

The Next Layer of Immersion:

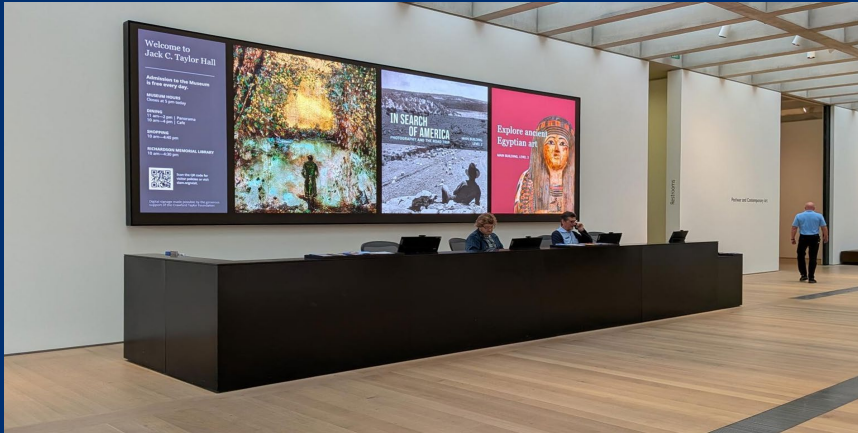
Interactivity, Adaptivity, and Connection

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Noble



AN INNOVATION STUDIO FOCUSED
ON HOW PEOPLE EXPERIENCE
DIGITAL PRODUCTS, SERVICES
AND SPACES.





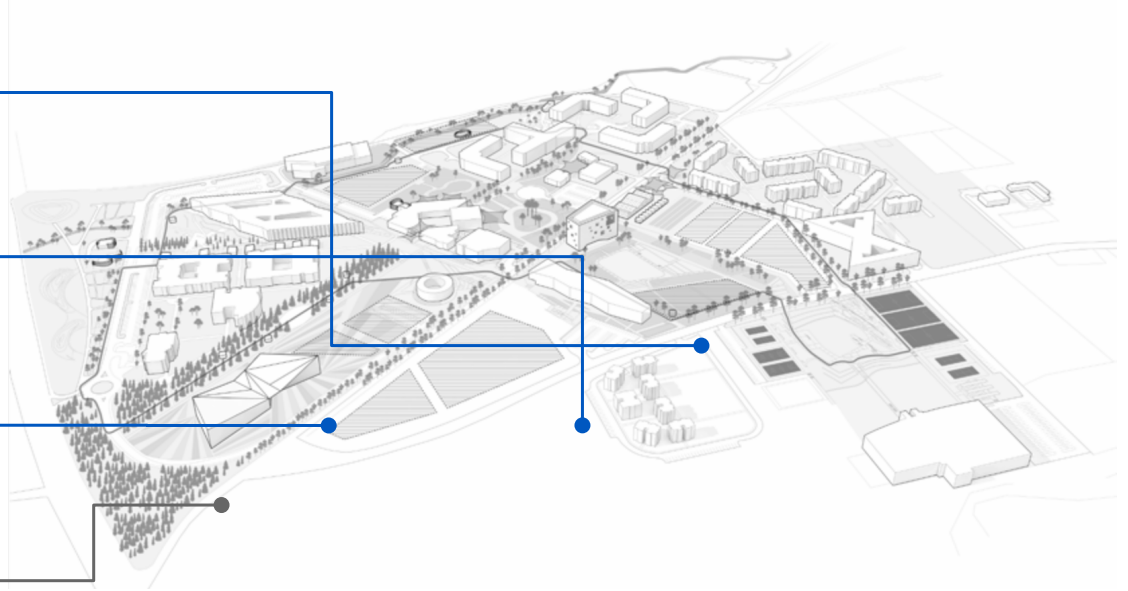
Strategic Goals

Services

Spaces

Touchpoints

Infrastructure



2

A collective design day – across a range of stakeholders



A collective design day — across a range of stakeholders

Who are our users?
Understanding your users and making them tangible as personas helps you to tailor experiences to their needs.

