

BNA PUBLIC SPACE DESIGN

UX/UI Design Process

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PROJECT OVERVIEW

In the Nashville airport (BNA), Nashville's reputation as "music city" completely overshadows their established sports scene. While Nashville has four professional sports teams, there is a lack of public space design that promotes them in the airport, so tourists who arrive in Nashville may not be aware of current sporting events they could attend during their stay.

In order to familiarize travelers with Nashville's sports teams, encourage social interaction, and help eliminate feelings of anxiousness or impatience for people waiting for their bags at baggage claim, this project proposes a new interactive experience called "The N Zone" that will live in baggage claim.

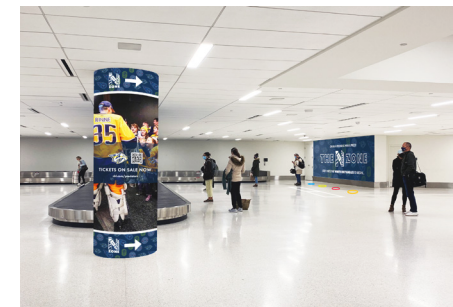
"The N Zone" itself refers to a large gesture controlled interactive screen with floor markings through which two travelers can compete against each other playing simple sports-themed games (one for each Nashville team). The winner of the 30 second game will be shown a QR code that once scanned will give them a coupon related to the team's game they chose to play. For example, if the travelers chose to play the Titan's themed game, the winner would receive a coupon for "One free drink at a Titan's game," thus incentivizing them to attend a game. There will be three of these screens located throughout the baggage claim area.

Additionally, digital signage throughout the concourses will promote "The N Zone" experience. Once travelers arrive in the baggage claim area, they will see the cylindrical posts that have been turned into screens, directing them to "The N Zone" locations as well as promoting the teams that are in season (with video content and QR codes for their ticketing websites).

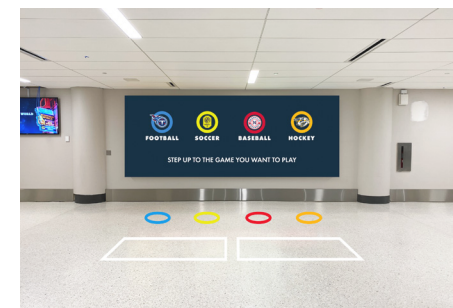
Ultimately, "The N Zone" will create many opportunities for the sports teams to advertise their live events in a fun and engaging way, giving tourists and locals alike a new perspective on what the city of Nashville has to offer.



"The N Zone" promos



cylindrical posts directing travelers to "The N Zone" & promoting sports teams in season



"The N Zone" (1 of 3)

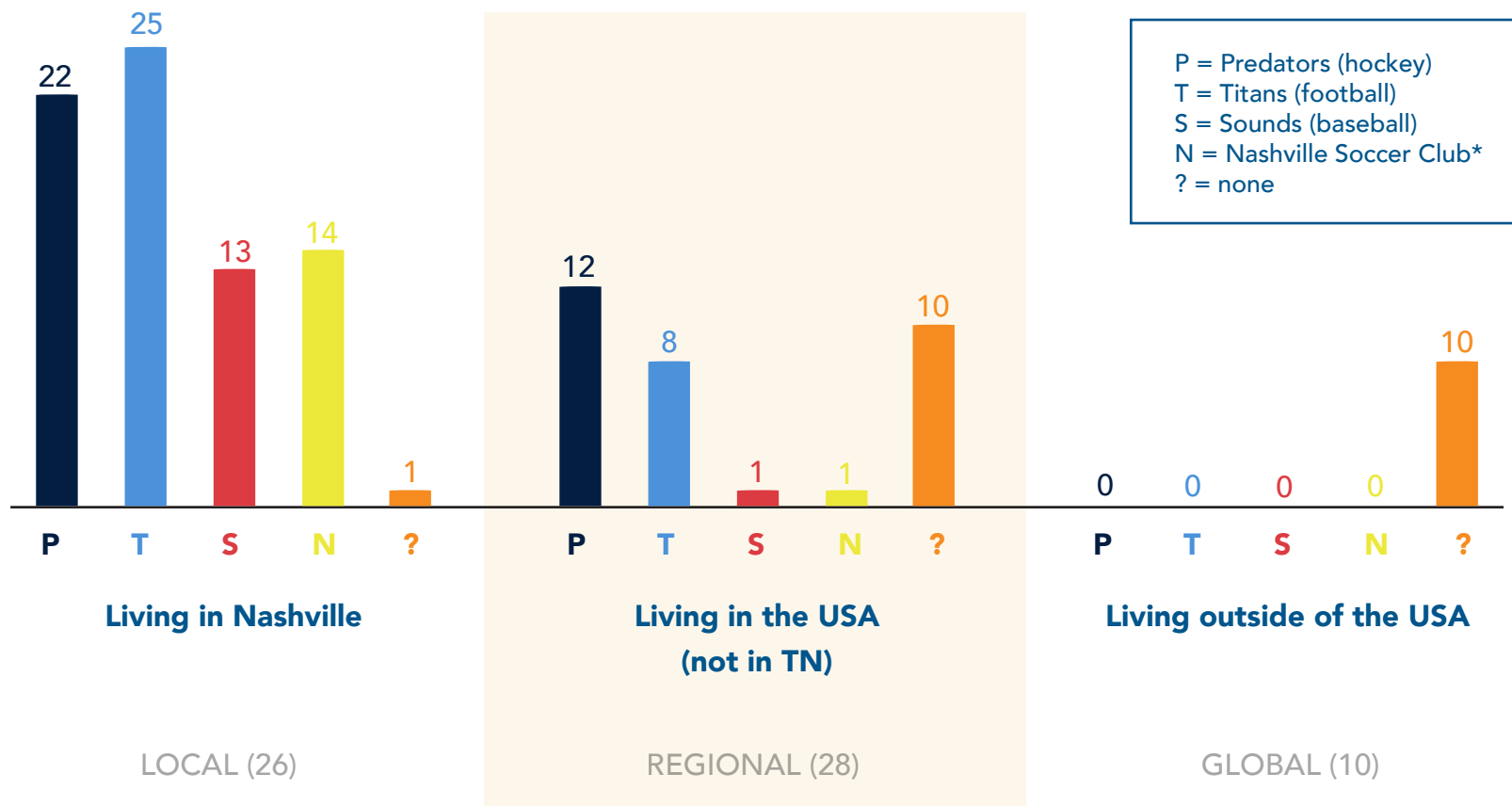
PROBLEM STATEMENT

Nashville has four professional sports teams, yet none of them are promoted in the Nashville airport. “Music City” completely dominates all advertising space creating an extreme lack of awareness of Nashville’s sports scene for tourists arriving in Nashville for the first time.



NEEDS ANALYSIS PT 1

In order to justify the lack of awareness of Nashville's pro sports teams, a one question survey was sent to 54 people with the question: **"What Nashville pro sports teams can you name? (without looking any up)"**



*of those who knew Nashville had a pro soccer team, the majority either didn't know the name of it or thought it was "Nashville FC"

NEEDS ANALYSIS PT 1

Key Findings:

- Only about half of the people surveyed who were Nashville locals knew that Nashville had a professional baseball team and soccer team
- Out of the 28 people surveyed who lived in the US, but not in Tennessee, 10 couldn't name a single Nashville pro sports team, and only 1 person knew there were a pro baseball and soccer teams
- Nobody who lived outside of the US knew of any Nashville sports teams
- The Predators and Titans have a higher overall awareness than the Sounds and NSC

Significance:

- Awareness of the Sounds and Nashville Soccer Club could be significantly increased for locals who travel in and out of the airport
- Awareness of all 4 pro sports teams could be increased for regional tourists traveling to Nashville
- Awareness of all 4 pro sports teams could be increased for international tourists traveling to Nashville
- Awareness of the Sounds and NSC could significantly be increased

OPPORTUNITIES

The baggage claim area in the Nashville airport has a lot of unused space that could be used to promote Nashville's sports teams. Additionally, people who are waiting for their bags at baggage claim have unallocated time that could be spent interacting with an engaging experience that inherently promotes the respective teams.

