

Designing for Service

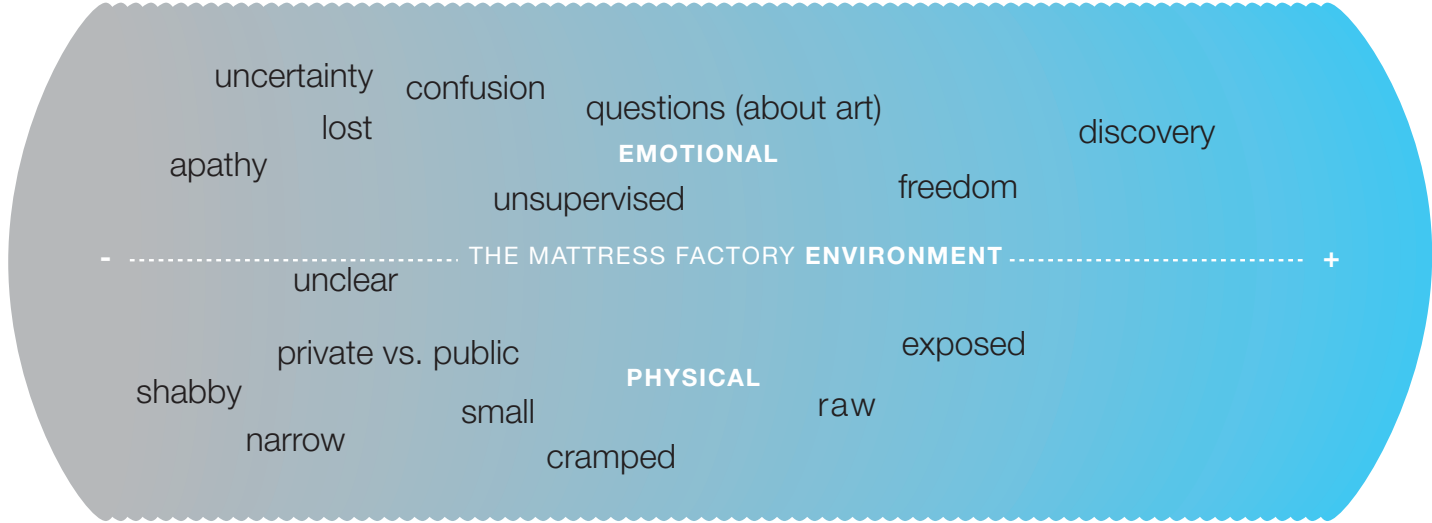
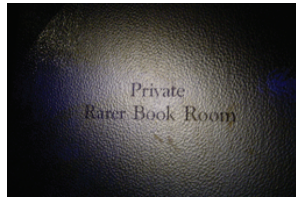
The Mattress Factory

Tammy Chang
Jason Chalecki
Susan Dybbs
Julian Missig

Discovery

Environment Description
Core Competency
Market Conditions
Brand audit

Environment

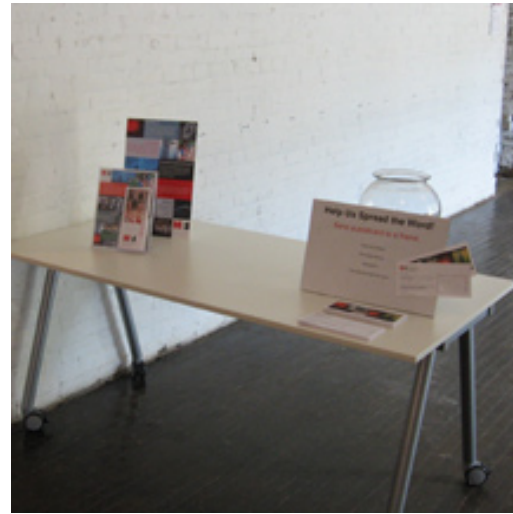


Environment

Arriving



Leaving



Organization Perception and Core Competency

Core competency

To give artists space and resources to explore site-specific installations.

The Mattress Factory is a museum of contemporary art that presents art you can get into — room-sized environments, created by in-residence artists.

MF

Perception

The core competency is not translated into the visitor's experience.

“I assumed that there would be modern paintings here”

