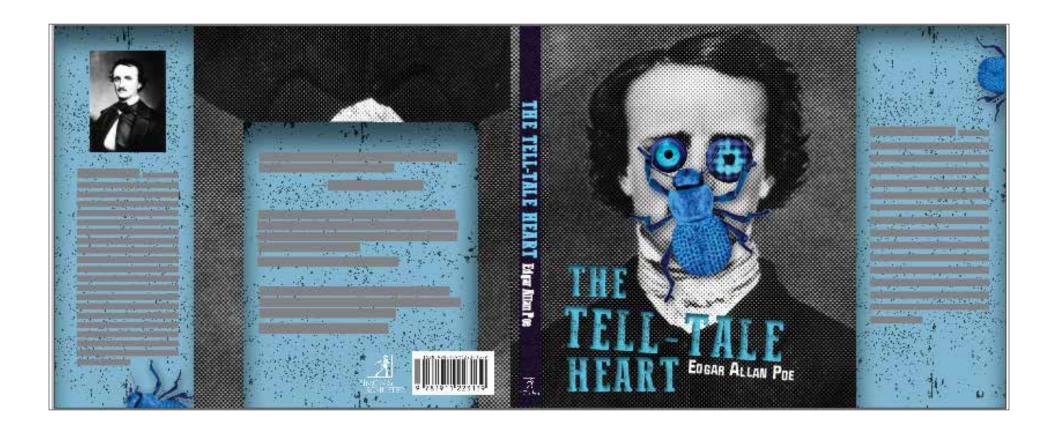


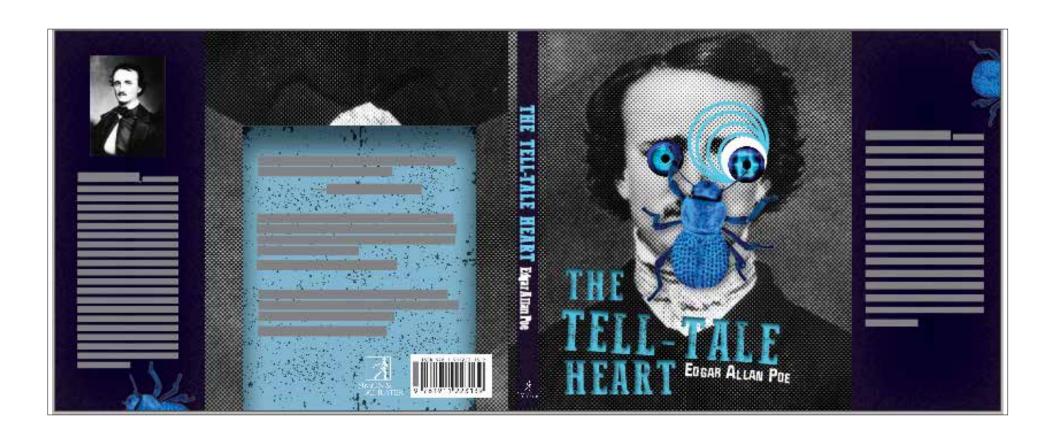


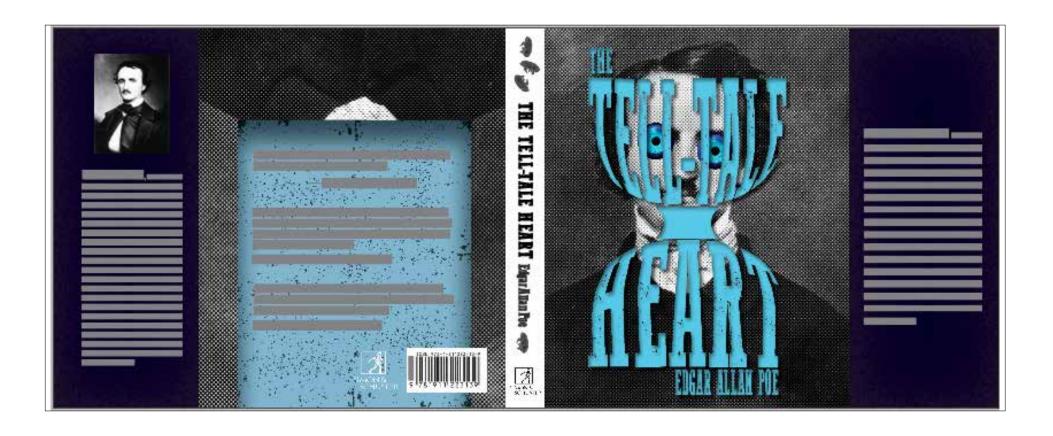


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Project Objective

Redesign all aspects of a commercial magazine. Consider the context and take into account how that could be reimagined or built upon.

The Knot Magazine Redesign

Overview

The wedding industry is one that is full of clichés, restricts and a general list of rules to follow for those planning their nuptials. Despite the increase in support for the act of self-expression for these incredibly personal events, there is very little commercial material in print to support this surge in culture. This redesign was inspired by that notion, and encourages the reader to embrace their own, unique ideas and craft an experience that suit them and not what they believe they should be planning.

Las Vegas is traditionally a non-traditional place to hold a wedding ceremony. The featured article allows the readers to explore different couples that decided to take the stress and hassle out of planning and embrace a city that reassures couples to be themselves and not worry about wearing white or bringing something blue. Each couple brings a new perspective to the reader.

The new design takes a fresh, clean approach. By using a modern sans serif typeface for the masthead, it breaks away from the mold of scripts and serifs most often seen in this place and offers a more welcoming cover space for a variety of styles. Eliminating the coverlines gives a more luxurious impression and projects a more poster like quality. Contemporary and more natural looking photography completes the new look and allows the reader to better see themselves in the magazine, rather than overly styled scenarios that can be difficult to connect with.

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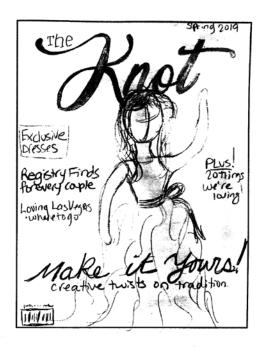


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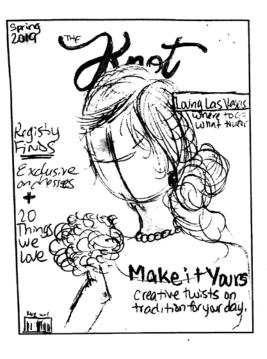
Cover Sketches





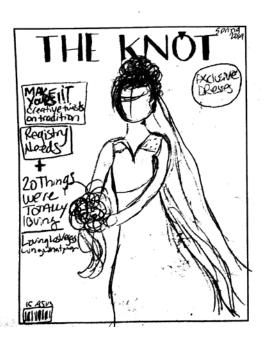




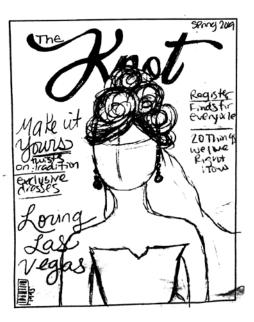












Cover Type Study

Cover Exploration

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Issue N°3

Issue No3

Issue N'3

Issue N°3

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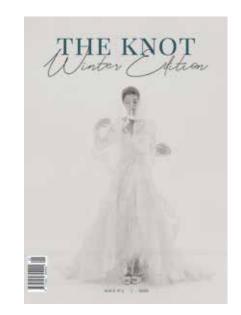




