

A vibrant poster for the SCAD Savannah Film Festival. The background is a photograph of a crowded street at night, with a large crowd of people gathered in front of a building. The building has a prominent sign that reads "SCAD SAVANNAH FILM FESTIVAL". To the left, there's a smaller sign for "Royald's Ice Cream". The sky is dark with some clouds. The image is framed by several vertical bars of different colors (yellow, orange, pink, green) on the left and right sides. A series of thin, colorful lines (red, blue, green, yellow) are drawn across the top left corner. The text "Redesign the experience of SCAD Film Festival" is centered in a large, white, sans-serif font.

Redesign the experience of SCAD Film Festival



Wenqi Zhu

█ M.F.A. Service Design



Ashley Montalvo

█ M.F.A. Service Design



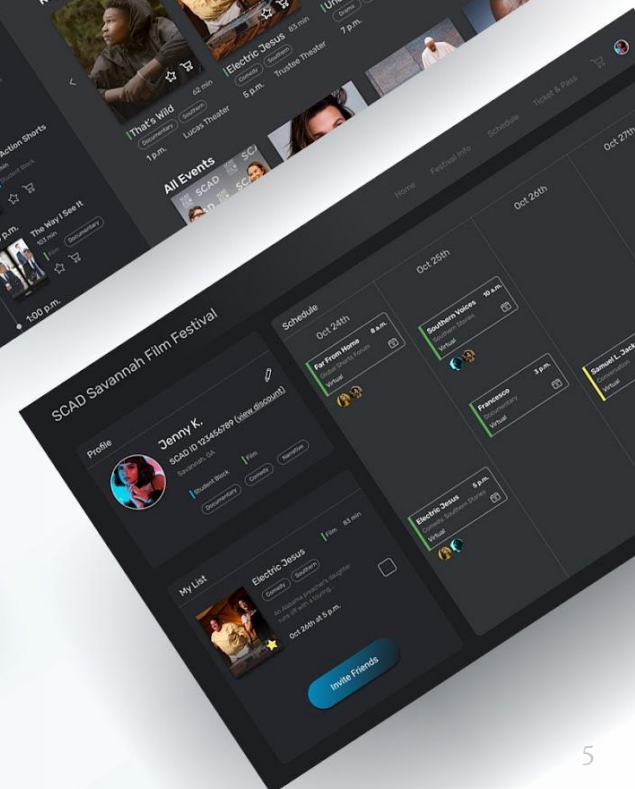
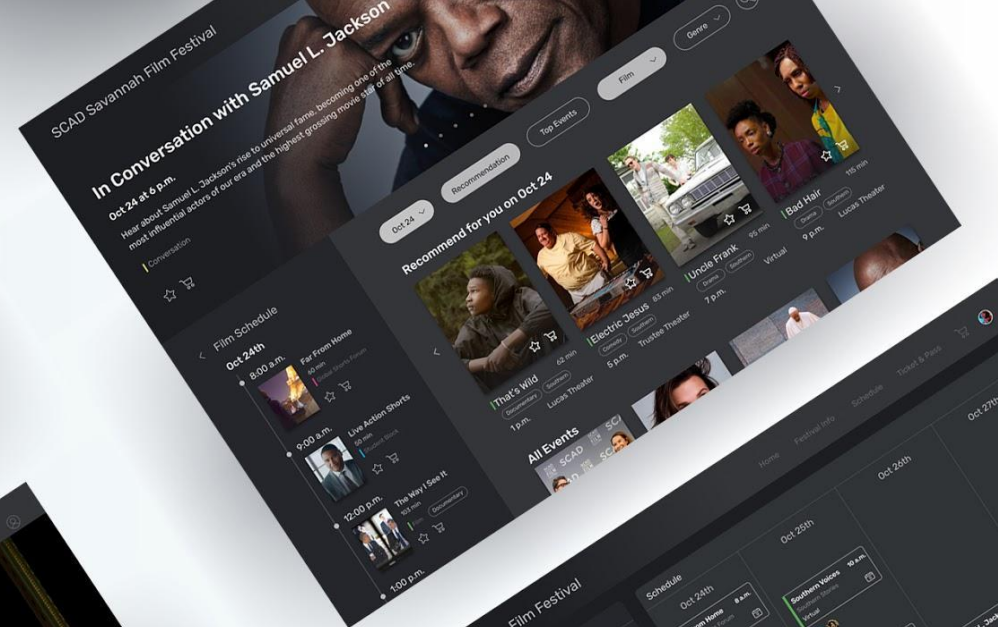
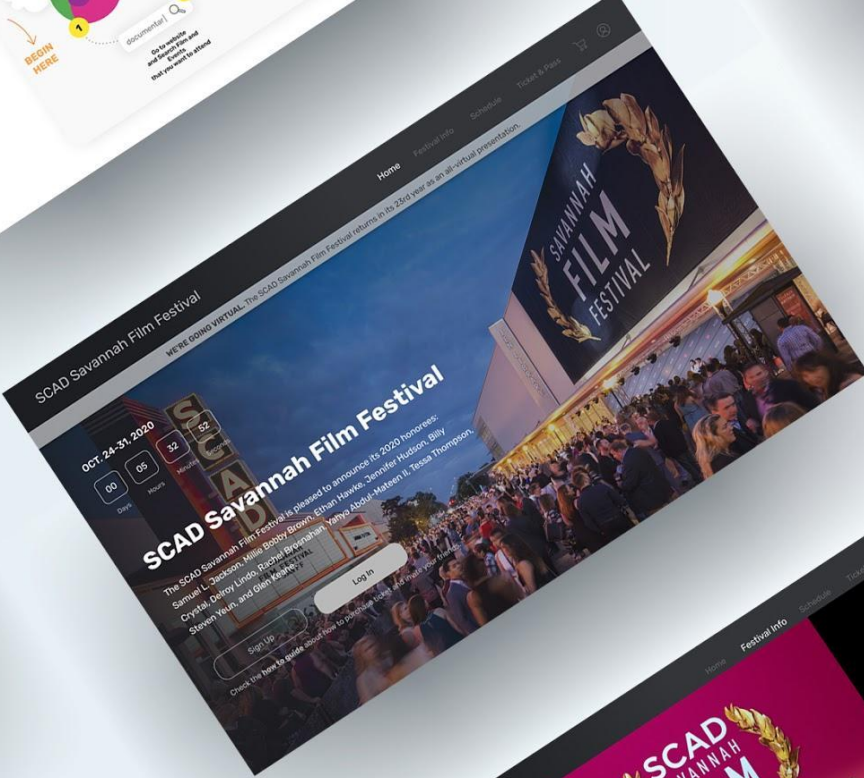
Jun Zhao

