Creating a Play Area

Design sprint

By Yara Maria Kayle, Bassem Hammoudi Nour Dandashi, Ramzi Tabsh

Outline

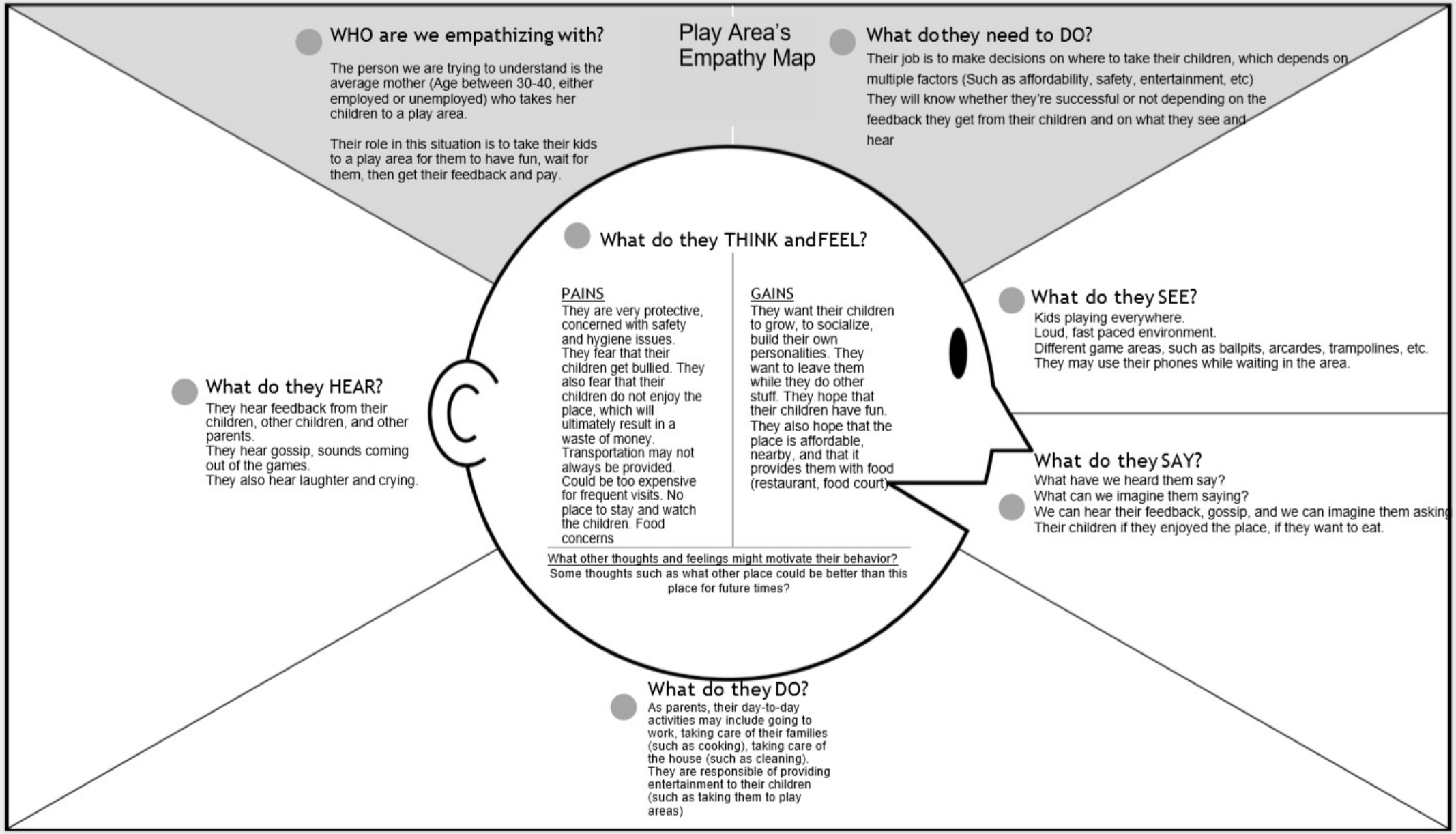
- Purpose
- Empathy map
- Customer journey map
- General play areas' process
- Our play area's process
- Crazy 8s
- Decision
- Story board

Purpose

Create the ideal play area which parents and kids enjoy and that promotes the growth, creativity and expression of the children

