

11-30-2021

DESIGNING A



TANNER WILLIAMS  
LAURA BELL  
STEVE KINDER  
RACHEL BLOOM



# Let's Get to It


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 How Might We?

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 How Did We?

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 What's Next?

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# Your Team of Designers

We're interdisciplinary in a ton of different ways...



**TANNER WILLIAMS**

- MADI Graduate Student
- UX Designer
- Fort Worth, TX



**LAURA BELL**

- SMU Graduate Student
- Mechanical Engineer
- Indialantic, FL



**STEVE KINDER**

- MADI Graduate Student
- Product Designer
- Dallas, TX

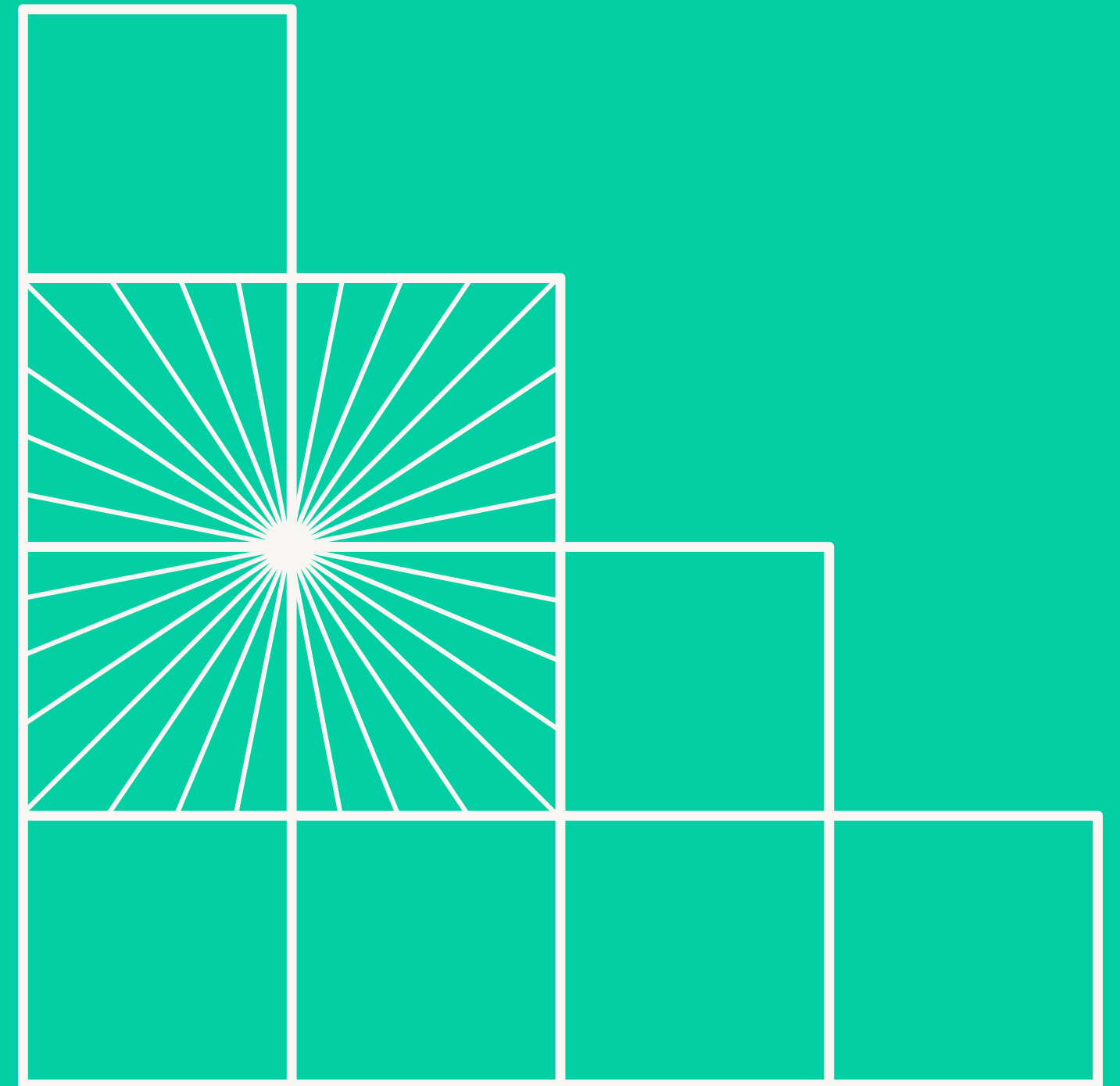


**RACHEL BLOOM**

- SMU Undergraduate Student
- Creative Computation Major
- Dallas, TX

# Part I

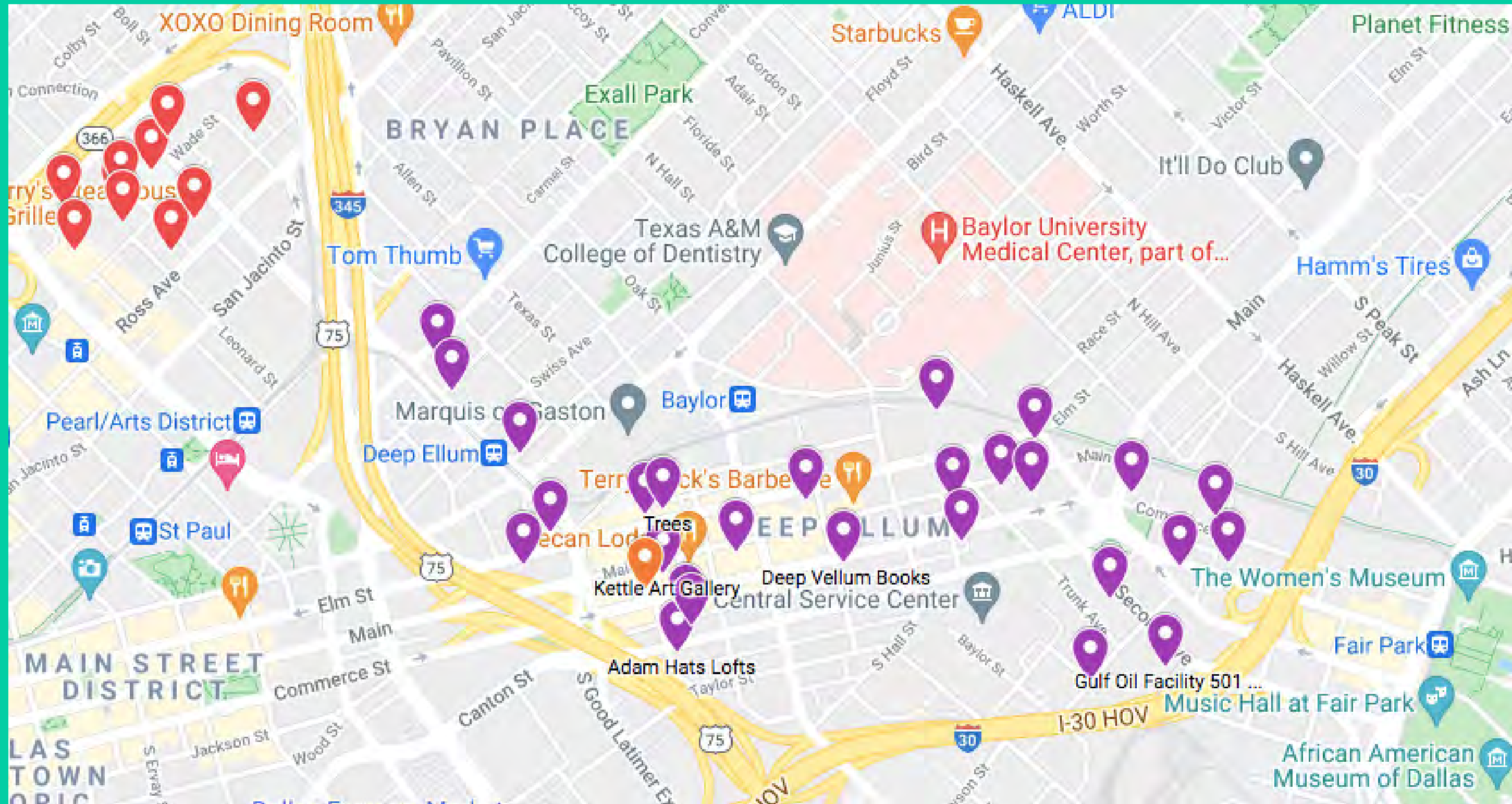
How Might We?