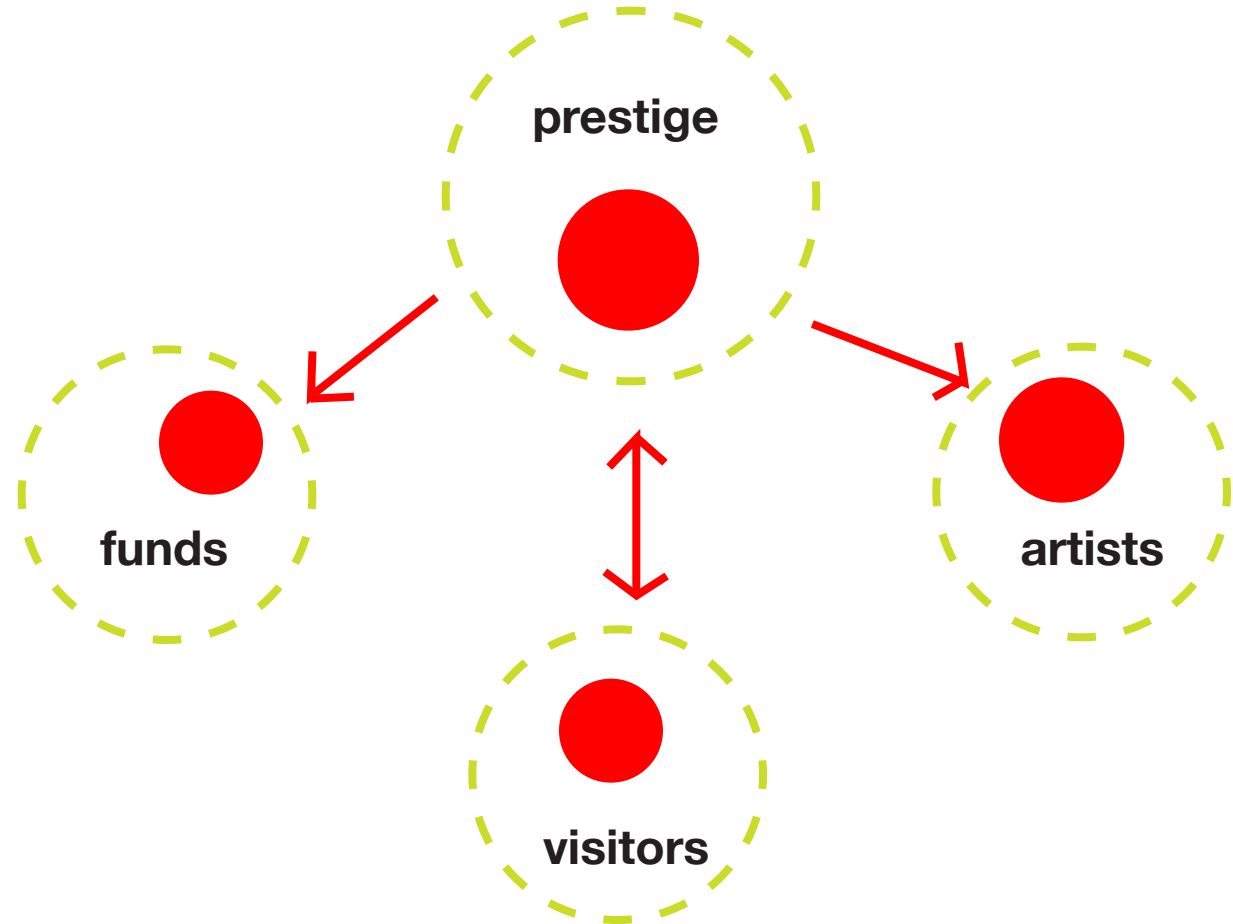
visitor

“My friend brought me here...she said it was really cool...I think most of the artists are local”

visitor

Market Conditions

Need a blurb here Need a blurb here
Need a blurb here Need a blurb here
Need a blurb here Need a blurb here



