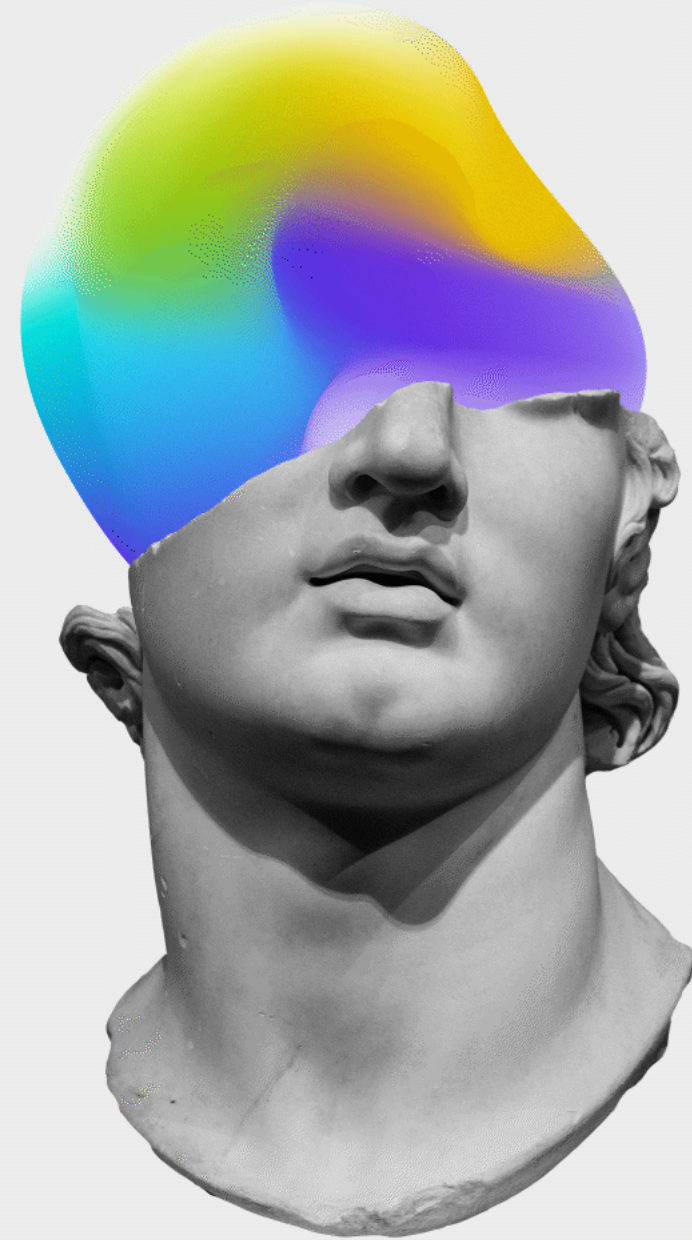


Jurassic World Exhibit Case Study



Jurassic World Exhibit Content Engagement Case Study

Overview

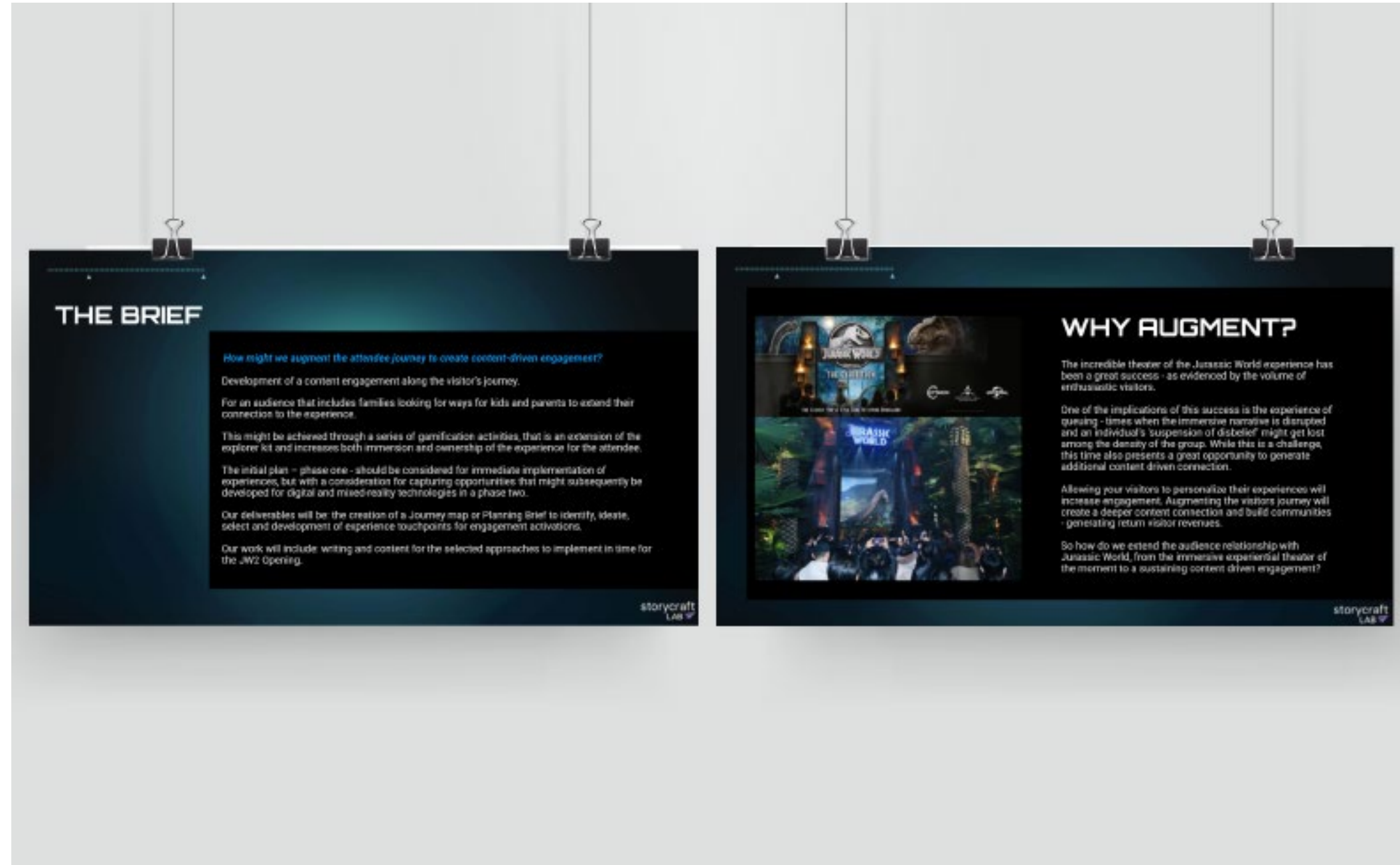
We were retained by CityNeon, the creator and producer of the Jurassic World exhibits, to review the audience journey and create a report with recommendations for content augmentation, to be presented to their partners at Universal Studios.



Jurassic World Exhibit Content Engagement Case Study Overview

Our brief was to assess how we might augment the current journey to increase engagement with the exhibit content. The immersive timed exhibit experience was successful but it was felt that opportunities existed to create more content rich moments within the existing experience.