# **How might we design a cultural trail in Dallas?**

# The Dallas Cultural Trail (DCT) is a non-linear collection of physical and culturally-significant points.



Arts District  
culturally  
significant points



Deep Ellum  
culturally  
significant points

# NOT this.



# But this.



# We focused on creating awareness of and movement through the DCT.



## **AWARENESS**

Recognizing something's existence  
and understanding it's meaning

LEADS TO



## **MOVEMENT**

Active motion in a space and  
participation in its elements



# Resident Interview

Wednesday, October 20th

Deep Ellum resident,  
Scott McWilliams

- Observes daily life of Deep Ellum
- Suggested that visitors greatly enjoyed the arts and culture
- Believes the best way to immerse in the culture is to **walk around and stumble upon delight**

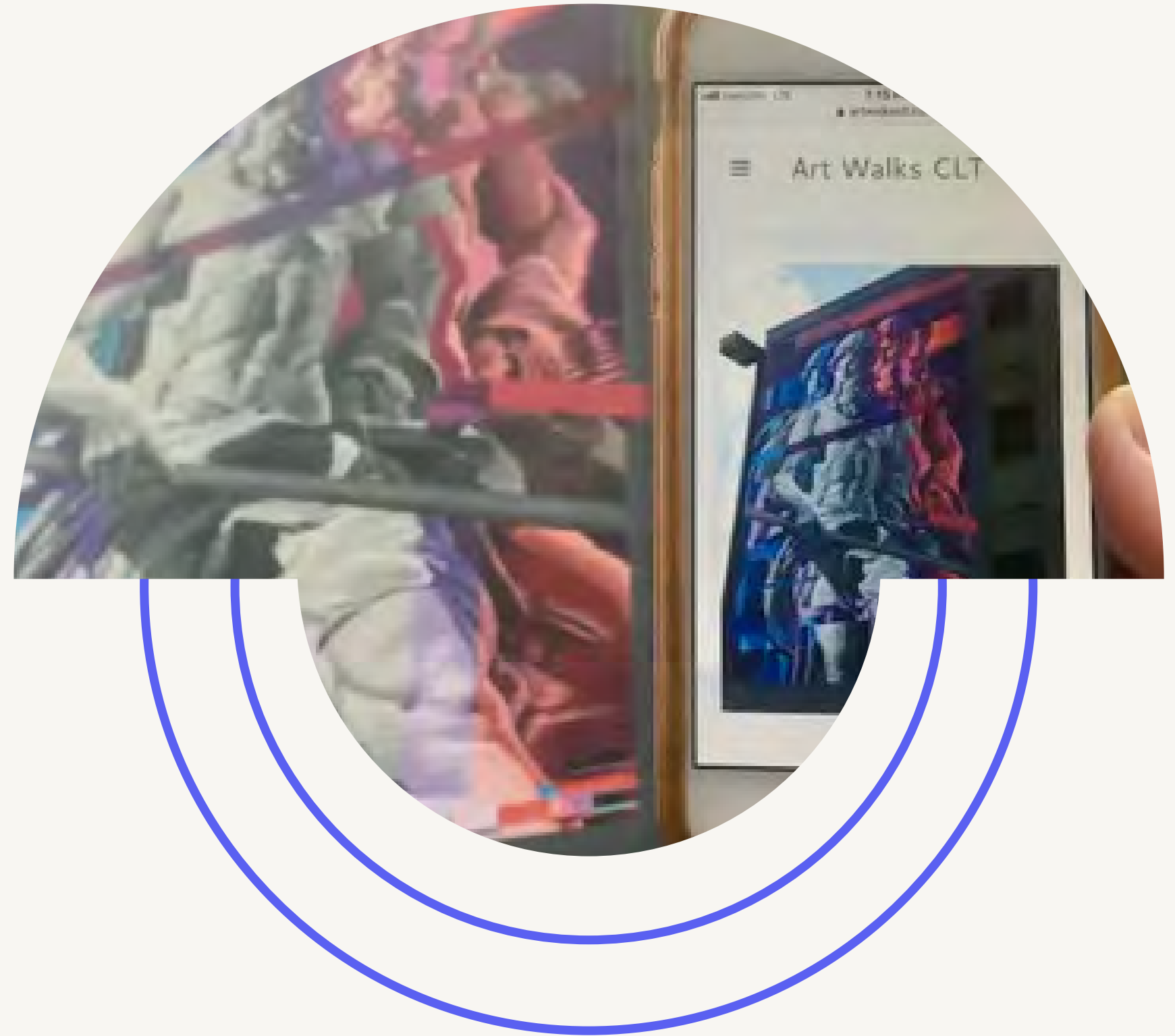


# Expert Interview

**Tuesday, November 9th**

ArtWalks CLT Founder,  
Anne Wise Low

- ArtWalk Experience made from a simple mobile website & QR
- Digital Experience to learn about community art & engage
- Trails is made by moving to/from pieces, **no single path**