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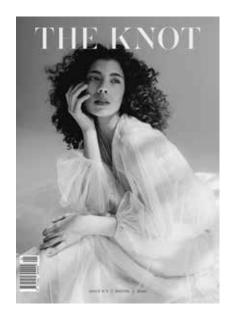
















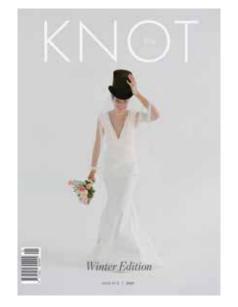












































Spread Exploration



























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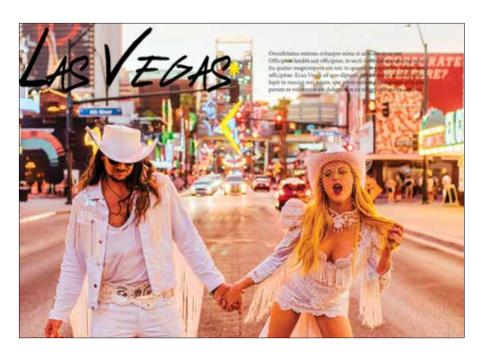










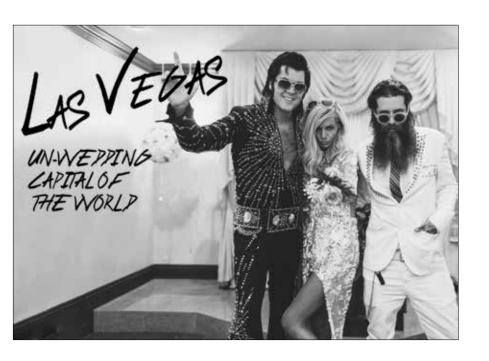


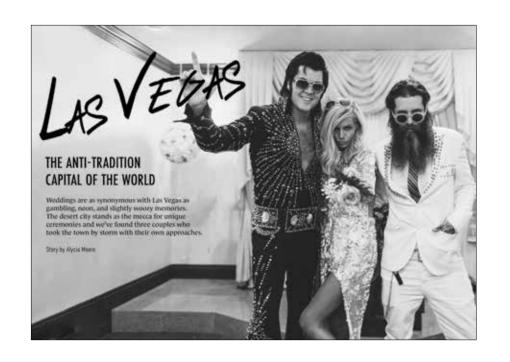
















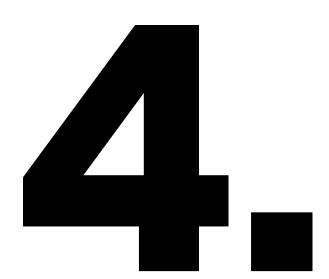








glovebox



Project Objective

Identify a general point of dissatisfaction in dayto-day life that can be imkproved with a new app. Conduct detailed research on this topic to develop a concept for an application that resolves the issue in a simple, effective, user-friendly manner.

Glovebox Car Organization App

Overview

Through research, it was identified that vehicle owners often struggle to keep track of all the many details surrounding their cars. There is a plethora of paper work and maintenance reports that no one wants a part of.

Glovebox solved this dilemma. It is an gives the users the abiolity to consolidate all information about their vehicles together in oneclear spot to simplify their lives and clean up mental clutter.

From insurance information, maintenance history, past accidents, and more, Glovebox provides a secure location to upload their information. connections to nearby local mechanics, and a step-by-step walkthrough for how to properly deal with an accident.

Concept Cards

YOUR CAR

An all around vehicle specs app that aids in keeping your vehicle in great condition as well as having information abour your car ready at a moments notice.



Features

Find my car

Need tune up Registration and insurance on hand

Info about your lease Can take photos in a crash

Notify users of car needs Helps in the event of a crash Organized info on your car

Resources Needed

Car owner Car specs Location

Local car related businesses

Easy Air

An app geared towards making airport travel less stressful and more conevenient with airport information, live updates on flights, and estimated waiting times.



Find my parking View departure board Waiting times Airport map

Plane updates What's nearby (bathrooms, restaurants, stores)

Less stressful air travel Organized information

Travelers Quick and convenient updates Airport information

for the pilot's manual. This will make it easier for pilots to look up issues incase of an emergency.

Voice activated

Quick Search Categorized sections

Plane information

The Gulfstream Guide

An app for Gulfstream pilots that works as a replacement

Organized info Quick and efficient

Manual information

Competitors

CAR ASSISTANT FREE



PROS

- Contemporary design
- Regularly updated
- Easy to add information
- Can pdf reports

CONS

- Data looks cluttered
- o Only for iOS
- Can only track maintenance
- o Can't add photos

AUTO CARE 1

\$4.99



PROS

- Cost of ownership report
- Add documents via Dropbox
- Multiple languages
- Updated regularly
- Can pdf reports

CONS

- Dated design
- Data looks overwhelming
- Only for iOS
- Can't share profiles
- Unreliable syncing

CAR MINDER PLUS

\$2.99



PROS

- Manages multiple cars
- o Graphs fuel economy
- Timeline of services
- Seems to be easy to use

CONS

- Dated design
- o Only for iOS
- Many reviews of lost data
- o Only tracks maintenance
- Got rid of accident features
- o Can't store photos