Think about the different types of people that use the space, or who would wish to use it.
Consider the different types of people who may use the space. Is there any user research you can draw upon when devising these places to go, or otherwise base it on your experience. If you have any assumptions about the users, or the way they will use the space, it is important to state them clearly to inform future user research. E.g. an assumption might be that industry partners want to find part of our made community.

Come up with one or more personas who visit the space.
For each fill in a persona template following the instructions. As a group, discuss the value of the space for each of the personas representative. Use the space on the right to capture each persona's

When does this user go and what do they do?
Mapping out user movements across a person's journey helps to identify points where we can intervene to improve their experience and the space

Now that you know your persona and the context of the visit, you can break it down into a number of steps – a user journey. To help you putting yourself into the shoes of your persona, (distance permitting) please observe the space and take photos.

Prioritize 5 main moments of the persona's visit and give each a title. Also consider what your persona was doing prior to the visit and what will be the next destination after the visit.

What are the functional and aspirational needs during this moment and how well are they met?

Considering lower- and higher-order needs allows us to consider the practical aspects of a campus as well as the things it engenders.

Imagine yourself being at the places you determined in the user journey. If you have taken pictures these can be a helpful aid. For a good user experience, it is key that user needs (frustrated out in who and where) are met at these touchpoints. These can be broken down into functional and aspirational needs. Think and write down about how well these are addressed at the moment.

Now that you have considered how well your persona's needs are met throughout their spatial journey, write up problem statements that capture the challenge for each moment.

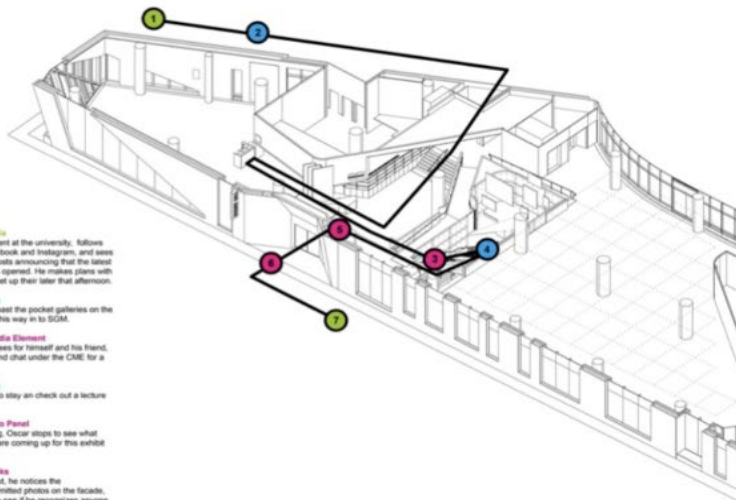
Focus on the problem statement facing the most apparent challenge first. Colour in the appropriate arrow and formulate your problem statement into a positive design brief, starting with "How might we...?".

If you have time, develop more design briefs, it is useful to develop a bank of them for the [Eindhoven](#)

Journey Map / Persona Narrative

Repeat visit Precinct local

- 1 **Social Media**
Oscar, a student at the university, follows SCGM on Facebook and Instagram, and sees one of their posts announcing that the latest exhibition has opened. He misses plans with a friend to meet up their later that afternoon.
- 2 **Kit of Parts**
Oscar walks past the pocket galleries on the north side on his way in to SCGM.
- 3 **Central Media Element**
He grabs coffees for himself and his friend, and they sit and chat under the CME for a few minutes.
- 4 **Kit of Parts**
They decide to stay an check out a lecture downstairs.
- 5 **Primary Info Panel**
Before leaving, Oscar stops to see what other events are coming up for this exhibit theme.
- 6 **Digital Bricks**
On his way out, he notices the audience-submitted photos on the facade, and pauses to see if he recognizes anyone.
- 7 **Social Media**
Later on, he posts a few photos of the Central Media Element and the lecture on Instagram.