Empathy Map

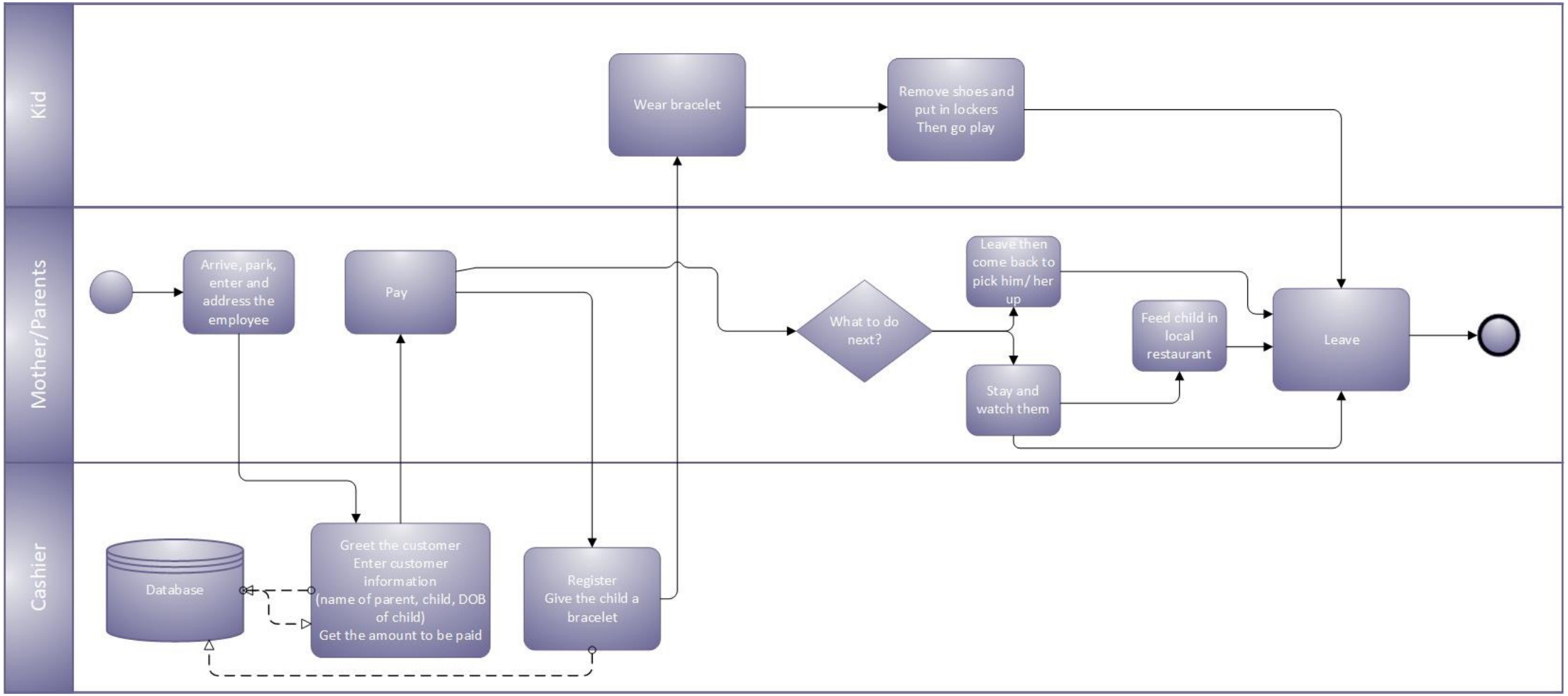
Designed for: MKTG 250 X, Dr. Hounaida El Jurdi	Designed by: Bassem Hammoudi, Nour Dandashi, Yara Maria Kayle, Ramzi Tabsh,	Date: 21-4-2020	Play Area Project