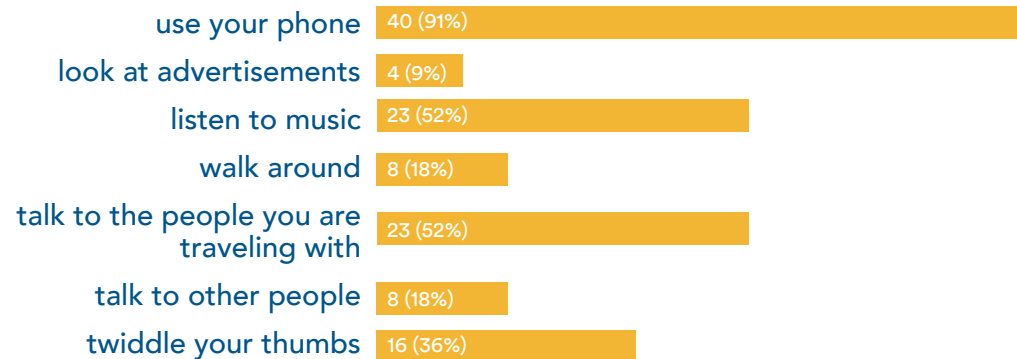


NEEDS ANALYSIS PT 2

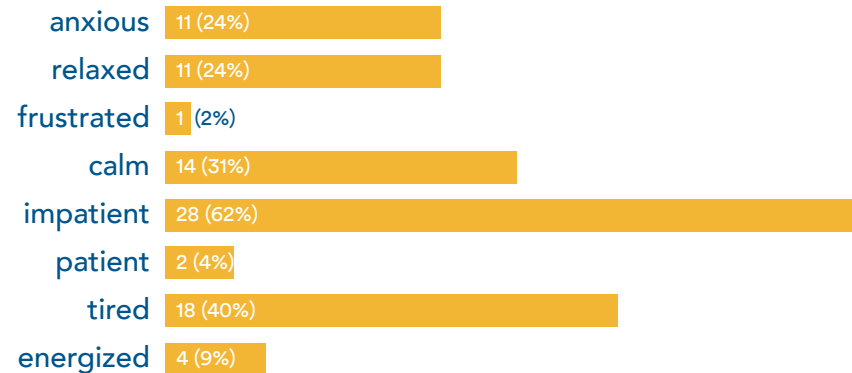
In order to determine more information about people at baggage claim, a second survey was sent out to 45 people with the following demographics:

- age range 19-63
- median age of 22
- 80% traveled at least once every 6 months prior to Covid-19
- 49% typically check their bags

1: What do you normally do when you're waiting for your bags?

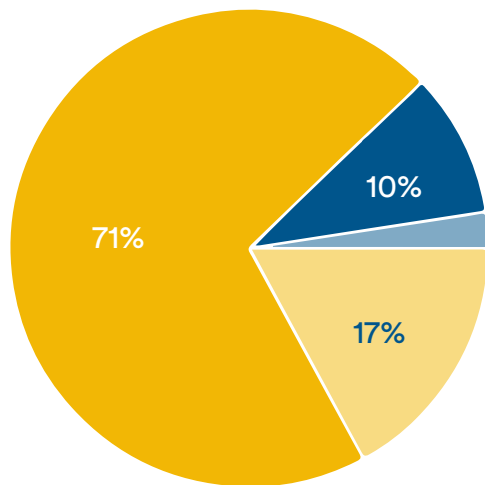


2: How do you feel when waiting for your bags?

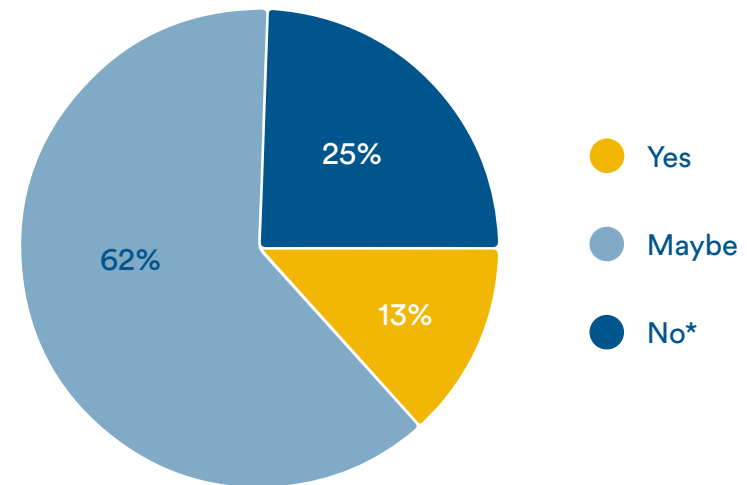


NEEDS ANALYSIS PT 2

3: On average, how long do you think you spend waiting for you bags once arriving at baggage claim?



4: Would you engage with an interactive display while waiting for you bags at baggage claim?



*For those who answered "No" the primary reasons were that they wouldn't have time to use it, they would rather use their own device, or they would view it as a distraction.

*100% of those who answered "Yes" or "Maybe" said they wouldn't mind if the interaction was private.

NEEDS ANALYSIS PT 2

Key Findings:

- Advertisements don't seem to be that effective since only 9% of participants said they looked at them while waiting for their bags
- 91% of participants use their phones while waiting for their bags
- Only 18% of participants talk to other people while waiting for their bags
- 62% of participants said they feel impatient and 24% said they felt anxious while waiting for their bags
- Most participants thought they waited 10-20 minutes on average for their bags
- 75% of participants said they would engage with an interactive display while waiting for their bags

Significance:

- An advertisement in the form of an interactive experience would most likely be more effective than the existing still image/video ads
- Personal devices could be used as a means for people to interact with the screens
- There is a significant lack of interaction between unrelated parties in this public space
- An interactive experience that engages bystanders could help eliminate these negative feelings
- These 10-20 minutes could be used to engage tourists and promote Nashville's sports teams
- People are open to the idea of engaging with an interactive display

GOALS

Redesign the baggage claim area in Nashville's airport to do the following:

1. Familiarize people with and promote Nashville's sports teams
2. Encourage social interaction
3. Eliminate feelings of anxiousness and impatience when people are waiting for their bags by providing something engaging for them to do

PROPOSAL

The purpose of this design solution is to redefine the experience of a traveler at the Nashville airport in a way that promotes Nashville's sports teams alongside the existing promotions for "music city." As a traveler walks through the concourses to the baggage claim area, they will see digital ads that promote a **new interactive experience** located in the baggage claim area called "The N Zone."

"The N Zone" will consist of 3 large gesture controlled screens located in baggage claim through which users can choose between 4 different 2-player sports games. Winners will receive a QR code for a prize that incentivizes them to attend a live sporting event or purchase merchandise. Additionally, the cylindrical posts will be turned into screens that will be used for wayfinding and promotion of the current teams in season.

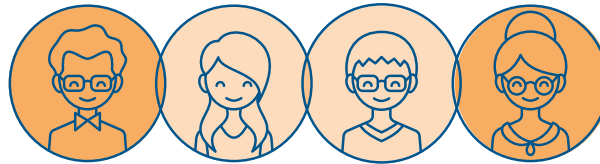
USER PERSONAS

These three different personas were chosen to demonstrate how the experience will appeal to travelers of all ages and tourists and locals alike.



Jake is a 22-year-old from Chicago who's visiting Nashville for the first time with his friends. He likes to be social, and loves anything to do with technology. He's looking for fun things to do in Nashville besides all the music stuff.

(young tourist)



The Rodgers are a family of 4 who are in town for the weekend to spend quality time with their cousins. They are always looking for free family-friendly activities. After a long day of traveling, the last thing the kids want to do is stand around and wait for their bags to arrive.

(family tourists)



Beth is a 40-year-old TN native returning to Nashville. She likes her privacy and personal space, and would rather people-watch than be the center of attention. She's a big Predators fan and it's hockey season, but is disappointed to see nothing hyping it up.

(older local)

USER JOURNEY



Doing	Jake, the Rodgers, and Beth get off the plane at BNA and walk to baggage claim area	Jake, the Rodgers, and Beth get to baggage claim to wait for their bags	Jake, the Rodgers, and Beth get their bags and leave the airport
Thinking	<ul style="list-style-type: none"> What are some fun things my friends and I can do here? What can we do to entertain the kids while we're here? Why don't I see anything about the Preds game this week? 	<ul style="list-style-type: none"> I've already posted on social media that I'm in Nash, now what? The kids are starting to get restless...how much longer until our bags come?? Do these ads ever change?? 	<ul style="list-style-type: none"> Alright, let's go have fun! What are we going to do this Sunday that's family-friendly? I wonder who's on the Preds starting roster this week
Feeling	<div>excited</div> <div>curious</div> <div>confused</div>	<div>anxious</div> <div>impatient</div> <div>bored</div>	<div>eager</div> <div>relieved</div> <div>indifferent</div>
Opportunities	<p>ad space throughout the concourses has a high reach and could be influential in determining how visitors spend their time/money in Nashville</p> <p>promos for the experience</p>	<p>time that could be spent engaging with something interactive/promotional</p> <p>a digital interactive experience that promotes Nashville's sports teams</p>	<p>visitors leave to go spend money on Nashville attractions</p> <p>experience could offer rewards that incentivizes people to attend sporting events during their stay</p>

DEFINING THE BRAND

Nashville

"Nash"
Tennessee
615
music-city
southern
tourism
talent
entertainment
friendly
fun
lively
energy
community
cozy
growing
young
busy
construction
expanding

airport

public
travel
fly/flying
arrival
departure
takeoff
runway
luggage
baggage
pilot
checkpoints
destination
journey
trip
discover
explore
adventure
crowded
energy
excitement
busy
waiting
anxious
eager
calm
transition

sports

hockey
football
baseball
soccer
team
player/coach
spirit
MVP
athlete
fan/fandom
fanatic
pride
loyal
rookie
pro
achievement
compete
play
game
win/lose
experience
playoffs
champion
exciting
hype
reward
celebration

social interaction

community
people
connection
culture
society
friendly
encouragement
engaging
crowd
network
awkward
natural
curiosity
involved
included
accommodated
supportive
leader
communication

A mind mapping brainstorming approach was taken in order to create this extensive list of words related to the project concept and help define the brand.