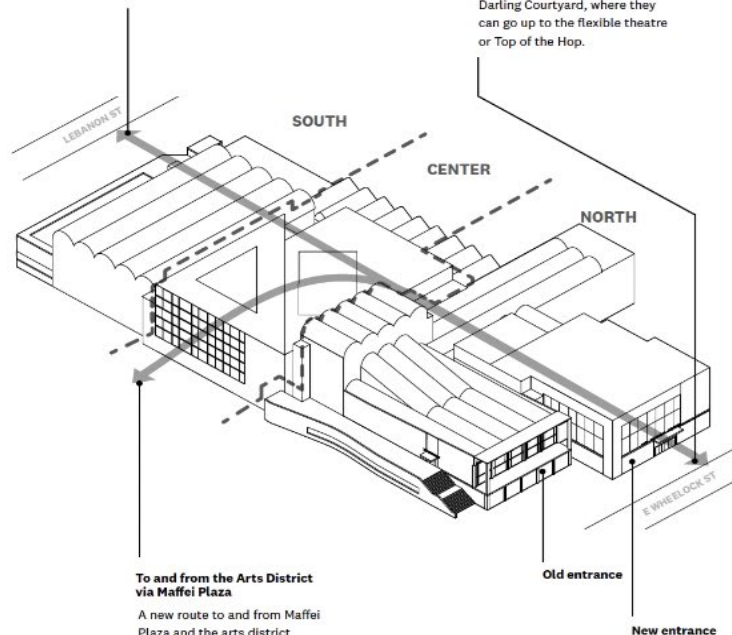
ROUTES

To and from Hanover via Lebanon Street

Visitors can enter and exit through the new Spaulding lobby next to Lebanon Street.

To and from campus via the Green

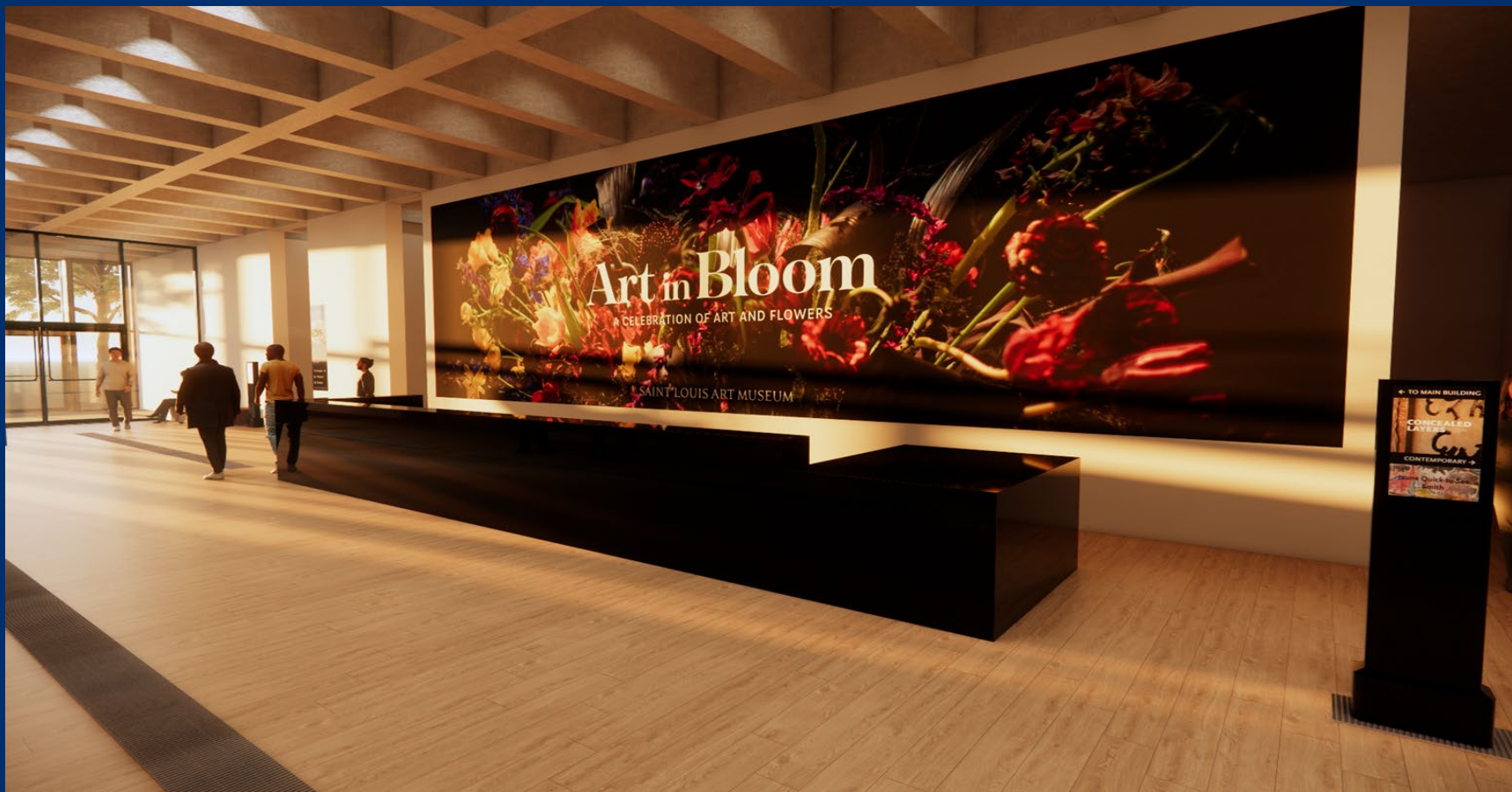
The new main entrance from the Green will be below the flexible theatre (discussed later in this report). Visitors will arrive at a new vertical organizer in the Darling Courtyard, where they can go up to the flexible theatre or Top of the Hop.



