

# Savannah Children's Museum

TRANSFORMATIVE  
&  
OPTIMISTIC  
IDEATION

(Customer Experience  
Redesign)



Andre Thelwell

# Whats Happening?



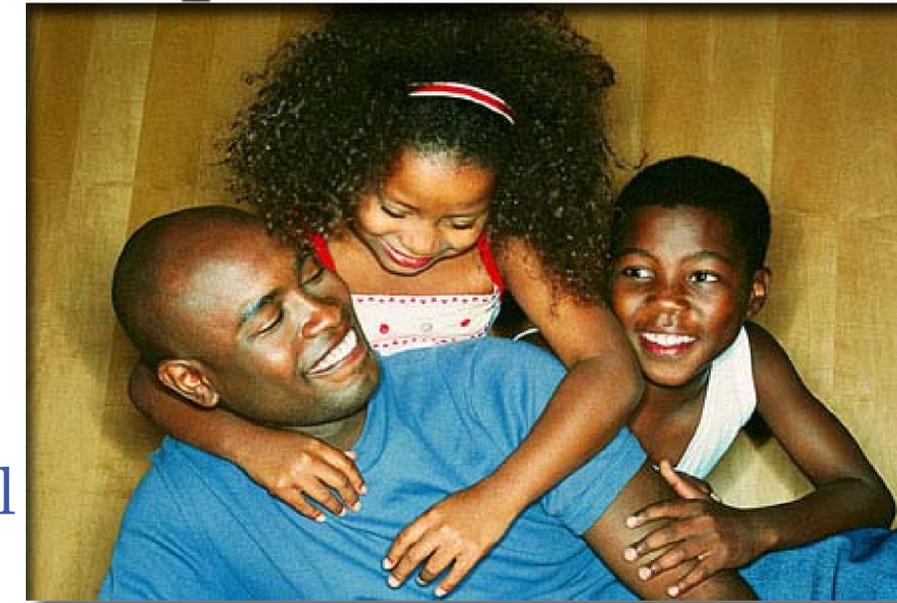
On this project we are observing how the service of the Savannah Children's Museum is doing for its customers and what improvements on it's deliverable service can we create.