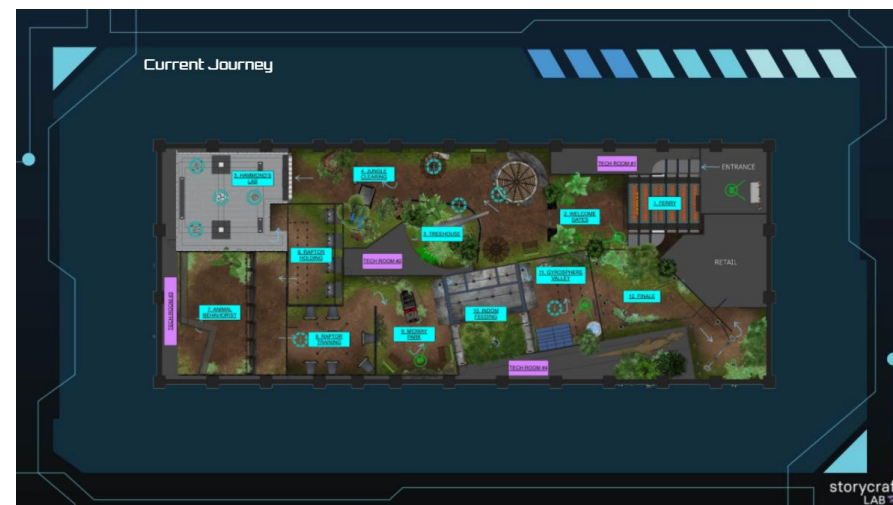
The overall process included mapping the existing experience, identifying opportunities, ideation of options, and finally a proposal for a selected activation (the explorer kits).



Jurassic World Exhibit Content Engagement Case Study

Audience and Content Engagement Study

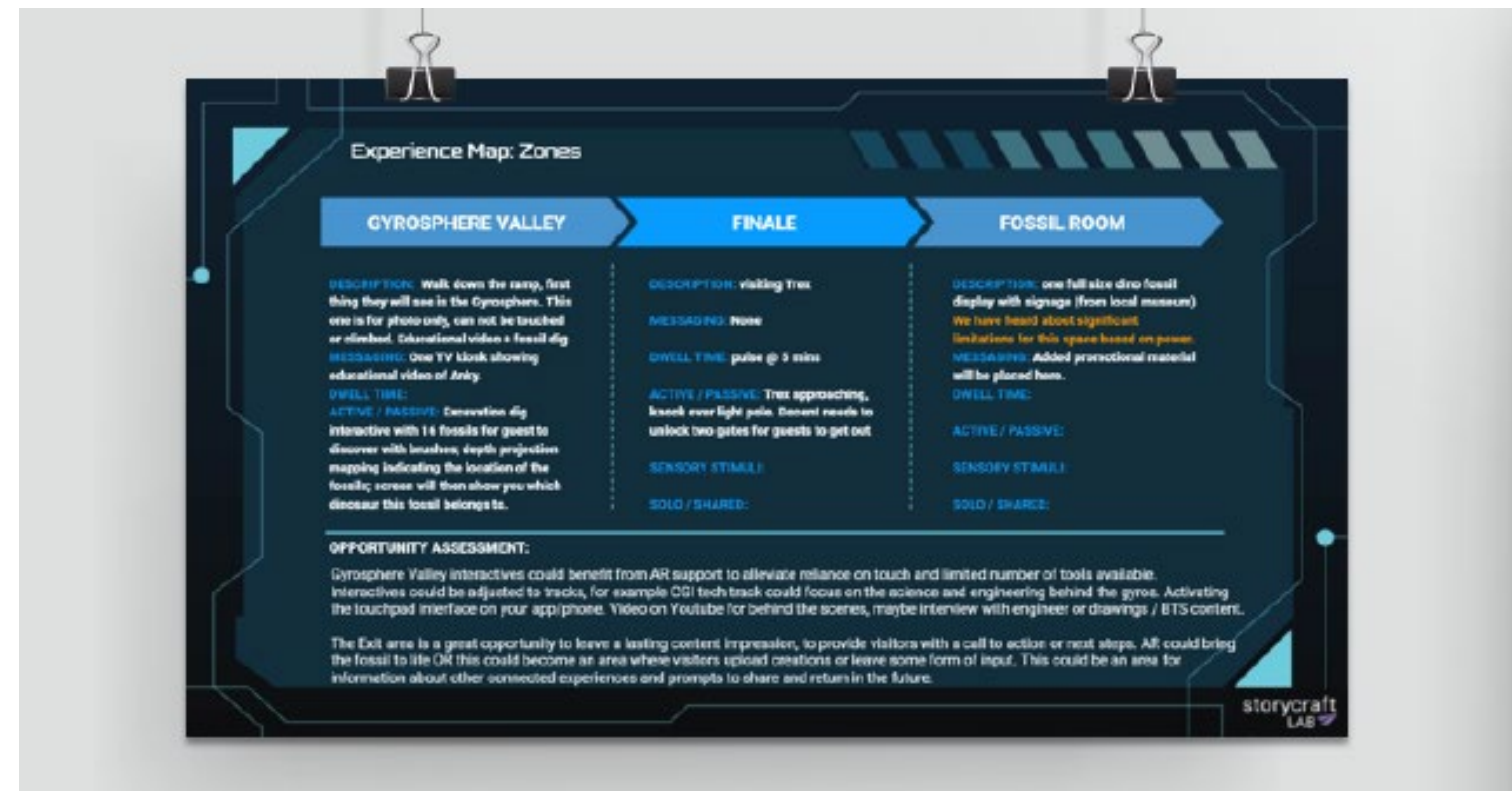
We reviewed the visitor behavior and experience flow for the first location in China. This study was conducted remotely due to constraints with the pandemic. We reviewed footage, photography and interviewed local designers to understand how the experience flowed.