- mattress factory
- competitors

Brand Audit

established
accessible
expensive
well known
refined

rough
unconventional
free
cutting edge
obscure



moma



mattress factory

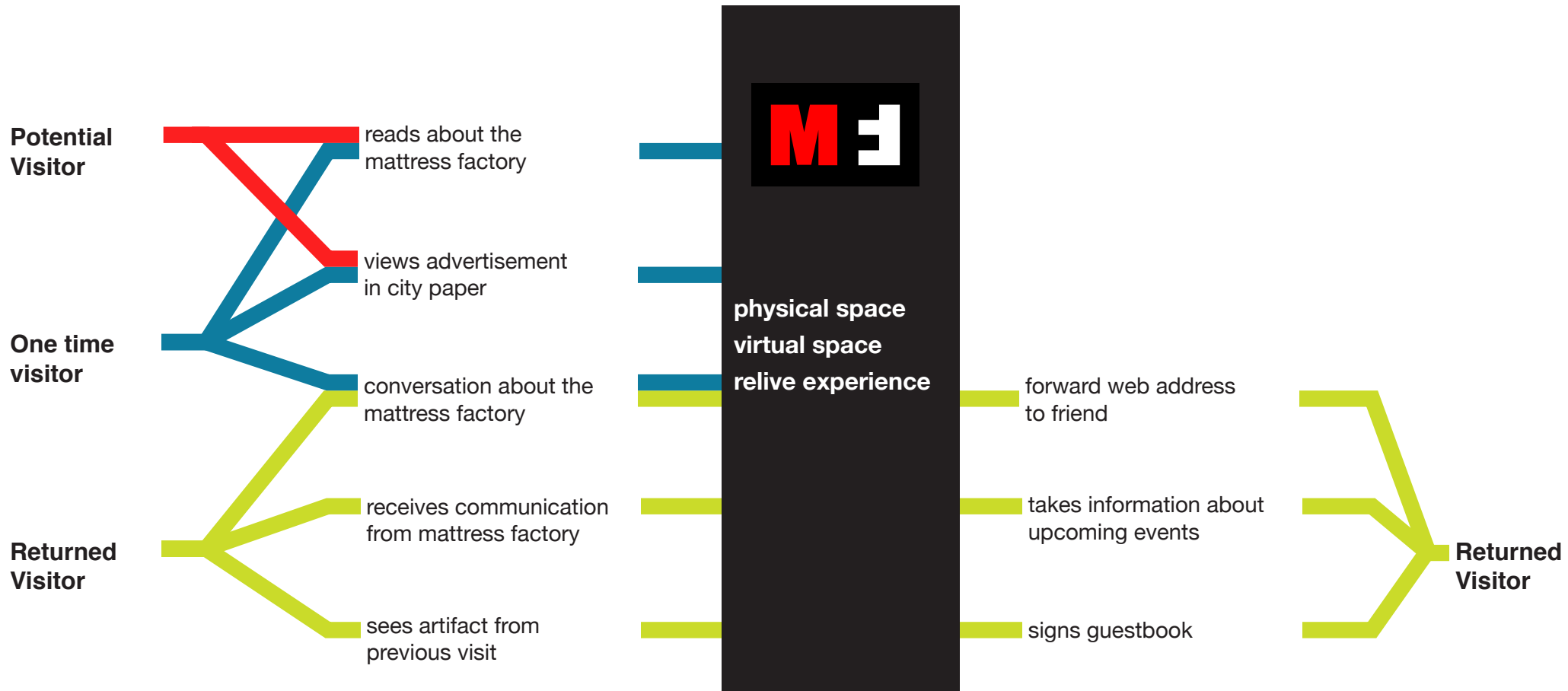


pigman gallery

Synthesis

Current Visitor Journey
Stakeholder Model
Customer Typology

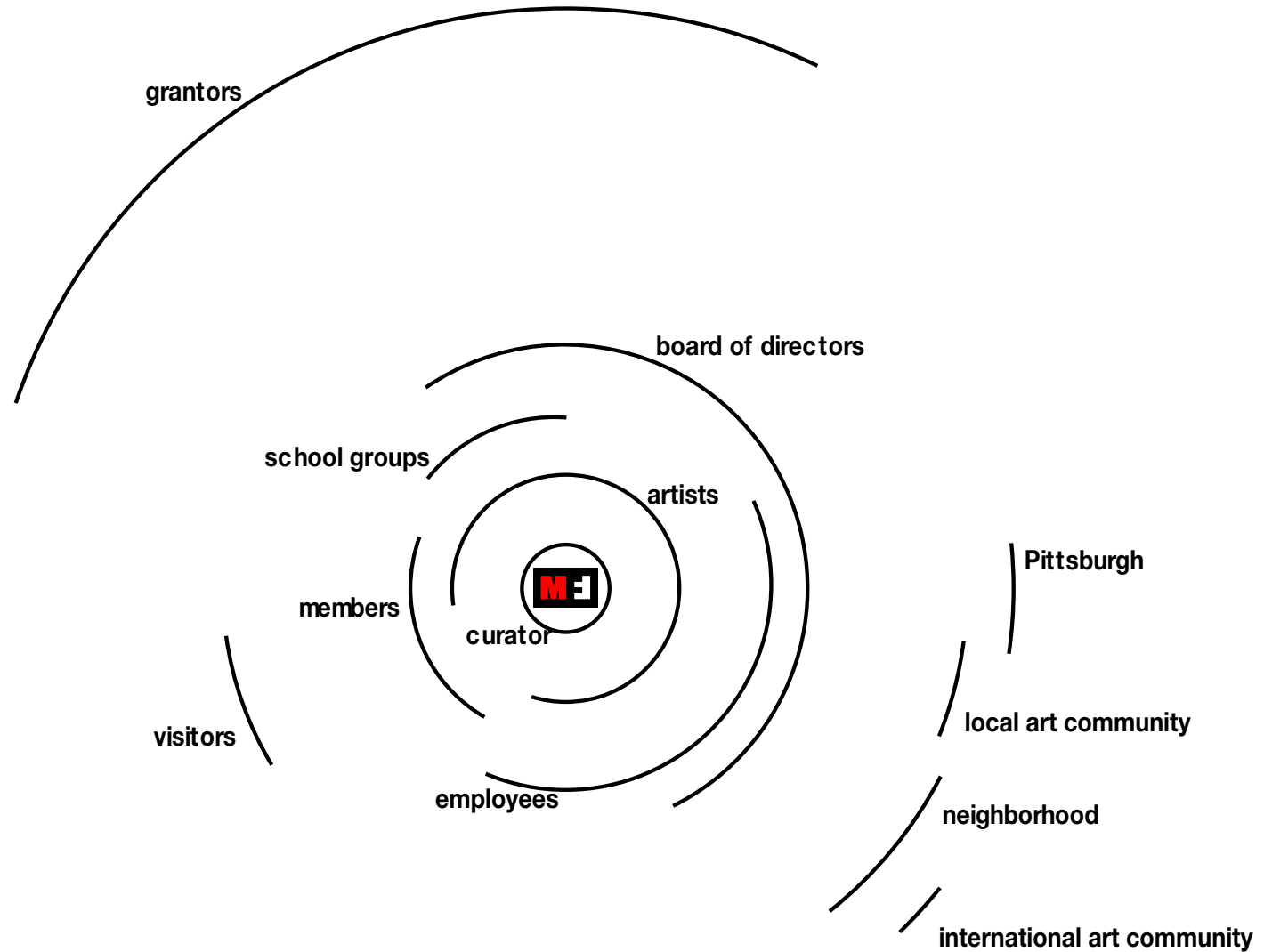
Current Visitor Journey