# Stakeholder Interview

Thursday, November 11th

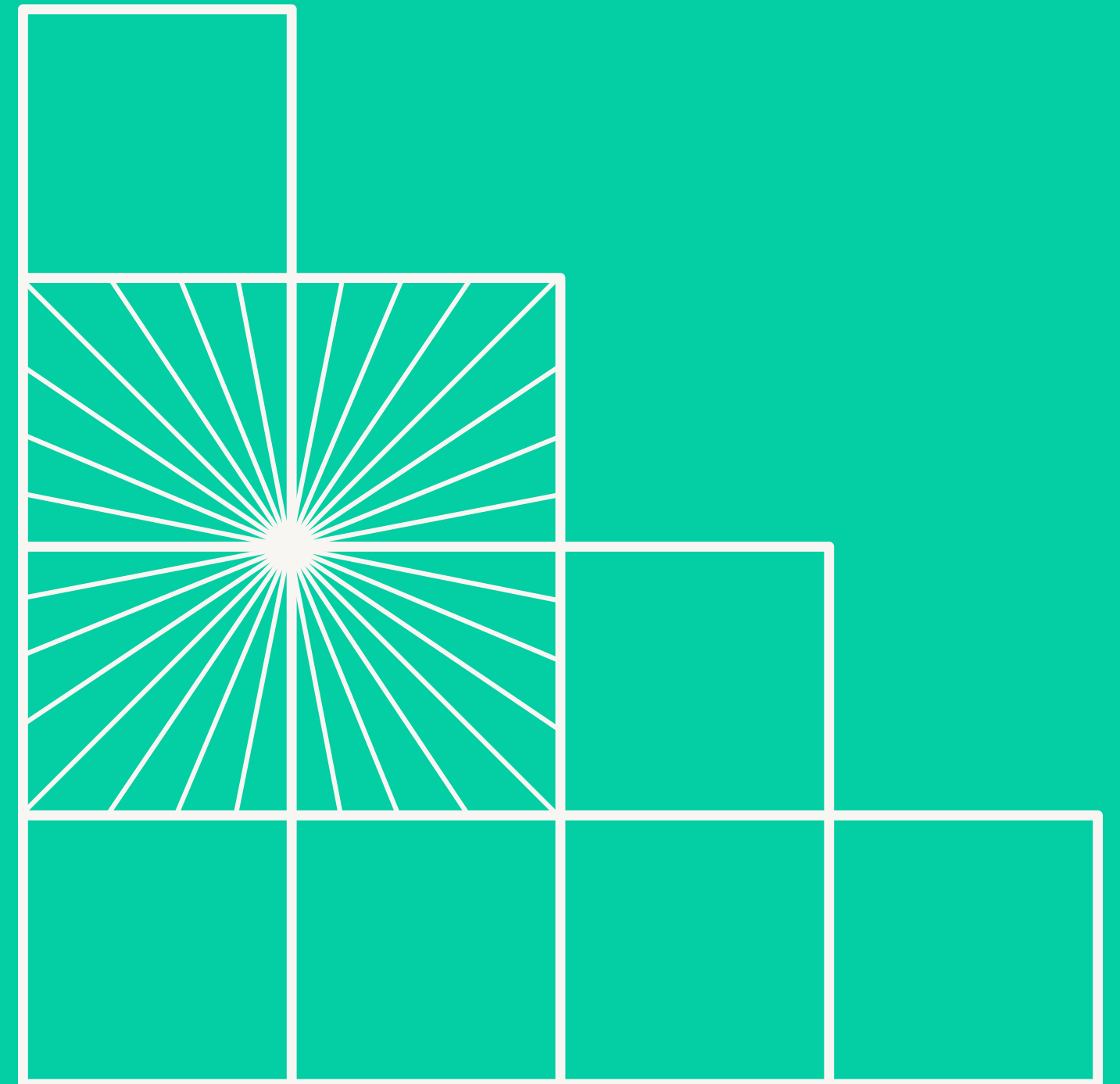
St. Pete's Dancing Marlin Owner,  
Pete Zotos

- Supports raising awareness of the cultural significance of Dallas
- Agreed to let us activate his restaurant for our prototype
- Suggested using table tent cards as a means for exposure



# Part II

How Did We?





# To Do List:

- ☐ Create awareness
- ☐ Catalyze movement

# What We Built to Test This



## A QR Code

This is our strategically placed conduit for awareness



## A Digital Experience

This is a built digital prototype for users to explore and increase awareness.

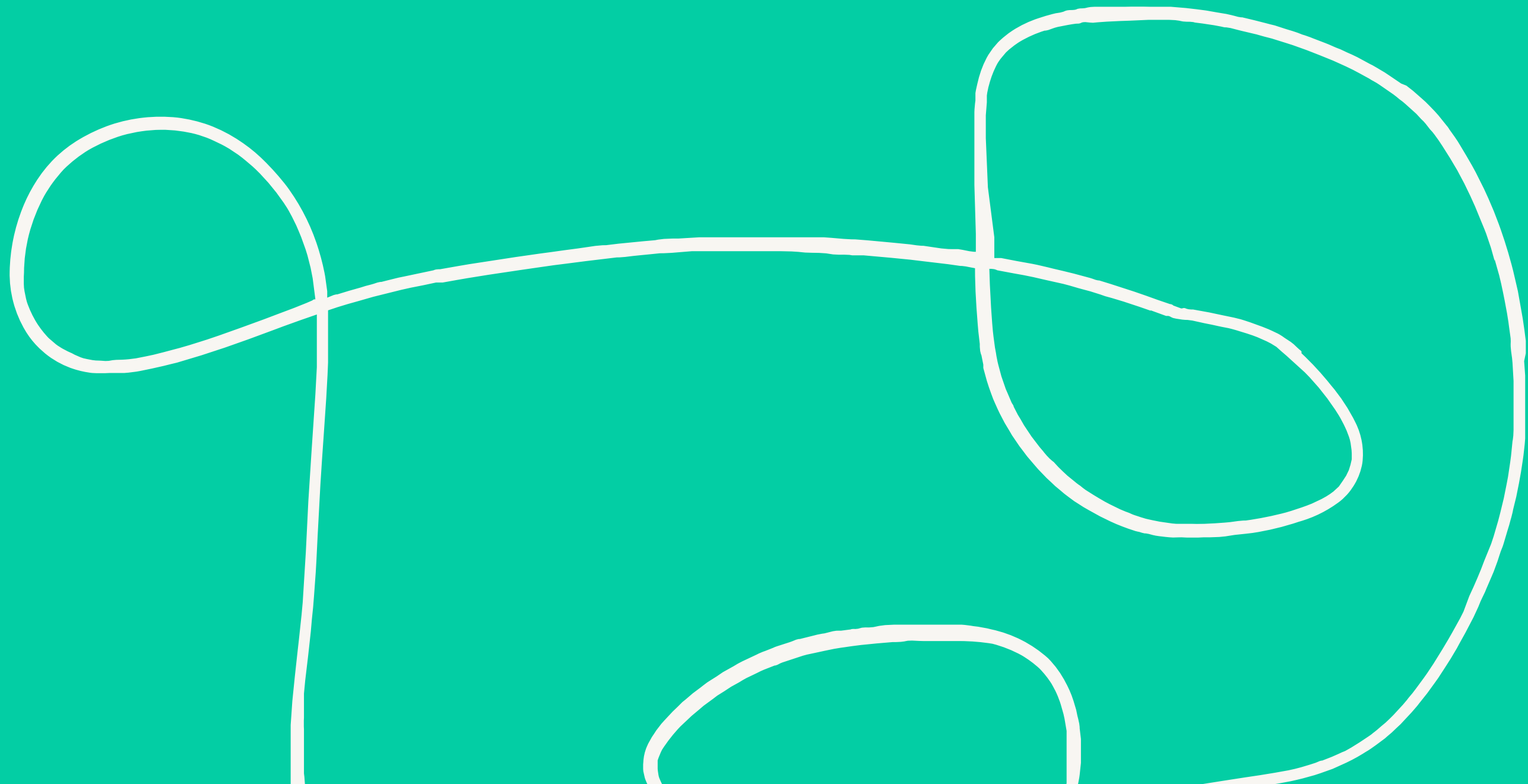


## Data & Survey

We collected scans & insights.



