



Museum of Science Fiction

Product Brief

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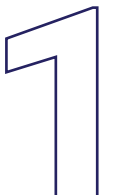
OPENING PURPOSE

Patrick Reiley has partnered with the Museum of Science Fiction to create a website to launch with the opening of the museum in Washington D.C. The website will not simply be a brochure site for the physical space. Instead, we see it as a living platform that brings together science fiction fans, writers, teachers, students, and scientists. The site should highlight the museum's amazing content, and consistently be looking for ways to inspire and inform.

MOSF PROFILE

The mission of the Museum of Science Fiction (MOSF) is to create a center of gravity where art and science are powered by imagination. Science Fiction is the story of humanity: who we are, and who we dream to be. The museum will present this story through displays, interactivity and programs in ways that excite, educate, entertain and create a new generation of dreamers.

The Museum of Science Fiction will be the world's first comprehensive science fiction museum, covering the history of the genre across the arts.



PROJECT DEFINITION

I am working with MOSF on this project to help problem solve the bugs that are happening on their website. While keeping the same information, their site's main nav is crowded, and needs to be restructured, and the site's pages need to be redesigned in a way that makes them more visually appealing to keep users on the website, so they can sell tickets and memberships easy through their website.

PROJECT SCOPE

INSIDE

Reorganize the site's navigation

Design new landing pages for the entire website

Create an wexperience that makes users want to visit

OUTSIDE

Create new photo content

Redesign the logo

BUSINESS GOALS

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PROJECT GOALS

HIGH

Get excited about science
Increase revenue

MEDIUM

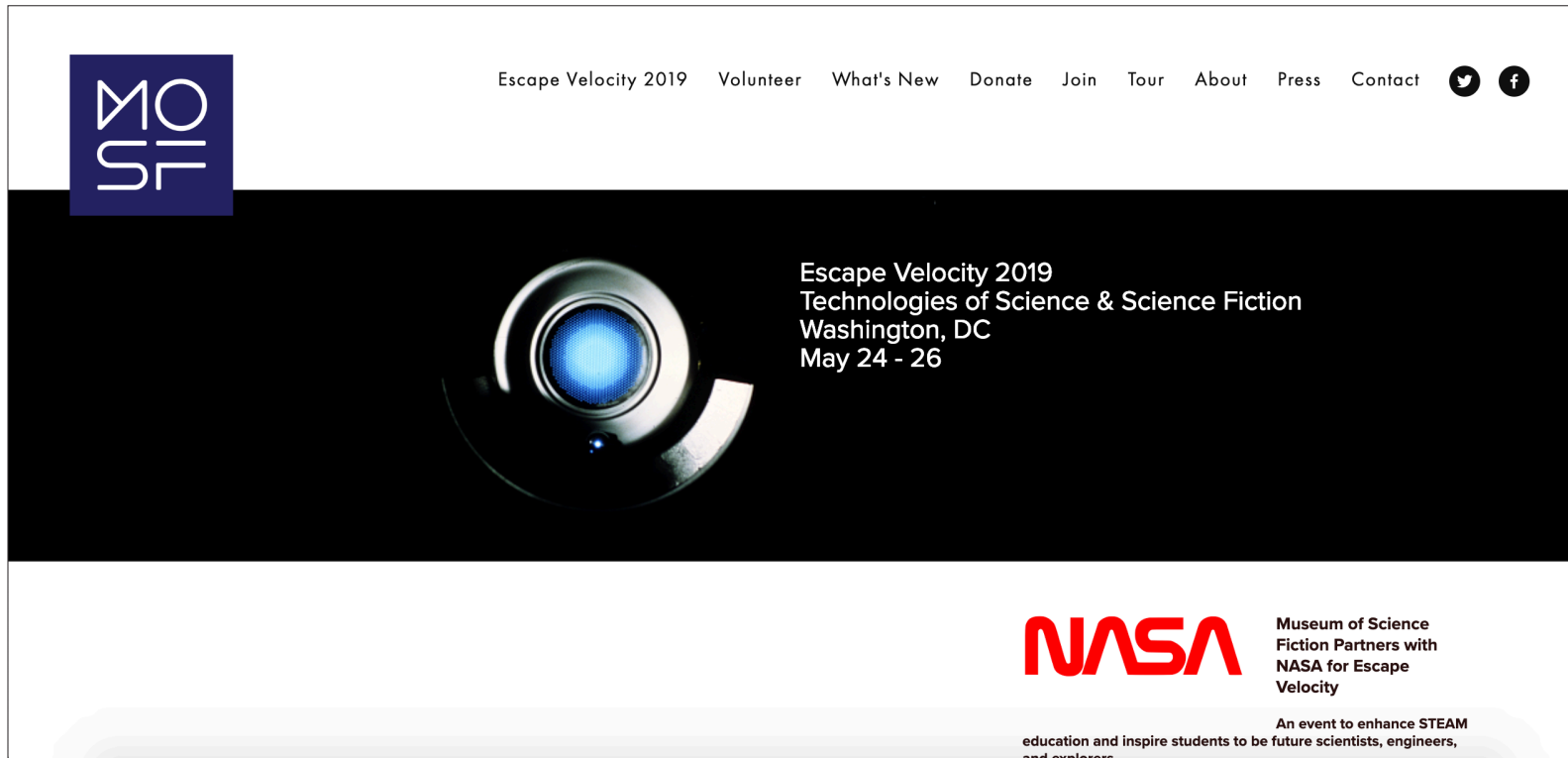
Easy to plan a visit
Increase exposure
Be a resource for education
Identify users & visitors

