

# MONTEREY BAY AQUARIUM



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# Overview

Monterey Bay Aquarium has successfully become a top tourist spot for California. In 2017 the aquarium will celebrate their 33rd Anniversary.

With over 600 Species of Wild life, Plants, Sea life, and Mammals housed at the aquarium and the Open Sea Exhibit 3rd World's Largest tank - 1.2 million gallon tank

After reviewing their annual reports, a change in their demographics of visitors has shifted from primarily being adult groups instead of families.

# Demographics

**70%** California Residents  
**20%** US Citizens  
**10%** International

**Peak Season : Summer**

**2/3** Adult Only Groups  
**1/3** Groups With Children

67% of Visitors **18-64yrs. old**  
29% of Visitors **25-25 yrs. old**

**TOTAL ATTENDANCE 2016**  
**2.1 million visitors**



# Analysis

## Monterey Bay Aquarium

### Pros

- + Has a few interactive pieces for learning
- + Non-profit supported by a vast amount of Silicon Valley tech companies
- + Aquarium has an app

### Cons

- No self serve opportunities, kiosks
- Long wait outside for entrance
- Limited opportunities for purchasing tickets and memberships
- App is only formatted for iOS with limited functionality
- Current technology has not been integrated

## Georgia Aquarium

### Pros

- + Frequently updates exhibits
- + Lounge area for breaks and recharging station
- + Has an app for iOS and Android with useful functionality
- + Large staff to help guests

### Cons

- No kiosks
- Options for purchasing membership
- Long lines for entrance

## Solution

Monterey Bay Aquarium should intergrate advanced technologies and interactivity into it's aquarium. They can be the leader in bringing interactive screens and experiences to bring the current museum experience.

After renovations for California Academy of Sciences were complete with upgrades in interactive experiences, attendance improved 18%.

The first step towards intergrating today's current technology is to create interactive kiosks for attendees to use for purchasing memberships, advanced tickets, and planning their visit.

## Interactive Kiosk

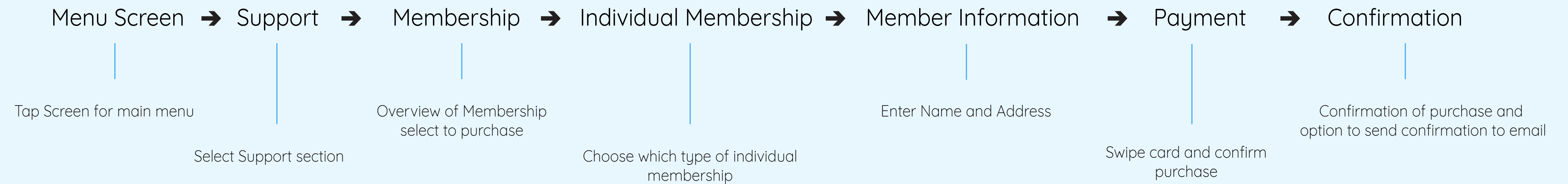
Monterey Bay Aquarium will be able to have interactive devices for visitors to use to discover the aquarium as well as information.

To reduce lines for purchasing tickets and memberships, visitors will have the option to get information without being stuck in line.