# Our Plan & Approach



# Our Plan

1. **Build a demo DCT virtual experience**
2. **Create a QR code**
3. **Identify placement locations**
4. **Deploy QR codes**
5. **Collect Data**
6. **Assess effectiveness via survey**

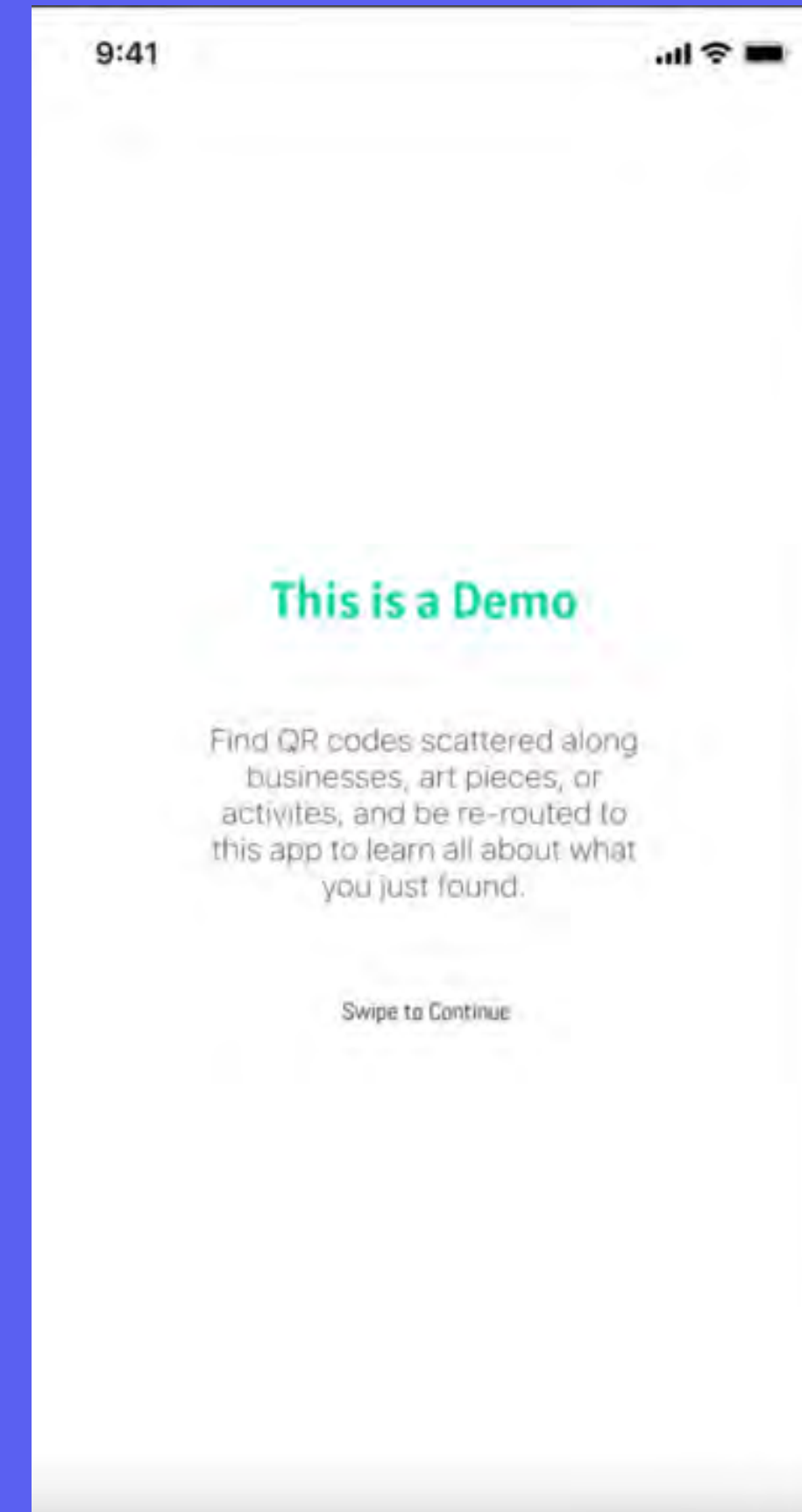


# We thought...

- Visitors are motivated by food, music, and entertainment
- People would be curious about the DCT
- Placement might impact scans
- Users would make it to the survey