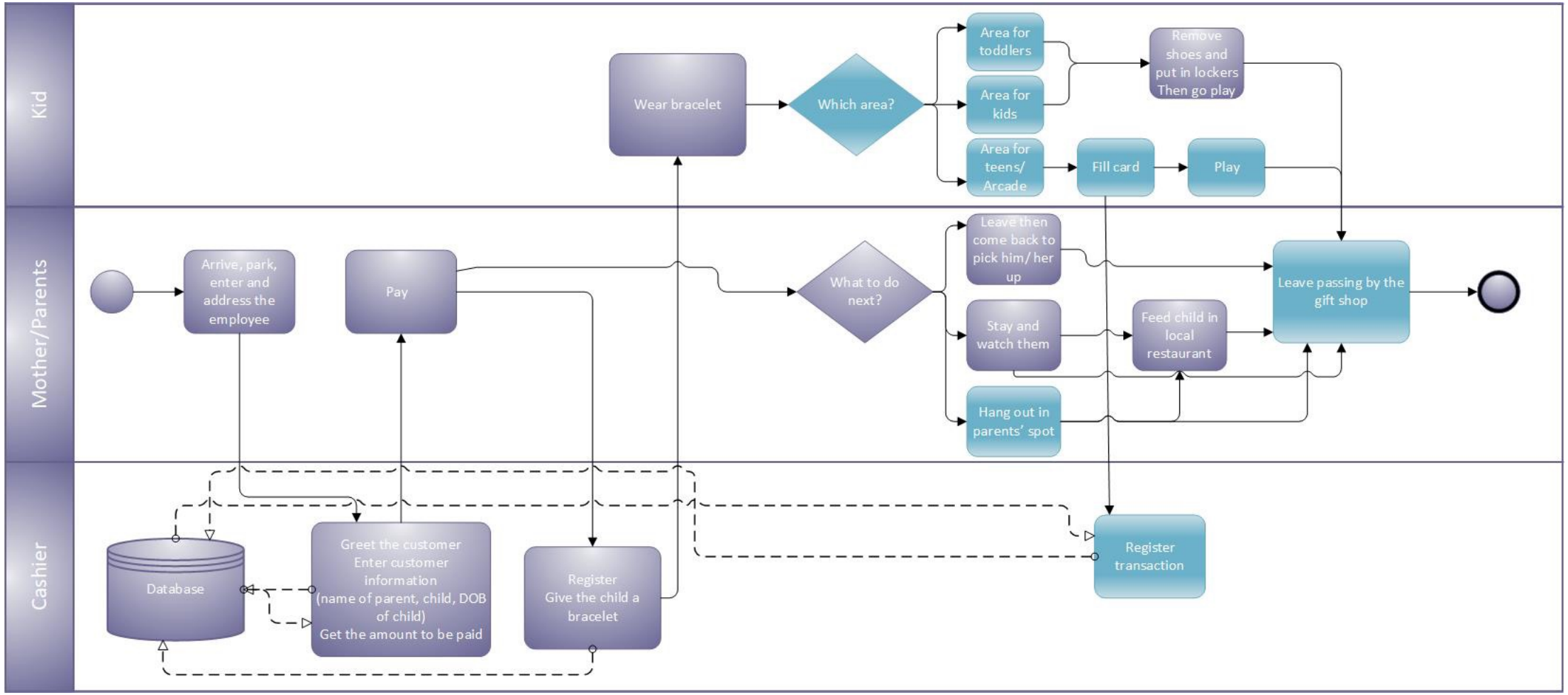
Customer Journey Map

	Before		During			After	
Stage	Awareness and discovery	Research and decision	Arrival and enterance	Wait time	Extra services	Pick up kids and leave	Post-Experience (reviews and feedback)
Customer goals	N/A	Find out more about play area	Drop off the kids and pay	Either Leave and enjoy your day Or Wait for the kids at the area	Provide food for the kids Buy additional gifts	Leave the place	Write or spread feedback and reviews
User experience							
Touch points	Word of mouth Insta and Facebook ads Google ads	Research more on website/app Check the social media pages Friends discussions about the place	Entrance	Parents' spot (sound proof)	Restaurant/ food court Reward area (after arcade) Kiosk Gift shop	Exit area	Platforms : social media, website
Actions	Meeting with friends Scrolling on social media platforms Google play areas in general	Reading reviews Looking at photos Comparing play areas Compare feedback from friends	Park the car Enter the play area Wait and pay	Go to parents' spot Play with children in the area Leave the area and come back later	Feed the kids Buy gifts	Go to the car Leave and continue the day	Rate on social media Write reviews on social media, google and on play area website Talk to friends about the experience
Emotions							
Thinking	Will the kids like the area? Will I be comfortable leaving the kids there?	Is it clean? Is it safe? What is the cost? Is there any extra services? Is there a restaurant? Where is it? Is there a parents' spot? Is there a parking?	Where should I park? How long will the wait take? Is it too noisy? Does it look like the pictures? Is it clean? Is there a friendly environment? Will they acknowledge new customers?	Are the kids safe? Are they having fun? Am I enjoying? Is it really clean? Is it different- better than other places? Do the kids like it? Do I like it?	Do they have a good selection of food? Is the food clean? How is the food's price-taste ratio? Is it too expensive? Do the kids like it? Are the gifts expensive? Are there choices of gifts?	Did the kids enjoy the day? Was the money well spent? Was this play area a good choice? Did I feel comfortable with leaving the kids? Did I enjoy the parents' spot?	Will I come back? Do I advise people to go? What was the best thing about the place? How is it better than other places?
Opportunities	Check Facebook page Check the website/app	Go to the app and have a virtual tour Know whether to take them or not	Better view of the place	Enjoy the day Talk to new people Make friends Kids learn to socialize	Day well spent Kids are full (no need to take them home to feed them) Can go on with the day Can leave	Consider coming back again	Consider coming back again Encourage friends to join