# Use Case

## Use Case : Purchasing A Membership



# Interactive Kiosk Hierarchy

## VISIT

Tickets

Map

Daily Shows

## SUPPORT

Memberships

Donate

Partnerships

## EXPLORE

Exhibits

Animal Guide

Tours

## CARE

Conservation

Research

Volunteer

## EDUCATE

Field Trips

Sea Guides

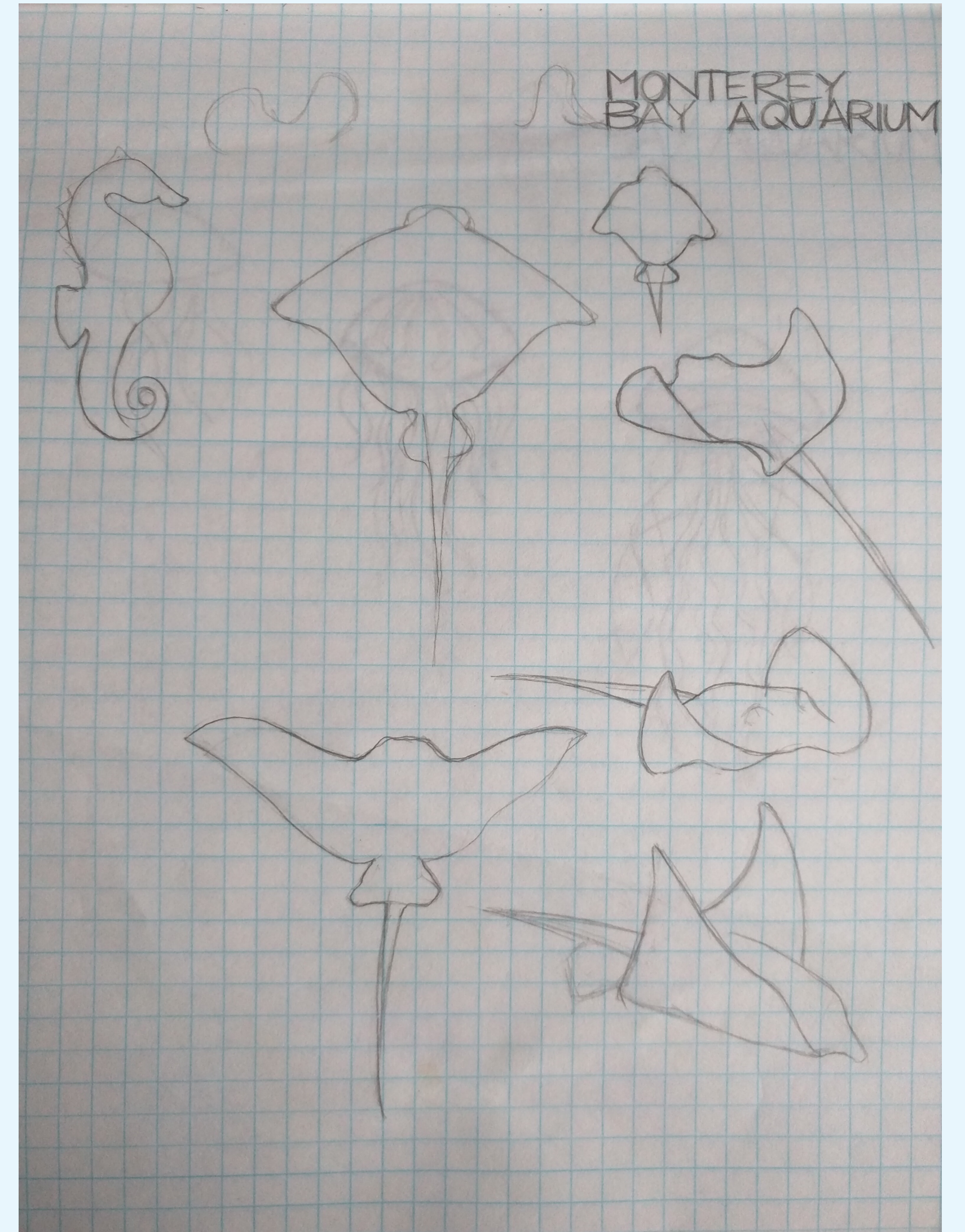
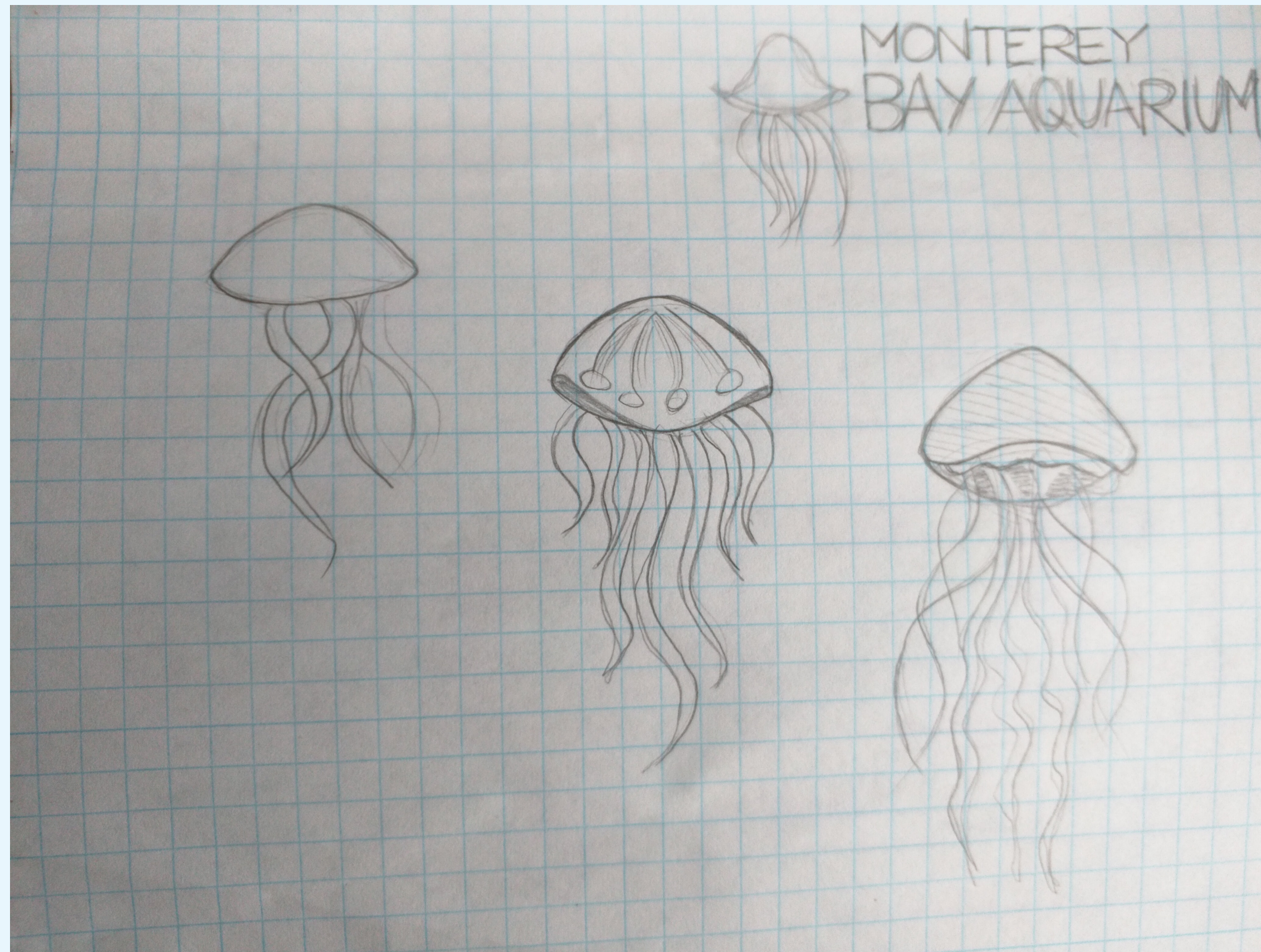
Project Database