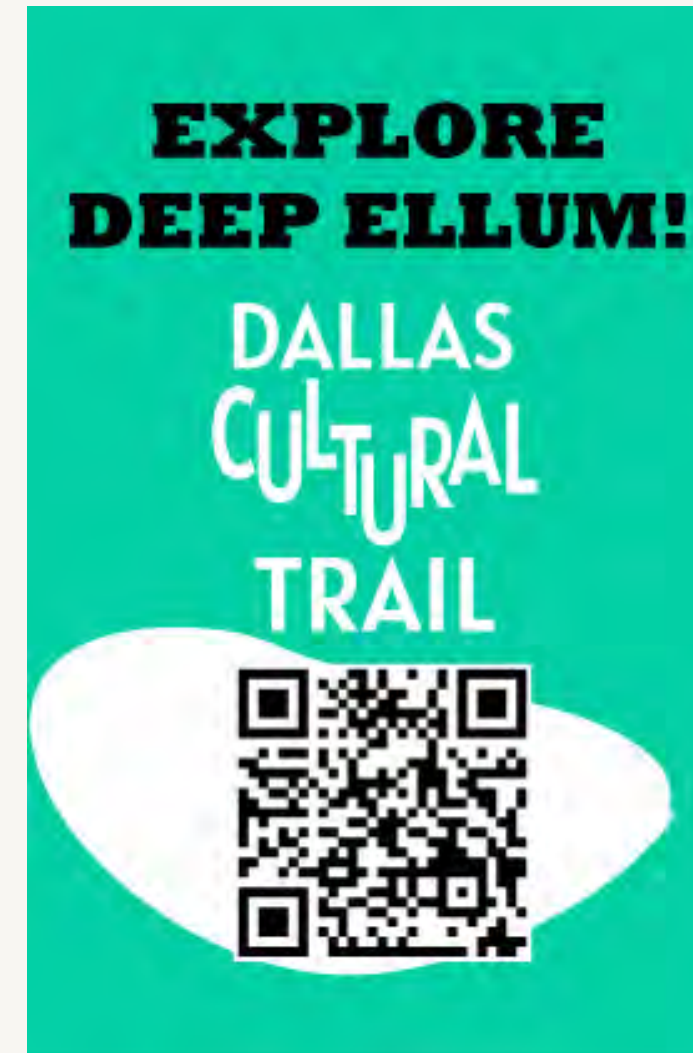
# QR CODE



# We made...



**16" Decal**  
**\$25**



**4x6 Card**  
**\$ 0.15**



# Deploy -7 Locations

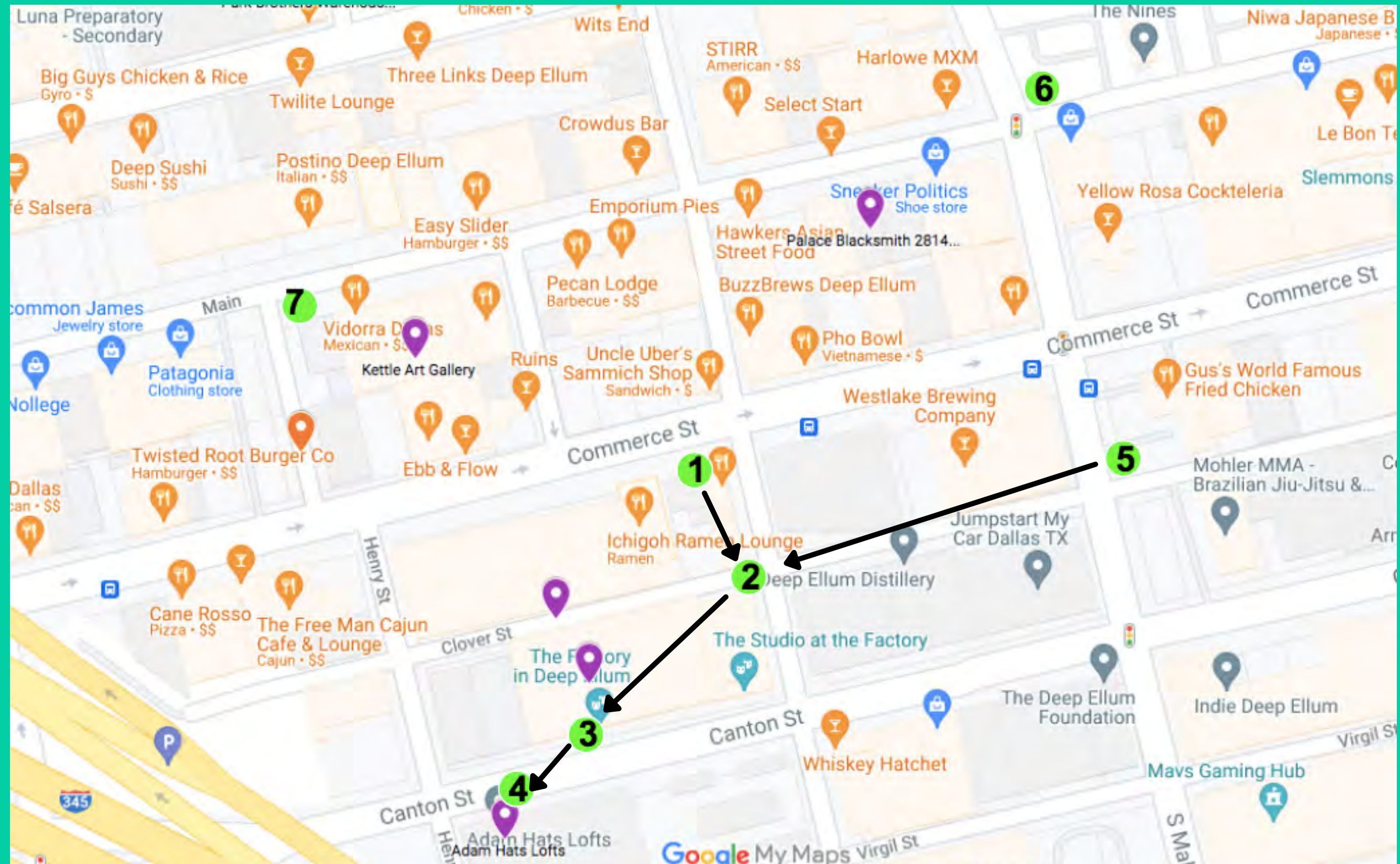
- 10 Day period 11/16 to 11/27
- 25 Table Cards at St. Pete's
- Decals at three parking lots
- Three decals:
  - Blues Alley
  - The Factory
  - Adam Hats Lofts