Problem overview

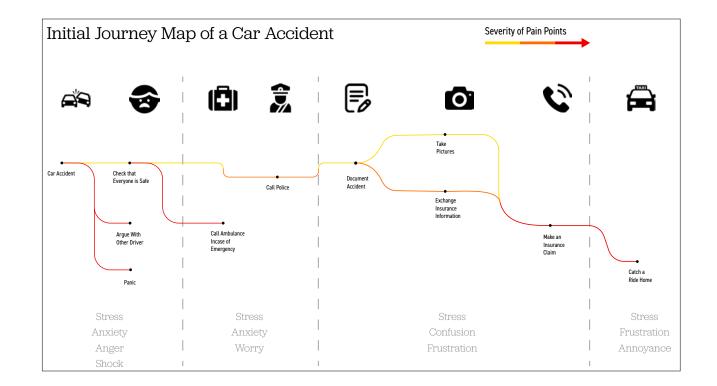
Common Car User Pain Points

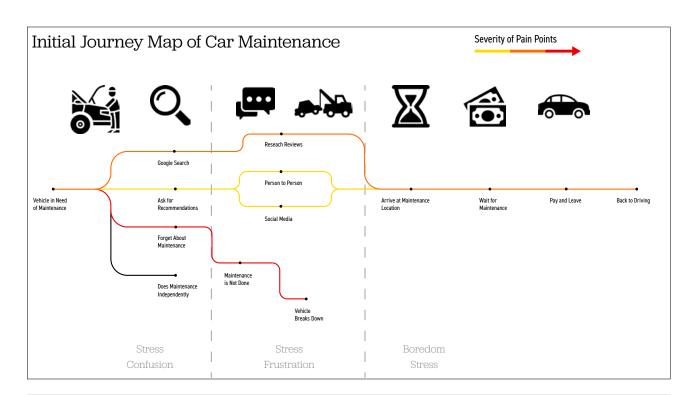
Basic Paperwork

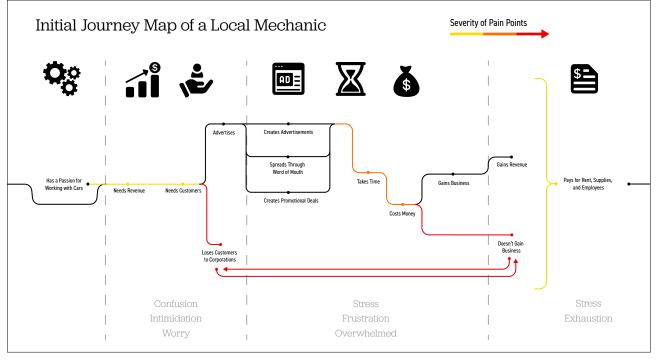
Maintenance Schedule

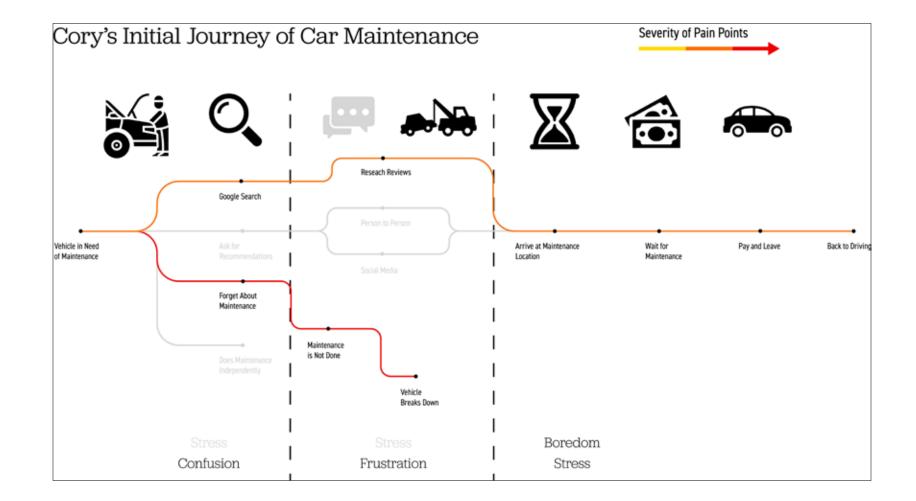
Insurance Information Accident Support

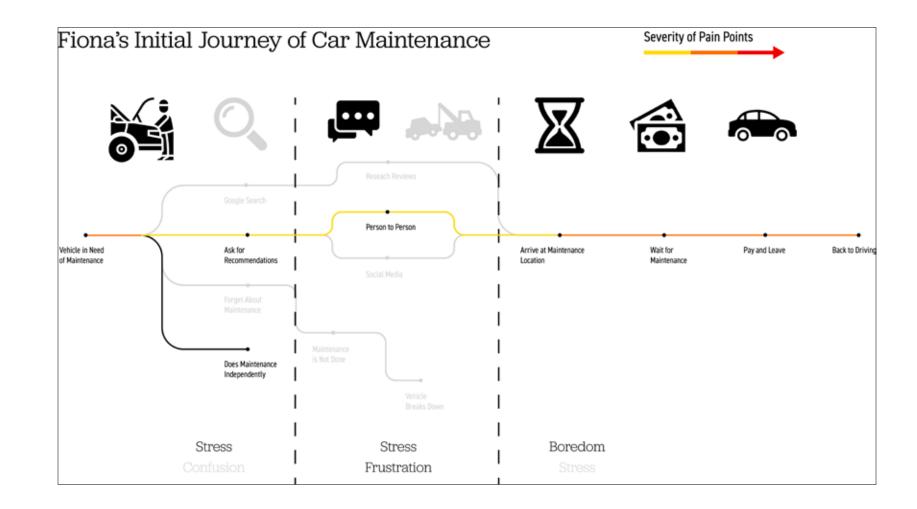
Initial Journey Maps







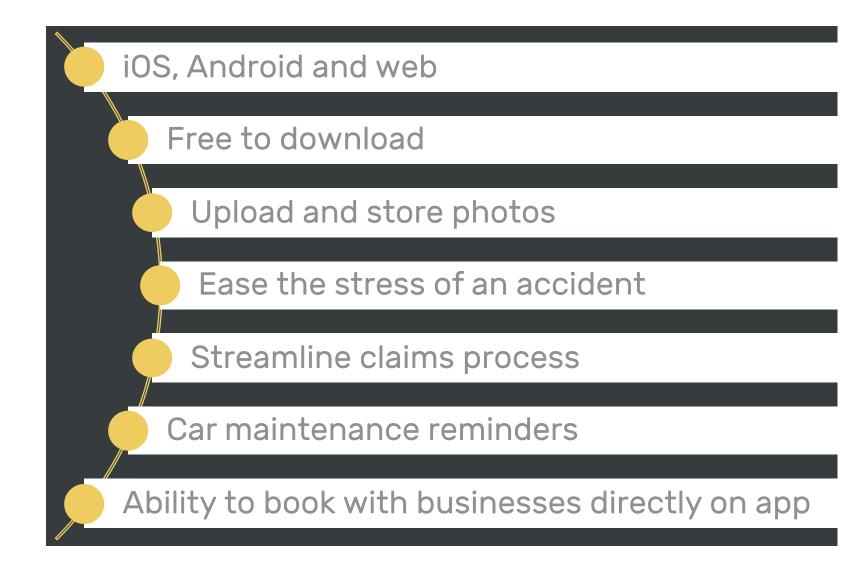


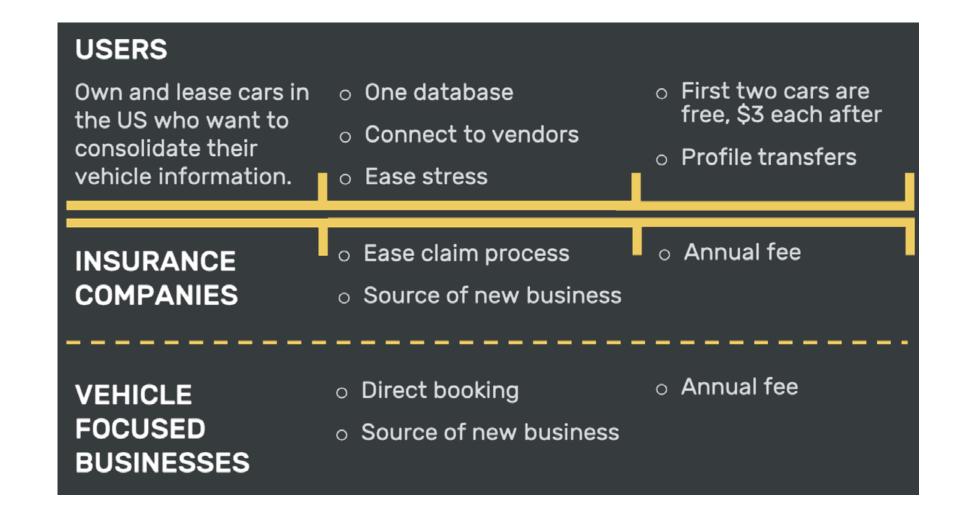


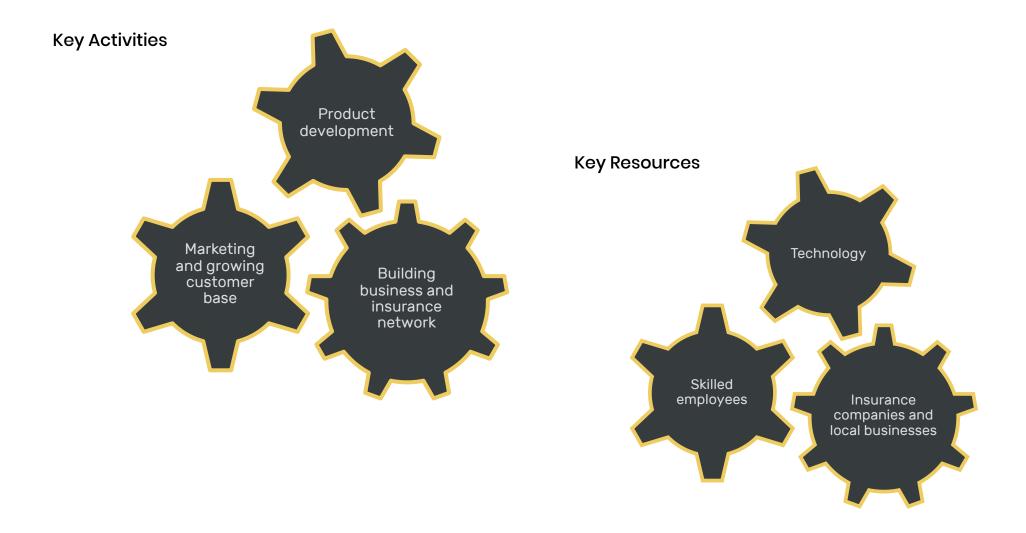
Business Model Canvas

glovebox THE BUSINESS MODEL CANVAS Value Propositions Customer Relationships 🖤 **Key Activities** Customer Segments **Key Partners** Users Drivers Product devolopment and Users Customer Service management One database for all vehicle Review and rating system • Those who own and lease cars Investors in the United States Marketing and building Social Media Insurance Company customer network Connect directly to vendors • People who want to consolidate all aspects of their vehicles needs · Local Businesses • Building business and insurance • Eases the stress of accidents • 3rd party scheduling service Insurance Companies Insurance Companies that want