## Goals

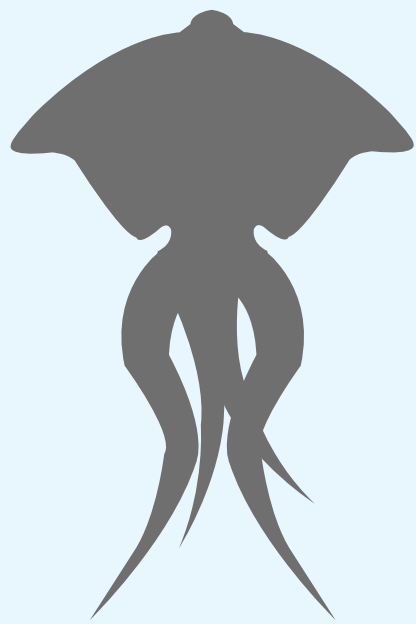
- + Plan your day feature to make the most of your time at the aquarium
- + Automate membership creation instead of waiting in line
- + View interactive map to find exhibits



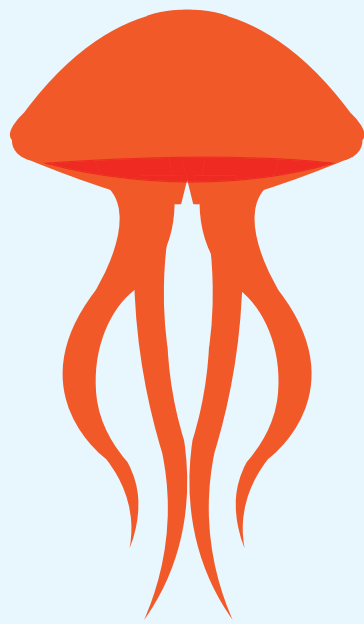
