


NTU Museum Map Redesign

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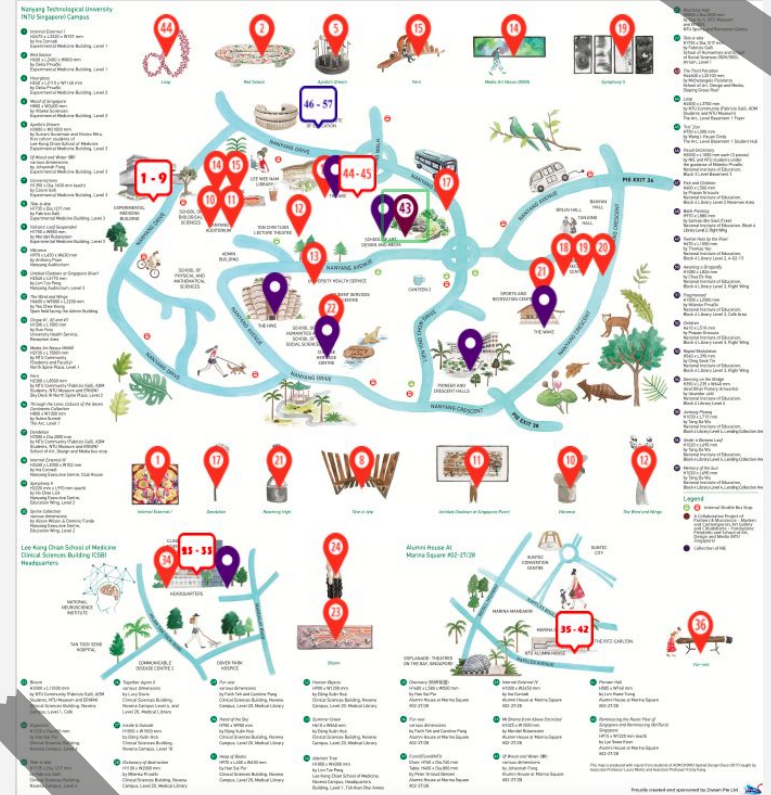


Agenda

1. Original Map
 2. Pain Points
 3. Target Audience
 4. User Persona
 5. Our Proposal
 6. Incentives
 7. Design Rationale
 8. High Fidelity Map
 9. Final Takeaways
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Original Map

- The current layout of the Campus Art Trail map showcases **57 works of art** curated by staff, students, and a few local designers
- Descriptions are listed in chronological order on both sides of the map
- Description is comprised of: project title, dimensions, artist's name, and location
- Includes two art trail extensions found on NTU's satellite campuses



Pain Points

- **Information overload** → eliminate minor details and bring attention to what users want to see
- The size of the **map is too large** → redesign in a more compact manner
- Pictures are not numbered off in correspondence to where they are on the map → make finding the pictures more intuitive
- **No motivation/inducement** to travel across NTU → implement strategies to attract students to each art project



Target Audience

- Our primary audience consists of students from **age 14 to 17** (Secondary School)
- Mandatory field trips when in Secondary School and JC
- Prospective NTU students visiting for campus tours
- Open-minded demographic that is active



User Persona

- Adela Goh Jiahui
- 15 year old student from Raffles Girls' School
- Interests: theatre, exhibition design, and sailing
- Her class is choosing somewhere to go for their end of semester excursion



Our Proposal

- **Gamification**
- Divide campus into north side and south side
- Include only the pieces that are in a “central location” (within the Nanyang Drive loop)
 - Highlight big, relevant, and recent pieces
- Upon arriving at each destination students can scan QR code using the NTU Museum app to check it off their list
- Incorporate other activities to keep students engaged
 - “NTUmuse” & “Cafe Crawl”