Customer and Stakeholder Identification

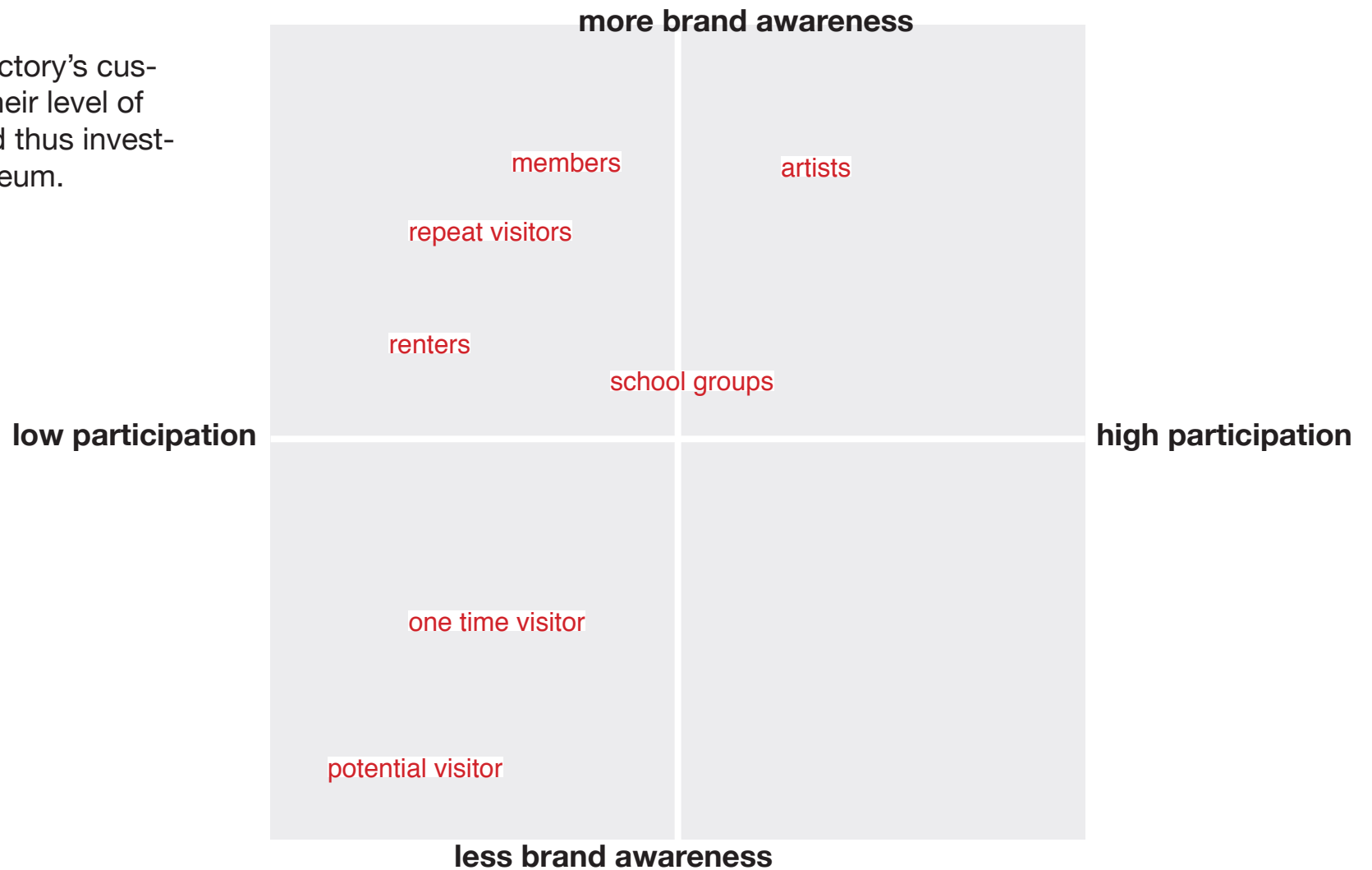
Distance from center = the effect of the MF on stakeholder. (More distance, less impact)

Degrees of arc = the effect of stakeholder on the MF. (More degrees, more impact)



Visitor Typology

The Mattress Factory's customers vary in their level of participation and thus investment in the museum.