EXPERIENCE GOALS

physical space:

Nashville/615
sports
interactive
social

experience:

hyped
competitive
inclusive
personalized

user enters:

unfamilliar
tired
impatient

user leaves:

accustomed
energized
entertained

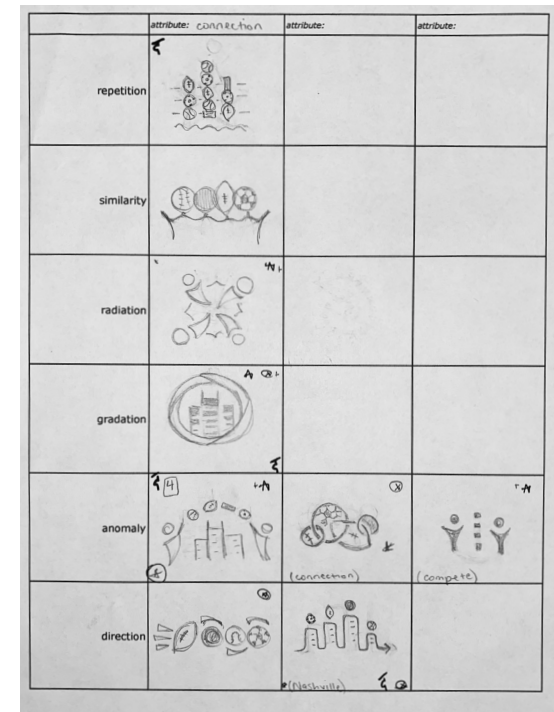
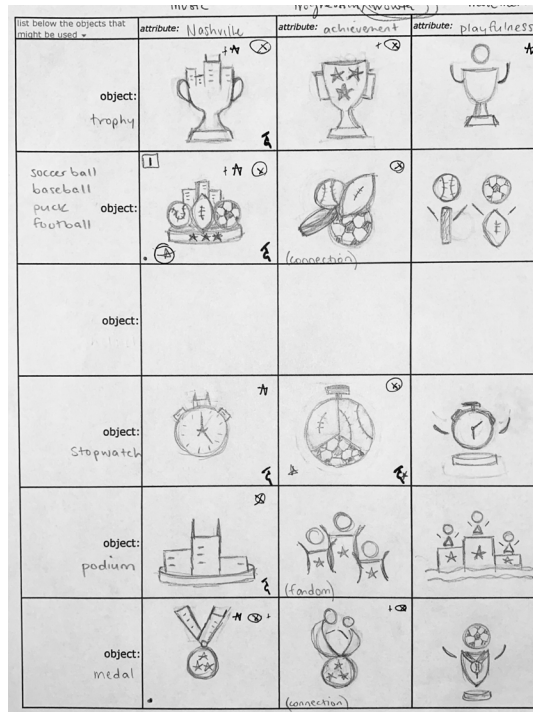
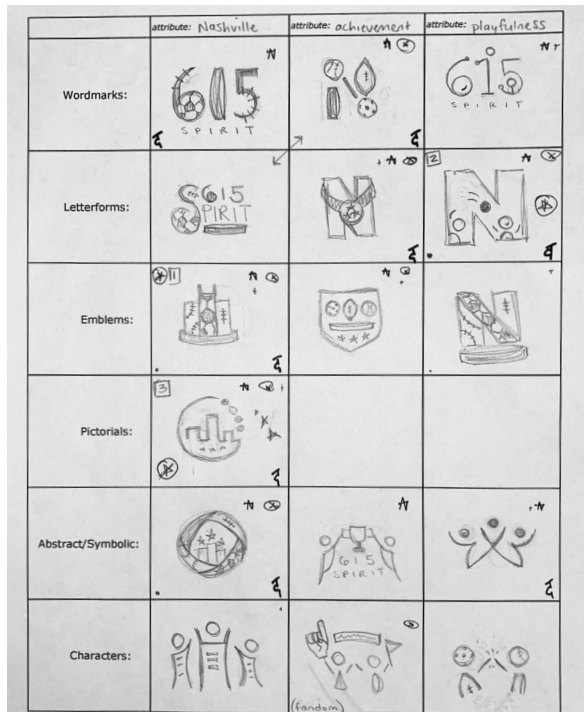
with a sense of:

playfulness
achievement
connection



The attributes listed on this page were chosen as the most important and relevant to the brand experience.

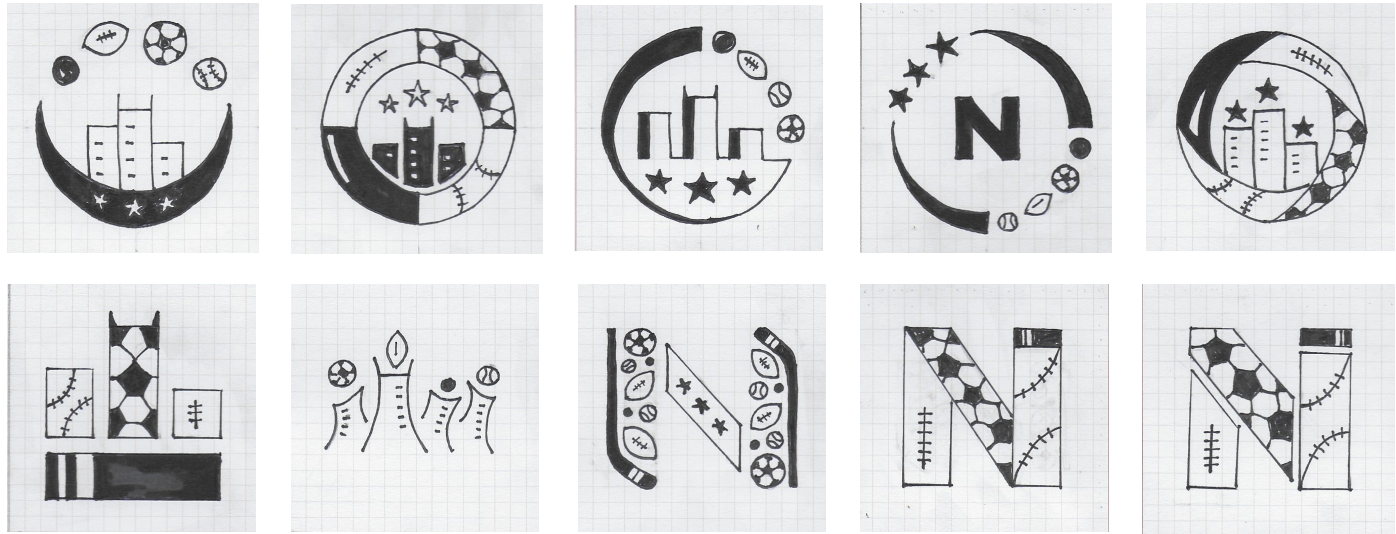
LOGO DESIGN Initial Sketches



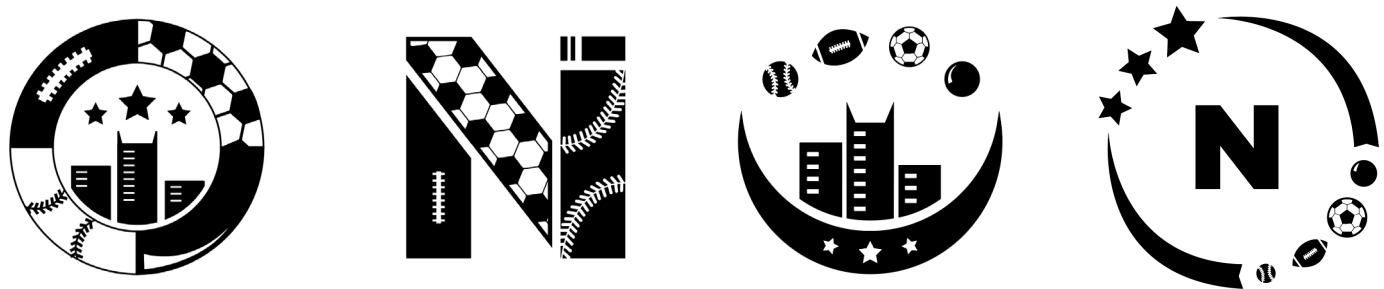
The initial 40 sketches focused on a combination of 2 or more of the following attributes: Nashville, achievement, playfulness, connection, fandom, and compete. Furthermore, all 4 of Nashville's pro sports teams were represented when possible (football, hockey, baseball, and soccer).