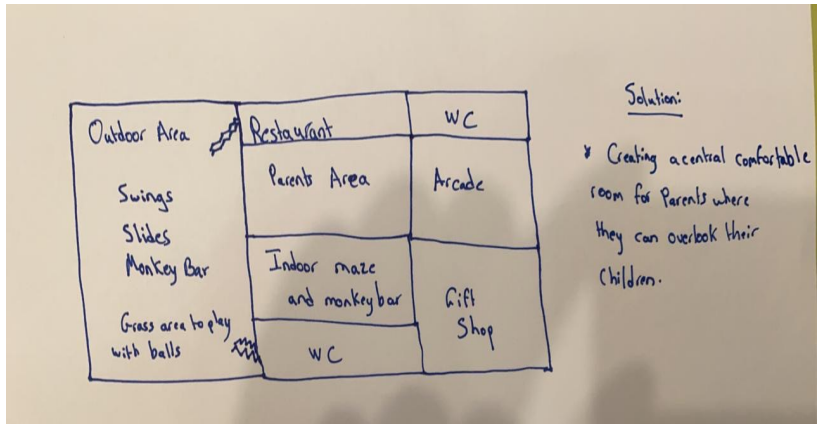
General play areas' process

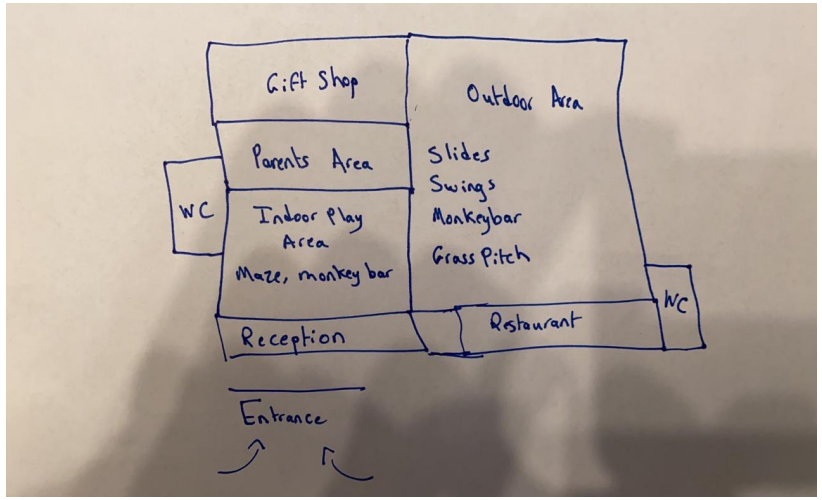


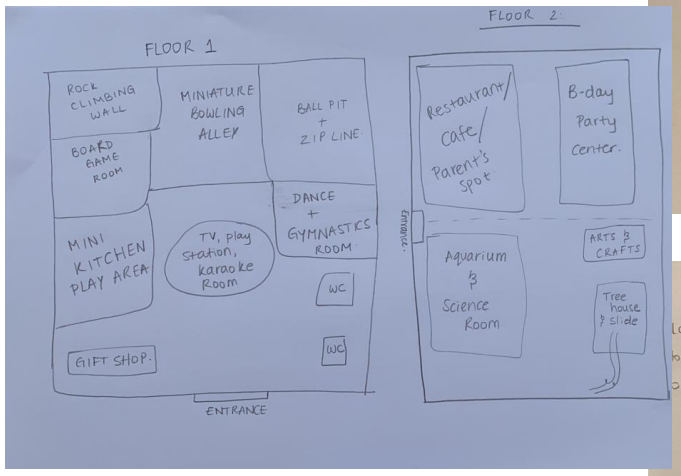
Our play area's process

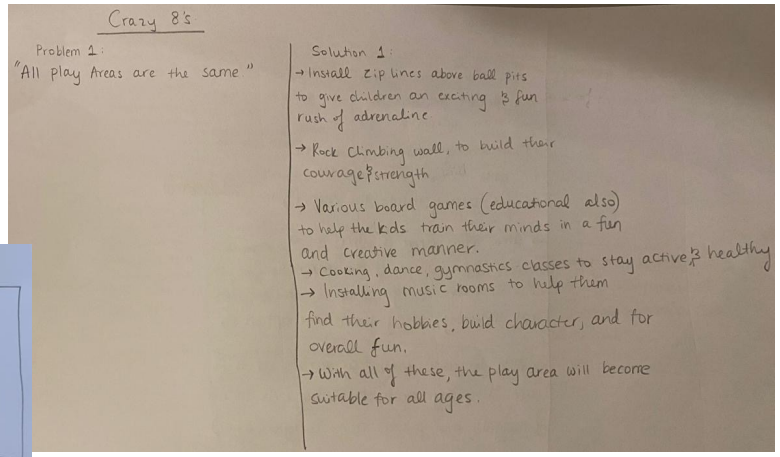


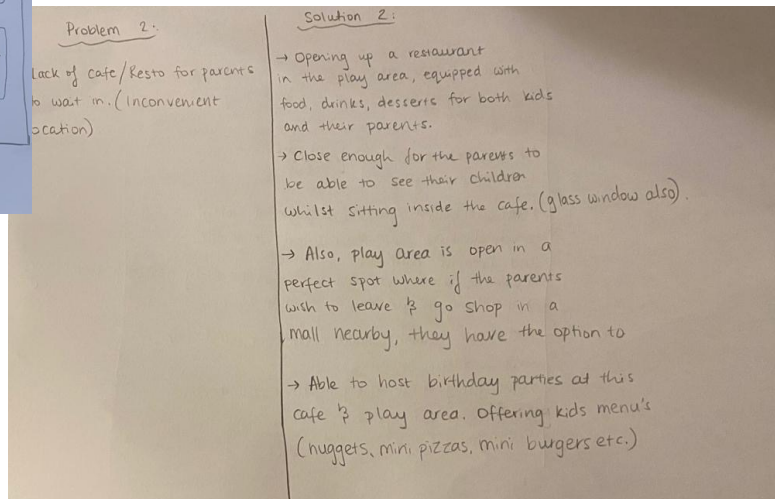
Crazy 8s