Service Innovation

Solution Focus
Proposed Visitor journey
Mattress Factory Opportunities
Touchpoints: Areas of Opportunity
Targeted Customers
Moments
Solution Experience

Solution Focus

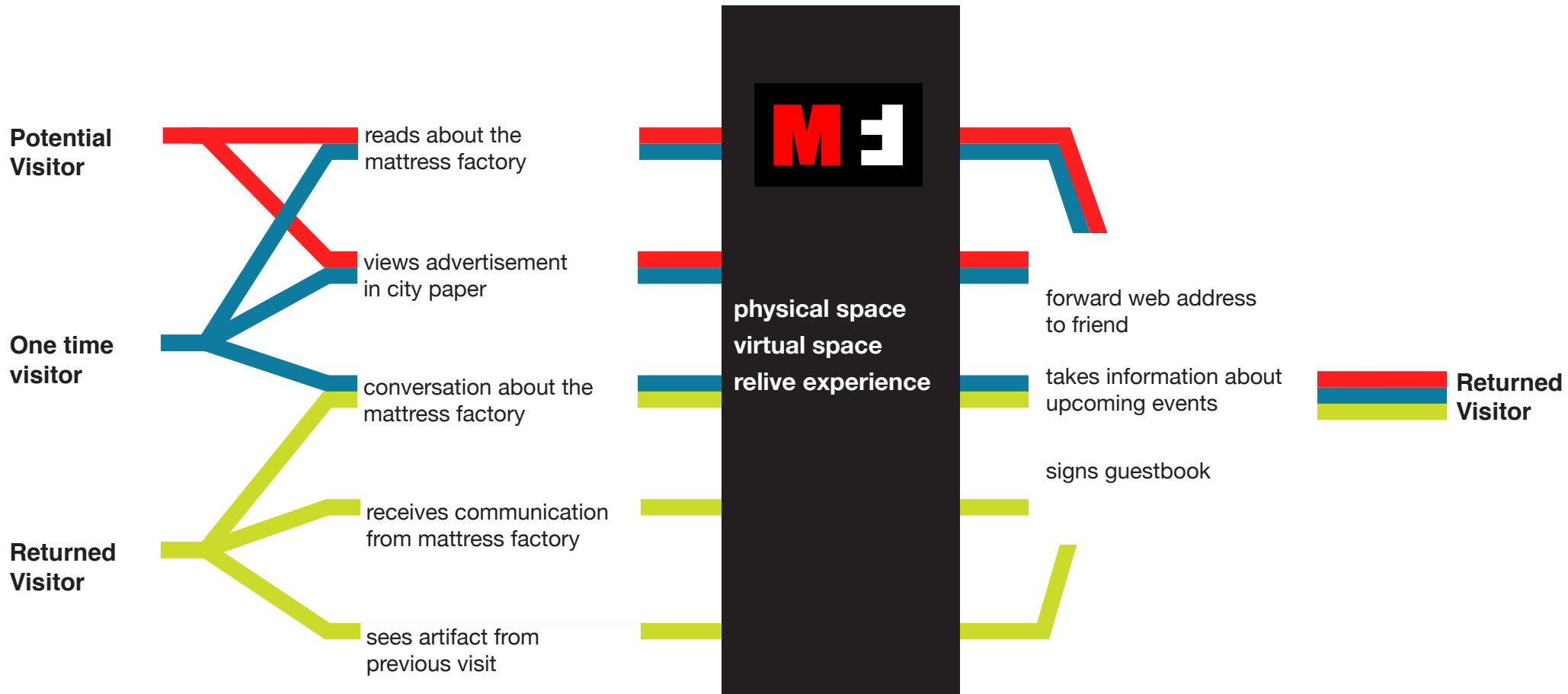
To improve **memorability** [of experience
of curiosity
of information] in order to

- 1 increase visitation and
- 2 encourage visitors to return

by: 1 **Broadening message channel** using familiar mediums connecting to people.

2 **Improving access to information** and communication, create artifacts that conjure memories, create added value to repeat visitors.