LOGO DESIGN

Final 10



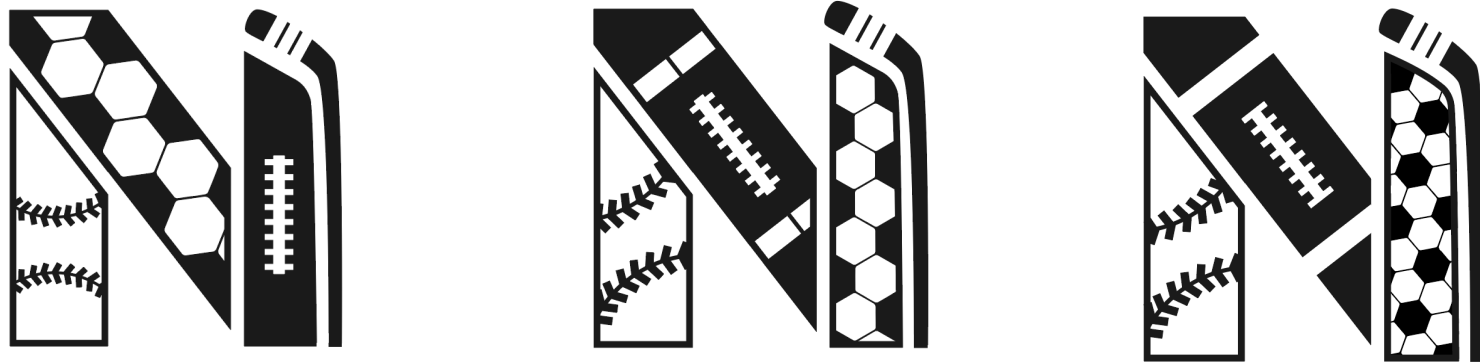
Final 4



The 40 sketches were narrowed down to 20, and then to 10. From the final 10, the strongest 4 were created digitally in order to get a sense of balance and detail.

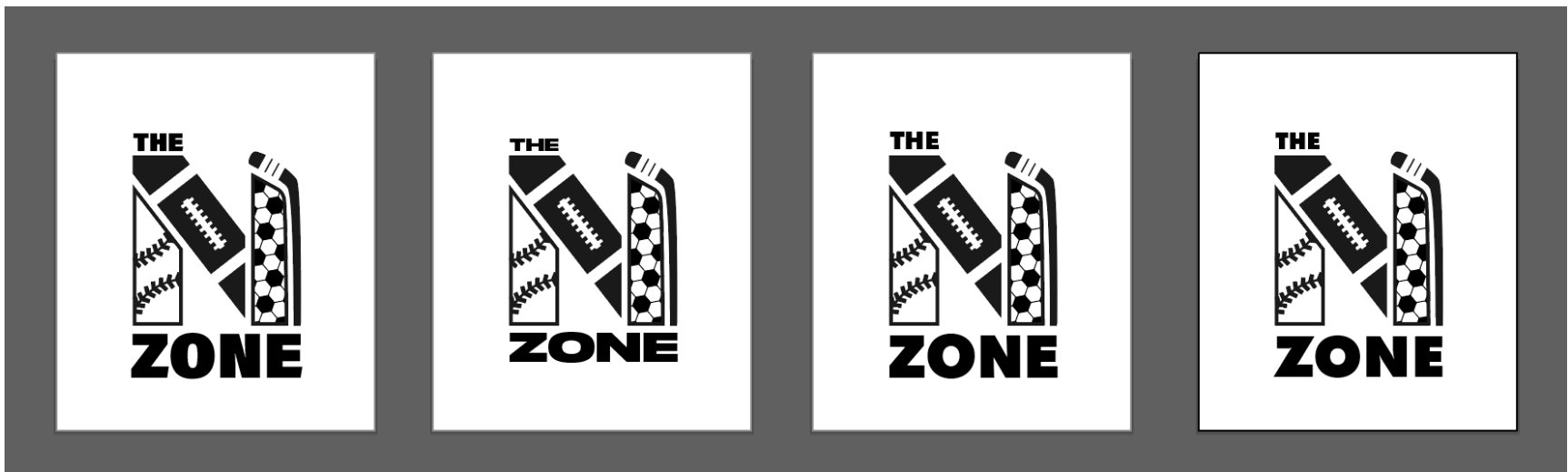
FINAL CONCEPT

Since the brand is centered around Nashville's sports and a physical space, it was fitting to name it "The N Zone" ("N" for Nashville, "zone" for the space, and "N Zone" for the reference to "end zone.") Based on the name, the N shape logo was chosen since it could be used in the actual wordmark, or on its own.



The initial design (shown on the previous page) was refined so that hockey was represented by a hockey stick instead of a puck, making the hockey element more recognizable. Additionally, the baseball section was inversed so that it would resemble a baseball more clearly, and the 2 white lines on the football were added. Further refinements included adjusting the size of the stick, changing the pattern of the soccer ball, and flipping one of the baseball seams in order to make the logo more accurate and balanced.

TYPE TREATMENT



After experimenting with many different styles and weights of typefaces for the words, Futura PT Extra Bold was chosen (far right) because the points of the "Z" distinguish it as a letter "Z" rather than a flipped around letter "N" (which competes with the other two "N's" in the design). Also, the "O" is a perfect circle which is a common shape associated with sports.

FINAL LOGO



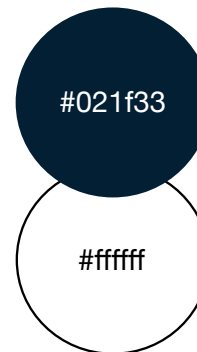
The final logo combined the lettermark with the type treatment in order to create a complete combination mark. The "N" can be used on its own or as part of the full brand name.

STYLE GUIDE



FUTURA PT EXTRA BOLD

FUTURA PT DEMI...LOREM IPSUM DOLOR
SIT AMET, CONSECTETUR ADIPISCING ELIT,
SED DO EIUSMOD TEMPOR INCIDIDUNT
UT LABORE ET DOLORE MAGNA ALIQUA



Since parts of the actual experience will be branded according to a specific Nashville sports team (logos below), "The N Zone" brand must be neutral so that it does not compete with any of the teams' logos. (Hence the deviation from the BNA brand colors that are similar to the Predators colors.) The primary color as a dark navy blue was chosen because it is the common color in all 4 team logos. Futura PT was chosen as the fonts for any type of text in order to stay consistent with the logo.

CONCEPT

PART 1:

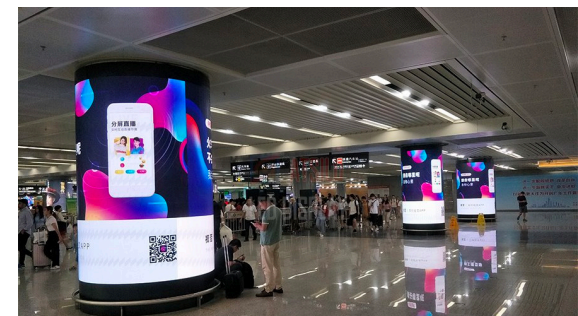
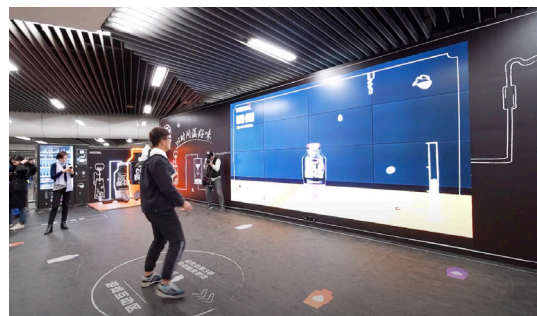
Throughout the concourses and on the way to baggage claim there will be **promotional elements** that hype up “The N Zone” experience and show where it is located.

PART 2:

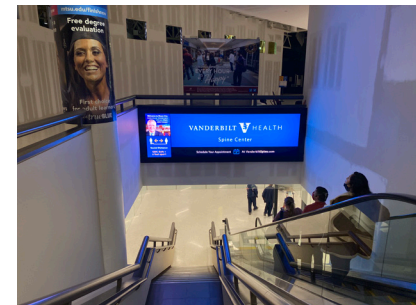
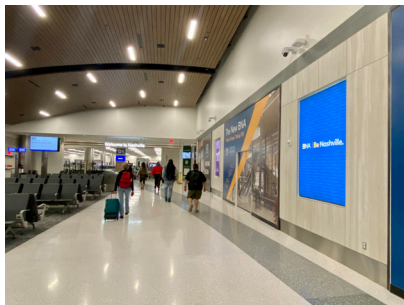
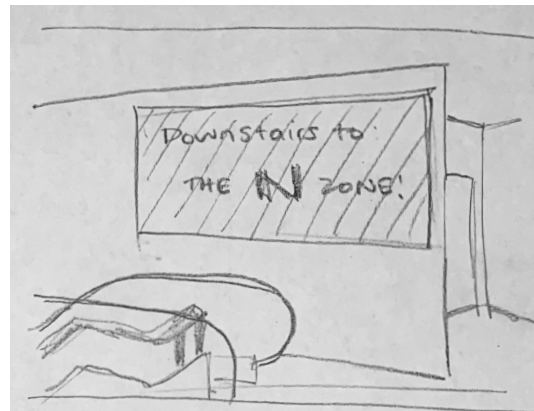
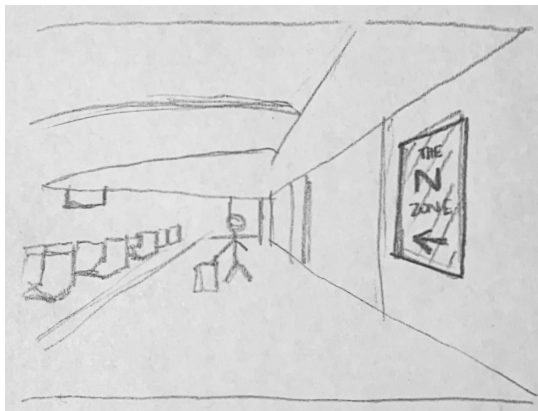
The **cylindrical posts** in baggage claim will be turned into digital screens that direct travelers to the interactive displays as well as promote the teams that are currently in season.