█ M.F.A. Service Design



How might we help customers to **look for film
schedule and information** in an easier way at the
SCAD Film Festival?







Clearer Information Architecture

More appealing visuals

User friendly features

Improve overall satisfaction
rate and pleasure!

Our Design Process



Topic Exploration



Primary Research



Ideation



Concept Dev.



Prototype

Explore **9** broad
topics and narrow
down to **1**



Topic Exploration



Primary Research



Ideation



Concept Dev.



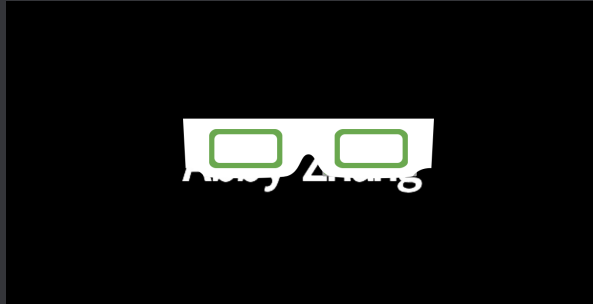
Prototype

3 rounds of survey, **84**
responses

Interview with **9**
students and **5** design
experts (**1** intern)

Research Goal:

To discover students' experience with purchasing tickets, attending events, expectations of the events.



Socializer



Grad Student



Design
Management



I want to see films with friends at the film festival after class time and pick the specific film content me and my friends want to see.

Researcher



Senior Student



Animation



I want to make sure I have a good seat and watch films with good content, especially those unique films that are uncommon.