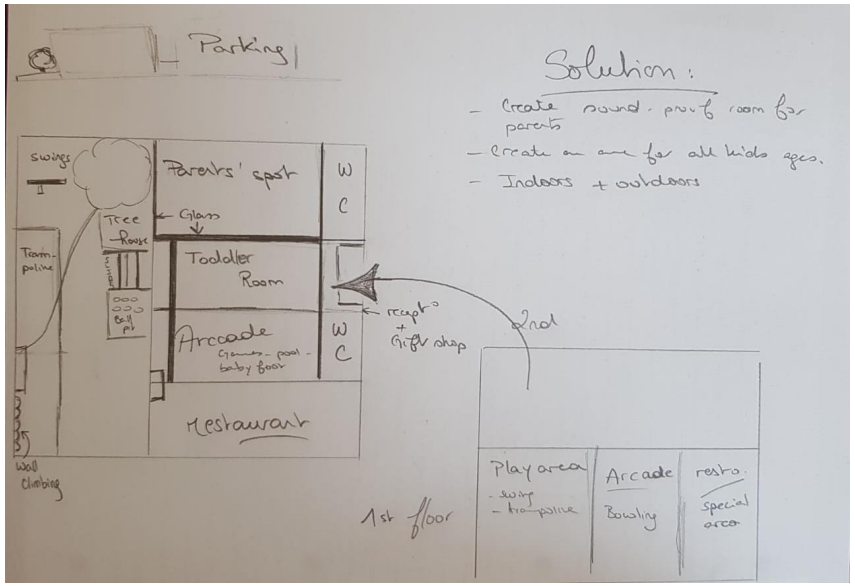

Outdoor Area
Restaurant
WC
Parents Area
Arcade
Swings
Slides
Monkey Bar
Indoor maze and monkey bar
Gift Shop
Grass area to play with balls
WC
Solution:
* Creating a central comfortable room for Parents where they can overlook their children.