to · Source of new business broaden their user base by **Key Resources** Channels • Smoother claim process streamlining communication • Mobile app for for Android Technology Vehicle Focused Businesses Mobile app for iOS Skilled employees Vehicle focused businesses · Source of new business Website Insurance companies · Direct booking · Those that want to broaden their target user and bring in Vehicle focused businesses new business **Revenue Streams Cost Structure** • Technological devolopment and costs Fees from businesses • Fees from insurance companies · Salaries to permenant employees • Profile transfer fees Scheduling service Marketing expenditure

Strategy







Wireframes





APP ICON

ADJECTIVES

organized, approachable, protective, confident, helpful, knowledgeable



This is a Heading

Rubik Bold

This is a Sub Head

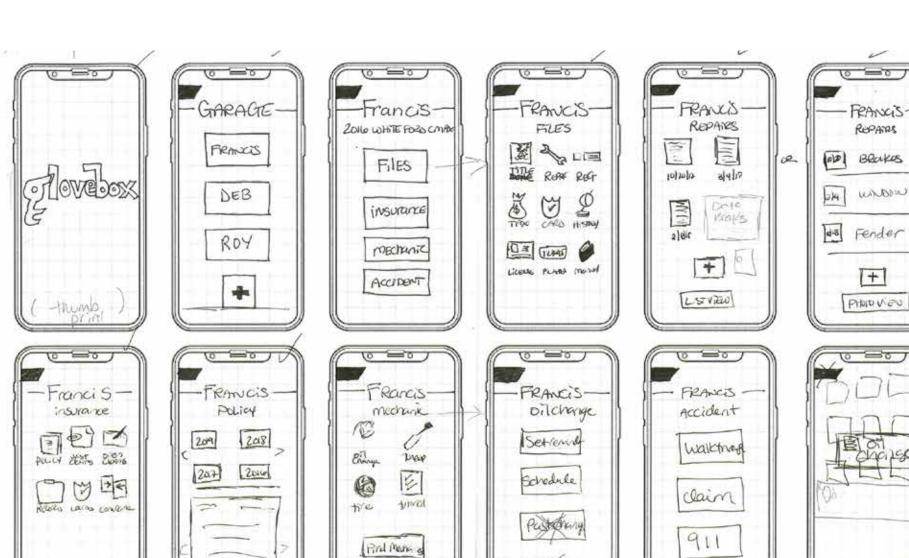
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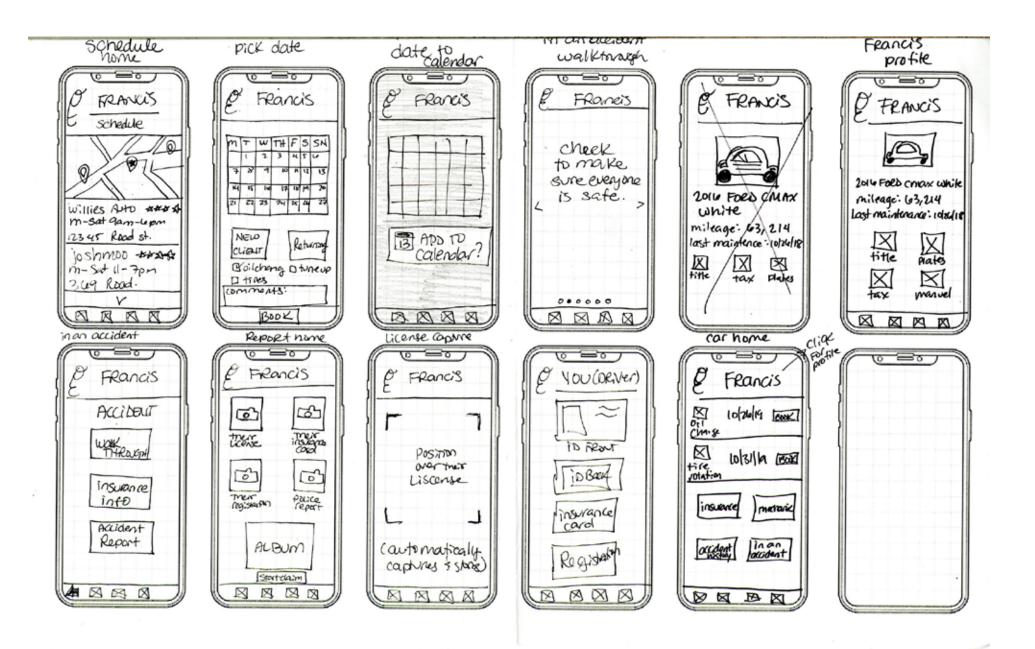
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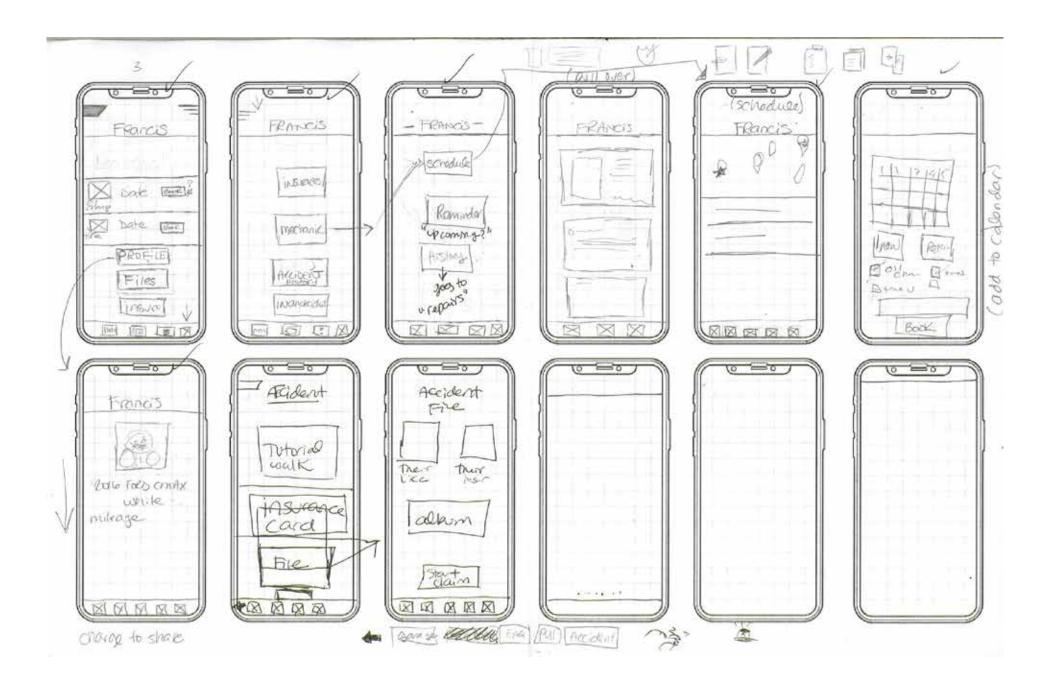
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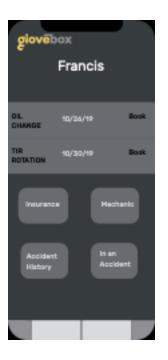