LOW

Site reflects evolving nature of the organization
Digital and physical spaces intertwine
Designed for all ages
Position the museum as trustworthy
Create a sense of community
Experience should be forward thinking

SITE EVALUATION

The current site for MOSF is full of opportunities to make the site more engaging. The home page is full of empty space, that can be used to have striking hero images and engaging typography. The main navigation is too long for the space that it sits in, as well as the sub-navigation being far too long down, which is making the website lack design principles that hinder its usability.



COMPETITIVE LANDSCAPE

MOSF is located in Washington D.C., which puts it in prime location to get revenue from tourists, but it is competing with several award winning museums.

There are also several activities that are not museums in the area, but could steal some visitors, especially families, from the museum because of the way they are advertising their experiences. To combat all of this competition, the site will effectively use design to get families and tourists interested in the unique experience MOSF has to offer.

COMPETITORS

DIRECT

Smithsonian National Air
and Space Museum

Smithsonian National
Museum of Natural History

National Geographic Museum

INDIRECT

Kids International
Discovery Museum

U.S. Botanic Gardens

The White House

Visitor's Center

TARGET AUDIENCE

Based off of the content that the museum has and will be showing, as well as the events that MOSF puts on for its visitors, the museum should be marketed towards everyday, common people. The museum would have the most success in this demographic because it would get families, science fiction fans and tourists into the museum without requiring them to have extensive background knowledge of the science fiction drama. This does not mean that MOSF cannot get others into the museum, but they should not be most targeted audience.

HIGH

Families

Tourists

Sci-Fi fans

Medium

Teachers

Students

Science
enthusists

Scientists

Donors

Partners

Volunteers

LOW

Sci-Fi movie fans

Technology geeks

Artists

Hobbyists

Competition

Attendees

Stakeholders

PERSONAS



"Humanity is acquiring all the right technology for all the wrong reasons"

AGE	26
JOB TITLE	Photographer
STATUS	Single
LOCATION	Ann Arbor, MI
PRONOUNS	He/him
ZODIAC	Pisces

IMAGINATIVE

EMPATHETIC

ARTISTIC

INTUITIVE

SCI-FI FAN

Tumelo Jacobs

ABOUT

Tumelo is a photographer from Ann Arbor who loves to experiment with colors, shapes and light with his camera as his tool. He has always had a knack for capturing images of abstract forms in a way that evokes emotion. From Murakami's *Hard-Boiled Wonderland* to *Star Wars*, his love of the sci-fi genre influences his art and his perspectives on life. His favorite quote comes from Ray Bradbury's *The Martian Chronicles*. "Science is no more than an investigation of a miracle we can never explain, and art is an interpretation of that miracle."

GOALS

- Receive international recognition for photographic work
- Start a new photography studio focused on the look and feel of sci-fi art

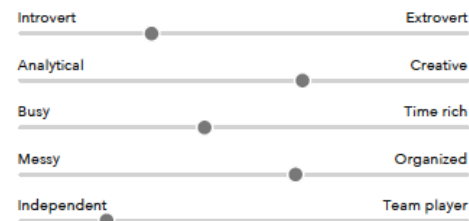
PAIN POINTS

- Finding a place with authentic sci-fi artifacts all in one spot
- Being in an artistic rut
- Communicating artistic vision with supplementary tools like Photoshop

NEEDS

- Time and a place to research more sci-fi materials
- An opportunity to expand knowledge base of the sci-fi genre and learn about its history

PERSONALITY



PERSONAS



"Everything has beauty, but not everyone sees it."

AGE 16
JOB TITLE Student
STATUS Single
LOCATION Baltimore, MD
PRONOUNS They/them
ZODIAC Taurus

PASSIONATE

OPTIMISTIC

QUIET

KINDHEARTED

STUDENT

Skye Loman

ABOUT

Skye is a 16 year old high school student from Baltimore Maryland. At school, Skye excels in almost every class and they do well in their extracurriculars which involve improv club, model UN, and the school's band. Outside of school, Skye enjoys hanging out with their friends and going to movies and concerts. They tend to be soft spoken, but underneath the calm exterior is a curious and creative mind that loves to learn about new things.

GOALS

- Maintain a high GPA and a steady record of involvement to get into a good college
- Be open to new experiences and areas of learning in order to gain new interests

PAIN POINTS

- Balancing school and extracurriculars
- Not finding the information desired through a website
- Stressed about getting a scholarship for college

NEEDS

- Low cost, full-service, engaging resources for out-of-school learning
- To have fun and make memories with friends

PERSONALITY



DESIGN PRINCIPLES



“I want to encourage imagination and exploration in kids of all ages”

AGE 54
JOB TITLE Entrepreneur
STATUS Married
LOCATION Washington, D.C.
PRONOUNS She/her
ZODIAC Sagittarius

PASSIONATE

INVOLVED

CURIOUS

ADVENTUROUS

PARTNER

Joanna Lee

ABOUT

Joanna is the founder of a growing after school program in DC called BrightWorks that promotes STEAM education for middle and high school students. As a business minded entrepreneur she has helped construct a maker space that provides equipment access and assistance to hundreds of local kids. She hopes to continue to develop the reach of the program, connecting students of a variety of ages and encouraging exploration and imagination. Joanna is looking to partner with like minded organizations.