# Locations

1. St. Pete's
2. Blues Alley
3. The Factory
4. Adam Hats
5. Gus Parking
6. BIG Letters
7. Parking Lot





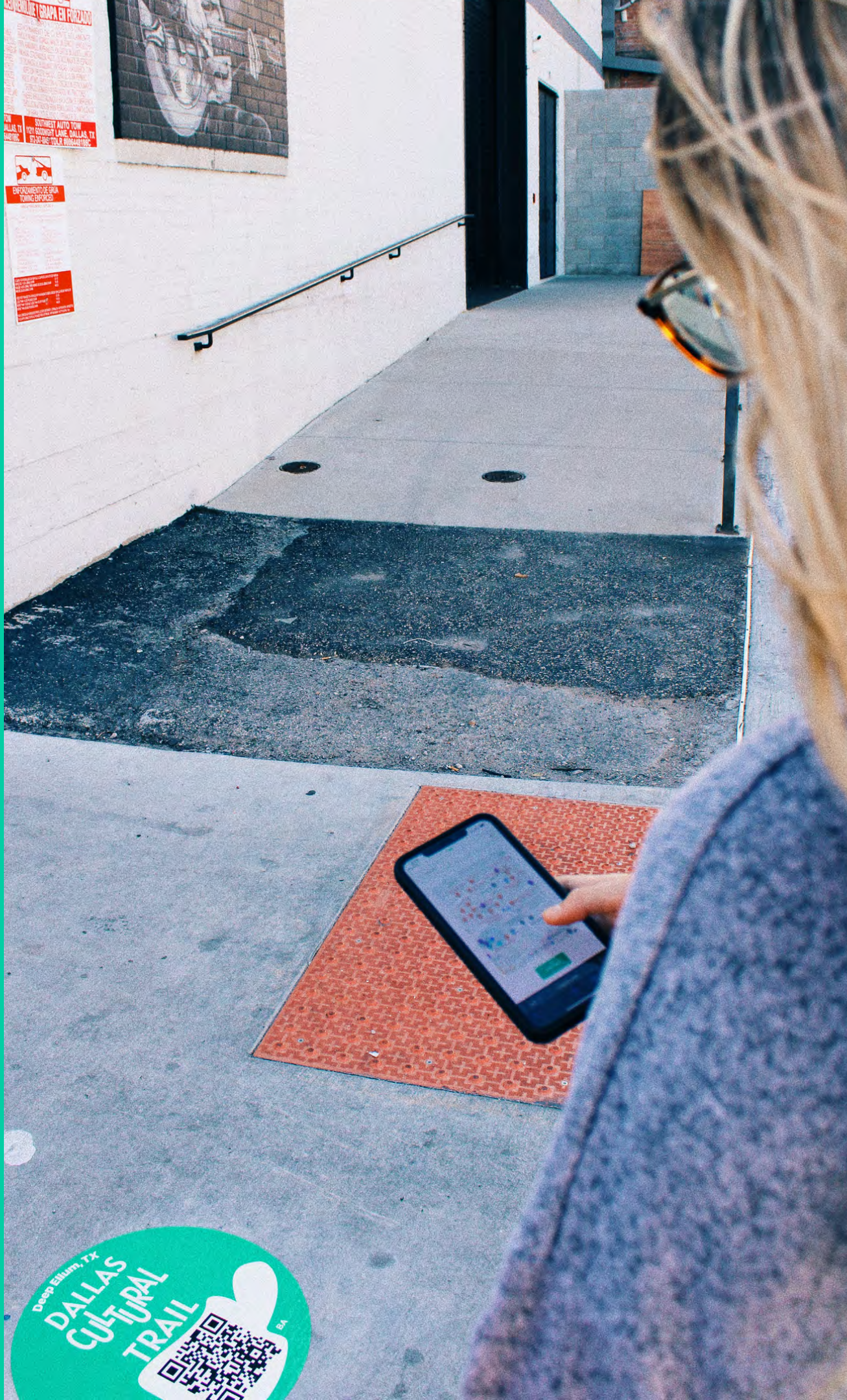
# ST PETE'S

Dancing Marlin





B  
L  
U  
E  
S



A  
L  
L  
E  
Y





# Adam

# Hats





# The Factory





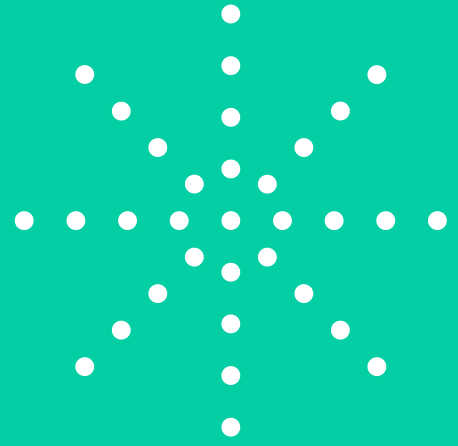
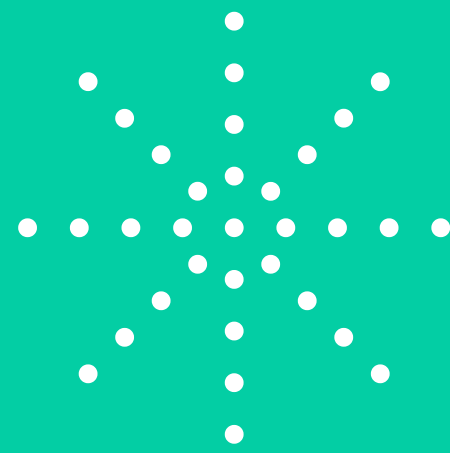
# GUS/PCA Lot