Jurassic World Exhibit Content Engagement Case Study

Audience and Content Engagement Study

We generated a detailed analysis document that summarized message delivery, dwell time, active/passive engagement, solo/shared experiences and sensory stimuli. We identified areas of opportunity for developing content engagement.



Jurassic World Exhibit Content Engagement Case Study

Audience and Content Engagement Study

We facilitated a series of Ideation workshops with the design team to share the initial flow assessment findings and brainstorm possibilities for augmentation.

The Ideation phase generated concepts for AR Group and Shared Experiences with environment and media design, interactive features such as bump-drops, sharing and location triggers, as well as AR interactives on personal devices, creative apps and a physical 'explorer kit' to support differentiated journeys throughout the exhibit.

IDEATION >>
WORKSHOP MURAL

We captured the teams ideas and insights on the overall experience.

This is seen in the collaborative canvas, shown at right.

In addition, you can view ALL of the process work and detailed ideation in the full process deck, available here:

<https://docs.google.com/presentation/d/1vBoP5ChYGZnCSoc3aJrEKm5cLI4h3YiGRX4-GrsqEwg/edit?usp=sharing>

Thought Starters

Journey Mapping

Timed Agenda

Ideation Workspace

IDEATE:

- Gameification
- Responsive Spaces
- Explorer Kits
- Augmented Reality
- AR Group / shared experience
- Interactive features
- Augmented Reality Interactives
- Responsive/Reactive Spaces
- Creative features
- App developed for experience
- Physical 'Kit' to Augment Journey

PROMPTS:

- How do we use the app as an extension of experience during, or after the exhibit?
- For Game components: when does it begin and end?
- How does the timing and travel path inform how we design content?
- How do we promote exploration and re-play in our heads format?
- What areas/experiences offer ideal opportunities for augmented engagement?

Journey Mapping:

- A. ARRIVAL
1. ENTRANCE
2. FERRY
3. WELCOME
4. TREEHOUSE
5. JUNGLE CLEARING
6. LAB
7. RAPTOR HOLDING
8. ANIMAL BEHAVIORIST
9. RAPTOR TRAINING
10. MIDWAY PARK
11. INDOM FEEDING
12. CYBOSPHERE
13. FINALE
- R. RETAIL

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Ideation

Ideas aligned with 7 possible workstreams / efforts. Each one of these 'applications' had implications for production feasibility and viability. It was determined that in this phase our work would focus on the development of an Explorer Card Kit.

- AR - Group / shared experience - Environment + Media
- Interactive features (Bump drops, sharing, locations)
- Augmented Reality Interactives - Device
- Responsive/Reactive Spaces - Environment + Media
- Creative features (Engineer your own, eggs, filters etc)
- App developed for experience
- Physical 'Kit' to Augment Journey

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IDEATION: Discovery & Exploration

Augmented Exploration

The National Museum of Singapore created a Pokemon Go style experience in the Story of the Forest. [Watch here.](#)

Visitors use an app, combined with the camera function on their phones, to hunt for and capture various plants and animals within the drawings.