# Initial Logo Sketches



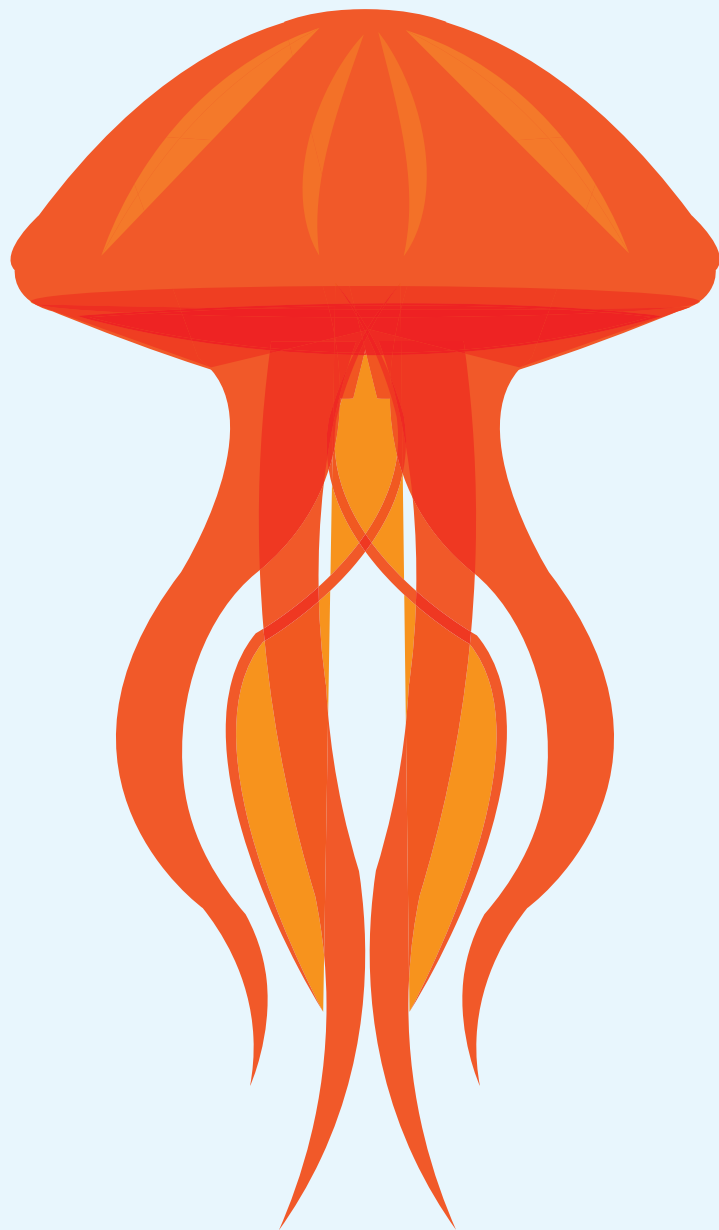
# Logo Redesigns



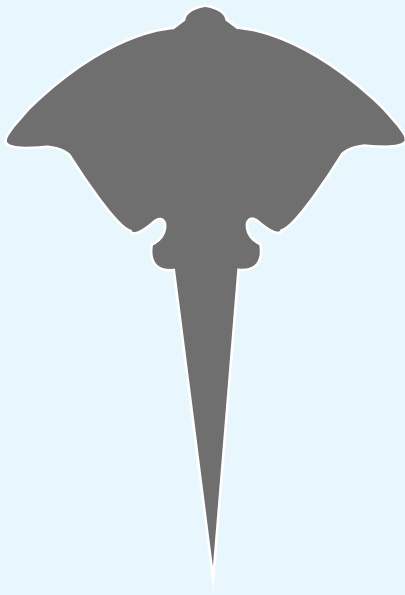
FIRST DRAFT



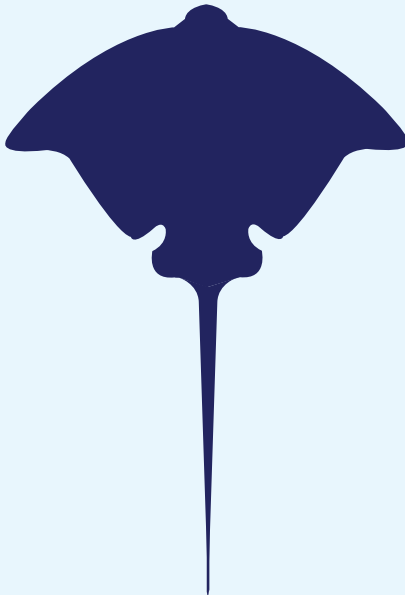
SECOND DRAFT



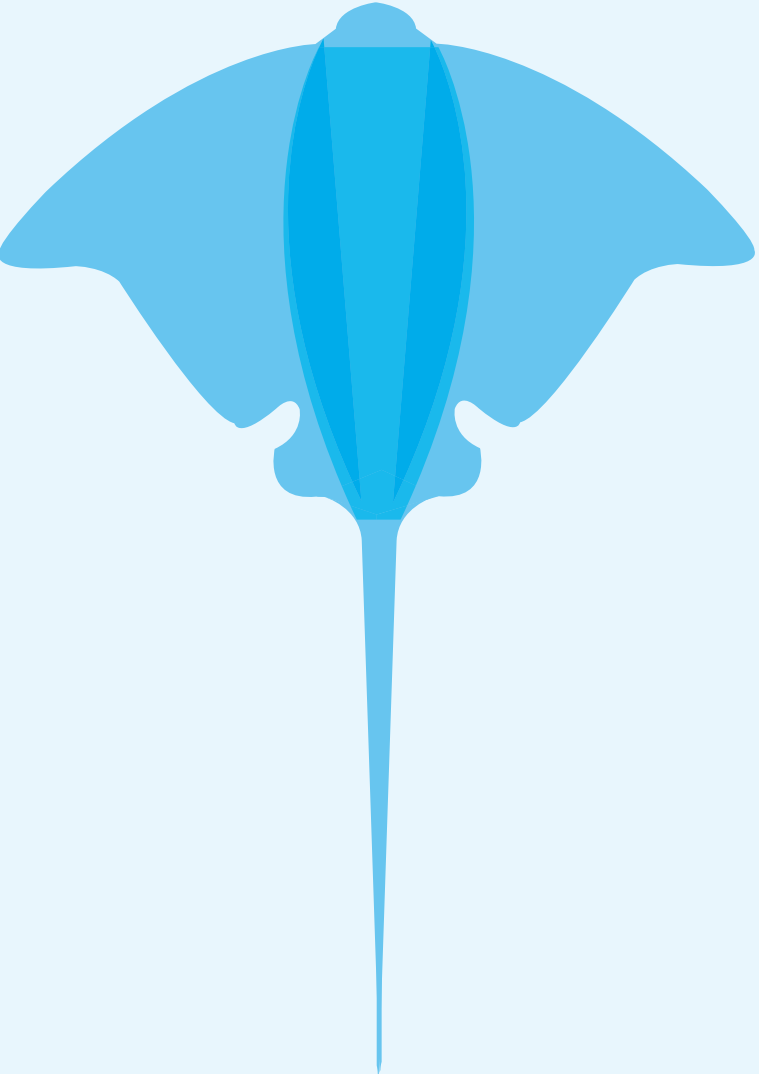
FINAL DRAFT



FIRST DRAFT



SECOND DRAFT