To and from the Arts District via Maffei Plaza

A new route to and from Maffei Plaza and the arts district through the Crossroads and Discovery regions will be emphasized.



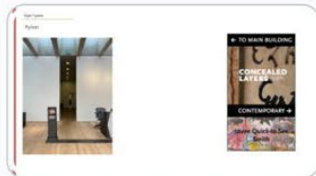


Signage Requirements

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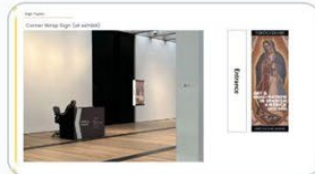
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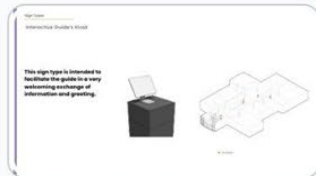
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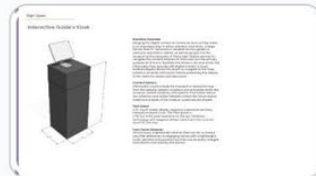
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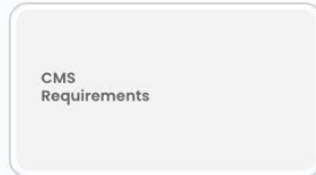
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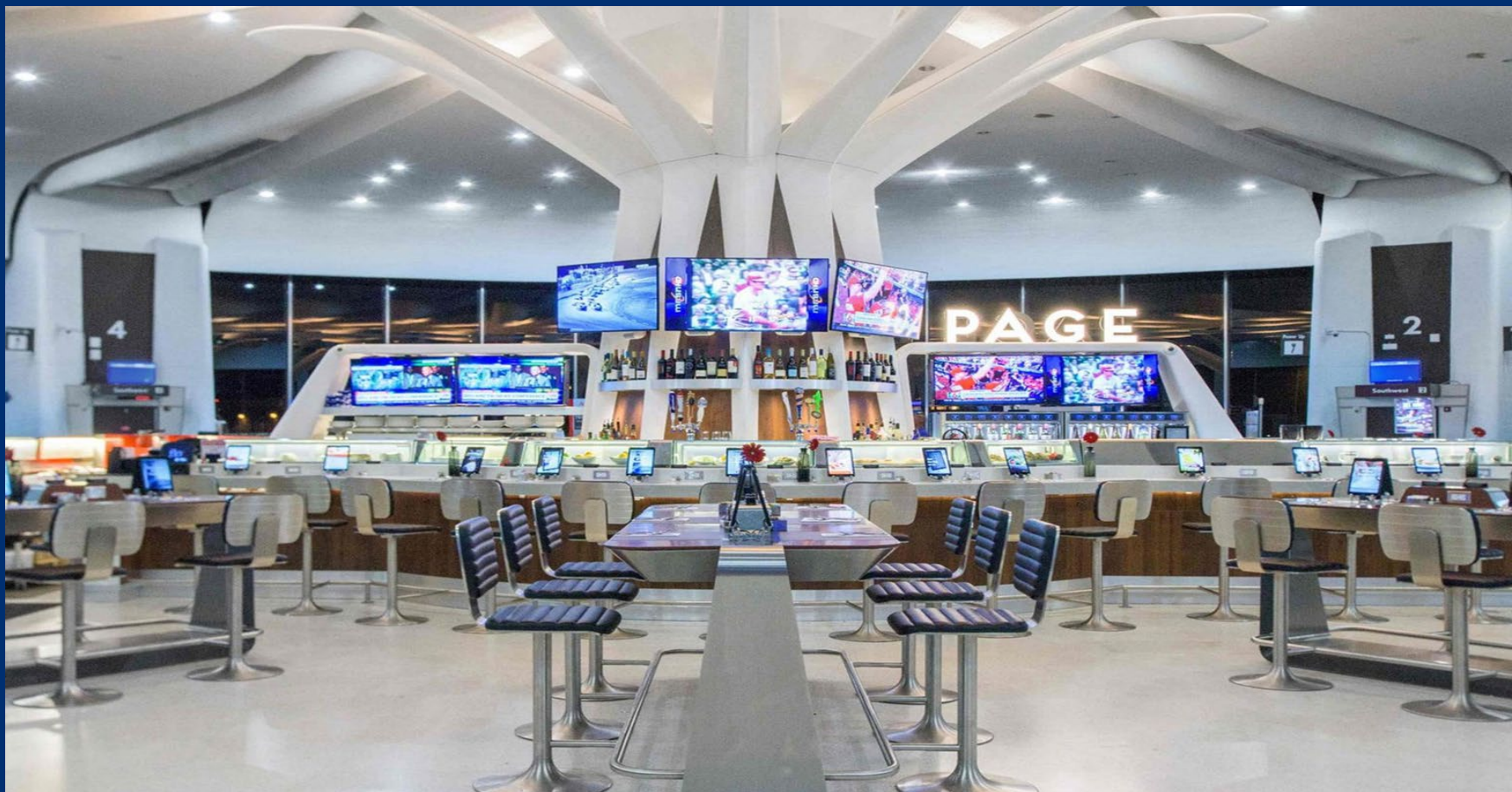
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CMS Requirements



CX Principles

Accessible & Inclusive	Efficient
Human centred	Future-oriented
Authentic	Digitalised

CX Categories



Personas



Journeys



Measurement



Touchpoints

	Arrival	Departure	Security	Immigration	Transfer	Baggage	Check-in	Waiting	Arrival
Explicit	Business lounge	Virtual queuing	CT Scanning	Security based on prediction	Empowerment of the staff	Self service transfer kiosks	Self service passport kiosks	AI based baggage handling	Urban air mobility
Implicit	Relaxation lounge	Minuteman Bag check	Boarding to the aircraft	Automated threat detection	Biometric boarding	Smart	High City Sight for the car	Home key delivery for the passengers	
	Hotel services / Public space	Any connection to the airport	Attention for the passengers	AI based	AI based	AI based	AI based	AI based	
	Parting facilities								

