

Journey Map

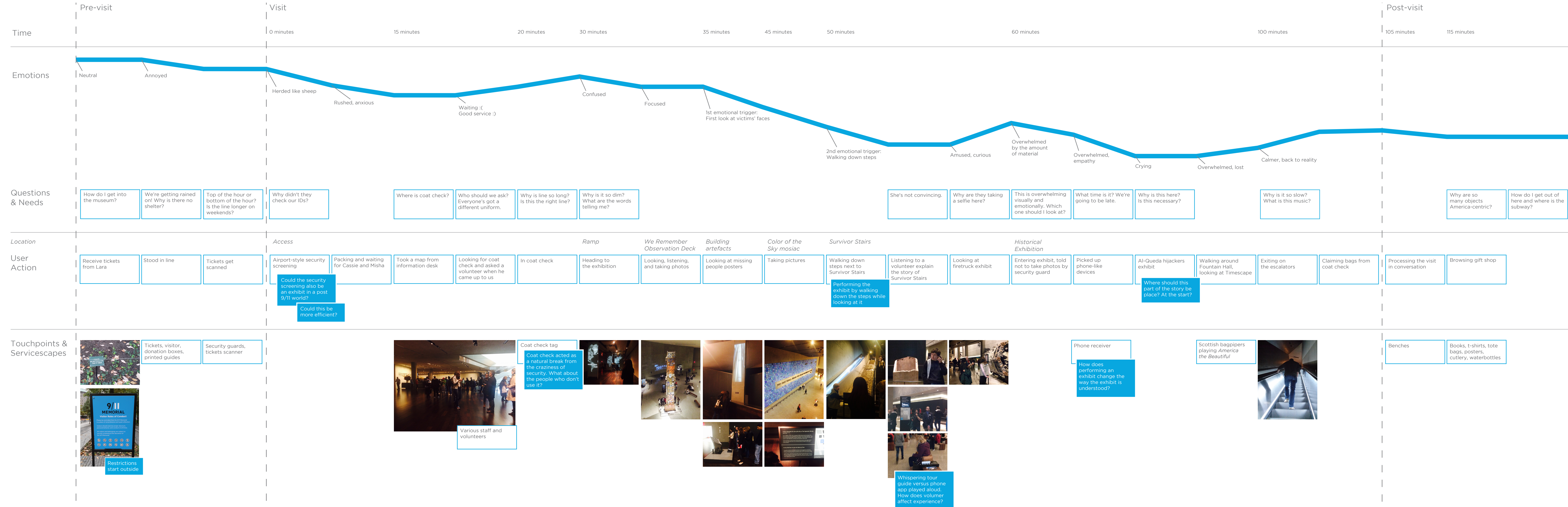
9/11 Memorial

by Judy Lee, Cassie Ang, Misha Volf
for Colloquium: Service Concepts
as experienced on October 22, 2014

The text is displayed as follows:

Notes from the experience

Commentary/Observations



Pre-visit

Visit

Post-visit

Time

Emotions

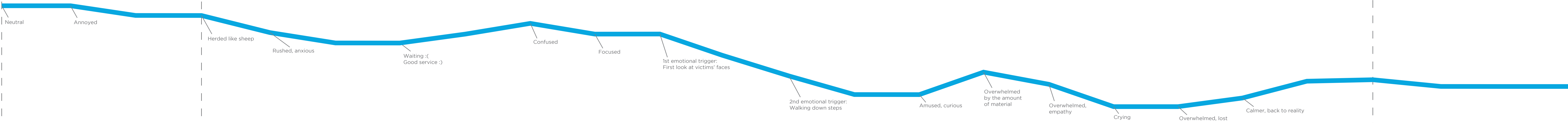
Questions & Needs

Location

User Action

Touchpoints & Servicescapes

0 minutes 15 minutes 20 minutes 30 minutes 35 minutes 45 minutes 50 minutes 60 minutes 100 minutes 105 minutes 115 minutes



How do I get into the museum? We're getting rained on! Why is there no shelter? Top of the hour or bottom of the hour? Is the line longer on weekends? Why didn't they check our IDs? Where is coat check? Who should we ask? Everyone's got a different uniform. Why is line so long? Is this the right line? Why is it so dim? What are the words telling me? She's not convincing. Why are they taking a selfie here? This is overwhelming visually and emotionally. Which one should I look at? What time is it? We're going to be late. Why is this here? Is this necessary? Why is it so slow? What is this music? Why are so many objects America-centric? How do I get out of here and where is the subway?

Receive tickets from Lara Stood in line Tickets get scanned Airport-style security screening Packing and waiting for Cassie and Misha Took a map from information desk Looking for coat check and asked a volunteer when he came up to us In coat check Heading to the exhibition Looking, listening, and taking photos Looking at missing people posters Taking pictures Walking down steps next to Survivor Stairs Listening to a volunteer explain the story of Survivor Stairs Looking at firetruck exhibit Entering exhibit, told not to take photos by security guard Picked up phone-like devices Al-Qaeda hijackers exhibit Walking around Fountain Hall, looking at Timescape Exiting on the escalators Claiming bags from coat check Processing the visit in conversation Browsing gift shop

Could the security screening also be an exhibit in a post 9/11 world? Could this be more efficient? Performing the exhibit by walking down the steps while looking at it Where should this part of the story be placed? At the start?

Tickets, visitor, donation boxes, printed guides Security guards, tickets scanner

Restrictions start outside

Coat check tag Coat check acted as a natural break from the craziness of security. What about the people who don't use it?

Various staff and volunteers

Phone receiver How does performing an exhibit change the way the exhibit is understood?

Scottish bagpipers playing America the Beautiful

Benches Books, t-shirts, tote bags, posters, cutlery, waterbottles

Whispering tour guide versus phone app played aloud. How does volume affect experience?