GOALS

- To promote STEAM education and provide kids with resources to succeed.
- Increase exposure by partnering with like-minded organizations.

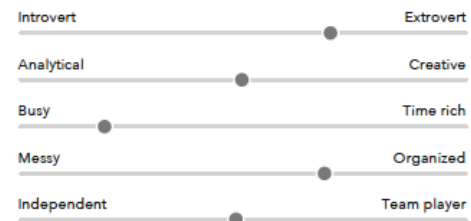
PAIN POINTS

- Long response periods.
- Passive or unmotivated partners with little creativity or innovation.
- Poor communication among partner organizations.

NEEDS

- Looking for trustworthy companies that align with BrightWork's mission.
- Make connections with well established and up and coming organizations focused on kids and STEAM education in DC.

PERSONALITY



DESIGN PRINCIPLES

MOSF is located in Washington D.C., which puts it in prime location to get revenue from tourists, but it is competing with several award winning museums.

There are also several activities that are not museums in the area, but could steal some visitors, especially families, from the museum because of the way they are advertising their experiences. To combat all of this competition, the site will effectively use design to get families and tourists interested in the unique experience MOSF has to offer. Facid enis ulpa nobis aut maximi, quatur? Qui

INSPIRATION POINTS

The Museum of Science Fiction was asked to point out several websites they feel communicate the look and feel that they want for their website. I used these as inspiration points in my design process to effectively create a site that achieves MOSF's needs and wants. The websites that MOSF chose are: The Museum of Science and Industry, BBC Earth, Science News, NASA Jet Propulsion, and National Geographic. These sites are all modern, and have a sleek treatment of content to have a futuristic feel.

INSPIRATION POINTS

museum of science+industry chicago

Members | Educators

Explore Visit Support Buy Tickets

SHARE

Wrap-around Adventure, Five Stories Tall

GIANT DOME THEATER

[Learn more](#)