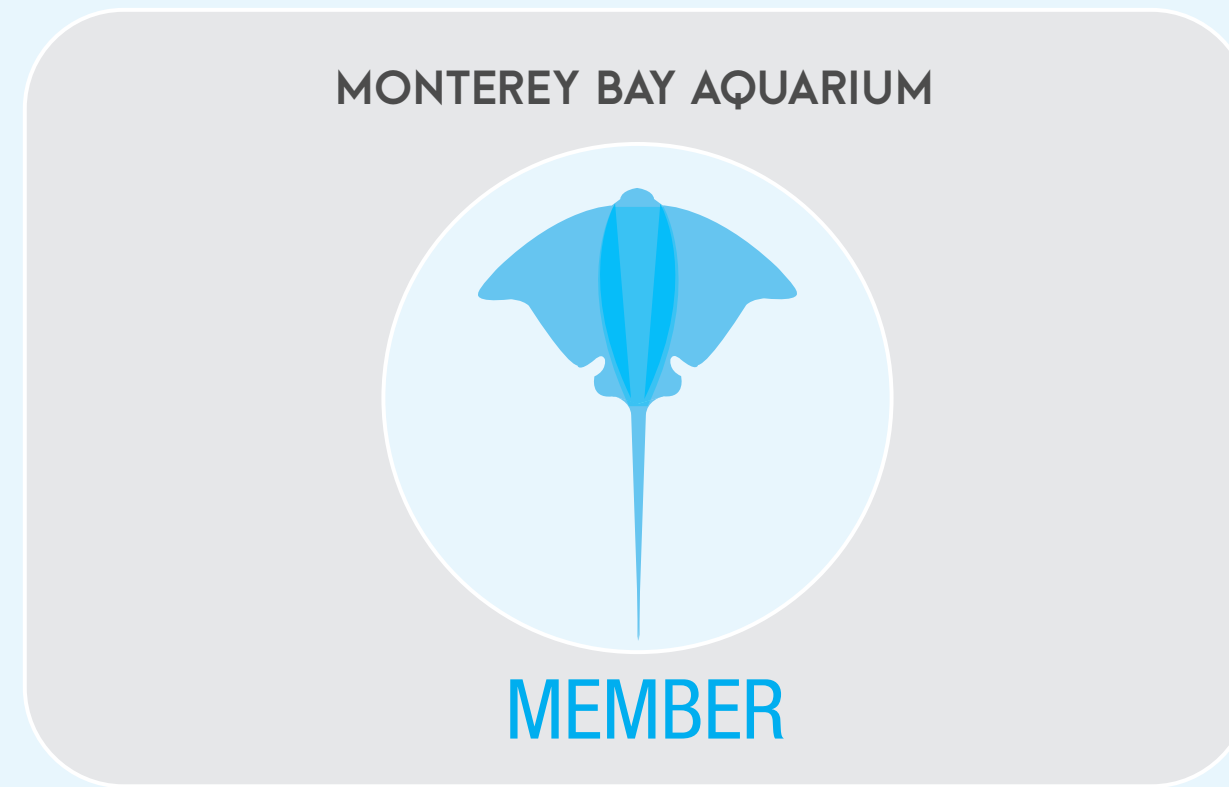


FINAL DRAFT

# Membership Cards



ADULT  
CARD



CHILD  
CARD



# Typefaces and Color Scheme

## Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ

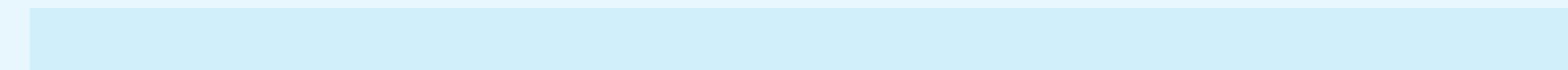
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