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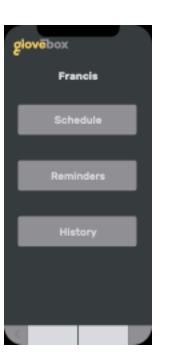








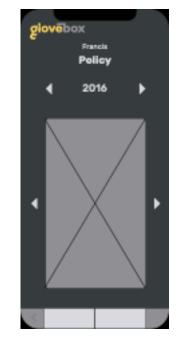




















Hi-Fi



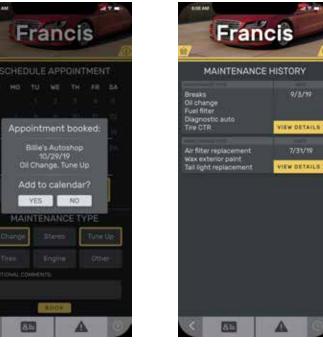




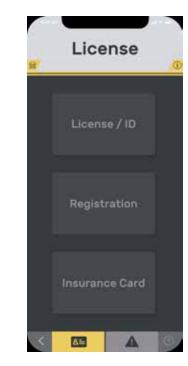






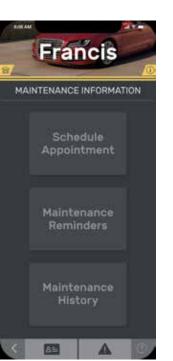






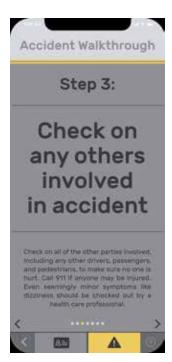




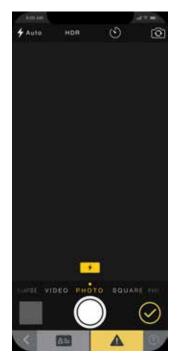


















Project Objective

Plan and host co-creation sessions as while working with a diverse group of thinkers to create and prototype innovative branded service experiences. Address the designer's role in shaping the public narrative on social issues, and examine contemporary cultural, political and societal issues around the world that have an impact on our lives.

South Georgia State Fair Rebrand and app design

Overview

Founded in 1926, the Exchange Club of Savannah is an organization founded on the principle of service to their community. By the Exchange Club's internal efforts and hosting of public events, the club raises money for the community, specifically the prevention of child abuse. One of their largest fundraising events is the South Georgia State Fair, previously known as the Coastal Empire Fair.

Attendance for the South Georgia State Fair has declined. This is due to safety concerns at the previous fairgrounds as well as less interest from young people. By co-creating with the Exchange club of Savannah, this project seeks to redesign the South Georgia Fair's branding and experiences. This includes creating an experience that attracts both young people and families to enjoy the food, rides, games, and agriculture on display at the new fairground location.

The major topics that this project address are the lack of diversity of events at offered at the fair as well and introducing technology to streamline the user experience. This becomes increasingly more important as the new location is significantly larger and accommodates a plethora of new activities and aspects to navigate.

Overview



Our Design for Social Issues team, co-creating with the Exchange club of Savannah, seeks to redesign the South Georgia Fair's branding and experiences. This includes creating an experience that attracts both young people and families to enjoy the food, rides, games, and agriculture on display at the new fairground location.

This project seeks to create an entertaining and safe experience to increase fair attendance and rebrand its family-friendly image.

SCENARIO young people.

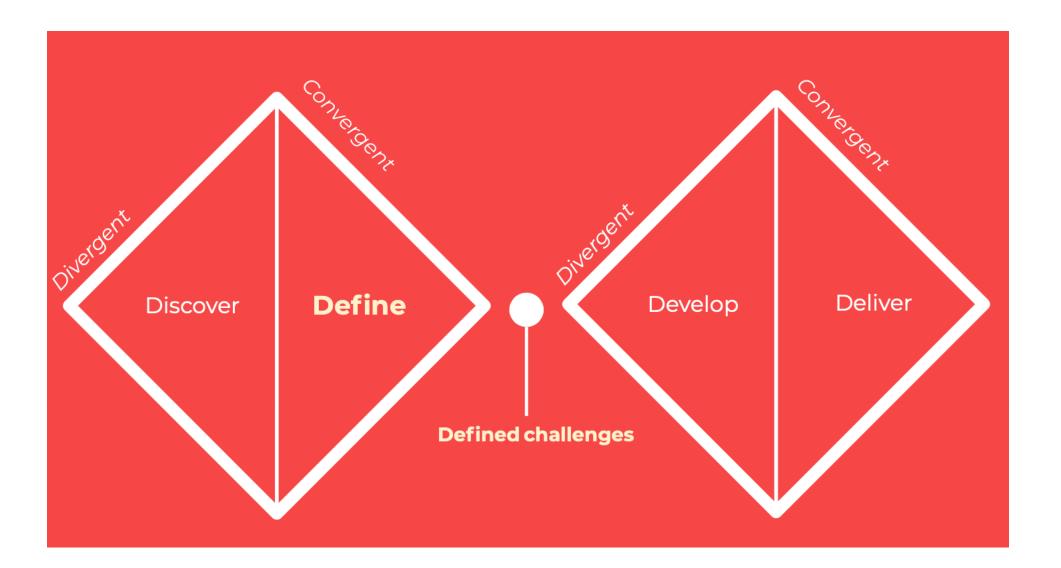
Attendance for the South Georgia State Fair has declined. This is due to safety concerns at the previous fairgrounds as well as less interest from

Our team will create an experience that draws fair goers to the new grounds, increasing both attendance and the money raised for community causes. We are specifically looking to draw families and young people to cement the tradition of attending the South Georgia State Fair in the next generation. Safety, family fun, and food are key components in this vision.