Key needs by stages

	Arriving at the terminal	Departure	Security	Commercial	Gate Area	Transfers	Immigration	Baggage reclaim	Arrivals
Piotr	Easy connection from car park to the terminal	Clear signage and flight information display	Going through the process quickly and efficiently	Business lounges	Quiet zones and workspaces	Going through the process quickly	Dedicated lanes for business class customers	Retrieving luggage quickly	Good connectivity
Ewa	Discrete mobility support	Clear wayfinding	Simple and traditional process	Cleanliness	Comfortable and warm space to relax	Helpful and available staff	Simple and traditional process	Airport assistance	Discrete mobility support
Magda	Information for planning her journey	Clear wayfinding	Going through the process efficiently	Affordable retail offering	Access to flight information	Simple and efficient transfer	Going through the process efficiently	Retrieving luggage quickly	Reliability of transport modes
Jasper	Infrastructures for reduced mobility users	Accessible facilities	Airport assistance	Accessibility to restaurants and airport attractions	Spaces which aren't crowded	Accessible transfers	Human touch and customer care	Airport assistance	Accessible connectivity
Kamil	Feeling a sense of security	Helpful staff	Family friendly queuing systems	Kids entertainment and airport attractions	Clean nursing facilities and places to relax with family	Ease of transfer with kids	Family friendly queuing systems	Keeping children occupied	Quick access to the car park
Ellen	Airport design and atmosphere	Efficient wayfinding	Hassle free process	Local experience and local retail offering	Feeling a sense of place	Easy transfer for non-Schengen passengers	Outstanding digital solutions	Successful baggage transfer	Exploring the airport
Sofia	Meet and greet services	Dedicated premium check-in lounge	Separate VIP security lines	Luxury shopping experience	Access to premium lounges	Efficient process	Speedy process	Assistance with baggage collection for premium customers	Arrival lounge

Kamil, 31 The Time Keeper



Persona characteristics

A customer with young family.

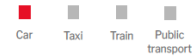
Kamil is travelling with his young family. He pays attention to hygiene and access to basic amenities such as fresh, healthy food and water. He uses his phone and apps as efficient tools to check everything without having to walk around and looking for what he needs. He requires space for nursing, feeding and calming the baby. He will often be looking for spaces to relax. Airport attractions for kids such as playgrounds are important for him and his partner.

In situations of unplanned instances (delays, weather breakdown) he is in a high need for support. He is stressed when his children disturb other passengers so he will search for places with fewer people or spaces/activities to keep his children occupied. He is nervous about transferring with luggage and children so aims to reduce the number of connections even if that makes the journey longer.

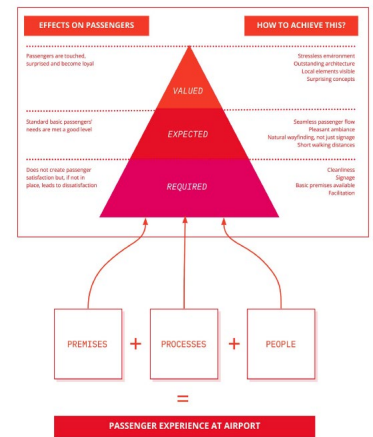
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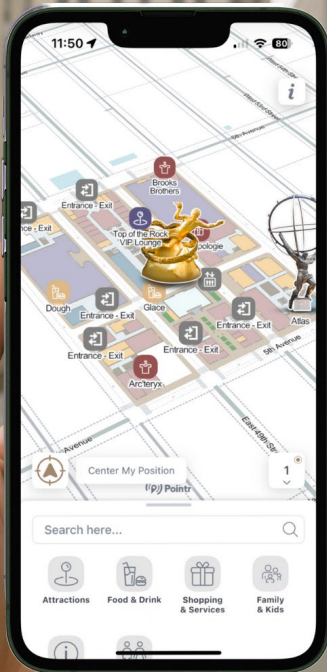