PART 3:

“The N Zone” experience itself will consist on **3 large gesture controlled screens** throughout the baggage claim area on which users can choose between four interactive 2-player games (one for each Nashville pro sports team). The winner of the game will be able to access a reward (specific to the sports team they chose) through a QR code they can scan with their phone.



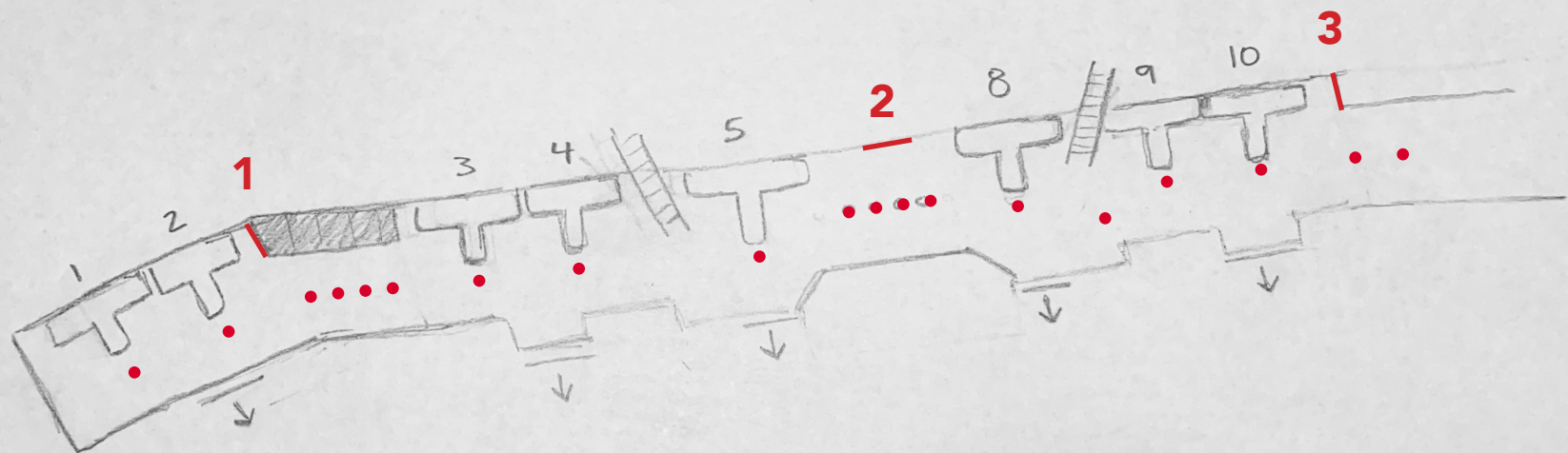
PLAN FOR THE SPACE Part 1: Promos



PLAN FOR THE SPACE

Part 2 & 3: Posts and "The N Zone"

BAGGAGE CLAIM



- gesture controlled screens
- cylindrical posts (digital screens)

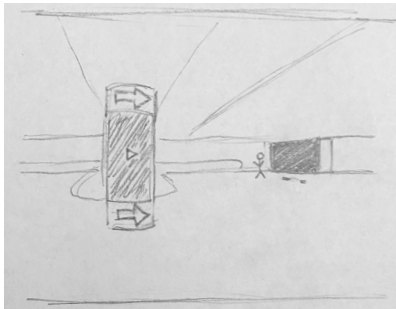


PLAN FOR THE SPACE

Part 2 & 3: Posts and "The N Zone"

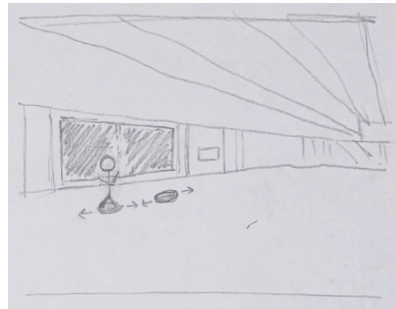
location 1 & 3

(post & gesture controlled screen)



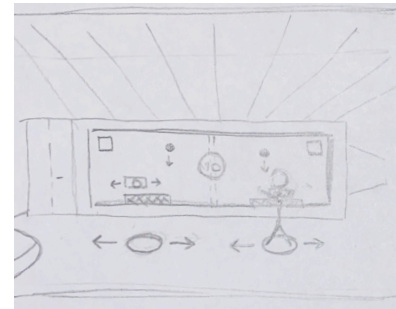
location 2

(gesture controlled screen)



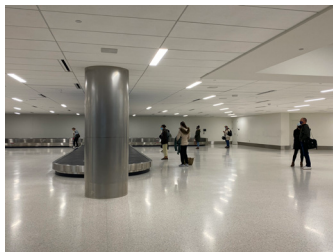
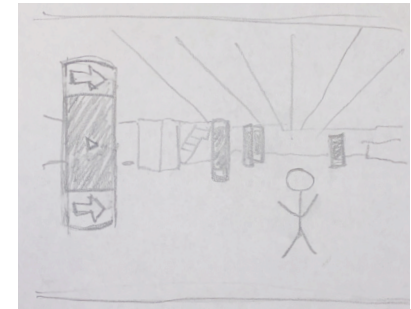
front view

(of gesture controlled screens)



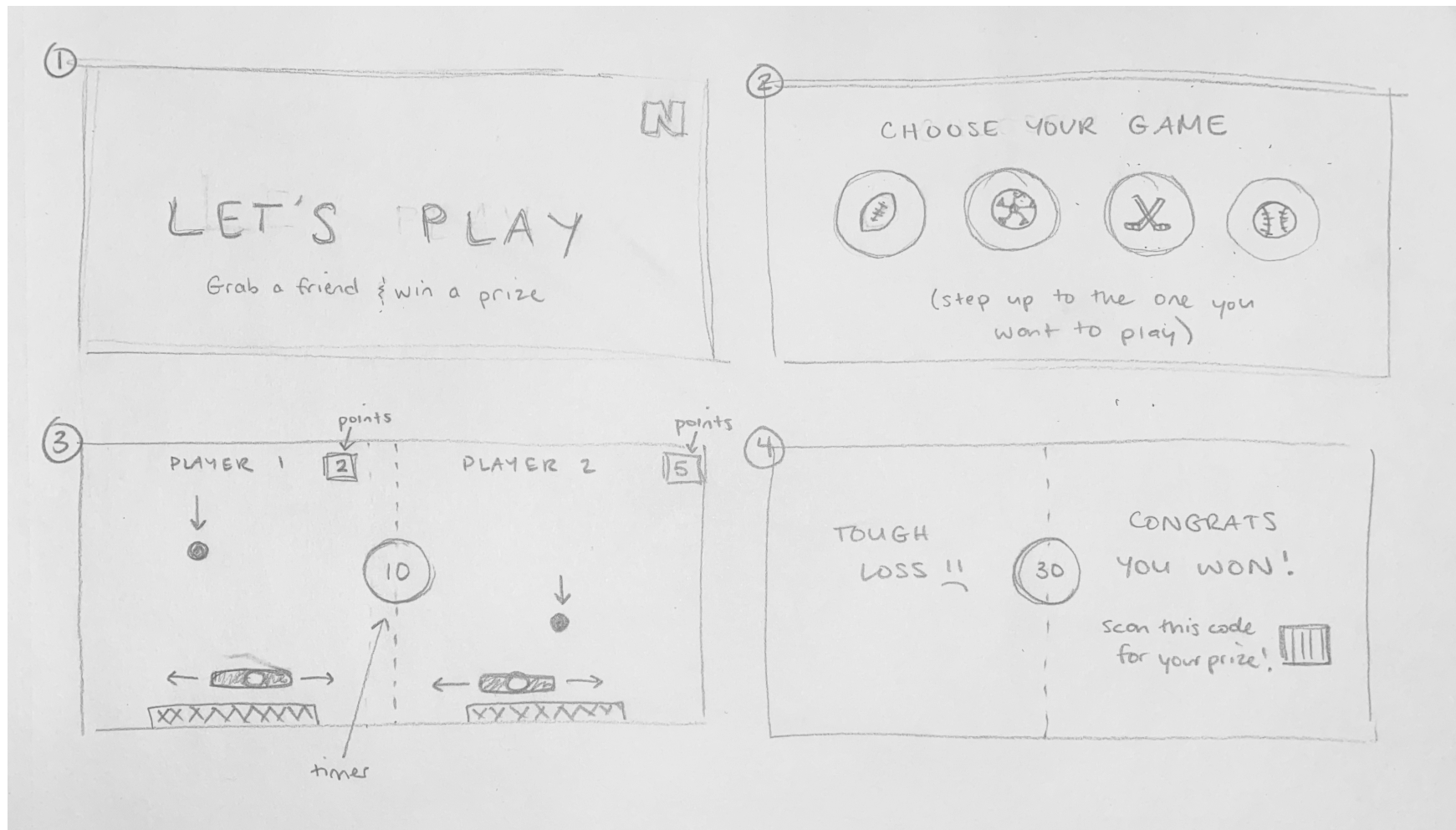
posts

(throughout baggage claim)