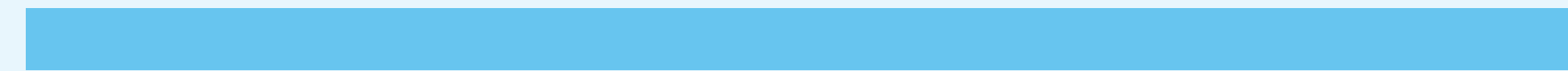
abcdefghijklmnopqrstuvwxyz

## ARCA MAJORA

ABCDEFGHIJKLMNOPQRSTUVWXYZ



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RGB 106 196 239    HEX #6AC4EF    CMYK 52% 5% 0 0



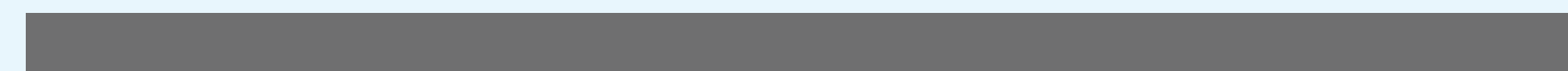
RGB 35 37 95    HEX #23255F    CMYK 100% 97% 27% 27%



RGB 241 93 34    HEX #F15D22    CMYK 0% 79% 100% 0%



RGB 248 150 33    HEX #F79521    CMYK 0% 49% 98% 0%



RGB 112 111 112    HEX #706F70    CMYK 57% 49% 47% 15%

# Initial Proof of Concept



**MONTEREY BAY AQUARIUM**

**VISIT**

- Buy Your Tickets
- Hours
- Military Discount
- Corporate Discount
- Aquarium Gift Cards

[Directions & Parking](#)

[Daily Schedule](#)

[Hotel Packages](#)

**Visit Us**  
Tickets & Information

**Explore**  
Animals & Experiences

**Support**  
Memberships & Donations

**Care**  
Conservation & Research

**Educate**  
Educators & Students

## Plan Your Visit

### Admission

<b>Adult</b>	\$34.95
<b>Child</b>	\$21.95 (Ages 3-12, under 3 free)
<b>Student</b>	\$31.95 (Ages 13-17 or college ID)
<b>Senior</b>	\$31.95 (Ages 65+)

[Hotel packages](#)

[San Francisco CityPASS tickets](#)

[Group tickets](#)