Transport mode of access

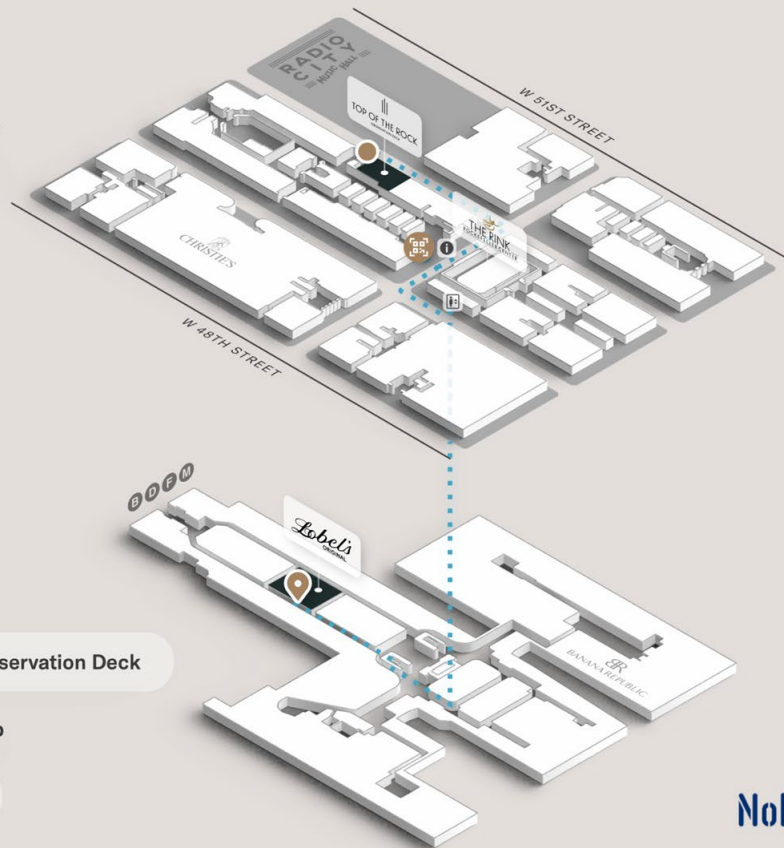


Special journey requirements

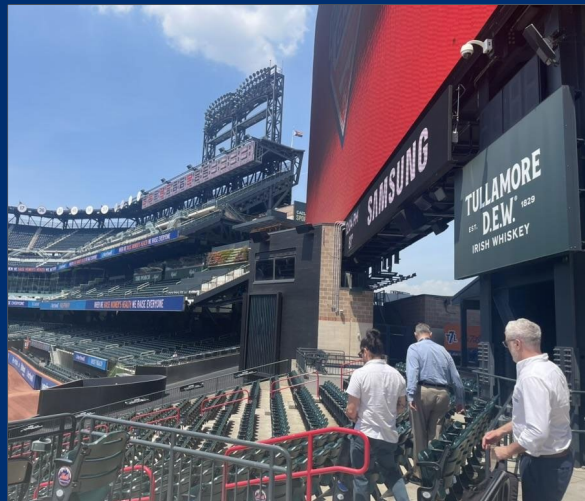




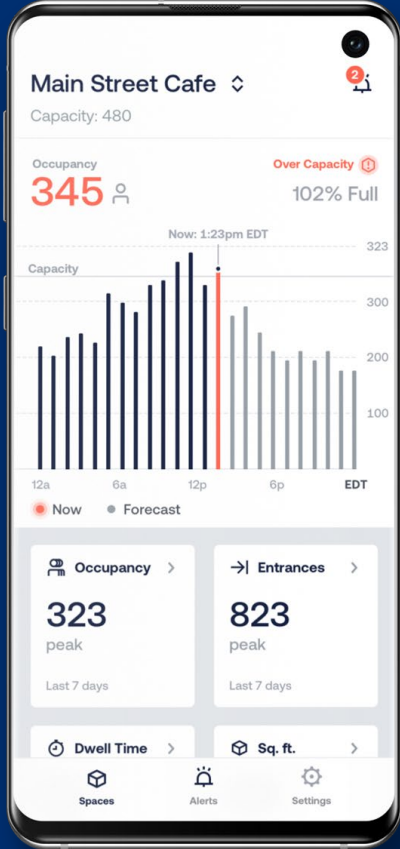
ROCKEFELLER CENTER® USER JOURNEY EXPERIENCE



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Key points

- Immersion depends on overall experience design
- People - first interactivity deepens engagement
- Adaptive, data - driven systems sustain connection

Let's
connect !

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