Intern



Senior Student

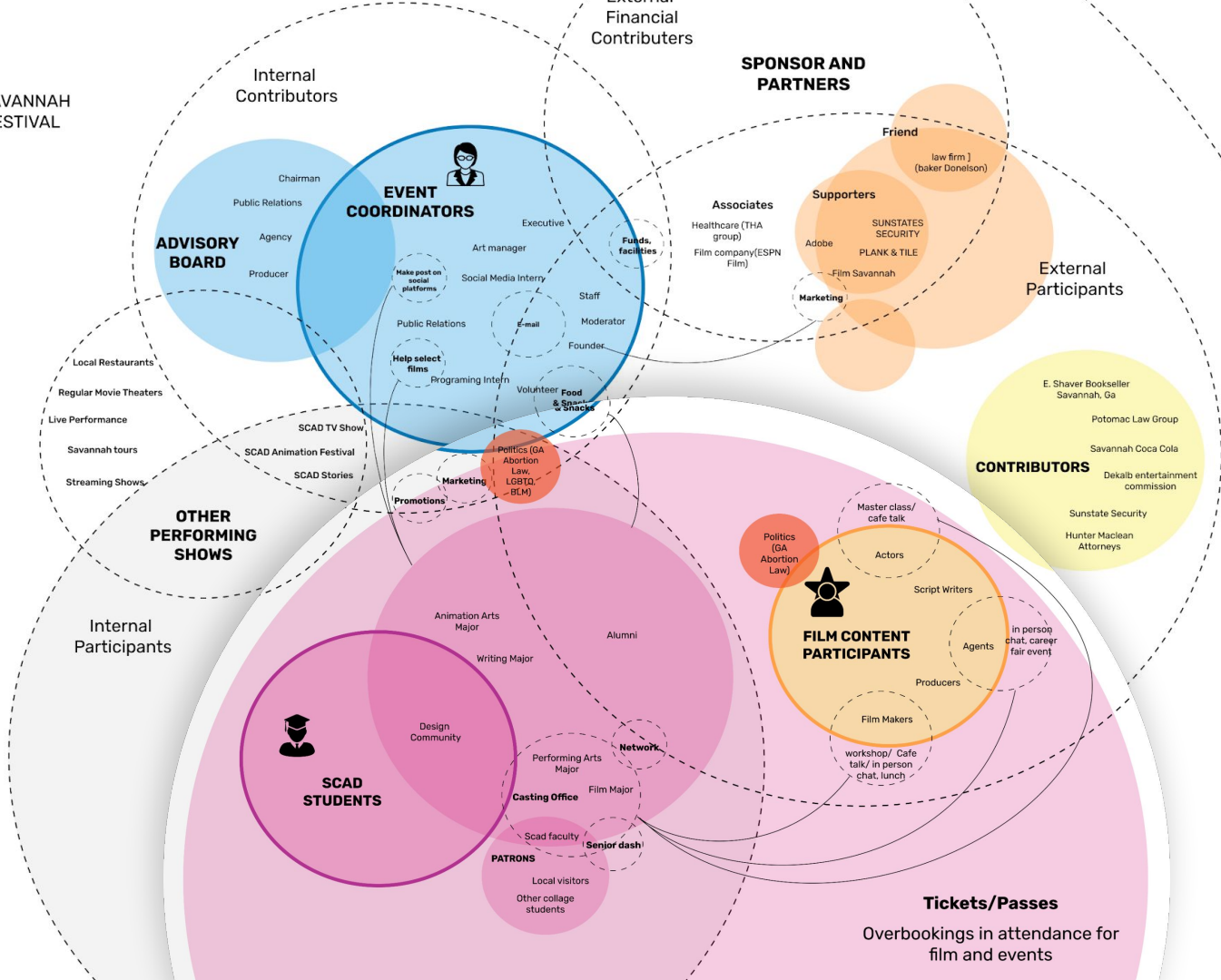


cinematography

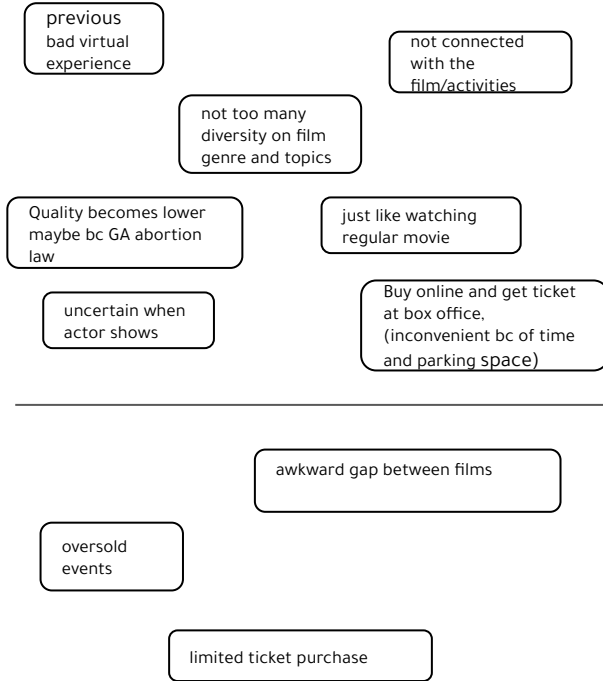


As a staff member I had access and was given priority to all different events, any screening and could talk to famous guests at hangout room,.