Incentives

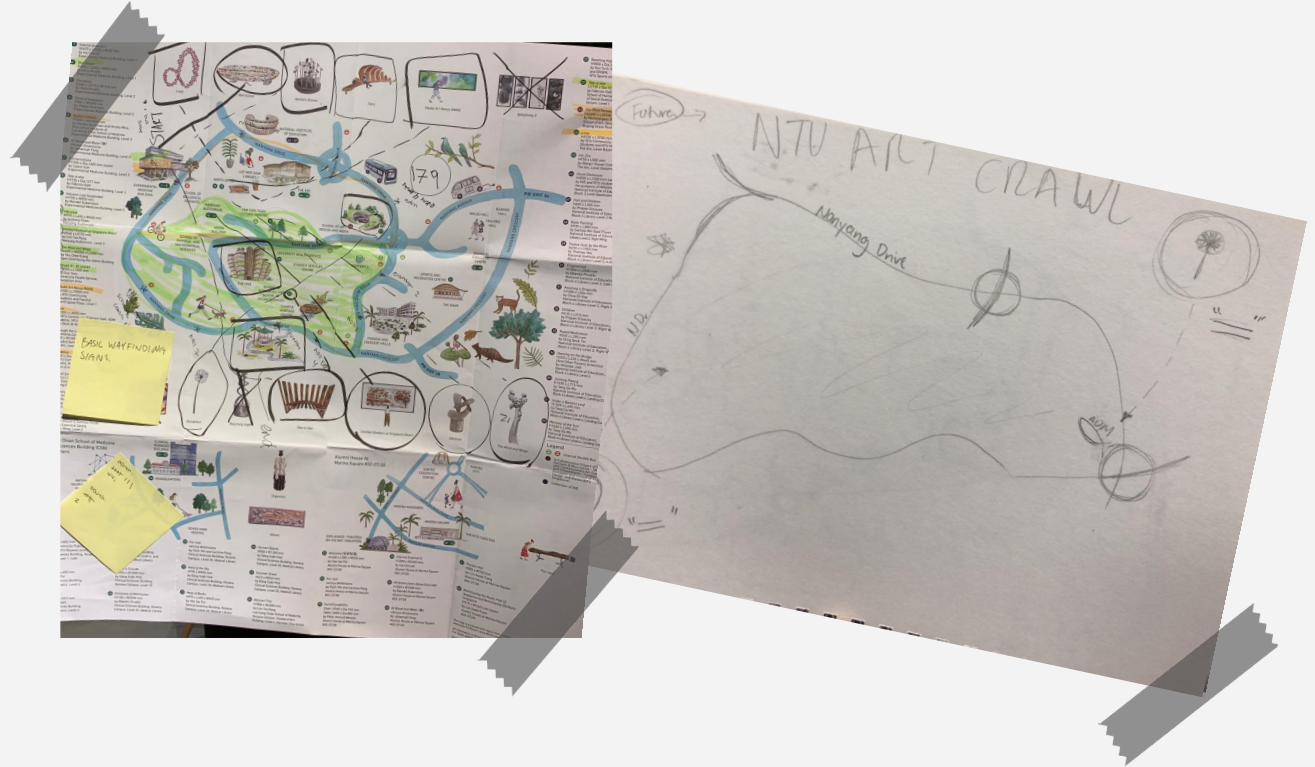
- Incentives are proven to increase engagement levels in both school settings and leisure activities
 - users will feel like there is an end goal→ resulting in sense of purpose to their actions
- Prizes such as coupons and gift vouchers will be given out to winners
 - Partner up with local shops
- Teachers can use the field trip to teach students about sustainable architecture and the Southeast Asia genre of art

Design Rationale

- Acknowledge user personas
 - Use of engaging and less complex language is more suitable for youth
 - Flat design is used to convey a more playful and minimalistic look
- Aim is to make the compulsory visits into something more interactive and self-immersive
 - We all agreed that a game would be more fun and exciting
- Removed small details such as the dimensions because it is not a concern for students
- We designed the map around zones and not themes because navigating the NTU Campus is tiresome
- Not everyone is familiar with the campus shuttle so we indicated the public bus stops