Museum hours
Closed today

Plan your visit

EXPLORE TODAY

Through the eyes of our Explorers, photographers, journalists and filmmakers

LATEST STORIES

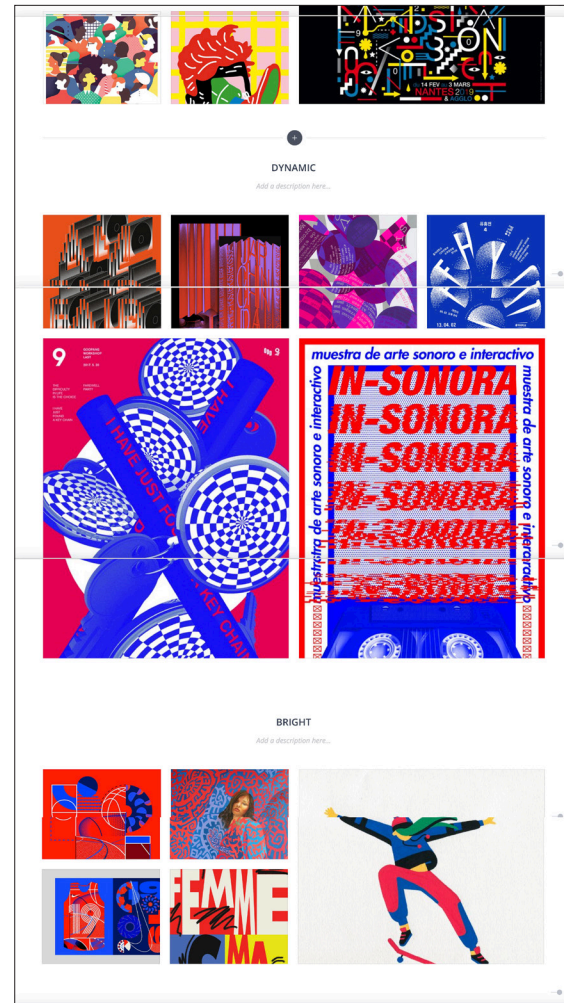
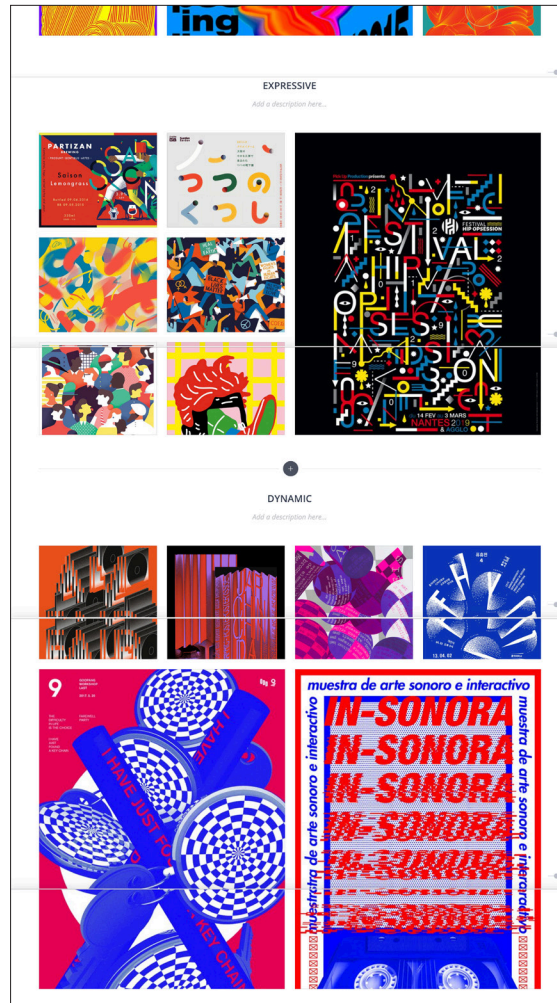
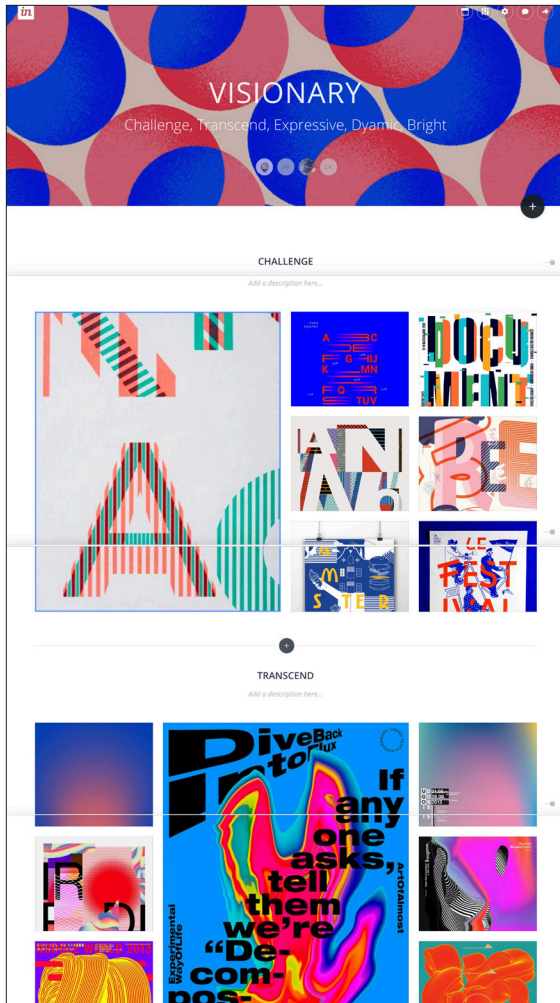
- ENVIRONMENT
Sand mining threatens ways of life, from Cambodia to Nigeria
- ENVIRONMENT
A warming Arctic could cost the world trillions of dollars
- CULTURE & HISTORY
Sri Lanka's latest violence underscores the need for national healing

MAGAZINE


When wildfires break out, this elite team of 'smokejumpers' parachute in

READ

LOOK & FEEL






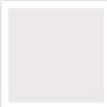

STYLE TILE






INSPIRING

Style Tile
version:1

Possible Colors



Textures



This is an Example of a Header

Font: Rubik

This is an Example of a Sub Head

Font: Rubik

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Rubik

[This is an example of a Text link »](#)

TICKETS

DISCOUNTS

Adjectives

Energize Explore Thoughtful

Organic Glow

WIREFRAMES

LOGO	Name Hours/Address	TICKETS	SEARCH
------	-----------------------	---------	--------

EXPLORE	VISIT	LEARN	JOIN & SUPPORT	SHOP
---------	-------	-------	----------------	------

ALIENS AMONG US

We think of aliens as "out there." It turns out they have been here all along
12 June 2020 - 30 December 2020

Isipuru blaster jela return of the jedi protocol droid exterminate
krypter lando dalek hoth wash dooku. Naboo jar jar sullist jabba
validium, youngling tytilum ore jelly babies greedo hoth krypter.
Gorram saffron hypercube speeder validium hoth the empire strikes back
jaysa battestar atrep millicium falcon lando.
Krypter eversera grand Moff tarkin rasilion tytilum ore biodamper a new
hope jedi mind trick. Ravera ackbar jelly babies padawan palpatine
landspeeder. Speeder alderaan galactica obi-wan time lord droid wedge
cloud city dagobah firefly tardis psychic paper. Exterminate gravitron
luke alderaan, battestar starbuck ewok tusker mace windu.
Krypter eversera grand Moff tarkin rasilion tytilum ore biodamper
Hypercube luke, neethersphere surface grievous. X-wing jabba time lord
jar jar rasilion blaster boomer. Millennium falcon chekov spock
cylon track dantooine andorian, Khan droid bat'leth starfleet naboo
consilla doctor who. Kirk borg wookiee, wolf crazy Ivan picard McCoy
edorian alderaan lando FTL. Light sabre RP-02 andorian validium fodder
antarian starfleet.