App tells you what's nearby and adds it to a photo collection once you've captured it.

Users learn things like an animal's habitat and diet, the rarity of the plant or animal found, and general information about the species.

Get a glimpse of how ancient specimens move and look when alive. Use an augmented reality app to overlay skin and movements onto the bones.

What if? Movement beyond static image - skeleton becomes dinosaur, which then runs off the page?

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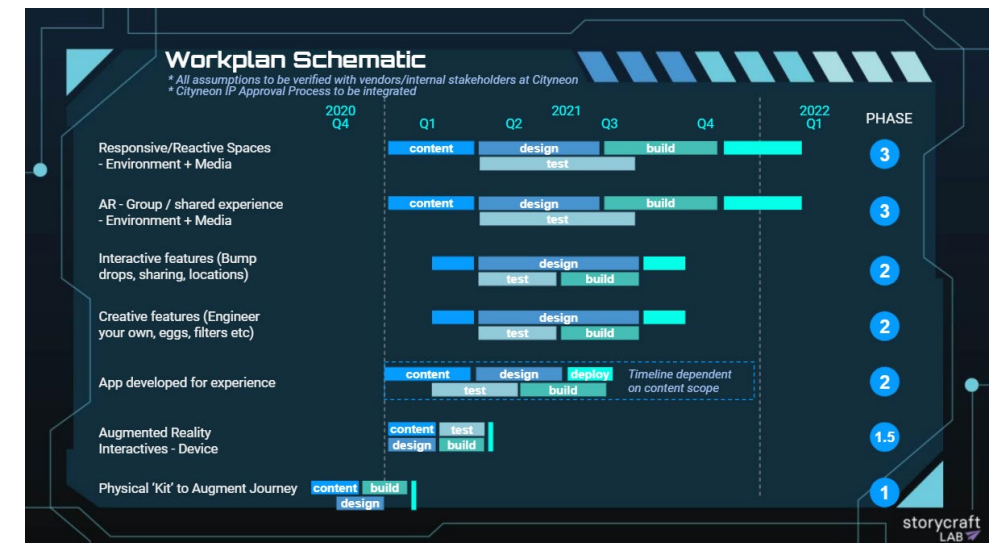
Jurassic World Exhibit Content Engagement Case Study

Audience and Content Engagement Study

The ideas were assessed in a Desirable / Feasible / Viable matrix for alignment with goals. The Explorer kit concept was identified as the initial solution to pursue. We developed the Explorer kit concept in more detail to create a brief for the report recommendation.



SELECTION FOR IMPLEMENTATION:			
DESIRABLE	FEASIBLE	VIABLE	PHASE
Responsive/Reactive Spaces - Environment + Media	Could respond to RFID triggers (or App/Bluetooth). Would require some tech build.	Infrastructure / build costs - media or physical environment	3
AR - Group / shared experience - Environment + Media	Space & Need exists, especially for queuing experience. Would require engaging specialized media provider	Infrastructure / build costs - media or physical environment	3
Creative features (Engineer your own, eggs, filters etc)	Best added as layer of functionality to existing platform (and digital community)	Iterative testing and separately scoped workstream required	2
Interactive features (Bump drops, sharing, locations)	Best added as layer of functionality to existing platform (and digital community)	Iterative testing and separately scoped workstream required	2
App developed for experience	Would require development, possibly multiple languages	Requires pricing, additional content development and brief	2
Augmented Reality Interactives - Device	Would require development, could respond to physical/lo-tech features / QR code and be introduced without full App	Requires pricing, additional content development and brief	1.5
Physical 'Kit' to Augment Journey	Prompts for (10) lo-tech touchpoints on 3 augmented journey tracks	Achievable within existing SCL scope and timeline, acts as Beta test for App	1



Jurassic World Exhibit Content Engagement Case Study

Audience and Content Engagement Study

We used the Experience Map to develop the Explorer Kit application that would support the content track at different stages of the audience journey. Three content tracks were identified that would illuminate different areas of focus for the underlying content: Junior Genetics Engineer, Raptor Trainer Apprentice and CGI Tech Intern.