Proposed Visitor Journey

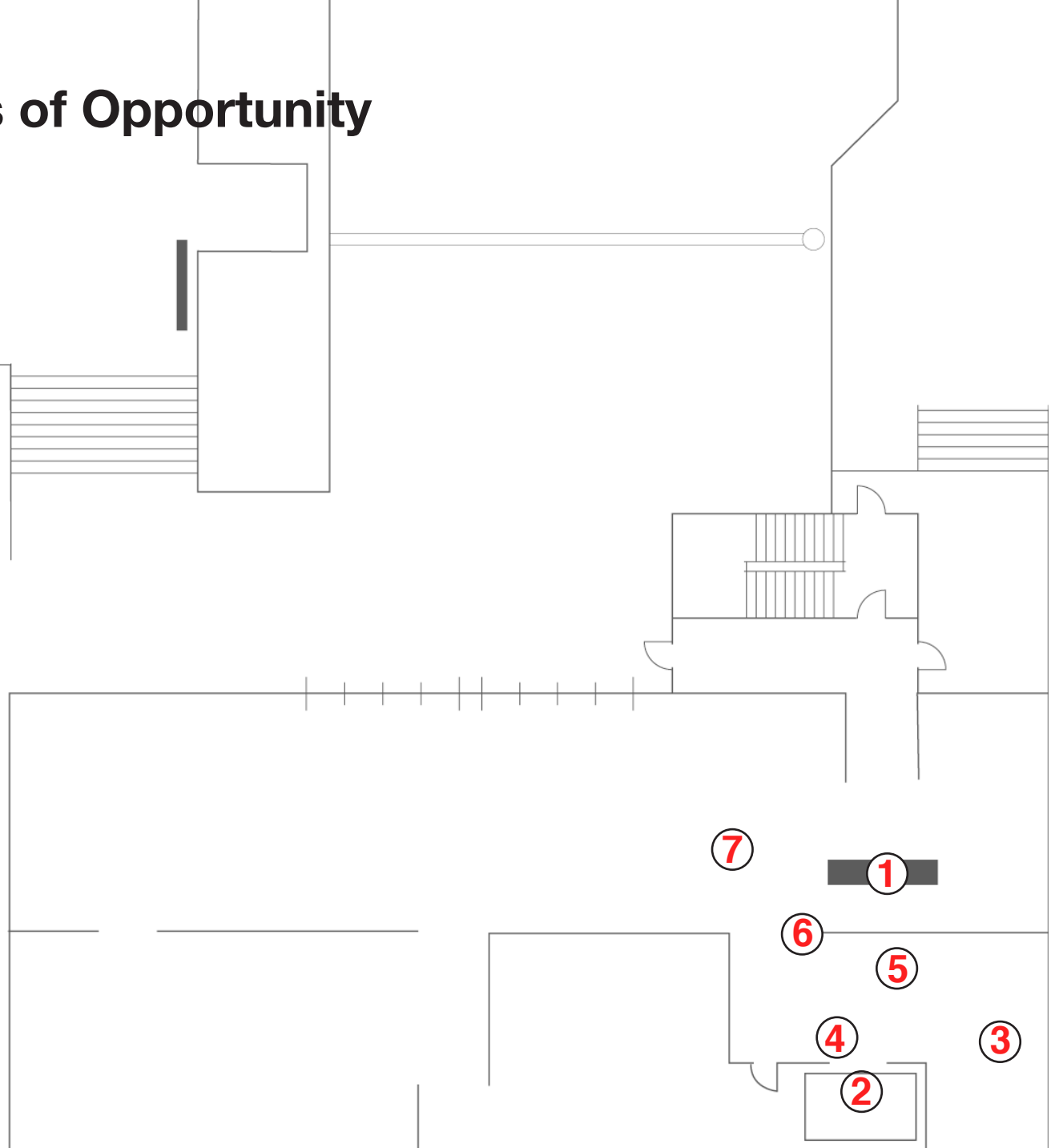


Mattress Factory Opportunities

With only simple changes to the current Mattress Factory experience, the MF can **instill greater connection** with its current customers and **increase visitation**.

Touchpoints: Areas of Opportunity

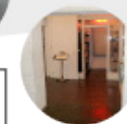
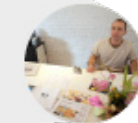
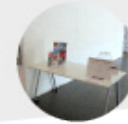
- ① Front desk
- ② Elevator
- ③ Elevator side curtain area
- ④ Shelves
- ⑤ Guestbook
- ⑥ Art store
- ⑦ Table