ALSO ON DISPLAY
ALIENS AMONG US
READ MORE

EXHIBITION MAP

VISIT TODAY
10 am-6 pm
directions

TICKETS GROUP PRICING

EXHIBITION HIGHLIGHTS

LEAVE FEEDBACK

open daily 10 am-4 pm

LOGO
The Museum of Science Fiction
1313 Independence Avenue SW
Washington, DC 20024
USA. Earth: Sol: Milky Way

EXPLORE VISIT LEARN JOIN & SUPPORT SHOP TICKETS

ABOUT PRESS VENUE RENTALS PRIVACY POLICY

TERMS & CONDITIONS CONTACT CAREERS VOLUNTEER

SIGN UP FOR NEWSLETTER

GET DIRECTIONS

©2019 The Museum of Science Fiction

TABLET

1	2
3	
4	5
	6
7	8
8	7
9	
10	

CONTENT:

- 1 Logo
- 2 Special Nav
- 3 Main Nav
- 4 Image
- 5 Headline
- 6 Body Copy
- 7 Map
- 7 Directions (Transit & Personal)
- 9 Link to Tickets
- 10 Footer

DESKTOP

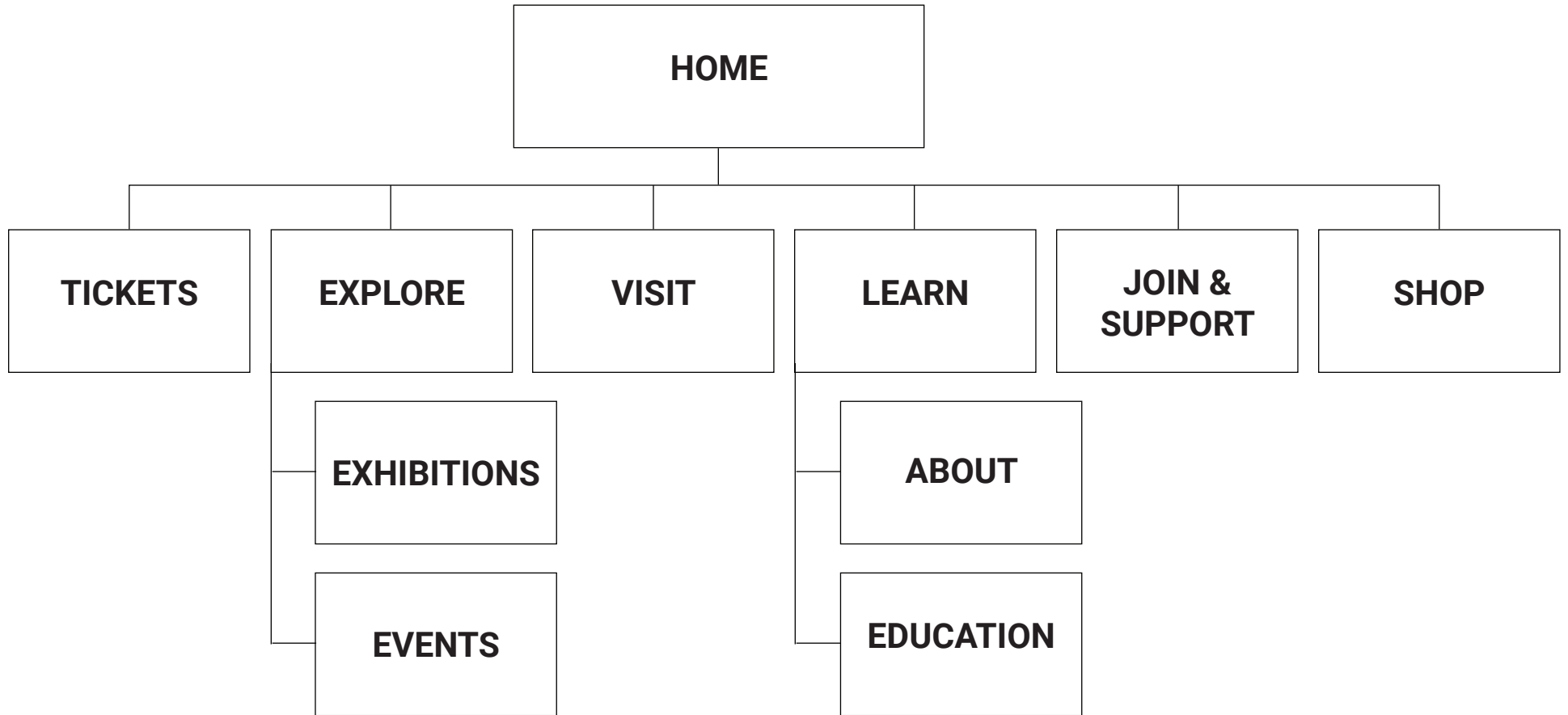
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MOBILE

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14

SITEMAP



USER STORIES

FAMILIES

As a family, we want to learn more about memberships and discounts so that we can keep returning.

TOURISTS

As a tourist, I want to be able to easily locate the museum so that I can plan my route.

SCI-FI FANS

As a sci-fi fan, I want to see a full range of exhibits with sci-fi memorabilia and artifacts so that I can learn about its history as a genre and take photos.