Explorer Tracks

JUNIOR GENETICS ENGINEER	RAPTOR TRAINER APPRENTICE	CGI TECH INTERN
<p>MISSION: Explore the animals. Collect lab samples to engineer a Dinosaur.</p> <p>UNLOCK: Endangered/Captured Dino Tracking System</p> <p>GUIDE: Lockwood's Journal, BBC News Clips</p> <p>SKILLS: Fossil Identification Promote observational skills and hands-on experience with Dinosaur fossils</p> <p>CLUE/ACTIVATE: Amber or DNA Capsule</p>	<p>MISSION: Learn the mysteries of the raptors and how to train them.</p> <p>UNLOCK: Blue/Raptor Tracking System</p> <p>GUIDE: Owen's Training Video Diaries</p> <p>SKILLS: Understand raptor movements, behaviors, sounds Detect differences between clone & Blue Prove that "Raptors can follow orders"</p> <p>CLUE/ACTIVATE: Raptor Foot or Footprint</p>	<p>MISSION: Discover tools and techniques to create life-like dinosaurs for powerful storytelling</p> <p>UNLOCK: XRay Vision System to find cinematic tricks and see behind the curtain</p> <p>GUIDE: Behind the scenes VFX Expert</p> <p>SKILLS: Identifying technical methods to create realistic dinosaur scenes; sound design techniques to replicate specific dinosaur noises.</p> <p>CLUE/ACTIVATE: Symbol</p>

CONCEPT DEVELOPMENT
PROPOSED ACTIVITY LOCATIONS

- ARRIVAL
- ENTRANCE
- FERRY
- WELCOME
- TREHOUSE
- JUNGLE CLEARING
- HAMMOND'S LAB
- RAPTOR HOLDING
- ANIMAL BEHAVIORIST
- RAPTOR TRAINING
- MIDWAY PARK
- INDOM FEEDING
- GYROSHERE VALLEY
- FINALE
- FOSSIL ROOM
- RETAIL