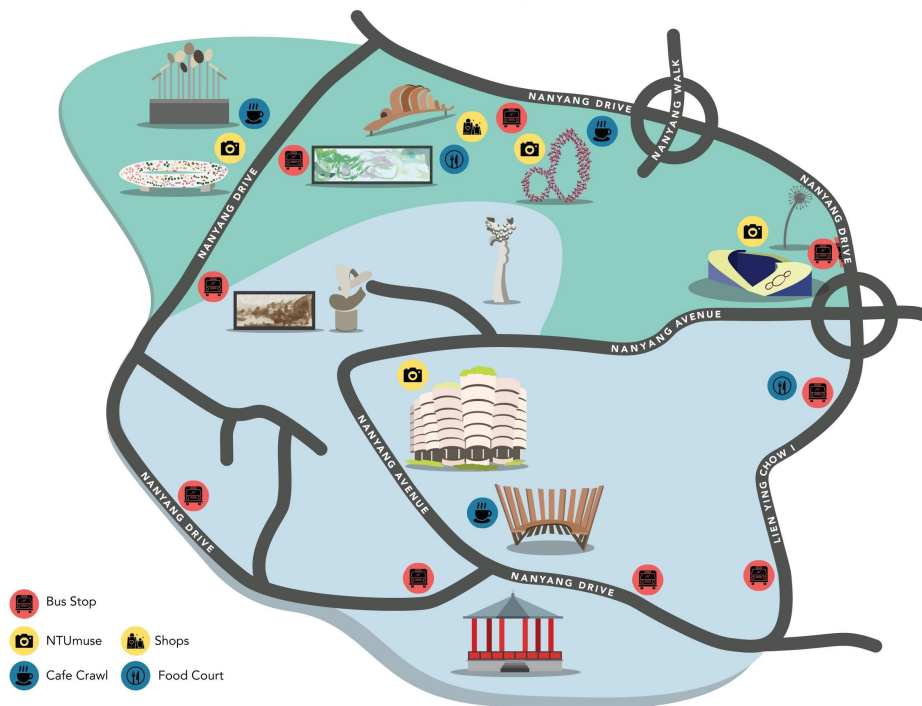
Sprints & Mockups

- SCAMPER Method
- Iterative Testing



High Fidelity Map

NTU ARTCRAWL



North Side



Red Solace
by Delia Pvrcki
Experimental Medicine Building, Level 1



Apollo's Dream
by Suriani Suratman and Hiroko Mita,
first cohort students of Lee Kong Chian
School of Medicine
Experimental Medicine Building, Level 3



Fern
by NTU Community (Fabrizio Galli, ADM
Students, NTU Museum and ER@N)
Sky Deck @ North Spine Plaza, Level 2



Media Art Nexus (MAN)
by NTU Community (Students and Faculty)
North Spine Plaza, Level 1



Loop
by NTU Community (Fabrizio Galli, ADM
Students, NTU Museum and ER@N)
The Arc, Level Basement 1 Foyer



Dandelion
by NTU Community (Fabrizio Galli, ADM
Students, NTU Museum and ER@N)
School of Art, Design and Media



The Third Paradise
by Michelangelo Pistoletto
School of Art, Design and Media,
Sloping Grass Roof

South Side



Untitled (Godown at Singapore River)
by Lim Tze Peng
Nanyang Auditorium, Level 3



Vibrance
by Anthony Poon
Nanyang Auditorium



The Wind and Wings
by Yeo Chee Kiong
Open field facing the Admin Building



The Hive
designed by Thomas Heatherwick
52 Nanyang Avenue, Singapore 639816

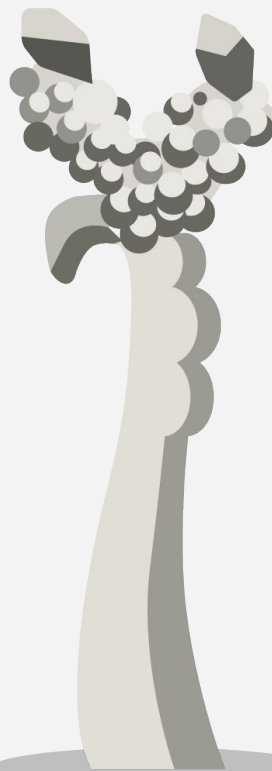
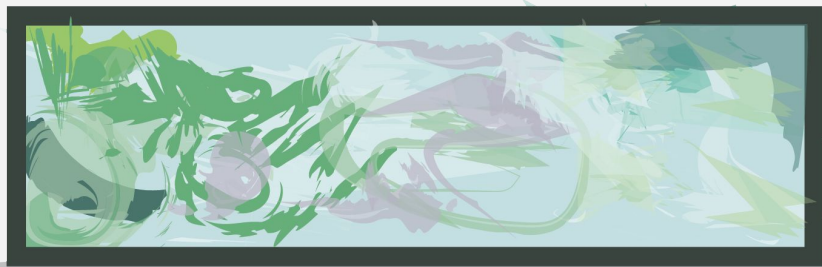