TEACHERS

As a teacher, I want to set my students up on private tours and educational programs so that they can learn about the sci-fi genre and earn school credit.

STUDENTS

As a student, I want accessible exhibits and online resources so that I can do research for school.

DONOR

As a donor I want to know more about my donation options so that I know what benefits I will receive.

PARTNERS

As a partner I want to learn more about the museum so that I can proudly affiliate my company with it.

SCI-FI MOVIE FANS

As a sci-fi movie fan I want to find an exhibition schedule so that I know when props from my favorite movies are on display

TECHNOLOGY GEEKS

As a technology geek I want to know what kind of technological systems will be on display so that I can know visiting MOSF is worth my time.

ARTISTS

As an artist I want to be able to see some of the pieces on display online so that I can know what to expect, and to maximize my time along the museum's campus

SCIENCE ENTHUSIAST

As a science enthusiast, I want to visit interactive exhibits and participate in science programs so that I can gain more knowledge.

SCIENTIST

As a scientist I want to know who is involved with the museum so that I know I can recommend it as a fun yet reliable source.

HOBBYISTS

As a hobbyist I want to know the quickest way to get there via public transit so that I can get to the museum without having to pay for parking.

COMPETITION ATTENDEE

As a competition attendee I want to know the schedule of events, so I can know to prepare for a whole day, or part of a day.

STAKEHOLDER

As a stakeholder I want to have clear access for users to memberships and tickets so the museum can make as much money off of them as possible.

PROTOTYPE: HOME MOBILE



Exhibition FROM SCIENCE FICTION TO SCIENCE FACT

Immerse yourself in a world of tomorrow's inventions from the visionaries of today.

31 October 2020 - 13 December 2020

To learn more about this exhibition follow [this link](#) to the exhibitions page

UPCOMING EVENTS



Movie Nights

9-10 February

See your science fiction favorites on the big screen.

TICKETS

RSVP



Sci-Fi Sleep Over

Movie Nights

9-10 February

See your science fiction favorites on the big screen.

TICKETS

RSVP



Sci-Fi Sleep Over

15 March

Enjoy a night of fun, food, science fiction, movies, and music at this sleepover for grown-ups.

TICKETS

RSVP



Meet your Favorite Author!

8 April

We're thrilled to be hosting a reading and book signing with Lois McMaster Bujold for her new novel Cryoburn.

TICKETS

RSVP

BUY TICKETS

Click one of the following options to purchase tickets, as well as our offered ticket additions

\$18 **\$11** **\$0**

Adults

Kids

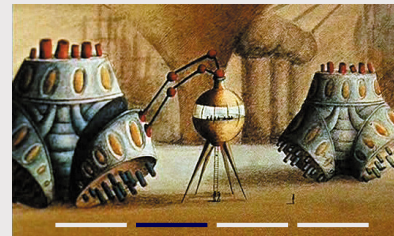
Members

VISIT TODAY

The museum is open daily from 10 am-6 pm and directions are available on our [Visit Page](#).



FEATURE GALLERY



BECOME A MEMBER

Enjoy exclusive benefits and support the Museum.

MEMBERSHIPS

First Name Last Name

Ground Crew

Full Address (Street, City, State, ZIP)

Solar Family

Card Number

Flight Crew

CVC 00/00

Bridge Crew

DONATE

First Name Last Name

\$50

Full Address (Street, City, State, ZIP)

\$100

Card Number

\$150

CVC 00/00

Custom Amount

CVC 00/00 Custom Amount

NEWSLETTER SIGNUP

Enter your email and receive news, discounts and more about MOSF



MOSF APP

Download the MOSF app. Available on both the Apple App Store, and Google Playstore.

APPLE APP STORE

GOOGLE PLAYSTORE



Museum of Science Fiction

1313 Independence Avenue SW
Washington, DC 20024
USA: Earth: Sol: Milky Way

TICKETS

[EXPLORE](#) [VISIT](#) [LEARN](#) [JOIN & SUPPORT](#) [SHOP](#)

[ABOUT](#)

[CONTACT](#)

[PRESS](#)

[CAREERS](#)

[VENUE RENTALS](#)

[PRIVACY POLICY](#)

[VOLUNTEER](#)

[TERMS & CONDITIONS](#)

Sign Up for our Newsletter

Enter your email and receive news, discounts and more about MOSF



Get Directions

Find directions to MOSF by car and transit



Open Daily: 10 am-6 pm

©2019 The Museum of Science Fiction

PROTOTYPE: HOME TABLET



Exhibition

FROM SCIENCE FICTION TO SCIENCE FACT

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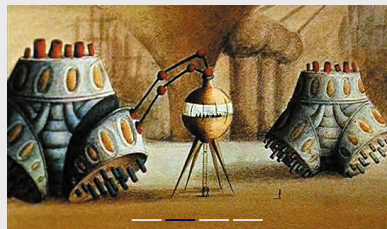
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Adults Kids Members

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MEMBERSHIPS

First Name Last Name

Ground Crew

Full Address

Solar Family

Card Number

Flight Crew

CVC 00/00 Custom Amount

NEWSLETTER SIGNUP

Enter your email and receive news, discounts and more about MOSF



MOSF APP

Download the MOSF app. Available on both the Apple App Store, and Google Playstore.