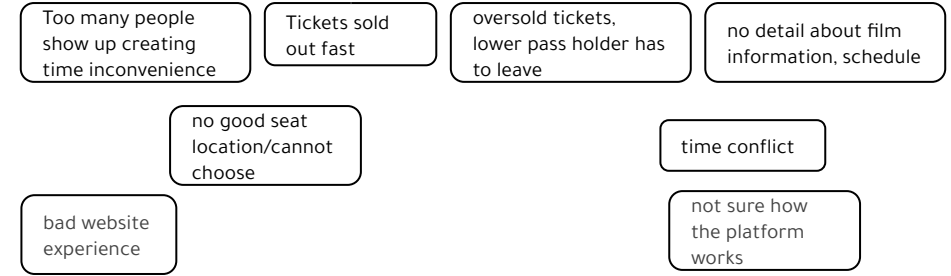
SCAD SAVANNAH FILM FESTIVAL



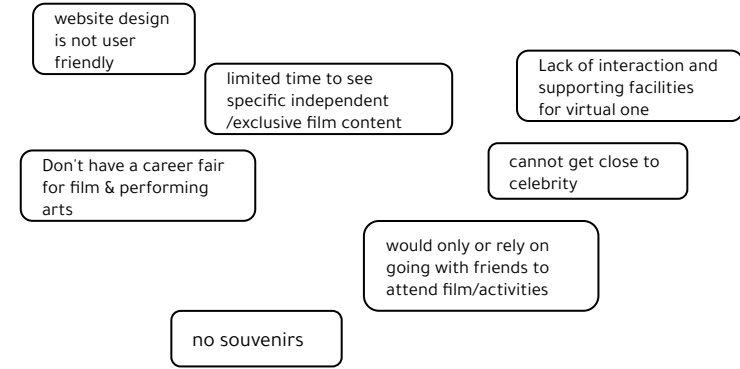
Low Frequency Problems



High Impact Problems

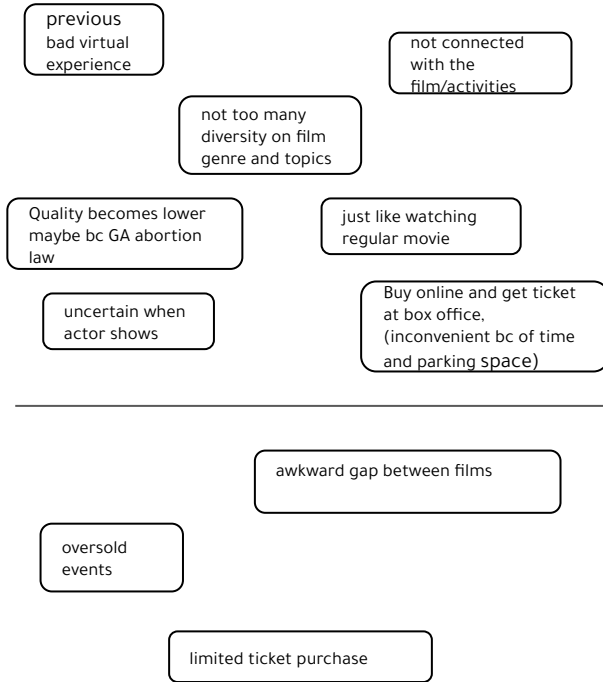


