Concept Development + Ideation at
FIT Graduate Exhibition & Experience Design
New York, NY

www.fitnyc.edu/exhibition-design
To be an exhibition designer... is to be a storyteller.

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### AUDIENCE STUDIES

**empathy mapping**

#### Thinking
- Cheap product is the best product
- They need to buy, replace and own the maximum, to remain up beat with their peers and the society
- They are working perfectly in harmony with the society and community, not breaking any rules, not doing any bad
- Looking after their family, kids and themselves is the most important

#### Seeing
- Discounts and deals everywhere as an opportunity to buy more
- What the rules and regulations ask for and follow them justly
- Recycling, apt disposal of waste and cheap purchasing as good practices

### AUDIENCE

#### Feeling
- Satisfied with their lives
- They are good and responsible citizens of the country and natives of the world
- Bored because of the monotonous everyday life

#### Doing
- Lead a fast moving life - buy what they think they need, dispose off the not required or old
- Struggle to juggle around with the responsibilities of being a parent, employee and friend put together
- Have no time to think deeper about the usual things and which are going on forever
- Working in a selfish manner
- Spending and not understanding the hidden resources and people behind a service

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AUDIENCE STUDIES
observation studies

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AUDIENCE STUDIES
articulate the audience

Audience

Crew Camp in Terminal 5 at the John F. Kennedy International Airport is an interactive exhibition that was developed to cater to the audience of JetBlue travelers. Crew Camp’s activities are designed primarily for families with children. In addition to the primary audience, Crew Camp will extend its information and content to individual travelers looking to actively spend their downtime in the airport and learn about aviation safety and flight attendant training.

Travelers’ Demographic and Lifestyle Summary
Gender: 59% of T5 customers are female.
Airline Loyalty: 45% have been flying JetBlue for at least six years.
Income: 63% of T5 customers have household incomes of $75,000 or more, with 26% earning at least $150,000 per year.
Trip Purpose: 80% of T5 customers are traveling for personal reasons, 9% for business, and 11% for both personal and business purposes.
Booking Method: 94% of passengers book their JetBlue tickets online.
Families: 9% fly with children.
Age: 17% are between the ages of 18-30; 18% are between 31-40; 19% are between 41-50; 24% are between 51-60; 17% are between 61-70; and 5% are over the age of 70.
AUDIENCE STUDIES
audience hierarchy

AUDIENCE:

... primary:
  school groups, ages 10-17

... secondary:
  weekend families

... tertiary:
  scholars + neurologists

... weekend families:

... scholars + neurologists

... school groups, ages 10-17
Storytelling & Narrative
DEVELOP THE STORY
re-learning how to question
DEVELOP THE STORY
authentic team-based card sorting
DEVELOP THE STORY
judgment free, loose, physical card sorting
DEVELOP THE STORY
mind mapping

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DEVELOP THE STORY
a hierarchy of concepts emerge
Key and Supporting Concepts

Special Family Moments
- Sharing stories of laughter
- Our families create within us, a set criteria of what makes us laugh
- How events in our lives create laughter and bring families together

First Date
- Humor helps in stressful situations
- Humor helps people to be more attractive/friendly
- Using spontaneous humor can save the moment

Laughing Reactions
- Why we laugh is as complex as the types of laughter themselves
- Laughing is good for your health
- Laughter is genetic

Good Times
- Laughter is deeply personal and group related
- Creativity is a strong component in laughing
- How events in our lives create laughter and us together

Laughing People
- Laughter is contagious
- What made one generation laugh may not make another laugh
- How events in our lives create laughter and bring families together
DEVELOP THE STORY
project goals are created

the project will... visitors will...visitors will learn...

**Project Goals**

*The project will:*

- contribute to a greater knowledge and understanding of the Dumbo area by visitors and local residents.
- redefine the wayfinding system based upon visitors’ desires and expectations.
- create a different tool to help visitors experience the festival.
- encourage visitors to find the suitable place or route according to their motivation.
- provide the right information to visitors when they are looking for some activities and artworks.

**Experience Goals**

*Visitors will:*

- experience different forms of intuitive wayfinding in the festival.
- be able to search for specific activities and artwork more easily.
- engage with the festival in interactive and interesting ways through the wayfinding system.

**Educational Goals**

*Visitors will learn:*

- to discover creative energy and characteristic scenes of Dumbo.
- how to connect with artwork in a new way.
- learn various ways to understand their feelings.
DEVELOP THE STORY
Project goals are created

The project will... Visitors will... Visitors will learn...

**Educational Goals**
**Visitors will:**

- Learn the manners associated with laughter
- Learn the scientific aspects of laughter dealing with emotions and reactions
- Understand why we physically laugh
- Learn the difference in laughter
- Understand the positive and negative aspects of laughter
- Learn to use laughter as a means of communication

**Experience Goals**
**Visitors will experience:**

- How to foster family connections
- Bringing families together through play
- Laughter in different situations and scenarios
- Social interactions through laughter
- How to utilize laughter as the universal moderator of storytelling

**Project Goals**
**The exhibition will:**

- Increase museum attendance
- Make the audience laugh
- Increase museum revenue
- Promote family interaction
- Promote social interaction
- Promote family literacy
DEVELOP THE STORY
concept diagrams are created
The Concept Diagram is the backbone of the exhibition and the experience design.
DEVELOP THE STORY

concept diagrams are created

NONVIOLENT ACTION IS UNDERSTOOD
PEOPLE NEED TO PARTICIPATE
MUSEUM ABOUT PEOPLE & STORIES
NONVIOLENT ACTION = PARTICIPATION
PEACE + PEOPLE = NONVIOLENT ACTION

PEACE = PEOPLE + STORIES
PEOPLE MAKE PEACE

ONE WAY: TIMELINE
NO PARTICIPATION = NO CHANGE

“basic” presentation of peace through time/space
users are encouraged to gain a deeper understanding
only through user’s choice to participate can nonviolent action be understood

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DEVELOP THE STORY
concept diagrams are created

Converge for the energy efficient future.
DEVELOP THE STORY

visitor experience diagrams are created

**PRE EXHIBIT**
- interesting wayfinding
- witness the current status of the city
- see people contributing to make a change
  - CITY OF CUSTOMERS

**WALK THE CHANGE**
- contribute to the change
- learn about the ideologies & stuff
- elements provoking one’s outlook
  - Change Ahead

**EXPLORE THE APP**
- download the app
- explore the app
- get to make your own individual contribution

**POST EXHIBIT**
- see the big change
- see the count of people who have contributed to the change
- become an intelligent shopper, consumer & citizen
  - CITY OF CITIZENS

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DEVELOP THE STORY
visitor experience diagrams are created
Visitor Experience Drives Every Design Decision
DEVELOP THE STORY
bubble diagrams are created
DEVELOP THE STORY
storyboards are created

This environment is explaining the tools of the Danish “Renaissance” under German occupancy. Mike was curious to PARTICIPATE because of the Danish writing and spoken language in the timeline. Mike and the other visitors are asked to PARTICIPATE and create their own language to unify and celebrate their own, new culture of music as the Danish once did.

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DESIGN
sketches & mock ups

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DESIGN
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