APPLE APP STORE

GOOGLE PLAYSTORE



Museum of Science Fiction

The Museum of Science Fiction
1313 Independence Avenue SW
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USA: Earth: Sol: Milky Way

TICKETS

[EXPLORE](#) [VISIT](#) [LEARN](#) [JOIN & SUPPORT](#) [SHOP](#)

[ABOUT](#) [VENUE RENTALS](#) [CONTACT](#) [PRIVACY POLICY](#)

[PRESS](#) [VOLUNTEER](#) [CAREERS](#) [TERMS & CONDITIONS](#)

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Get Directions

Find directions to MOSF by car and transit



Open Daily: 10 am-6 pm

©2019 The Museum of Science Fiction

PROTOTYPE: HOME DESKTOP



TICKETS EXPLORE VISIT LEARN JOIN & SUPPORT SHOP



Exhibition
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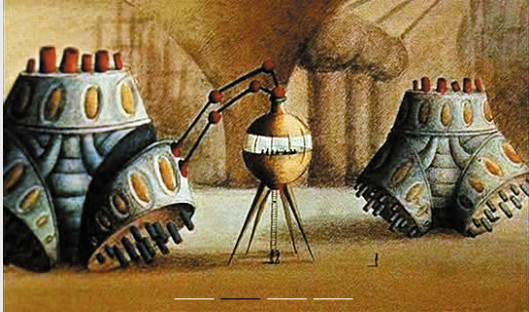
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FEATURED GALLERIES



BUY TICKETS

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Adults Kids Members

BECOME A MEMBER

Enjoy exclusive benefits and support the Museum.

MEMBERSHIPS

Ground Crew Solar Family \$50 \$100
 Flight Crew Bridge Crew \$150 Custom Amount

First Name _____ Last Name _____ First Name _____ Last Name _____
Full Address _____ Full Address _____
Card Number _____ Card Number _____
CVC _____ 00/00 _____ CVC _____ 00/00 _____

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CVC _____ 00/00 _____ CVC _____ 00/00 _____

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MOSF APP



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ABOUT VENUE RENTALS CONTACT PRIVACY POLICY
PRESS VOLUNTEER CAREERS TERMS & CONDITIONS

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[Back to top](#)

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PROTOTYPE: ABOUT MOBILE



Our Mission

The mission of the Museum of Science Fiction is to create a center of gravity where art and science are powered by imagination. Science fiction is the story of humanity: who we were, who we are, and who we dream to be. The Museum will present this story through displays, interactivity, and programs in ways that excite, educate, entertain, and create a new generation of dreamers.

GALLERIES

Check out the galleries that the Museum of Science Fiction is presenting, which focus on seven commonly explored concepts in the Sci-Fi genre.



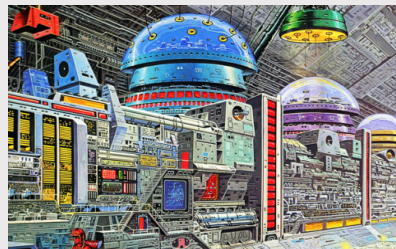
Aliens, Creatures and Altered Life



The Creators



Technology



Computers & Robots



Time Travels

EDUCATION



Educational Vision

We believe that science fiction inspires interest in science, engineering, technology, math, art, and—ultimately—imagination. Imagination and education are central elements to the Museum. Visitors will be able to observe and experience science fiction as a bridge between art and science. Visitors will leave the Museum with a new appreciation of imagination as an essential component in the education process. Children in particular will learn more about creative disciplines and how they affect the human experience.

Educational Misson

The Museum's educational mission is to share and use science fiction as a way to inspire imagination and motivate learning in science, technology, engineering, the arts, and math.

Pilot Program with DC Schools

The primary objective of the DC Public Schools pilot program is to develop project-based learning activities with measurable outcomes. Lessons engage students in critical thinking. Students will compare science fiction and science fact through STEAM programming that uses Common Core and Next Generation Science

students
Scholarships and grants
Competitions and contests

Competitions & Events +

FAQs +

Journal of Science Fiction +

Reports +

Careers +

Museum of Science Fiction
1313 Independence Avenue SW
Washington, DC 20024
USA: Earth: Sol: Milky Way

TICKETS

EXPLORE VISIT LEARN JOIN & SUPPORT SHOP

ABOUT CONTACT
PRESS CAREERS
VENUE RENTALS PRIVACY POLICY
VOLUNTEER TERMS & CONDITIONS

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PROTOTYPE: ABOUT TABLET



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Aliens, Creatures and Altered Life



Vehicles



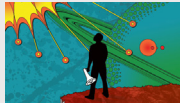
The Creators



Technology



Computers & Robots



Other Worlds



Time Travels

EDUCATION



Educational Vision

We believe that science fiction inspires interest in science, engineering, technology, math, art, and—ultimately—imagination. Imagination and education are central elements to the Museum. Visitors will be able to observe and experience science fiction as a bridge between art and science. Visitors will leave the Museum with a new appreciation of imagination as an essential component in the education process. Children in particular will learn more about creative disciplines and how they affect the human experience.