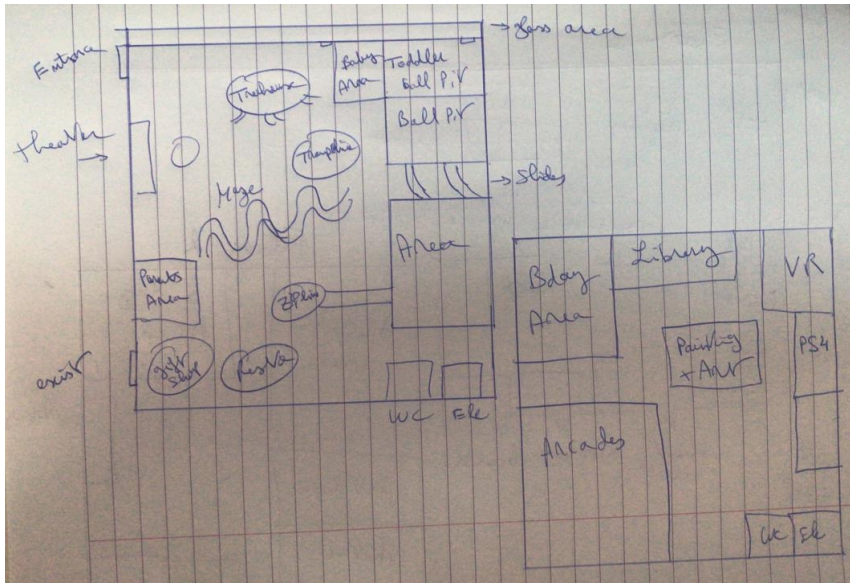

Gift Shop
Outdoor Area
Parents Area
Slides
Swings
Monkeybar
Grass Pitch
WC
Indoor Play Area
Maze, monkey bar
WC
Reception
Restaurant
Entrance

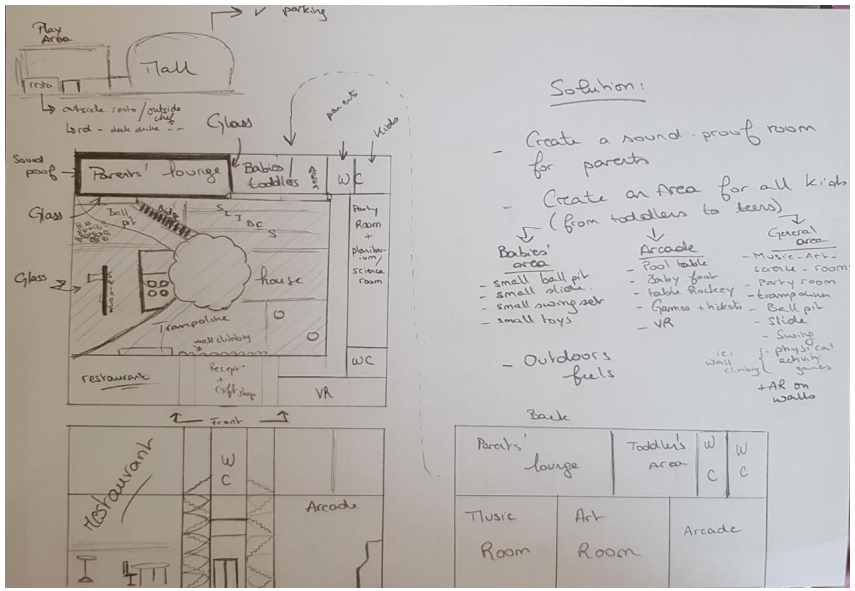

FLOOR 1
ROCK CLIMBING WALL
MINIATURE BOWLING ALLEY
BALL PIT + ZIP LINE
BOARD GAME ROOM
DANCE + GYMNASTICS ROOM
MINI KITCHEN PLAY AREA
TV, play station, karaoke Room
WC
WC
GIFT SHOP
ENTRANCE
FLOOR 2
Restaurant/ Cafe/ Parent's spot
B-day Party Center.
ARTS & CRAFTS
Aquarium & Science Room
Tree house & Slide
entrance