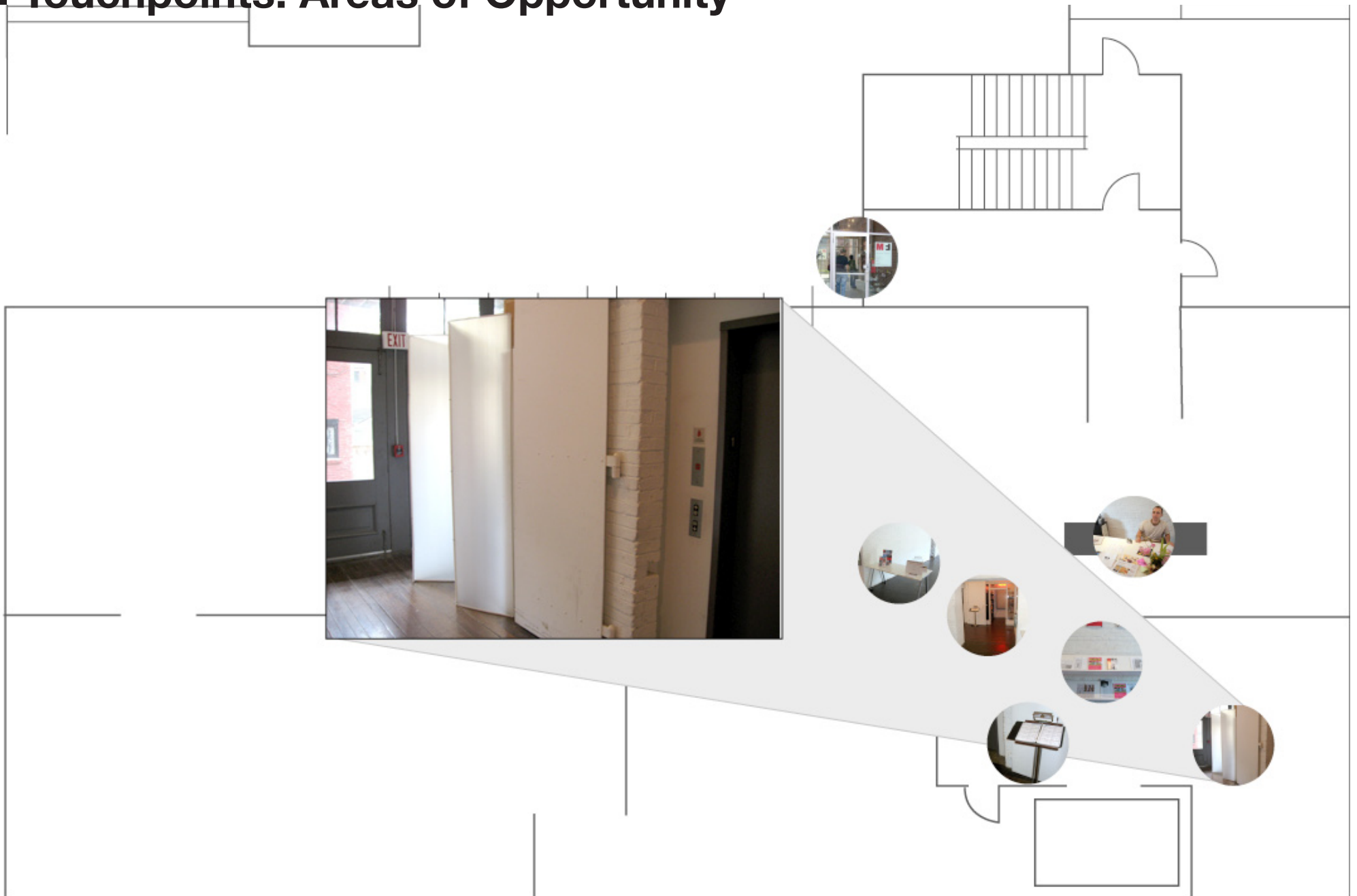
Touchpoints: Areas of Opportunity



Touchpoints: Areas of Opportunity



Touchpoints: Areas of Opportunity



Touchpoints: Areas of Opportunity



Touchpoints: Areas of Opportunity



Targeted Customers



Chris Albrecht

Age: 23

Location: Pittsburgh

Occupation: Barista

Chris came to the Mattress Factory with a friend who had been there before. While he did not read the gallery guide in the museum, he took it home with him.



Jessica Stafford

Age: 35

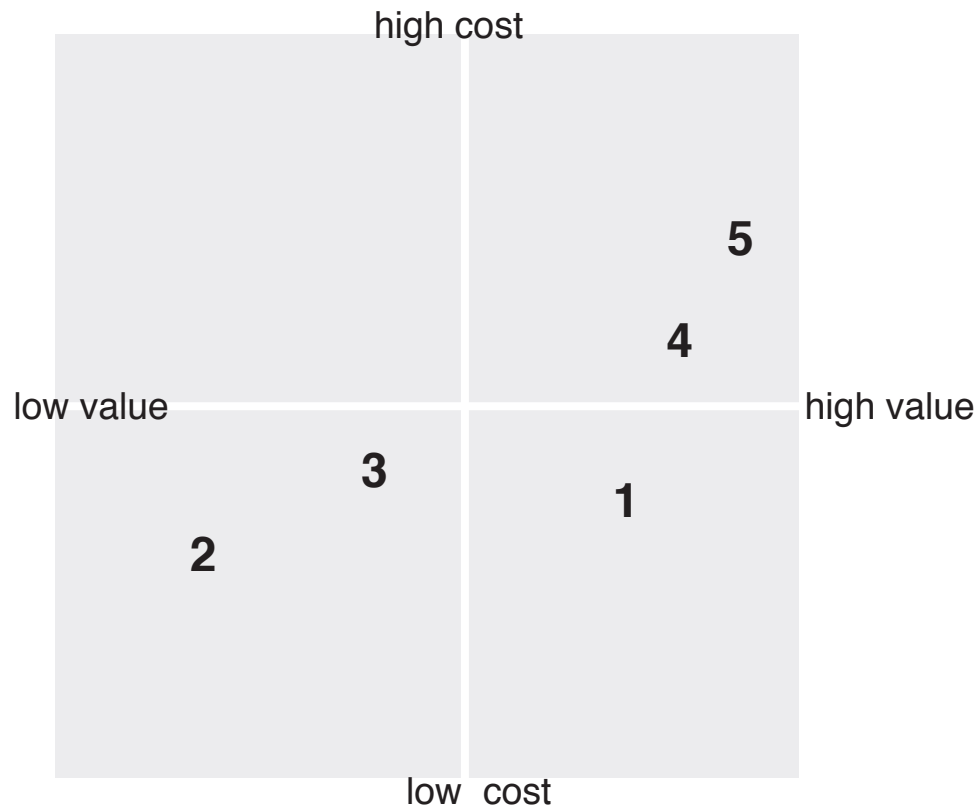
Location: Pittsburgh vicinity

Occupation: Director of marketing at ad agency

While Jessica lives outside of the city Pittsburgh, she has a lot of friends and family who live in the city.

She has heard about the Mattress Factory, but is not quite sure what it is or where she heard about it. She thinks she might have read about it in a magazine or maybe a friend mentioned it.