# Who is considerd?

Nadia Campbell



Interest's/ Activities

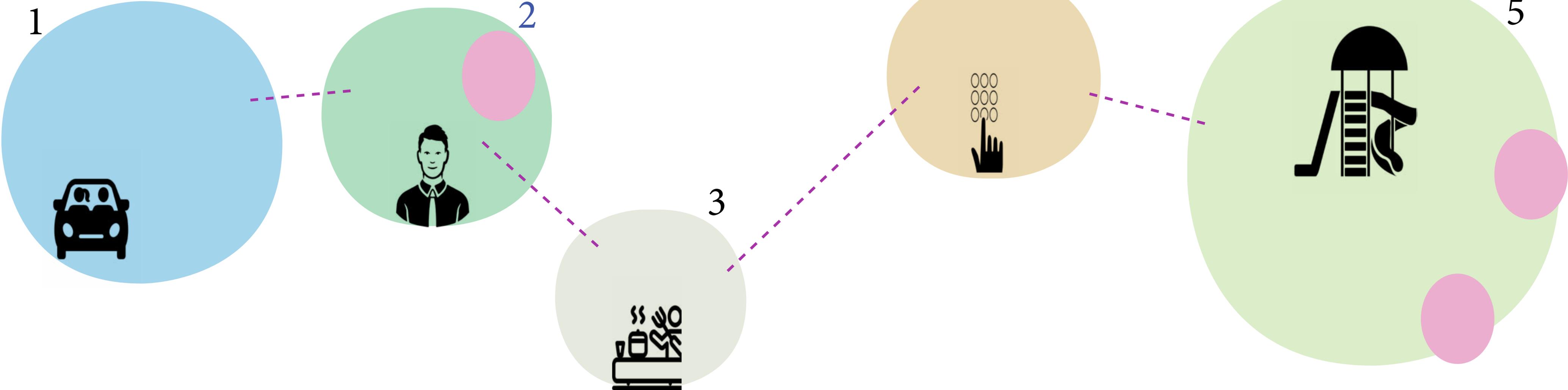


Marcus Campbell

Gregory Campbell



# How was the experience?





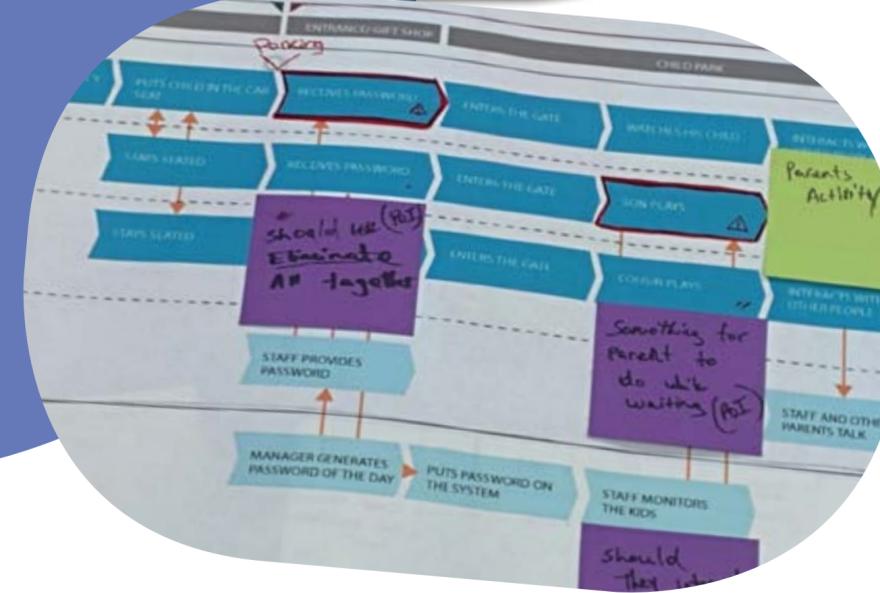
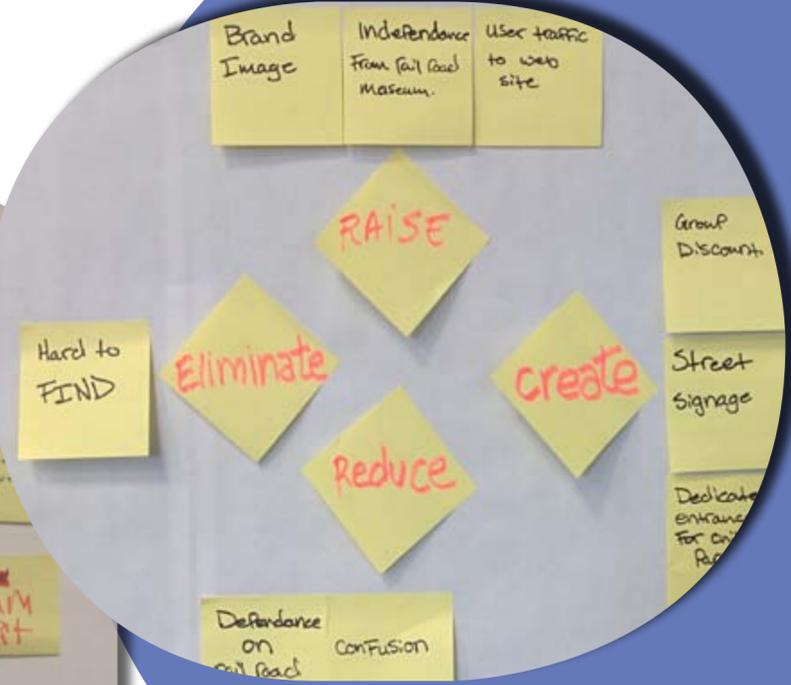
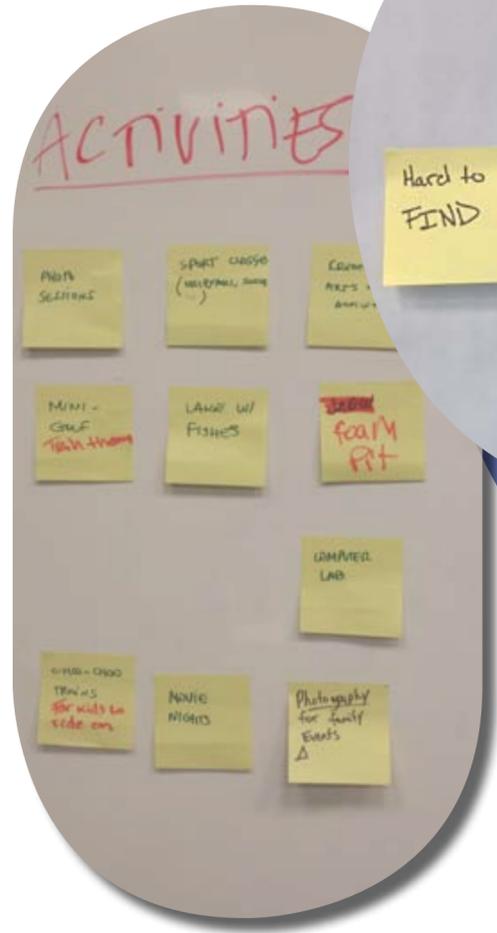
# Transformative Ideas

- 1) Train roller coasters
- 2) Every time the bell is rung a choo choo train sound also goes off.
- 3) Retractable roof
- 4) Glass ceiling
- 5) Mist fountains for the kids to play
- 6) Next to where the tables are there can be a blackboard for parents to draw on
- 7) Should have horseshoe the game to play for everyone
- 8) Proving a world map for everyone to pin or mark up their origin

# Optimistic Ideas

- 1) Numbered pathways resembling brick on the floor that lead towards each play area.
- 2) Have special events where they can have kids join the parades in town.
- 3) Hold puppet shows and the theme can be trains.
- 4) Staff can wear costumes
- 5) Acquiring a mascot
- 6) Taking photos with the mascot
- 7) Having a statue of a mascot
- 8) Stamp scanner for reentrance

# Ideation Process



# Descision Matrix

Weight	Gardening	Swimming Lessons	Signage Improvements	
Educational	20	8	9	5
Fun	30	5	7	3
Interactivity	20	6	6	6
Safety	10	9	7	10
Bonds (companionship)	20	5	6	3
<b>Total</b>	<b>100</b>	<b>620</b>	<b>700</b>	<b>470</b>

# Final Decision