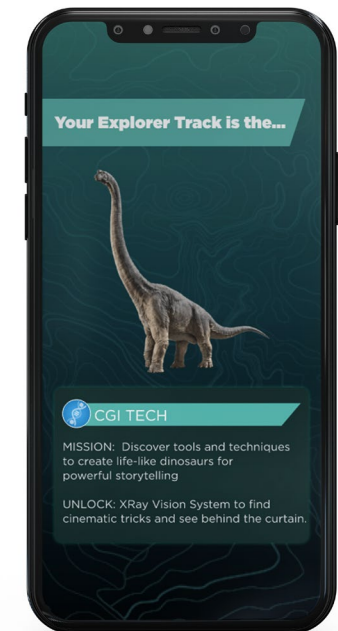
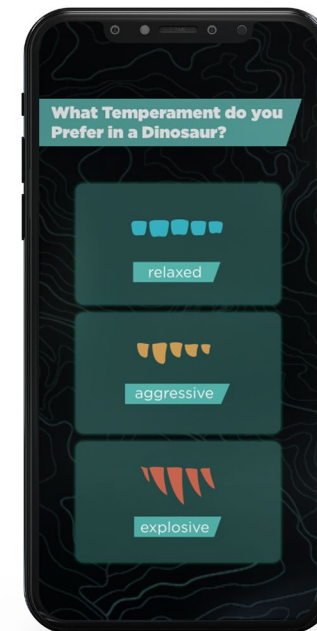
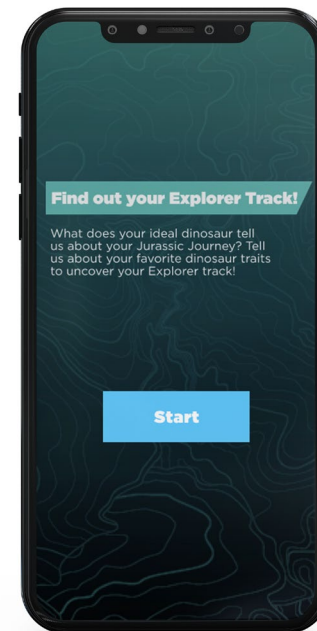
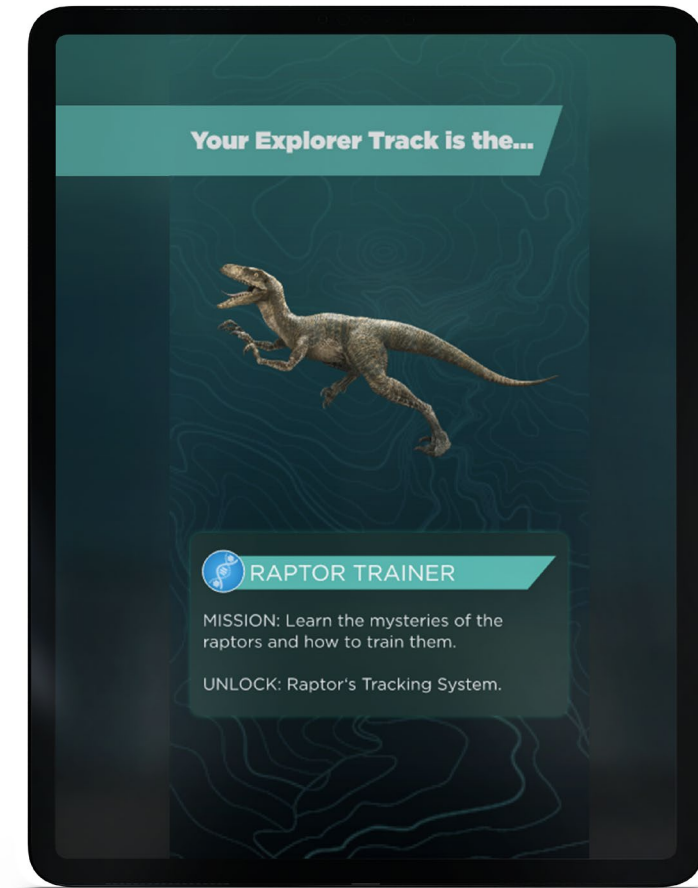
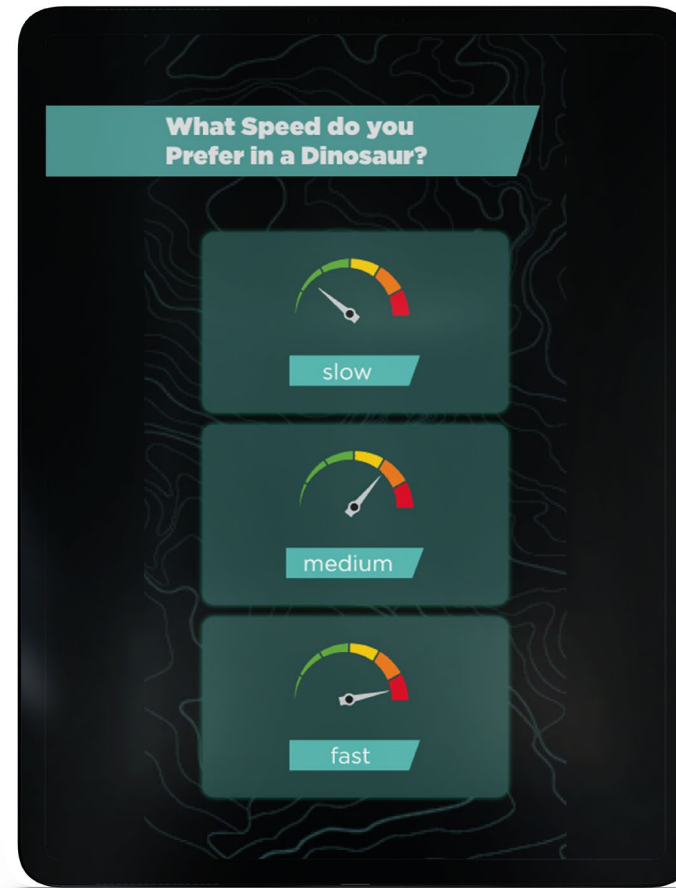
CONCEPT DEVELOPMENT
EXPLORER KIT

Card packaging with lanyard to carry or wear the explorer kit.