Project Road Map

PLAN	March 31	Introduction to project
A	April 2	Project Planning
	April 4	Vision/Scope
DI	April 7	Dry Run
SCC	April 9	Co-creation session 1
DISCOVER	April 11	Documentation and Dissemination
Ø	April 14	Data Analysis and Mapping
D	April 16	Dry Run
DEFINE	April 21	Co-creation session 2
VE	April 23	Documentation and Dissemination
	April 28	Affinitiation, Concept Development
DE	April 30	Dry Run
Ϋ́E	May 5	Co-creation session 3
DEVELOP	May 7	Documentation and Dissemination
Ů	May 12	Data Documentation, Outcomes
DE	May 14	Initial Prototyping
DELIVER	May 19	Prototyping Update
ĺΕR	May 21	Prototyping Update
	May 26	Dry Run
	May 28	Co-creation session 4

Double Diamond Process



Focal Jobs

FOCAL JOB	NEEDS	CONSTRAINTS
Face of fair, making sure event runs smoothly	Fair goer attendance, money, carnival company, vendor participation, sponsors	Carnival company, scheduling, new location learning curve
Ensure safety and order	Attendee cooperation, funding	Misbehavior and violence, distractions
Opporate rides	Equipment, training	Location, equipment malfunction
Sell consessions	People to buy their product, location to set up	Attendance, weather, product availability, competition
Take payment, distribute tickets	Equipment, training, technology	Crowds, technology failures, man/woman power
Assist with parking	Equipment, training,	Traffic, space, weather, volunteers not showing up
Maintain safety standards	Equipment, training, attendee cooperation	Crowds, weapons
Attend fair, go on rides, see entertainment, buy concessions	Activities for adults and children, safety	Safety, crowds, money, age of children
Attend fair, go on rides, see entertainment, buy	A fun event, support good causes	Money, transportation
	Face of fair, making sure event runs smoothly Ensure safety and order Opporate rides Sell consessions Take payment, distribute tickets Assist with parking Maintain safety standards Attend fair, go on rides, see entertainment, buy concessions Attend fair, go on rides, see entertainment, buy	Face of fair, making sure event runs smoothly Fair goer attendance, money, carnival company, vendor participation, sponsors Ensure safety and order Attendee cooperation, funding Opporate rides Equipment, training Sell consessions People to buy their product, location to set up Take payment, distribute tickets Equipment, training, technology Assist with parking Equipment, training, Equipment, training, Activities for adults and children, safety see entertainment, buy concessions Attend fair, go on rides, see entertainment, buy good causes A fun event, support good causes

SWOT Analysis Framing Problems

Strengths

- Fun for the whole family
- Nostalgia
- Contributes to community
- Food
- Unique entertainment

Opportunities

- More community involvement
- First impression
- Beer garden
- Social Media

Weaknesses

- Ability to reach diverse communities
- Can be expensive
- Crowds, especially in security lines
- Ride and food diversity
- Monotony

Threats

- Internet connection
- Balance new image and old traditions
- COVID-19
- Weather

Turning Problems Into Opportunities

How might we increase the Georgia State Fair attendance?

How might we make the fair appeal to a wider, more diverse audience?

How might we showcase the Exchange Club's community involvement?

FOCUS WORDS

Food Family Fun









Logo Development





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SOUTH GEORGIA STATE FAIR





















































COASTAL

GEORGIA

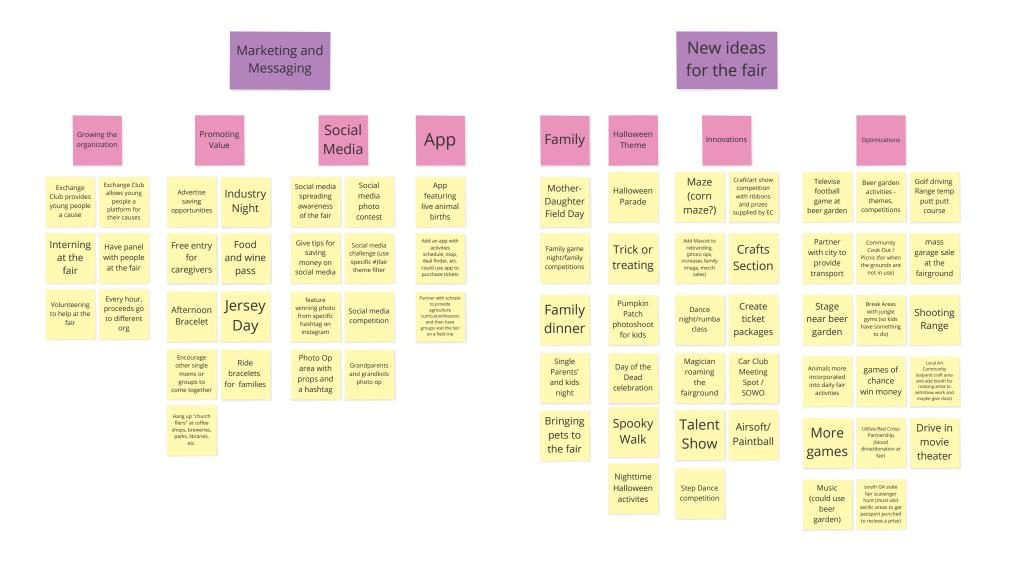
State Fair







Develop - Affinitization



Community

competition

Partner with

Savannah

Rae's

Popcorn

Bachorlette

Parties

Underprivileged

the fair

schools day at

night

Kids day

camp at

the fair

Blue Community Local Business Year Round Education Multi Involvement Location Connections Sky Cultural (During Fair) (Lower Ed) Involvement Use Corndog rolling to Have boats, Latin Assign students Partner with airsoft 5K for Local vendors for helicopters, "what community means to me" and Kids poster nursing homes cops cars, etc. houses and then display at competition to provide Night field a cause jam/jelly/honey leading people to the fair on display transport JAA-Collab with Centralized Food Fair @ Science Day for the Sell roll of Medieval demonstration and instructors Breweries homeless (for kids) with include tickets/Bulk fair on the Geocaching convenient and food take kids to kids as transportation cultural food to come purchase fairgrounds fair trucks assistants or shuttles as well 24 hour Science Collab with More Kids sell tickets, Mud run Obstacle Nostalgic Black competition like they would competition Breweries sensitive for held at (X-hours to going door to Food and food those with history fairgrounds Courses partnering build door selling with schools something) disabilities chocolate trucks exhibit College Educational Partner with local Robot battles Greek life Assisted Living Tropical activity businesses to allow them Community Air (partner with night or community Outdoorsman about the time at the booths at the fair (like a trade show) drinks trips to the fair schools) balloons expo activities pond animals Savannah Bananas Day (they come in and Use local Kids Art Make Ag get black Live transportation from Ghost industry (ie stage/amphitheater and host the awards the EC club gives at the fairgrounds (allows them to post these events on social) Gallery (kids Cool Again / sorority and GS/JCB) to take over stage for activities) (Wear gear) game tour with could paint Community fraternities showcase Savannah to garden? community) involved products the fair show cemetary promote group School's Social Service Food truck discounts