High Frequency Problems

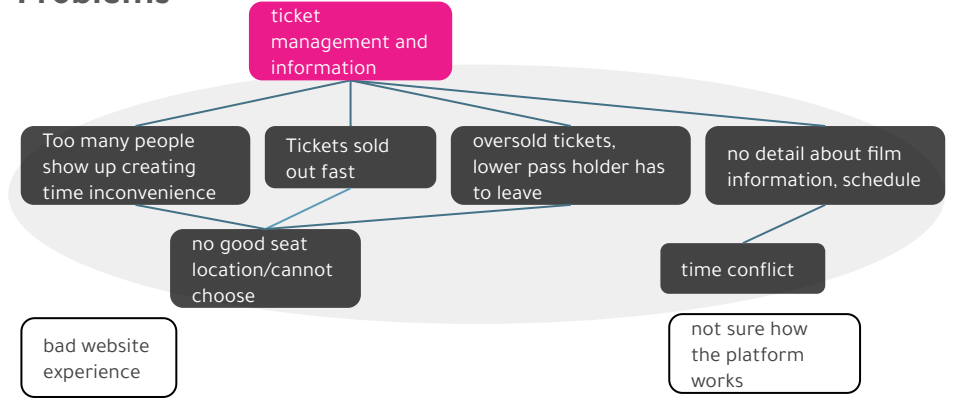


Low Impact Problems

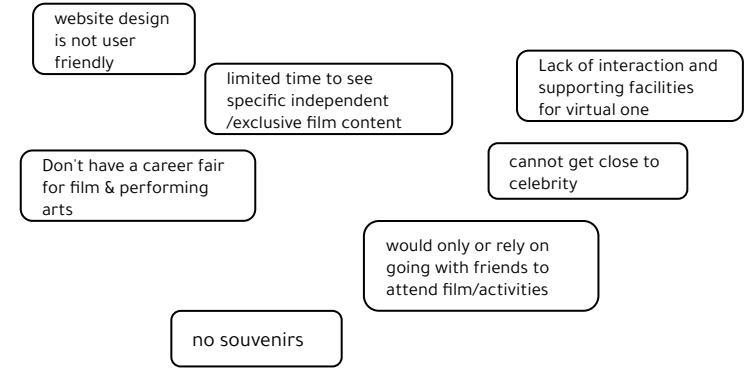
Low Frequency Problems



High Impact Problems

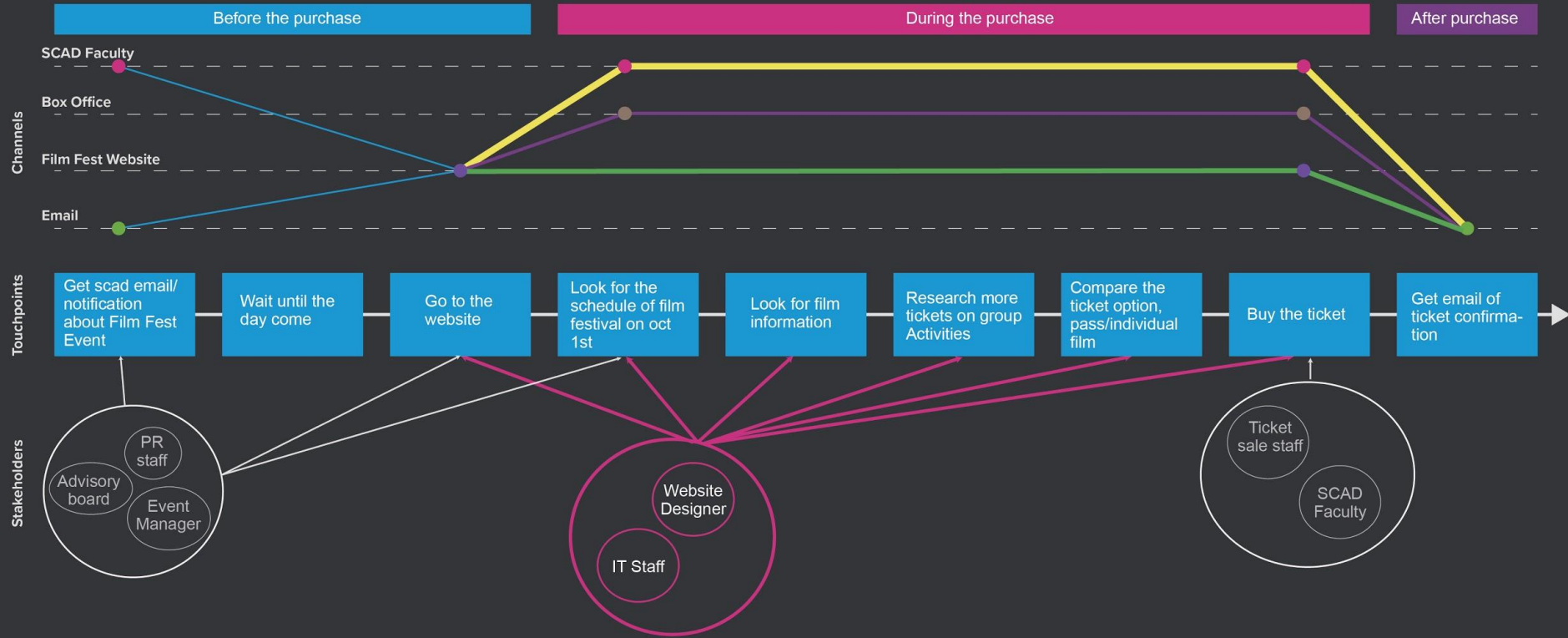