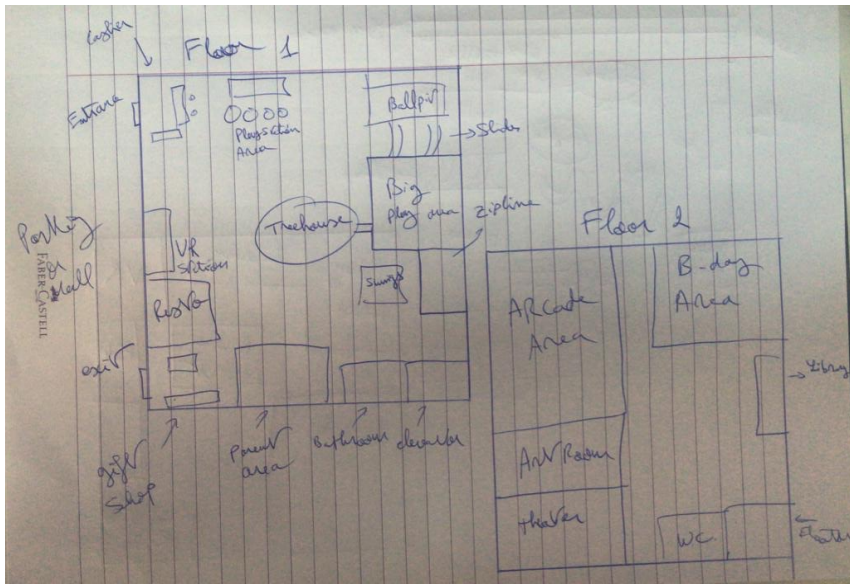

Crazy 8's
Problem 1:
"All Play Areas are the same"
Solution 1:
→ Install zip lines above ball pits to give children an exciting & fun rush of adrenaline
→ Rock Climbing wall, to build their courage & strength
→ Various board games (educational also) to help the kids train their minds in a fun and creative manner.
→ Cooking, dance, gymnastics classes to stay active & healthy
→ Installing music rooms to help them find their hobbies, build character, and for overall fun.
→ With all of these, the play area will become suitable for all ages.


Problem 2:
Lack of cafe/Resto for parents to wait in. (inconvenient location)
Solution 2:
→ Opening up a restaurant in the play area, equipped with food, drinks, desserts for both kids and their parents.
→ Close enough for the parents to be able to see their children whilst sitting inside the cafe. (glass window also).
→ Also, play area is open in a perfect spot where if the parents wish to leave & go shop in a mall nearby, they have the option to
→ Able to host birthday parties at this cafe & play area. Offering kids menu's (nuggets, mini pizzas, mini burgers etc.)