Tête-à-tête
by Fabrizio Galli
School of Humanities and School
of Social Sciences (SOH/SSS),
Atrium, Level 1

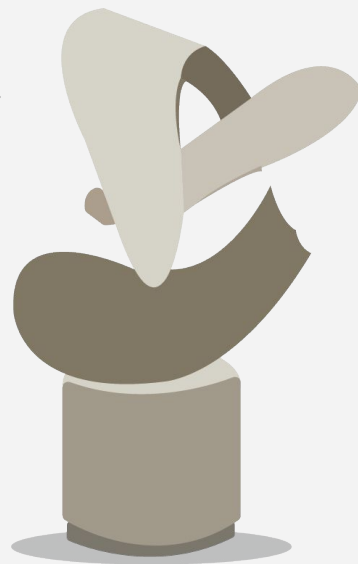
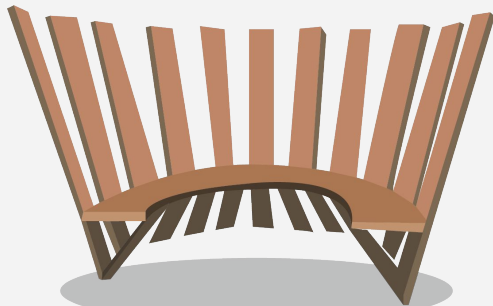
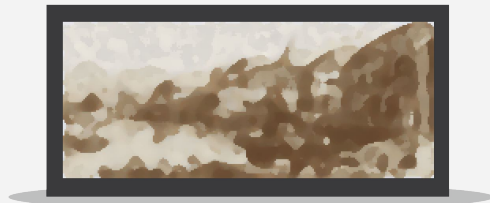


Yunnan Garden
12 Nanyang Drive, 637721

Icons



Icons



Icons



Bus Stop



NTUmuse



Shops

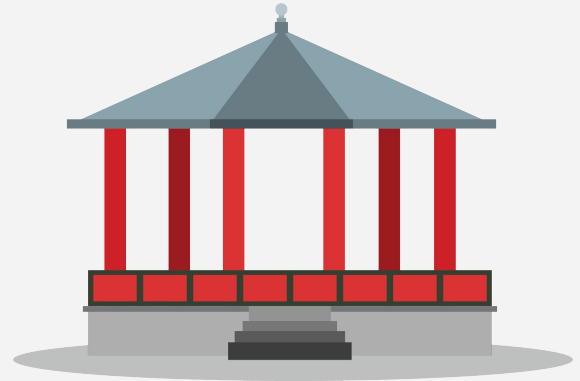
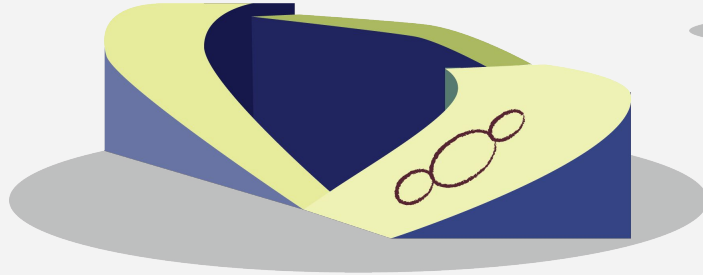


Food Court



Cafe Crawl

Landmarks



Final Takeaways

- **Promoting the art and heritage** of the NTU museum was at the forefront of our ideation process
- Our mission is to provide an **entertaining/enjoyable** experience rather than a strictly educational one
- By focusing on student made projects we can help prospective students envision their future at NTU, and have taste of the opportunities available to them
- Increasing exposure will in turn **increase funding** and provide a means for more art exhibits to be placed around campus



Thank you.