High Frequency Problems



Low Impact Problems

Customer Journey of Buying a Ticket





Topic Exploration



Primary Research



Ideation



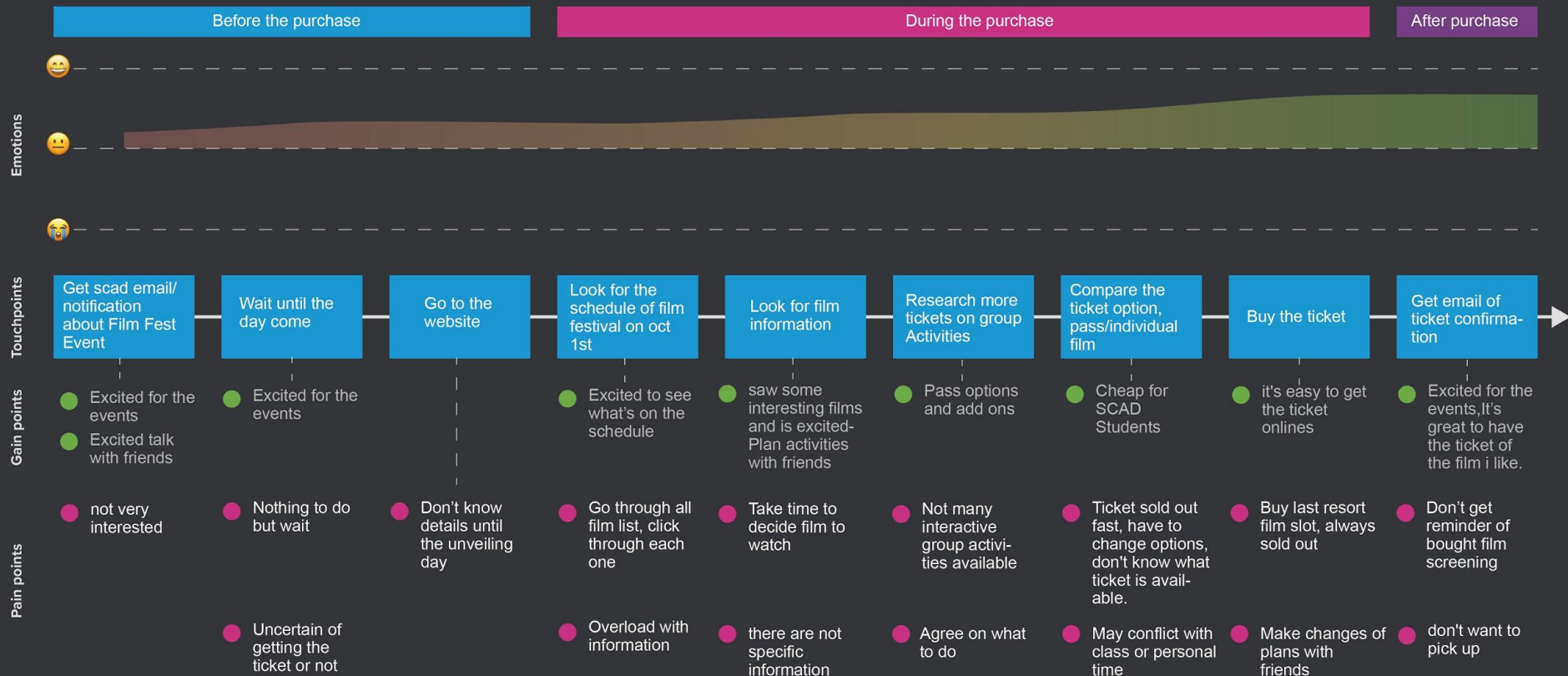
Concept Dev.