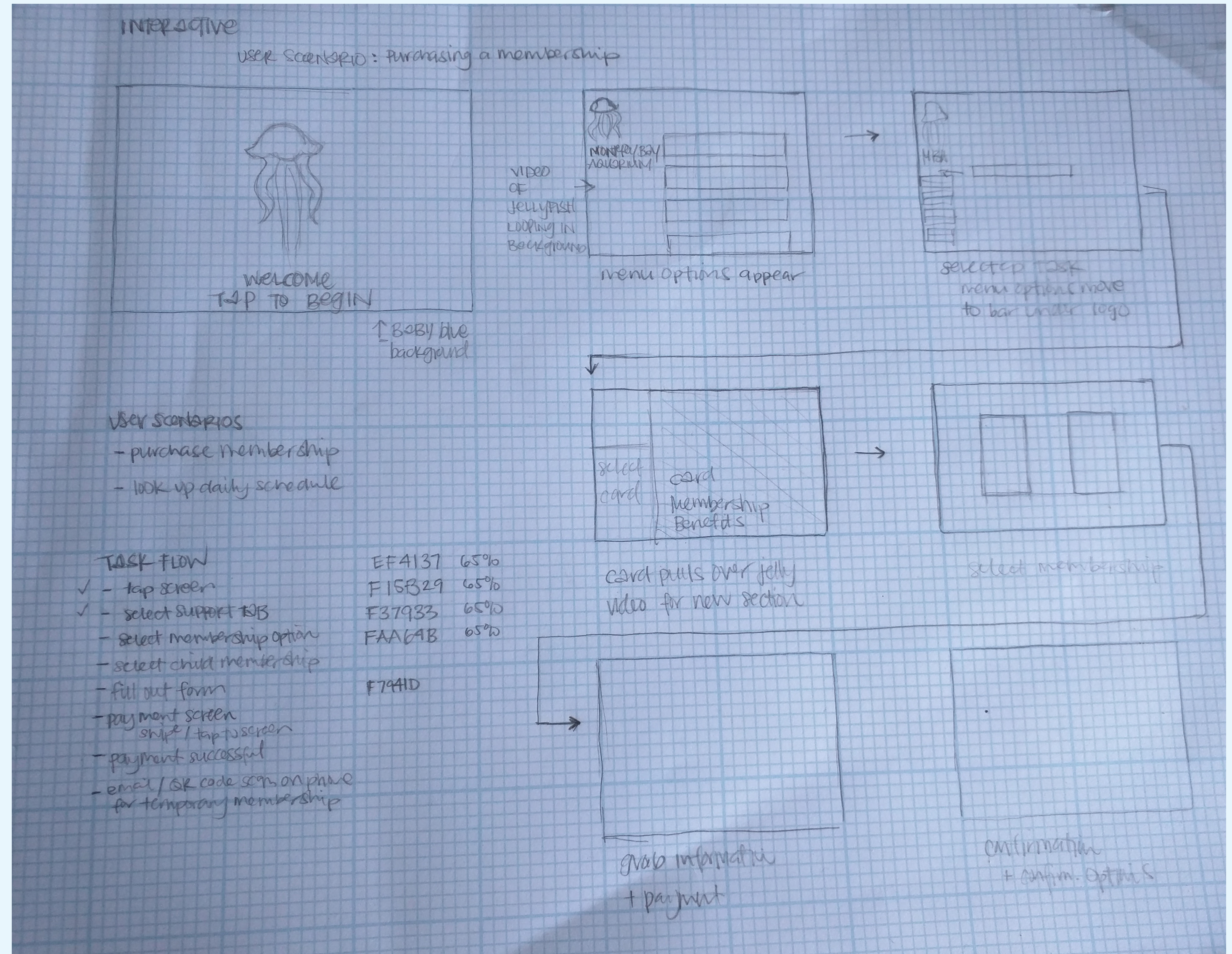
### Hours

Regular : 10:00am - 6:00pm  
Members : 9:30am - 6:30pm


### Getting Here

886 Cannery Row  
Monterey, CA 93940  
[Directions & Parking](#)

# Initial Flow



# High Fidelity Wireframes




MONTEREY BAY  
AQUARIUM

SUPPORT  
BACK TO MENU

## Individual Membership

pick your membership type

Regular	Student	Senior	Child
\$95	\$75	\$75	\$55
<b>Benefits:</b> Unlimited admission all year long Express entry through our Member Entrance Special evening and early morning hours Discounts on merchandise Previews of special exhibitions Exclusive e-mail announcements Personalized membership card(s)	<b>Benefits:</b> Unlimited admission all year long Express entry through our Member Entrance Special evening and early morning hours Discounts on merchandise Previews of special exhibitions Exclusive e-mail announcements Personalized membership card(s)	<b>Benefits:</b> Unlimited admission all year long Express entry through our Member Entrance Special evening and early morning hours Discounts on merchandise Previews of special exhibitions Exclusive e-mail announcements Personalized membership card(s)	<b>Benefits:</b> Unlimited admission all year long Express entry through our Member Entrance Special evening and early morning hours Discounts on merchandise Previews of special exhibitions Exclusive e-mail announcements Personalized membership card(s)



MONTEREY BAY  
AQUARIUM

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## Child Membership

Great! Please enter your child's information

What's your Child's First Name?

What's your Child's Last Name?


NEXT



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AQUARIUM

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BACK TO MENU

## Payment



MONTEREY BAY AQUARIUM  
MEMBER

**CHILD MEMBERSHIP**  
Charlie Pimentel  
150 Scenic Way  
Livermore, CA 95131  
USA

Quantity: 1  
TOTAL \$55

Edit  
Cancel

Please insert your card in the side of the kiosk

# Final Concept Screens





# Prototype Video Walkthrough



**View Prototype**

<https://vimeo.com/233942803>

**Thank You**