Representative Booth

Worlds

Fair?

social

studies

Use independent

of fair time

Features

- Purchase tickets
- Deal finder
- Map/Wayfinding
- Photo uploads
- Event schedules
- Marketing notifications
- Deal notifications

Benefits

- Cuts down on lines
- Easy access to information
- Creates a more seamless experience

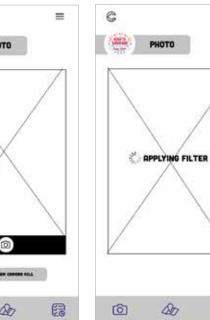
Value Proposition

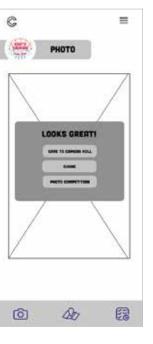
- Creates a plan ahead of time so attendees can fully enjoy their experience
- Saves time and streamlines ticket purchasing process and fair entrance
- Built in free marketing through photo app
- Gives a round-year connection to fair goers and the community

MidFi Screens

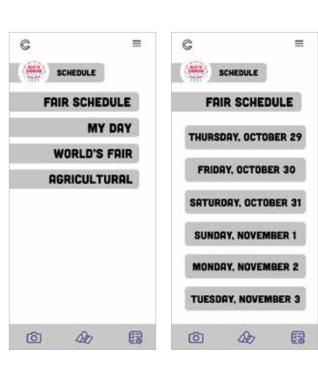








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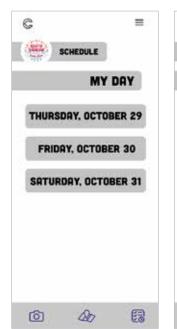














TICKETS

MY BEST PRICE

What days would you like to attend

the fair? (select all that apply)

How many admission tic-

you plan to purchase? u.v. 4

Which attractions are you

dir and ITA Events Garnes

a first responder

military

a sports for-

Rides :

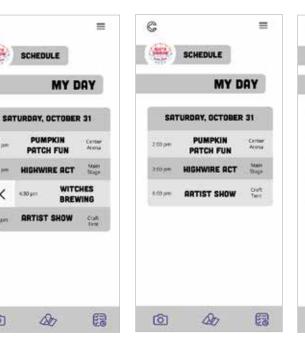
interested in? (check all that apply)

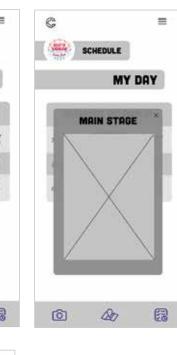
The World's Fair

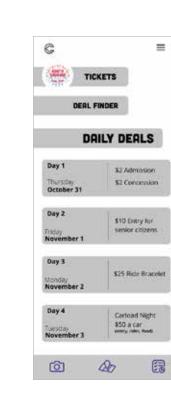
Specialty Shows

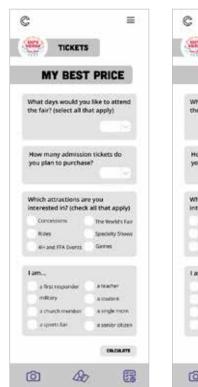
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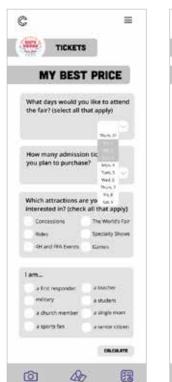
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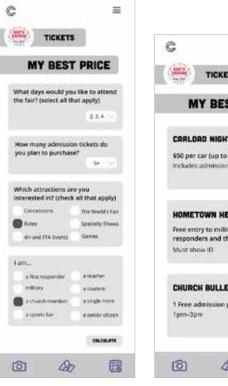