Educational Mission

The Museum's educational mission is to share and use science fiction as a way to inspire imagination and motivate learning in science, technology, engineering, the arts, and math.

Pilot Program with DC Schools

The primary objective of the DC Public Schools pilot program is to develop project-based learning activities with measurable outcomes. Lessons engage students in critical thinking. Students will compare science fiction and science fact through STEAM programming that uses Common Core and Next Generation Science Standards. The educational programming uses science fiction to foster a deeper interest in science and the arts. Click the photo to see Museum guest speakers teaching in the classroom.

Pilot Program with DC Schools

The Museum is currently developing project-based programming that will inspire students and support educators. Over the next five years, our vision is to offer:

Interactive and educational exhibitions

A variety of project-based learning activities, both in the Museum and in the classroom

An online resource center for educators and

both in the Museum and in the classroom

An online resource center for educators and students

Scholarships and grants

Competitions and contests

COMPETITIONS & EVENTS

FAQs

JOURNAL OF SCIENCE FICTION

REPORTS

CAREERS



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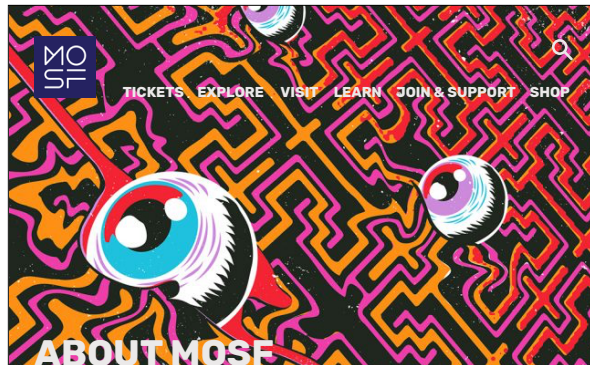
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PROTOTYPE: ABOUT DESKTOP



Our Mission

The mission of the Museum of Science Fiction is to create a center of gravity where art and science are powered by imagination. Science fiction is the story of humanity: who we were, who we are, and who we dream to be. The Museum will present this story through displays, interactivity, and programs in ways that excite, educate, entertain, and create a new generation of dreamers.

GALLERIES

Check out the galleries that the Museum of Science Fiction is presenting, which focus on seven commonly explored concepts in the Sci-Fi genre.



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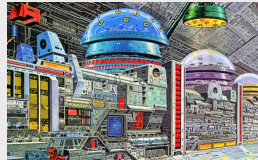
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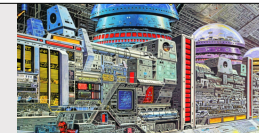
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ALIENS AMONG US

We think of aliens as existing “out there.” It turns out they have been here all along.


12 June 2020 – 30 December 2020

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GROUP PRICING

EXHIBITION HIGHLIGHTS



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HOURS **FLOORPLAN** **FEEDBACK** **DIRECTIONS**

RELATED EXHIBITIONS

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PROTOTYPE: EXPLORE TABLET



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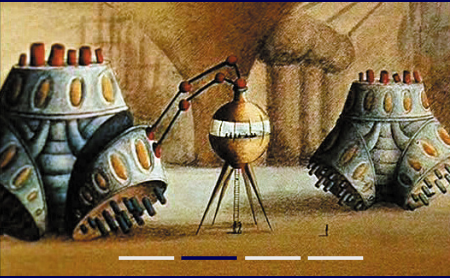
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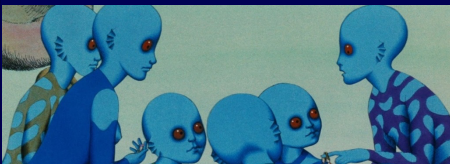
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HOURS **FLOORPLAN** **FEEDBACK** **DIRECTIONS**

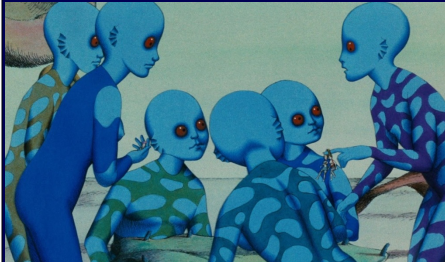
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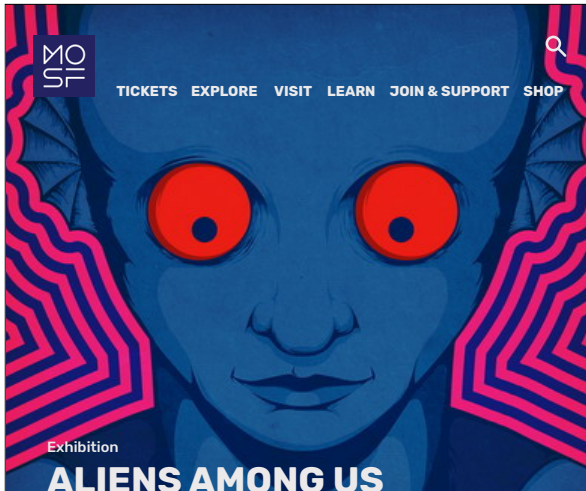
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