Prototype

Focus group
interview with **7**
participants

Updated Journey Map of Buying A Ticket



Updated Journey Map of Buying A Ticket

Before the purchase

During the purchase

After purchase



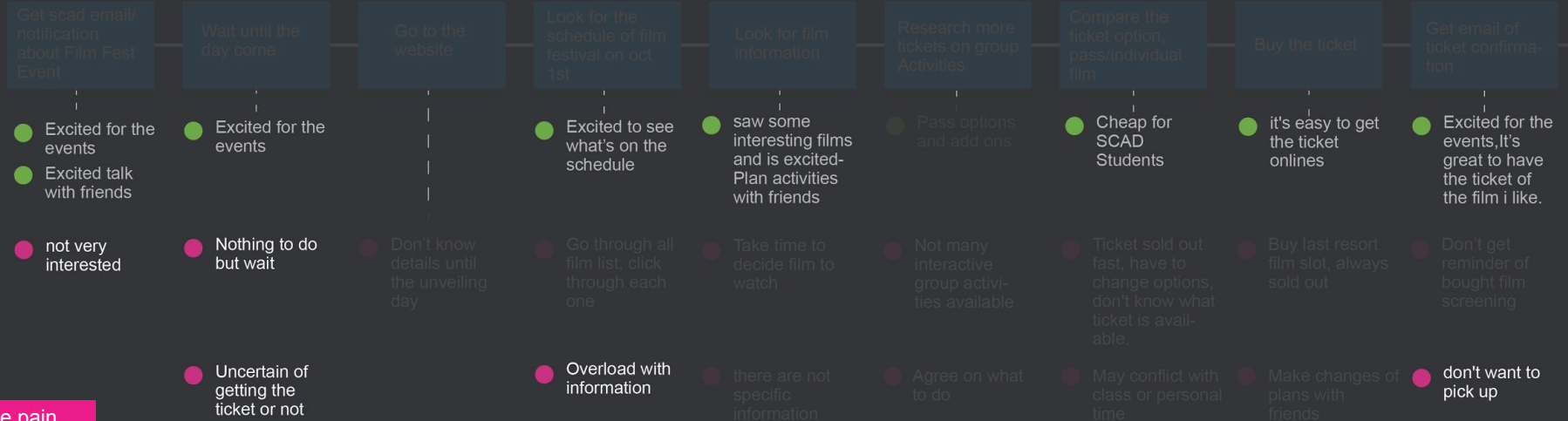
Adjust emotions



Touchpoints

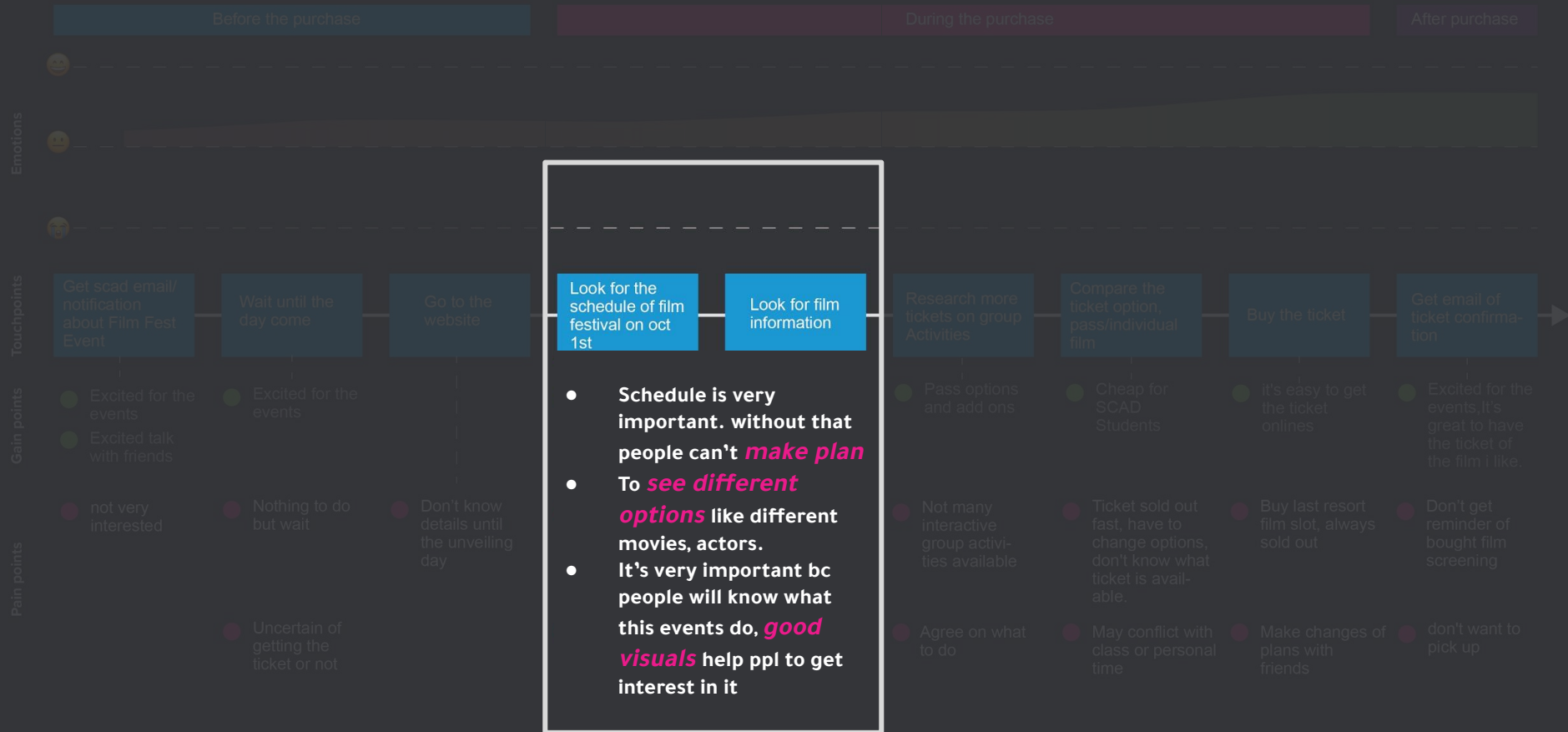
Gain points

Pain points



Update pain points gain points

Updated Journey Map of Buying A Ticket



1. Frame

What is the problem? Ticket management and information problem of SCAD Film Festival

Who is involved? Advisor board, event coordinator, students, professors, staff

2. Reframe

Is there a different way to see the problem? Looking for film schedule and film information

3. Moving Forward

How do we keep momentum? Define the actionable design strategies for next step

Research in whole customer experience

Doing workshop with students to discover to find the specific pain points and measure emotions

Solve the pain points which are higher impact and higher frequency

Look at what current website is doing

Raise

- More visuals** like film posters with brief introductions
- Have a **clear on-boarding experience** provide how to guide



Eliminate

- Lack of options for reminders
- Confusion of difference between **tickets and passes**



New Value Curve



Create

- Have a **reminder** to notify
- The platform to **recommend events**
- Can **make plan with friends**



Reduce

- Inconvenient website design
- Create **time conflict**
- Inappropriate information** display