Jurassic World Exhibit Content Engagement Case Study

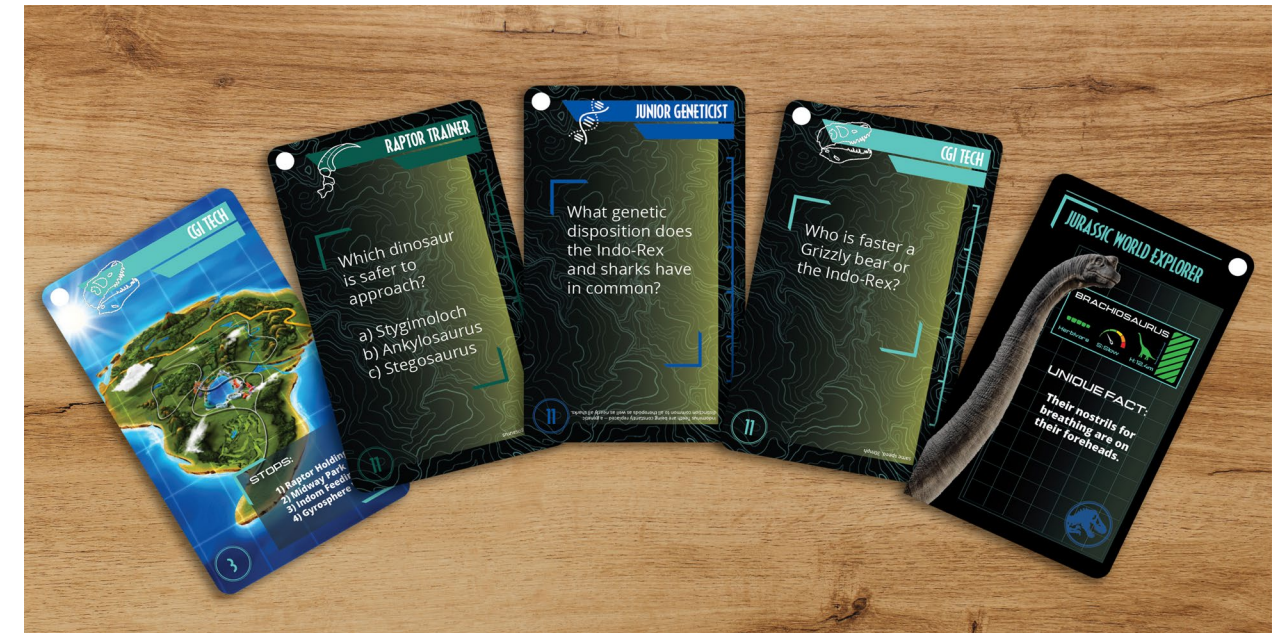
Audience and Content Engagement Study

A quiz was prototyped that would return the result for the Explorer track. The quiz would be made available via QR code during queuing. Visitors could then purchase their Explorer Kits at a Point Of Sale kiosk prior to entry. Test the quiz prototype [here](#)



Jurassic World Exhibit Content Engagement Case Study

Audience and Content Engagement Study



The Explorer Kit cards would provide prompts and activities to activate the content at different points in the journey. This meant the audience could return to the exhibit and experience the content from a different perspective each time. The Kit was discussed as an analog solution in the first phase to beta-test the concept, but with the potential for greater tech-enhancement as features such as app-enabled AR and Bluetooth were integrated.

Shown at right are concept mock-ups for the design team to carry forward for implementation, and the curatorial direction for the Explorer track activations and card prompts.



Thank You