Ideas and Cost/Value Relationship



Broaden Communication Channel

- 1 Optimize current MySpace profile
 - Connect to local organizations, previous artists, and blog
 - apply brand to profile in order to foster visual recognition and cues.
 - use bulletin for events, post pictures of events

Improve access to information and communication

- 2 Improve Mattress Factory Website
 - Display the date for future events on the home page
 - Provide easy access to blog link
 - send notifications when you sign up

- 3 Associate experience with events
 - put postcards in elevator next to associated floor
 - add associated events in gallery guide.

- 4 Improve Information indicators in area outside of the elevator
 - Improve guest book visibility
 - Create visual hierarchy and cues for visitors to get info that interests them

Added Value

5

Moments of What It Could Be



Gets an answer to a question about artist from the artist blog.

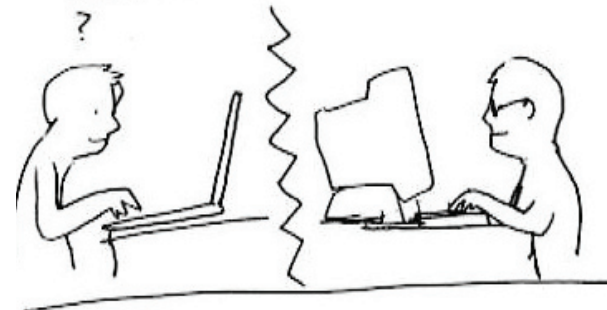


Gets personalized email of MF events



uploads photos to MF's album on flickr.

Sees MF on friend's MySpace. Asks friend about it.



Moments of What It Could Be

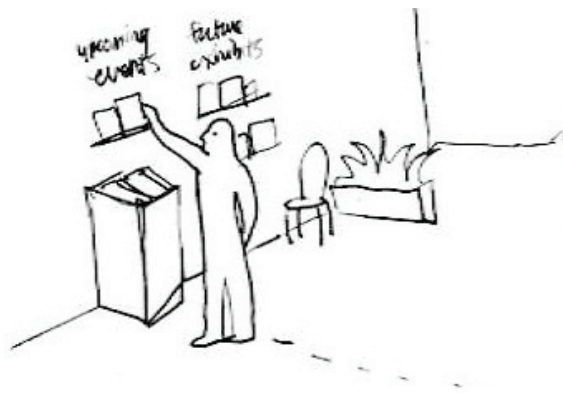
EVENTS



Reads a brochure while resting on chair.



Picks up a pamphlet while waiting for elevator



Gets off elevator + sees the future events. Picks up a brochure.



Signs guestbook when he gets out of elevator.

The Experience



The Experience

What's happening?

upcoming exhibits events

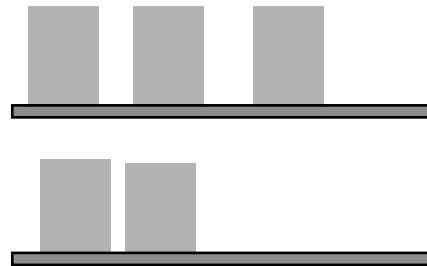


exhibits

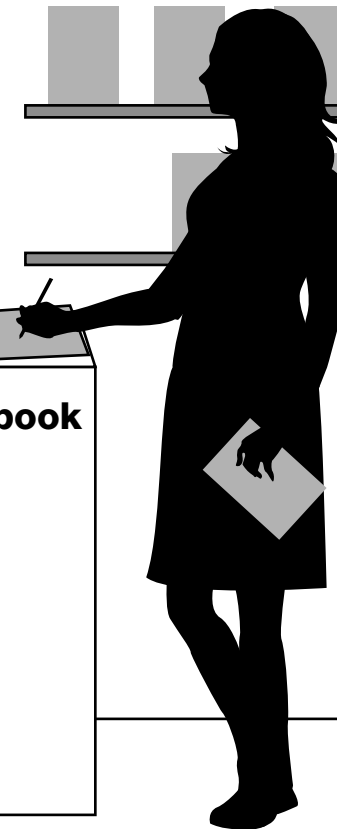
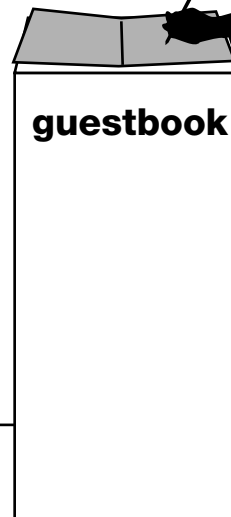
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What's happening?

upcoming exhibits



events



Blueprint of Implementation

	Arriving		Leaving		
Physical Evidence	Current exhibits map	Lounge	Guest book	Events display	Upcoming exhibits display
Customer Actions	Quickly read about exhibits	Read pamphlets, relax, wait for others	Sign up, provide feedback	Read pamphlets, take pamphlets	Read pamphlets, take pamphlets
Onstage Contact	Provide timely info at appropriate detail level	Provide comfortable place to linger		Provide info now and reminder later	Provide info now and reminder later
Employee Actions					
Backstage Contact			Respond to feedback		
Employee Actions					
Support Processes	Update exhibit information	Clean lounge	Register visitor, respond to feedback	Restock pamphlets, create new pamphlets	Restock pamphlets, create new pamphlets