# BIG/PCA Lot



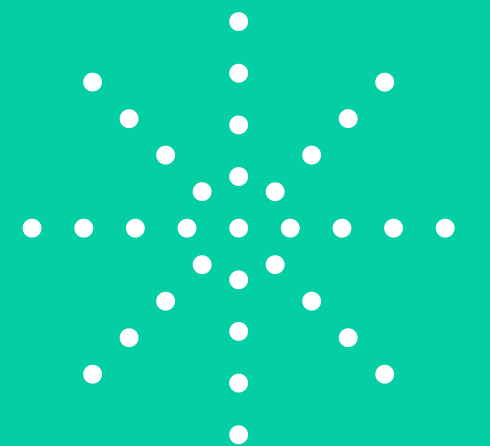


# RESULTS

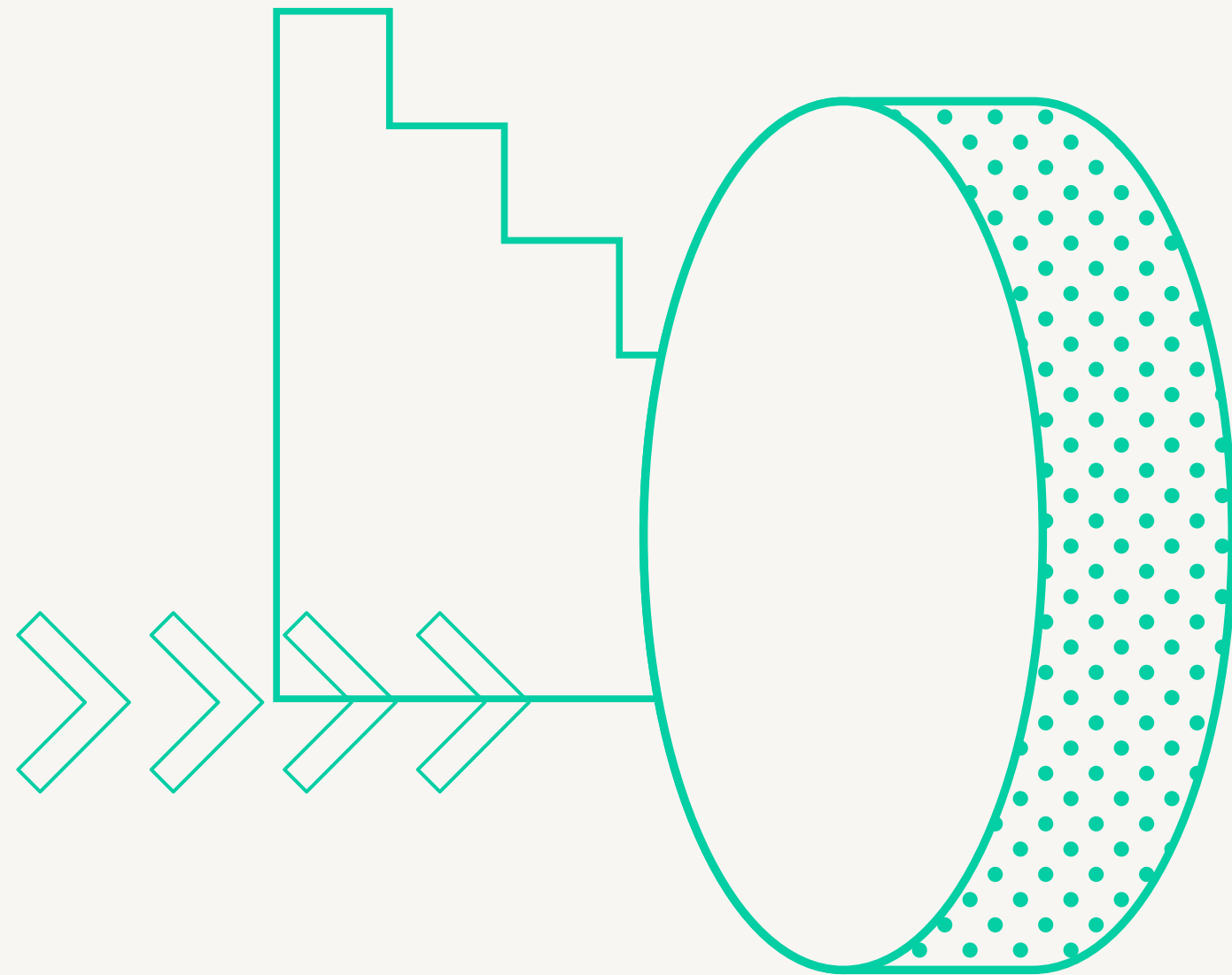


- 42 Scans at Pete's Dancing Marlin,
- 23 Scans at "BIG" Sign at MX/Elm
- 8 Scans at Blues Alley
- 5 Scans at Adam Hats Lofts
- 4 Scans at Gus Chicken Parking Lot
- 3 Scans at The Factory
- 1 Parking lot sticker removed

**TOTAL SCANS: 85**



In reflection survey responses on the  
DCT Digital Experience...



# 75%

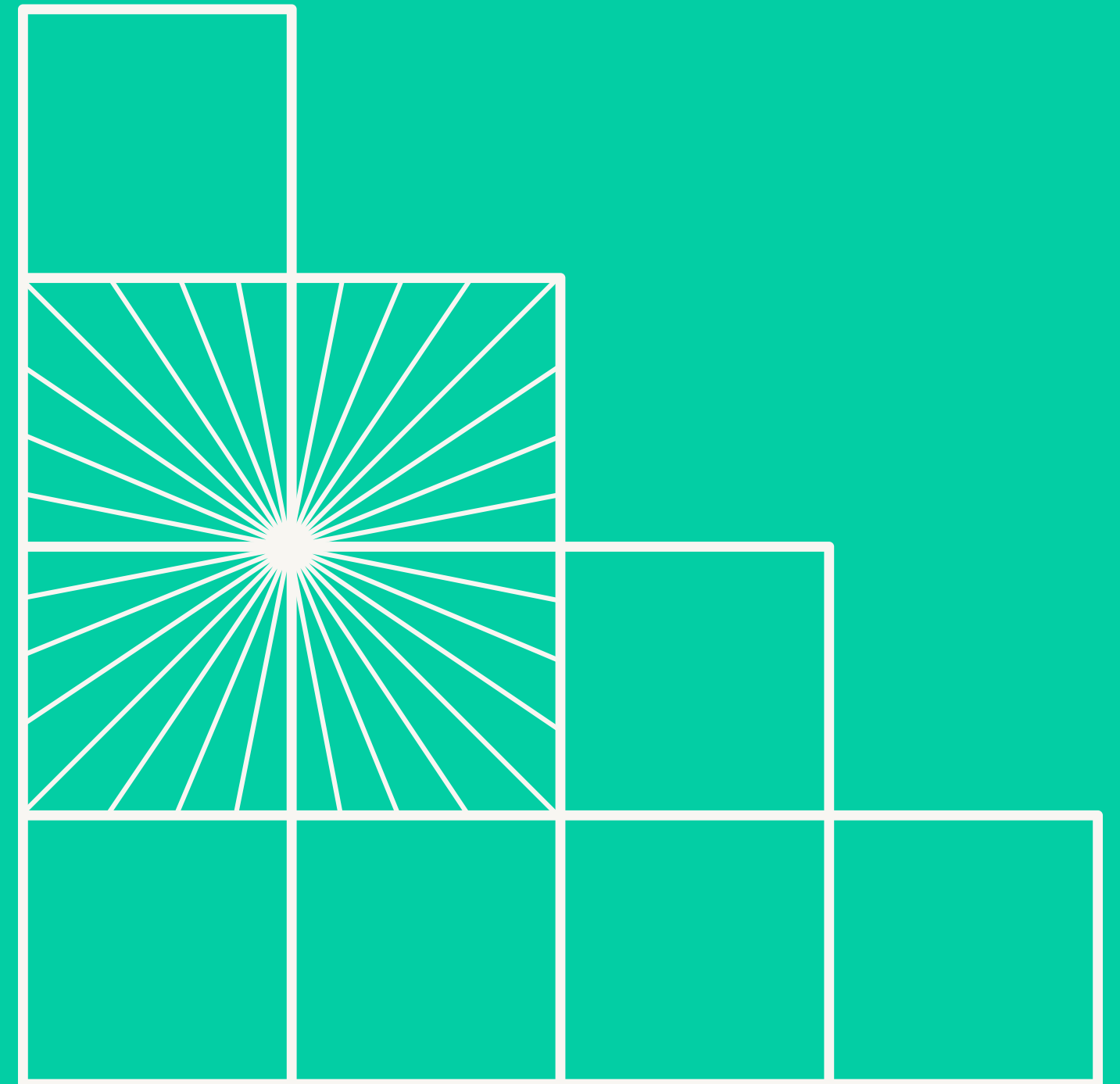
- **SCANNED THE QR CODE BECAUSE IT LOOKED INTERESTING**
- **SAID THEY WERE MORE LIKELY TO **MOVE** TO ANOTHER SPOT ON THE TRAIL**
- **WERE SATISFIED WITH THE DIGITAL EXPERIENCE TOOL**

**OVERALL INCREASE IN **AWARENESS** OF CULTURAL SIGNIFICANCE IN DEEP ELLUM BEFORE AND AFTER.**



# Part III

Now What?