BASIC USER FLOW

Part 3: "The N Zone" gesture controlled screens



HIGH-FI MOCKUPS

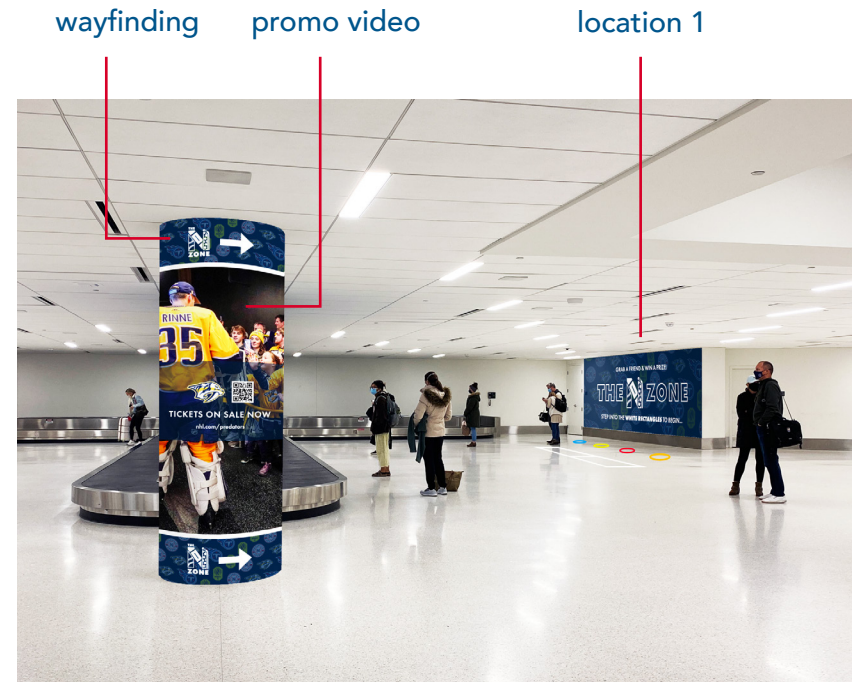
Part 1: Promos



Throughout the concourses, digital signage will hype up “The N Zone” experience and direct people to baggage claim where it is located. While there is nothing that outright says what the experience is, the sports themed “N Zone” logo and logos of all 4 Nashville sports teams (in the background) will spark curiosity and make travelers want to find out what it is.

HIGH-FI MOCKUPS

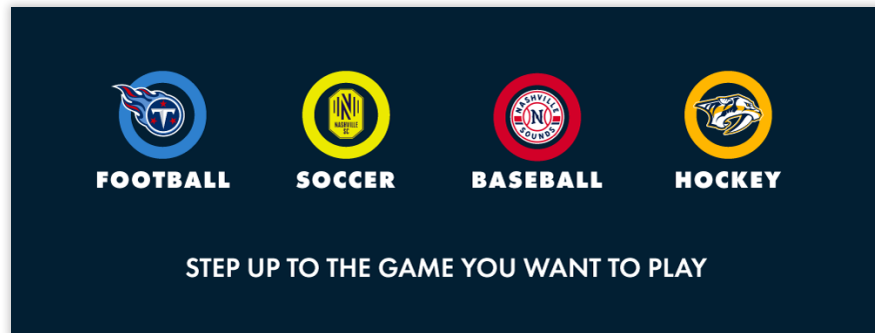
Part 2: Posts



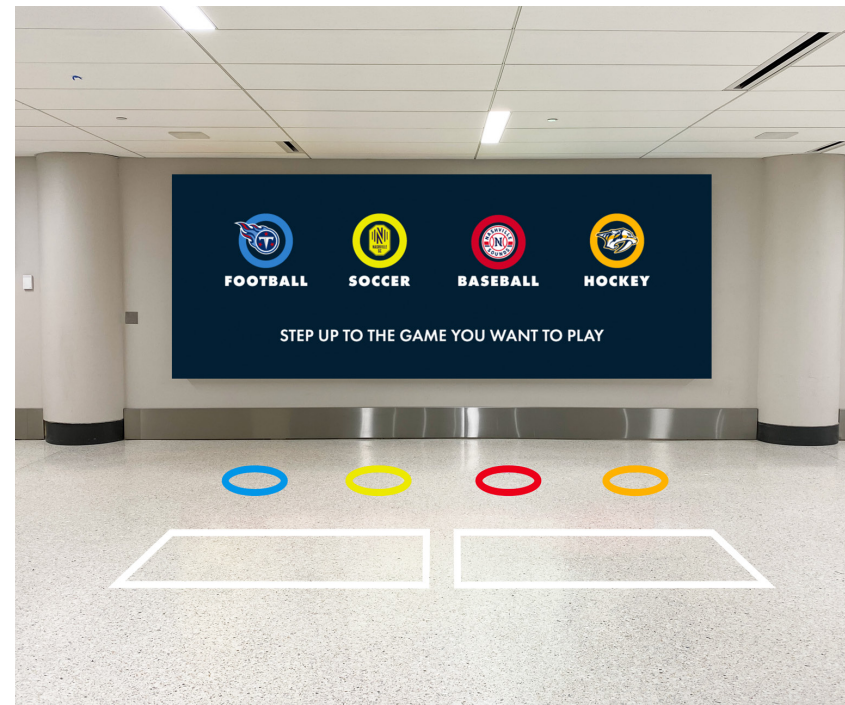
The existing cylindrical posts throughout baggage claim will be turned into screens that will direct travelers to the nearest interactive “N Zone” as well as promote the teams that are currently in season. As seen below, the wayfinding elements will be located in the top and bottom sections of the columns. The main part of the screen will show a looping promo video for the respective team with a static overlay containing the team’s logo, QR code for their ticketing website, and website URL.

HIGH-FI MOCKUPS

Part 3: "The N Zone" gesture controlled screens



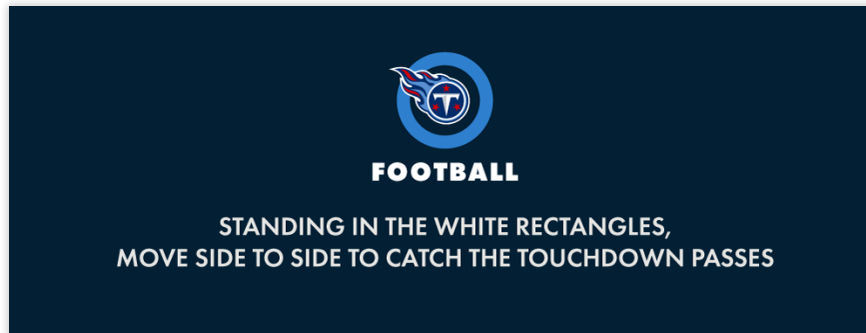
location 2



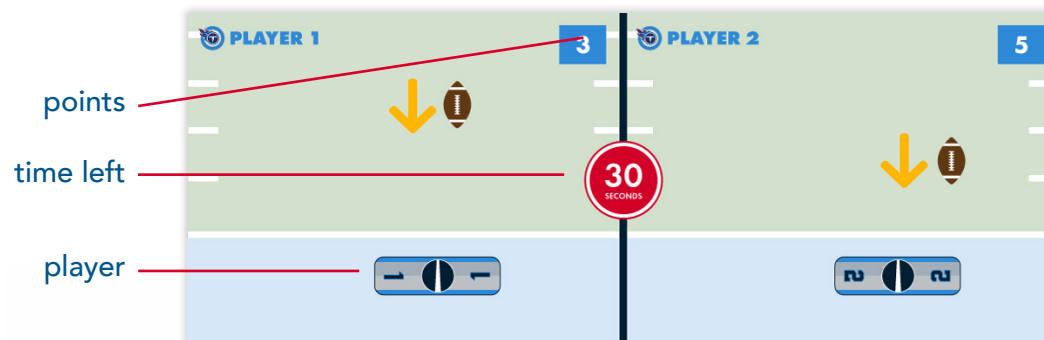
When no one is standing near the screen, the graphic in the top left will be displayed instructing people to "step into the white rectangles to begin." Once each user steps into a white rectangle, the motion detectors will trigger the screen to advance to the next graphic which invites users to step up into the circle that is color coordinated with the game they want to play.

HIGH-FI MOCKUPS

Part 3: "The N Zone" gesture controlled screens football (Titans)



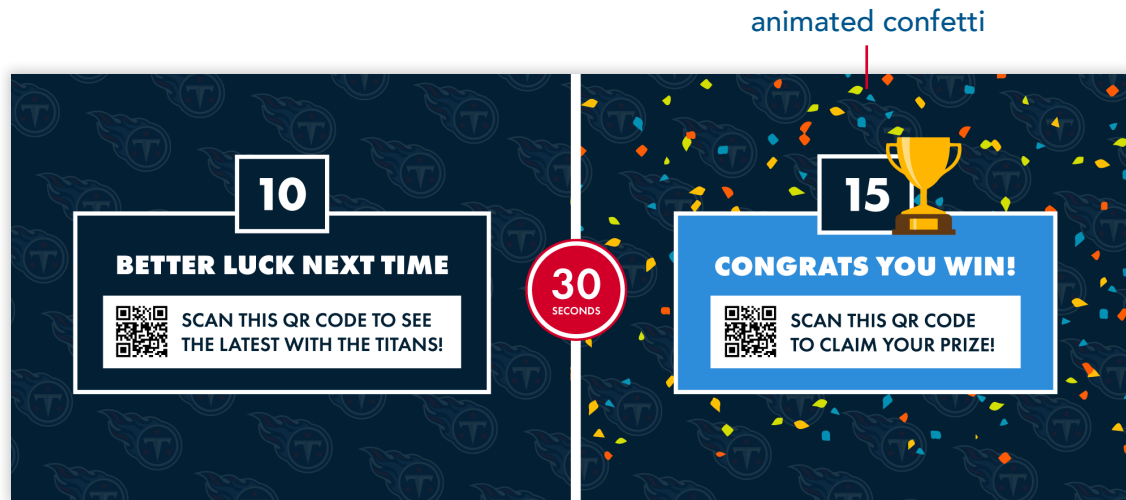
After a player steps into the blue circle selecting the football game, this screen will instruct them to return to the white rectangles and "move side to side to catch the touchdown passes."