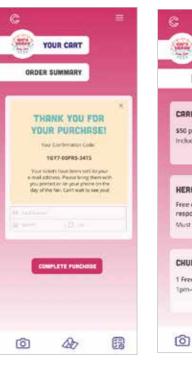


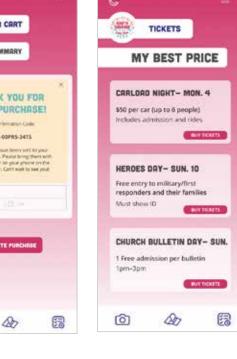
Color Studies















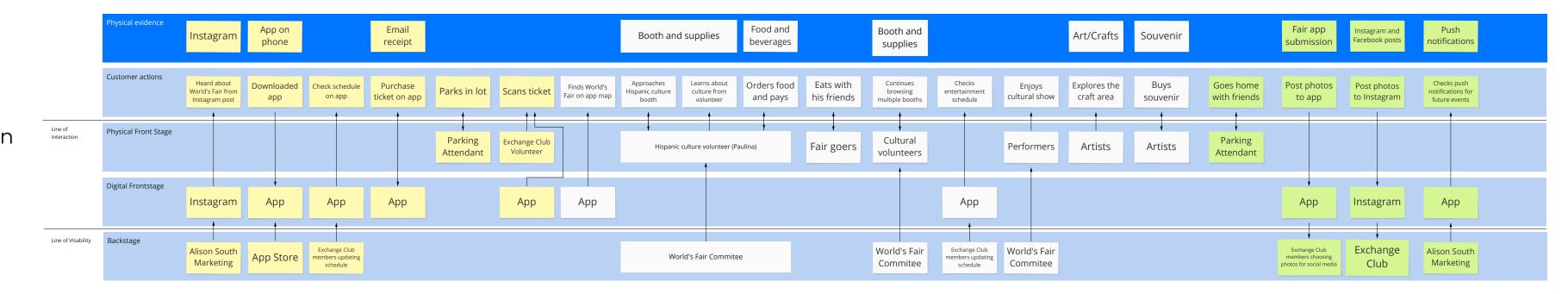


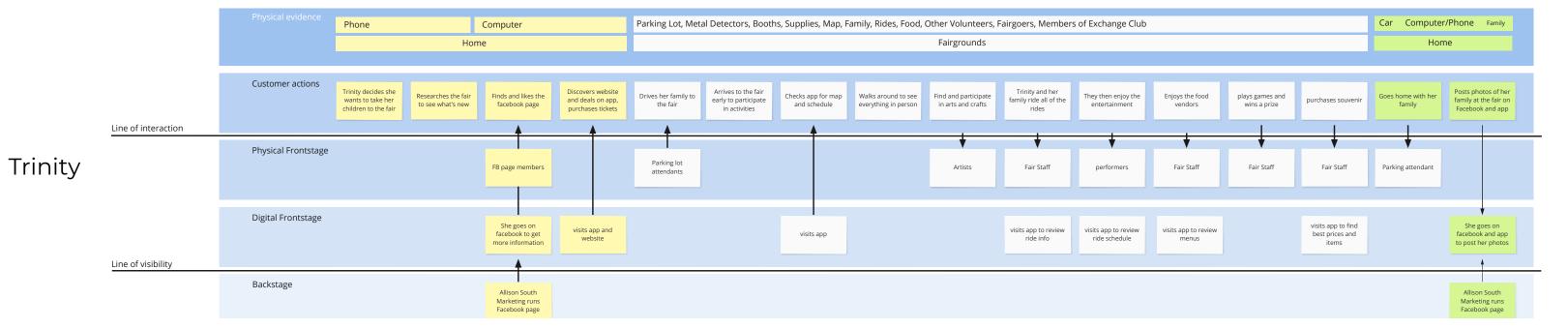


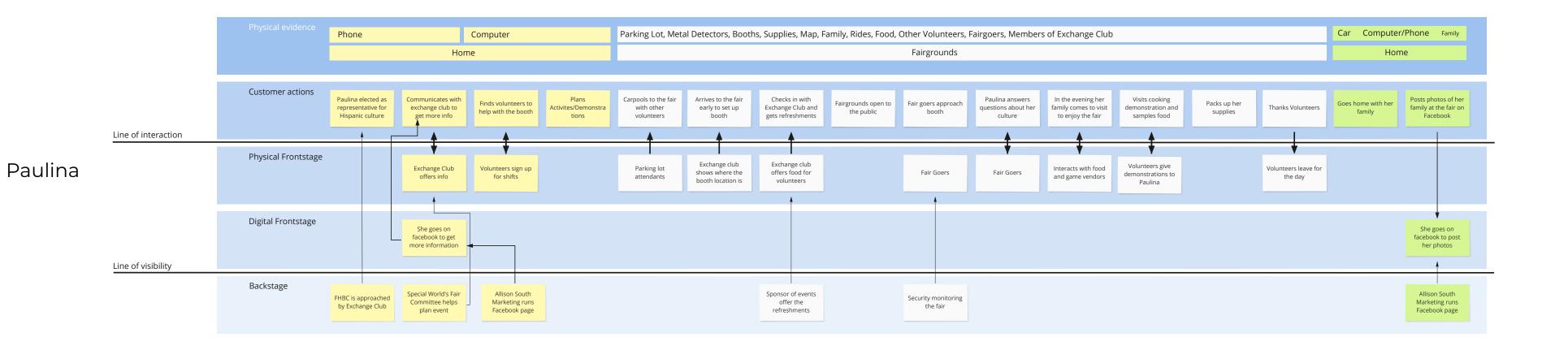




Service Blue Prints

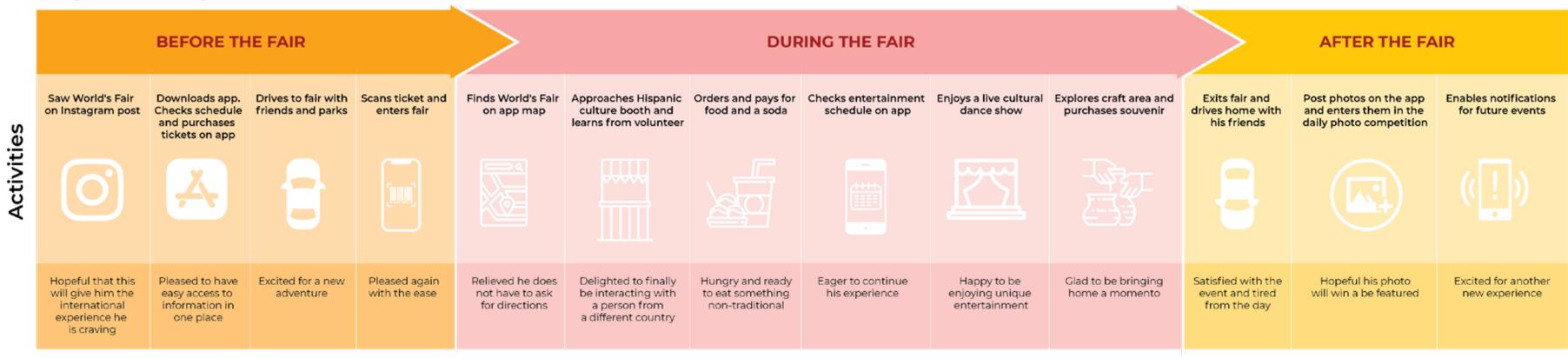






Calvin

Stage of Journey



Feelings and Needs

Trinity

Stage of Journey

	BEFORE THE FAIR				DURING THE FAIR						AFTER THE FAIR		
Se	Decides to take her children to the fair	Researches the fair to see what's new	Discovers website and deals on app, purchases tickets	Drives her family to the fair early to participate in activities	Checks app for map and schedule	Walks around to see grounds in person	Find artist tent and participates in craft class	Goes on multiple rides with her family	Enjoys a live cultural dance show	Plays fair games and wins a prize	Exits fair and drives home with her family	Likes the fair's Facebook page	Posts photos of her family at the fair on Facebook and app
Activities					-		***						
	Excited for a family friendly activity	Hoping the fair has evolved since she was a child	Saving money on tickets makes it easier for her to relax and enjoy	Eager to get there before the crowds	Thankful to have this tool to plan for her kids	Delighted to see the new additions to the fair	Glad to try a new skill	Pleased with the variety of rides	Happy to be enjoying unique entertainment	Energized from her unexpected win	Satisfied with the events and happy there was activities for her family	Optimistic that there will be more events that she will want to bring her family to	Hopes to win the daily photo contest

Feelings and Needs

Paulina

Stage of Journey

		BEFORE TH	HE FAIR		DURING THE FAIR						AFTER THE FAIR		
Se	Paulina elected as representative for Hispanic culture	Communicates with Exchange Club to get more info	Finds volunteers to help with the booth	Plans different activites and demonstrations	Carpools to the fair with other volunteers	Arrives to the fair early to set up booth	Checks in with Exchange Club and gets refreshments	Fair goers approach booth and she answers questions about her culture	In the evening her family comes to visit and to enjoy the fair	Visits cooking demonstration and samples food	Packs up supplies and thanks the volunteers	Exits fair and drives home with her family	Posts photos of her family at the fair on Facebook and app
Activities	**												
	Proud to be recognized by her peers	Excited to be collaborating	Grateful others want to be involved	Eager to share their ideas and culture with fair goers	Hopes she has eveything she needs with her	Focused on the final details	Happy to have time to eat before people arrive	Excited to share her culture and all the activities with her community	Delighted to share this experience with loved ones	Wants to bring the new techniques she learned into her own kitchen	Thankful to have people as passionate as she is to help	Satisfied with the events and happy there was activities for her family	Hopes to her family who doesn't live close by will see the photos to keep them in the loop

Feelings and Needs