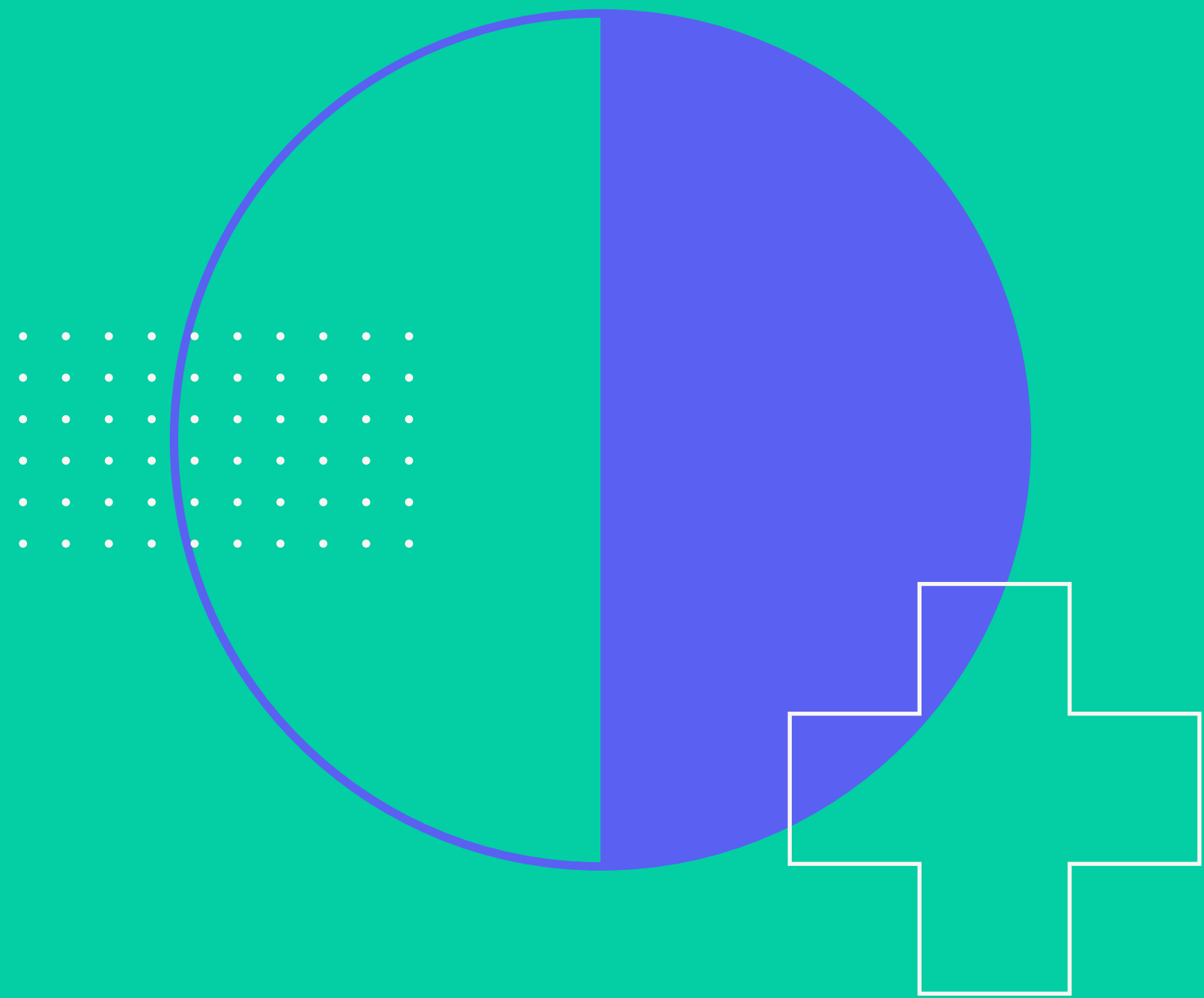


# To Do List:

- ✓ Create awareness
- ✓ Catalyze movement

**AWARENESS  
AND MOVEMENT  
ARE IMPORTANT  
TO THE USER  
EXPERIENCE ON  
THE DCT.**

Now what?







## **BUILD OUT DIGITAL EXPERIENCE**

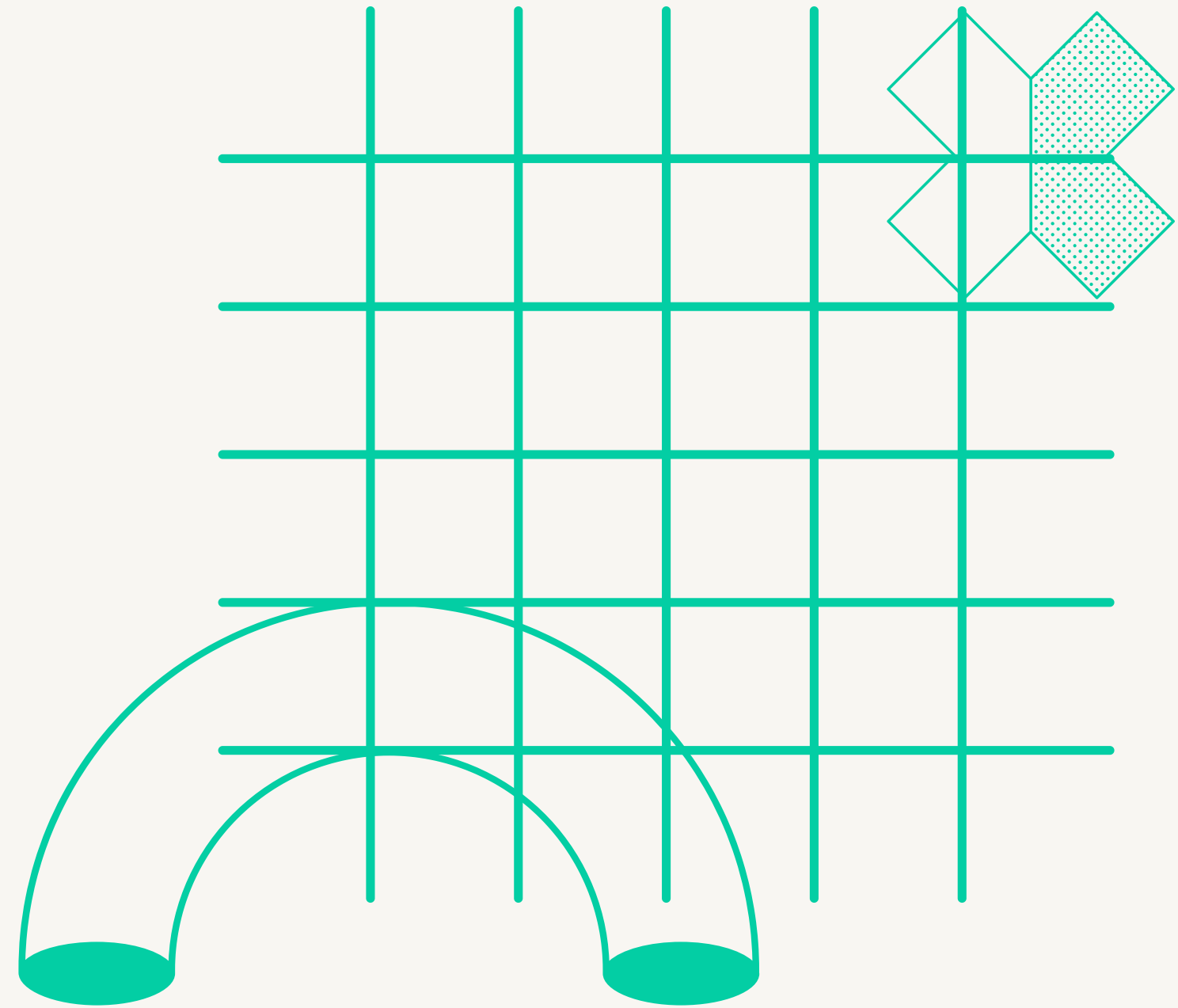
- Create website
- Integrate with pre-existing websites

## **INCREASE MARKETING PLACEMENT**

- Reach out to other businesses
- Formalize process

## **SCALE TO 10 RESTAURANTS**

- Generate 500+ views a week
- Cards & Decals Cost \$500



**Thank you!**  
**Questions?**