By moving side to side, the users will control their respective players on the screen and try to "catch" the footballs as they move from the top of the screen into the end zone. The game will last 30 seconds as each player tries to rack up the most points.

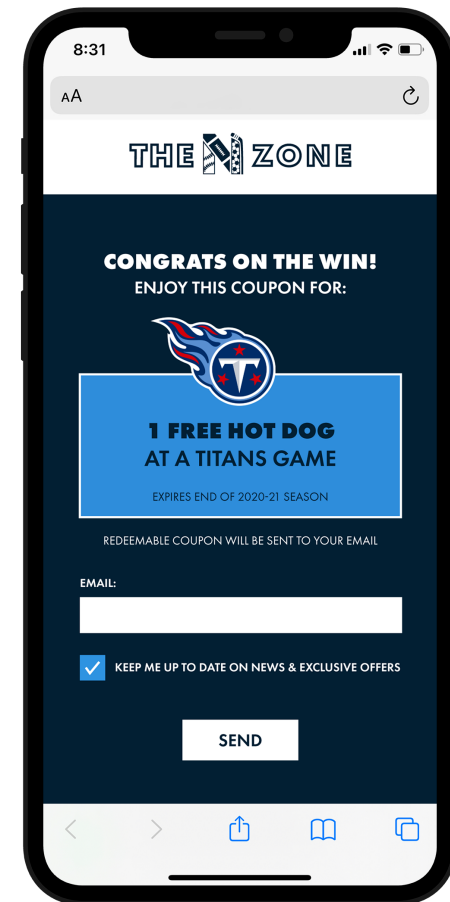
HIGH-FI MOCKUPS

Part 3: "The N Zone" gesture controlled screens football (Titans)



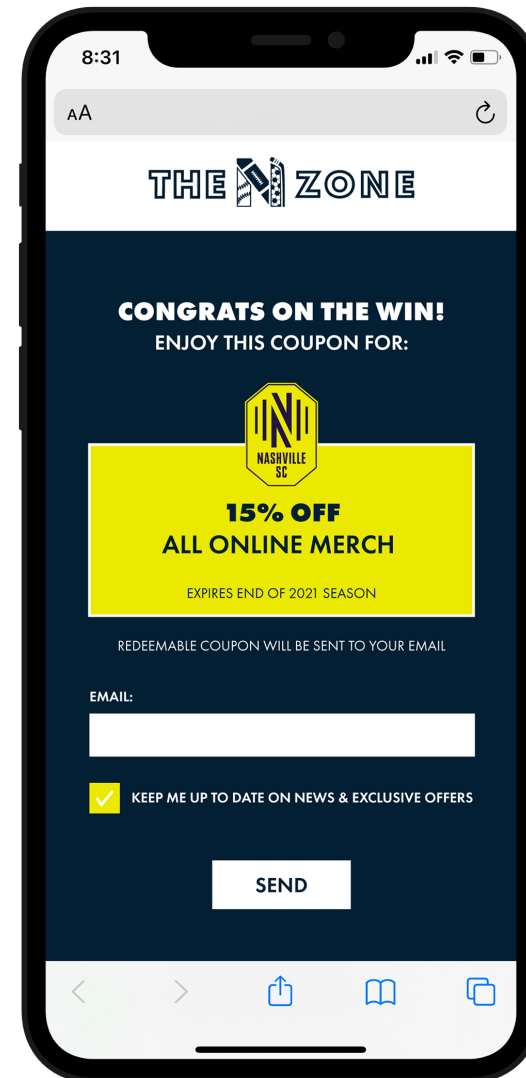
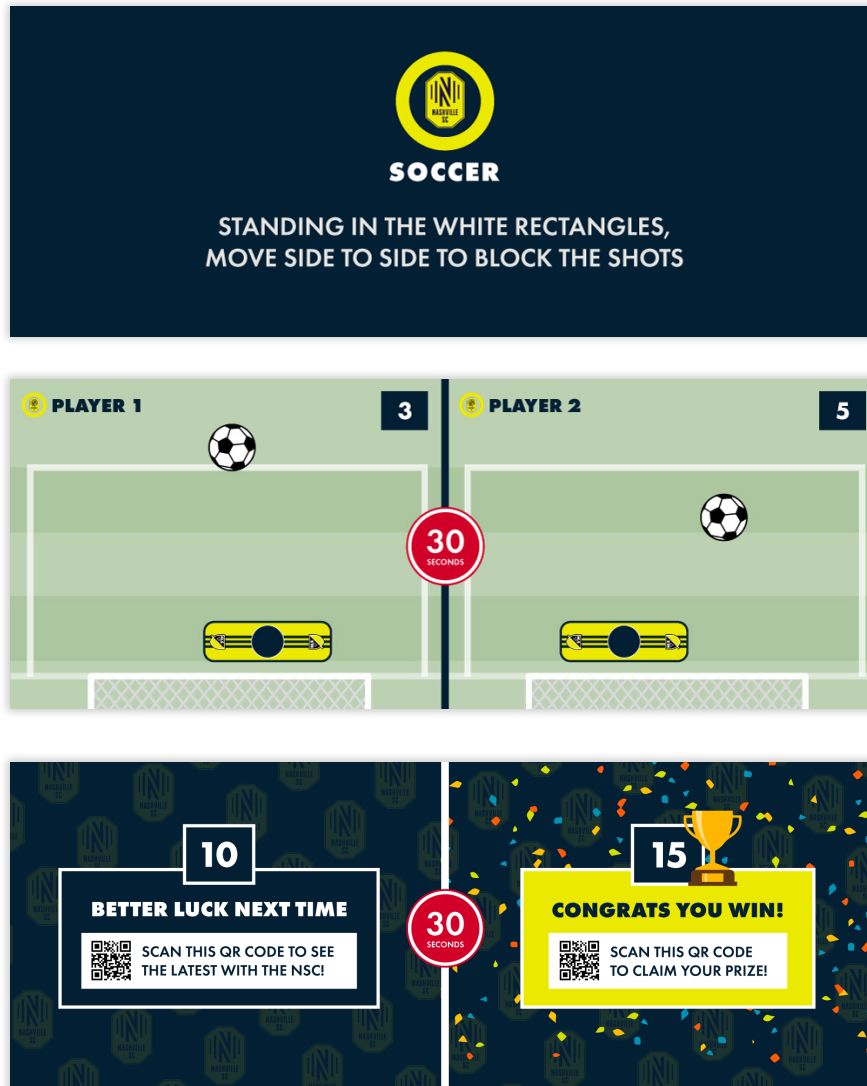
After the time runs out, the player with the most points will win and this screen will display two QR codes for 30 seconds before resetting to the first screen. The losing player will be shown a QR code that will direct them to the Titan's website. The winning player will be shown a QR code that they must scan to claim their prize.

If the winning player chooses to scan the QR code, it will open a page containing a coupon for a free drink or food item at a Titan's game that expires at the end of the season. They will then have to enter their email in order to receive a redeemable version of the coupon and in doing so will have the option to opt-in for an email subscription that allows future marketing communications. For teams that are not in season, a coupon will be given for a discount on merchandise that can be purchased online.