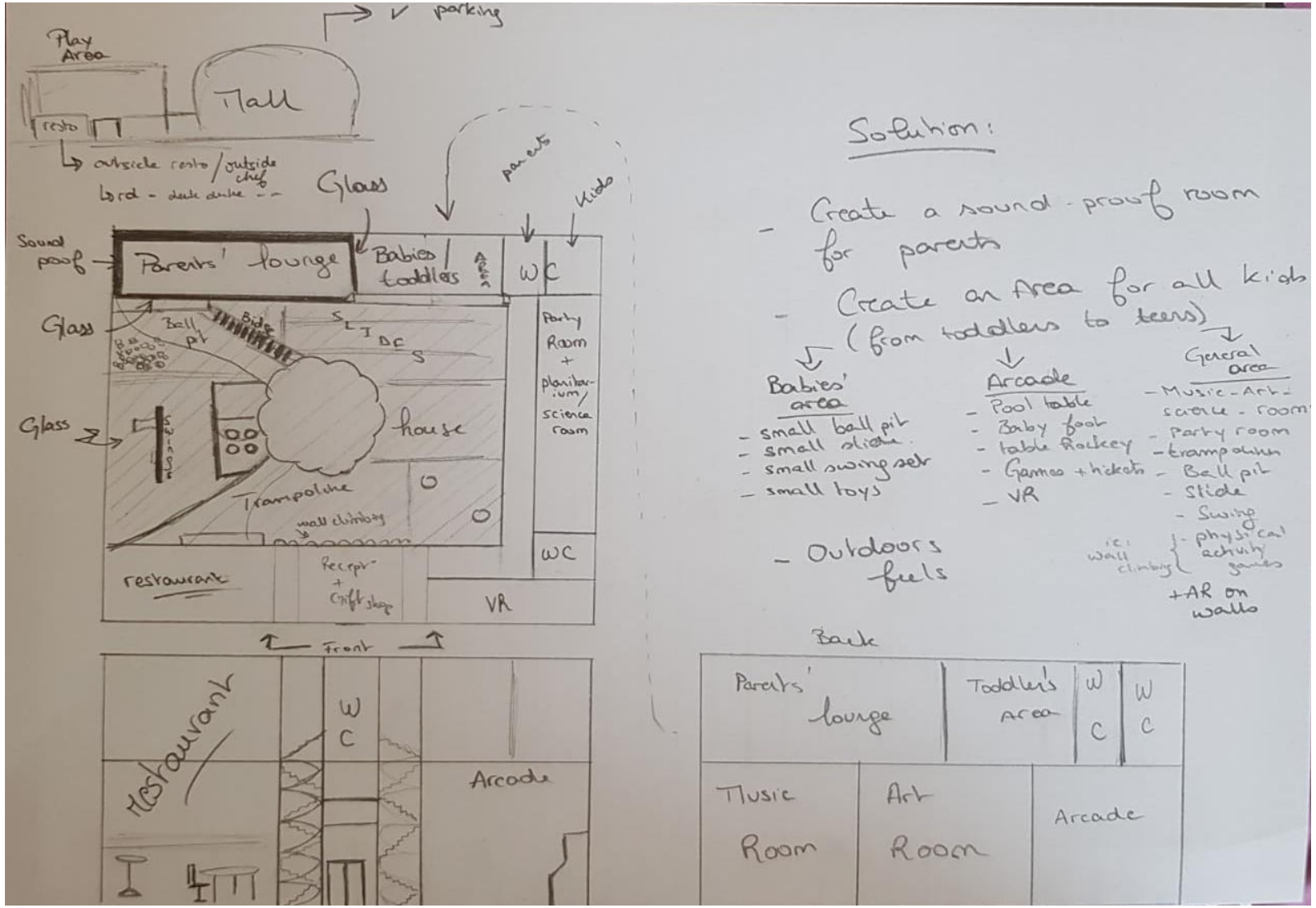

Parking
Solution:
- Create sound-proof room for parents
- Create an area for all kids ages.
- Indoors + outdoors
Swings
Parents' spot
W C
Tree house
Glass
Tram-poline
Toddler Room
Arcade
Games - pool - baby foot
W C
recept + Gift shop
2nd
Restaurant
Wall climbing
1st floor
Play area
- swing
- trampoline
Arcade
Bowling
resto
special area


glass area
Entrance
Baby Area
Toddler Ball Pit
Ball Pit
Treehouse
theater
Trampoline
Slides
Maze
Area
Parents Area
Zipline
Bday Area
Library
VR
Painting + Art
PS4
exist
gift shop
Resto
WC
Ele
Arcades
WC
Ele


parking
Play Area
Mall
resto
outside resto / outside chef
Glass
parents
kids
Sound proof
Parents' lounge
Babies / toddlers
W C
Glass
Ball pit
Party Room + planitarium / science room
house
Trampoline
wall climbing
restaurant
Recept + Gift shop
VR
WC
Front
Restaurant
W C
Arcade
Solution:
- Create a sound-proof room for parents
- Create an Area for all kids (from toddlers to teens)
Babies' area
- small ball pit
- small slide
- small swing set
- small toys
Arcade
- Pool table
- Baby foot
- table Hockey
- Games + tickets
- VR
General area
- Music - Art - science - room
- Party room
- trampoline
- Ball pit
- Slide
- Swing
- physical activity games
+ AR on walls
- Outdoors feels
Back
Parents' lounge
Toddler's Area
W C
W C
Music Room
Art Room
Arcade


Floor 1
Entrance
Ballpit
Slides
Playstation Area
Big play area
Zipline
Treehouse
Parking for Mall
VR Station
Swings
Resto
exit
gift shop
Parent area
Bathroom
elevator
Floor 2
ARCade Area
B-day Area
Art Room
theater
WC
Library

Decision – solution sketch



Story board

Picture in Background
Kids' Play area
Log in/ Sign up
Reservations
Call us
About
Gallery
Events
Daily classes
Careers
locations
Chat bot
Kids' Play area
Sign up
NAME
Surname
Birthday
Phone #
email
Username
Password
Already have an account?
Log in
Username:
Password:
Pictures
locations
Kids' Play area
About
Our Story:
Phone #:
email
Opening hours
Location Google maps
Picture
locations
Kids' Play area
Careers
Pictures
Join the team
Vacancies
Apply
Jobs:
Pictures
locations
Kids' Play area
Daily Classes
Art/ Drawing
Crafting
Cooking
locations
Kids' Play area
Gallery
Events
Birthdays
User uploads
location

Thank You