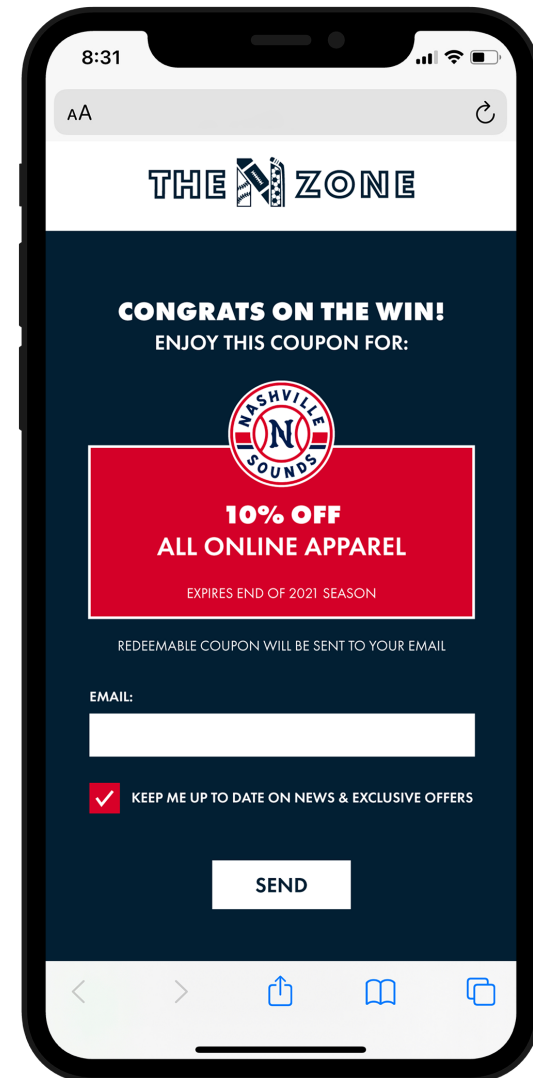
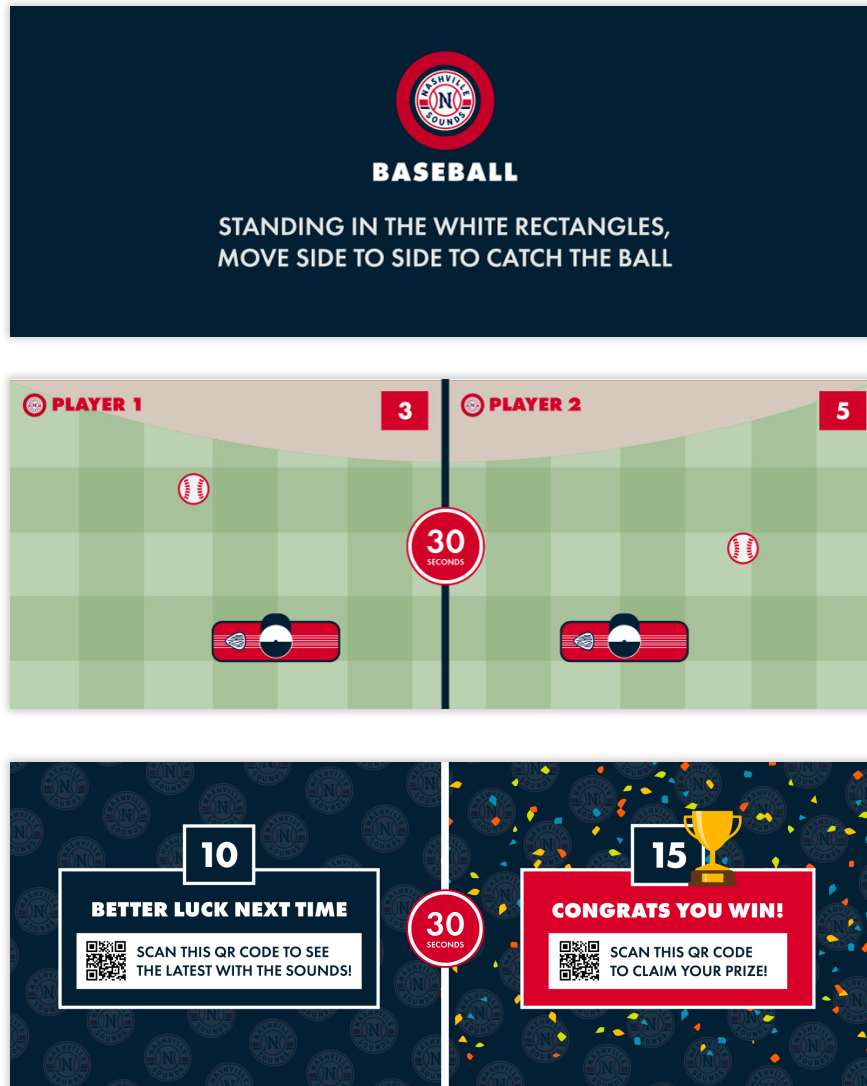
HIGH-FI MOCKUPS

Part 3: "The N Zone" gesture controlled screens soccer (Nashville Soccer Club)



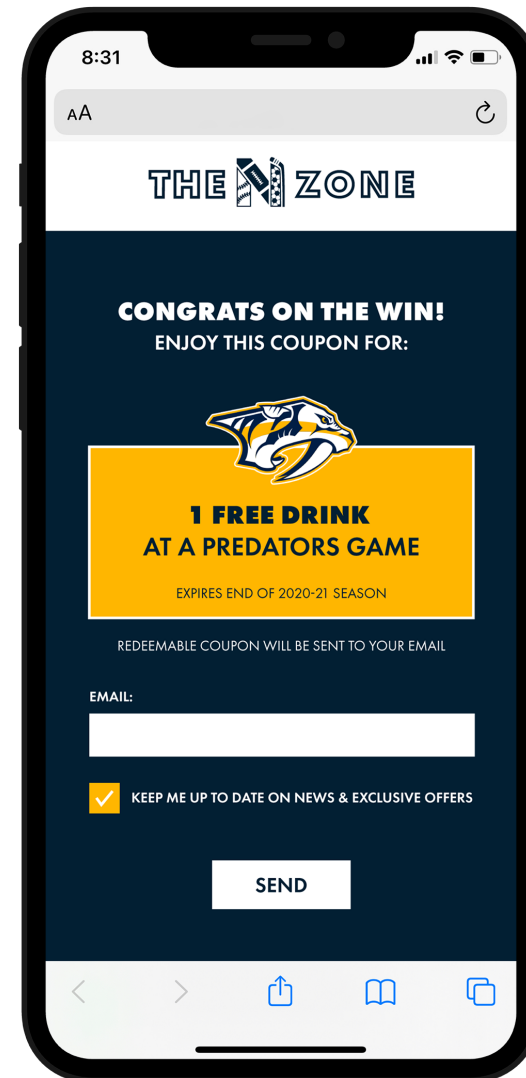
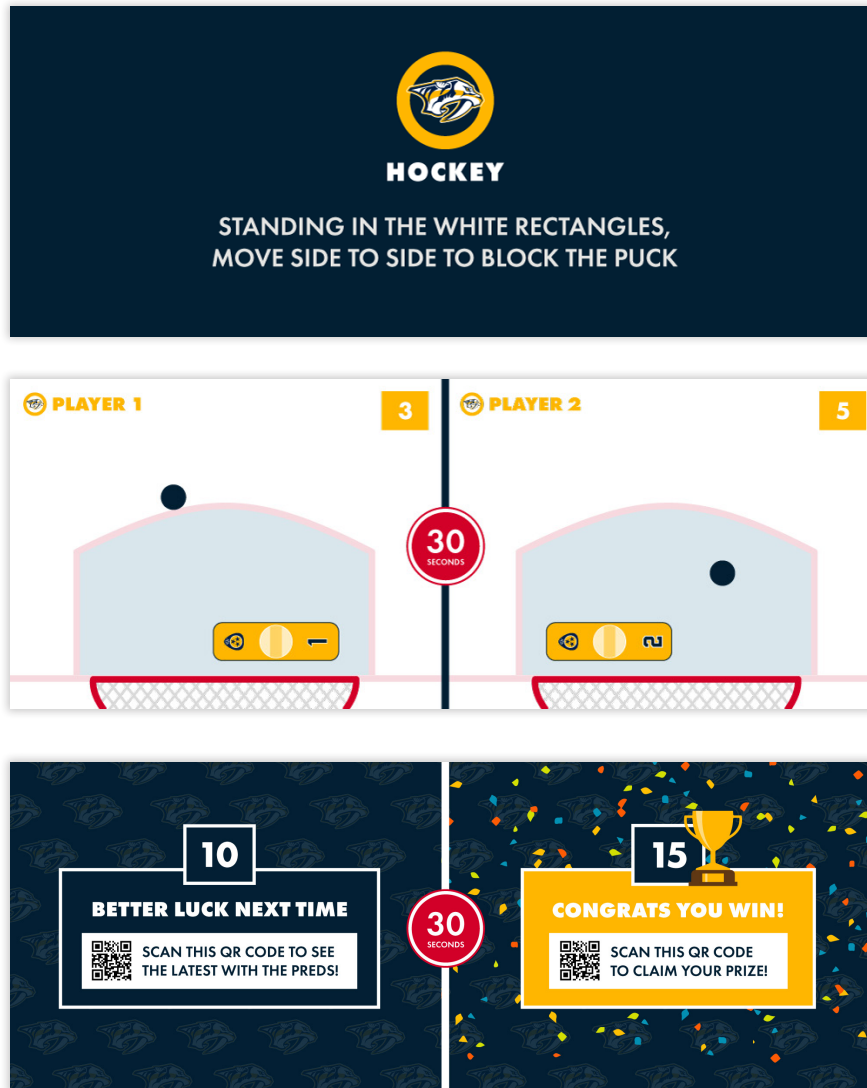
HIGH-FI MOCKUPS

Part 3: "The N Zone" gesture controlled screens baseball (Sounds)



HIGH-FI MOCKUPS

Part 3: "The N Zone" gesture controlled screens hockey (Predators)



HIGH-FI MOCKUPS

Previous Design Iteration Winner/Loser Screen



These were the original designs for the the winner/loser screen. While the showcased imagery of current players from each team creates a more personal feel, ultimately the imagery was taken out in order to create a more consistent look and feel across the entire interface. The new design for the winner/loser screen references the style of the coupon page that the QR code leads to in order to create a clear and legitimate connection for the users.