Topic Exploration



Primary Research



Ideation



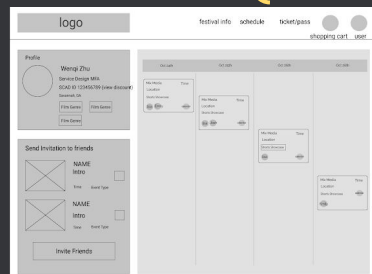
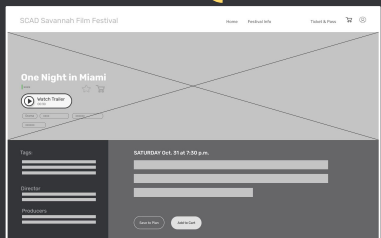
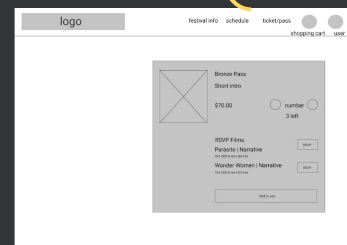
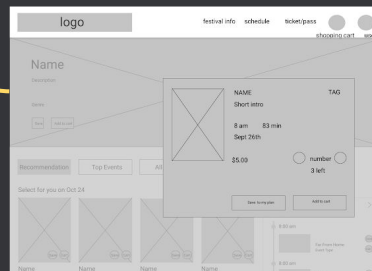
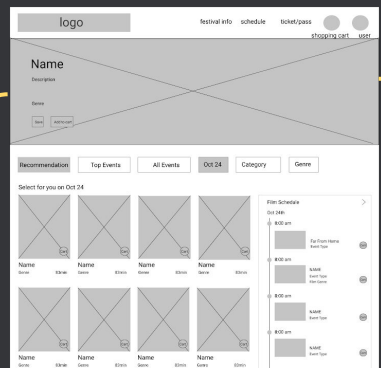
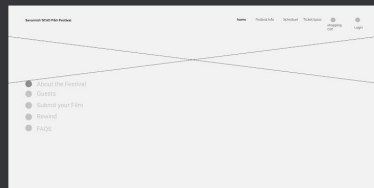
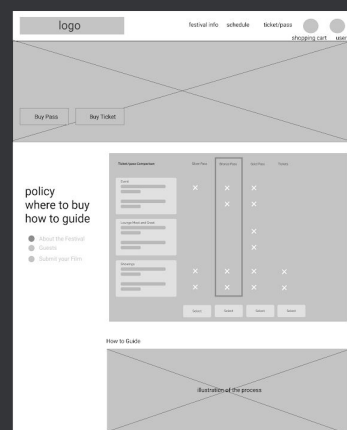
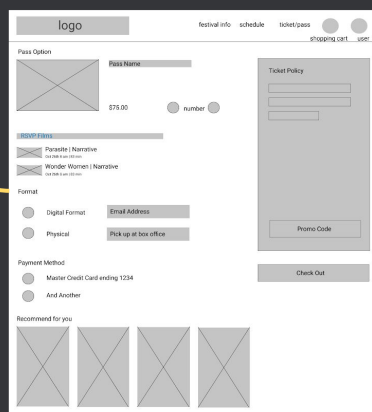
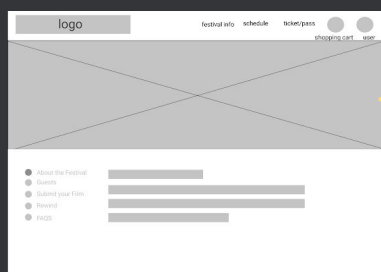
Concept Dev.



Prototype

Card sorting with **6**
participants

low-fi





Topic Exploration



Primary Research



Ideation



Concept Dev.



Prototype

User testing with **4**
participants



WE'RE GOING VIRTUAL. The SCAD Savannah Film Festival returns in its 23rd year as an all-virtual presentation.

OCT. 24-31, 2020

00

Days

05

Hours

32

Minutes

52

Seconds

SCAD Savannah Film Festival

The SCAD Savannah Film Festival is pleased to announce its 2020 honorees:

Samuel L. Jackson, Millie Bobby Brown, Ethan Hawke, Jennifer Hudson, Billy Crystal, Delroy Lindo, Rachel Brosnahan, Yahya Abdul-Mateen II, Tessa Thompson, Steven Yeun, and Glen Keane.

Sign Up

Log In

Check the [how to guide](#) about how to purchase ticket and invite your friends.



- [About the Festival](#)
- [Guests](#)
- [Submit Your Film](#)
- [Past Film Festivals](#)
- [FAQ](#)
- [Become A Sponsor](#)
- [About SCAD](#)

About SCAD Savannah Film Festival

The Savannah College of Art and Design presents the annual festival, celebrating cinematic creativity from both award-winning professionals and emerging student filmmakers. Each year, more than 63,000 people attend the eight-day SCAD Savannah Film Festival. The festival is host to a wide variety of competition film screenings, special screenings, workshops, panels, and lectures.



In Conversation with Samuel L. Jackson

Oct 24 at 6 p.m.

Hear about Samuel L. Jackson's rise to universal fame, becoming one of the most influential actors of our era and the highest grossing movie star of all time.

Conversation



< Film Schedule

Oct 24th

8:00 a.m.



Far From Home
60 min
Global Shorts Forum



9:00 a.m.

Oct 24

Recommendation

Top Events

Film

Genre



Recommend for you on Oct 24



One Night in Miami

Film 110min



Watch Trailer

00:30



Drama

Black Experience

Female Filmmaker

Social Issues

Tags:

2020 films | English-language | Biographical |
Drama | Films about Malcolm X | Films about
Muhammad Ali | Set in the 1960s |

Director

Regina King

Producers

Jess Wu Calder, Keith Calder, Jody Klein

SATURDAY Oct. 31 at 7:30 p.m.

One Night in Miami is a fictional account of one incredible night when icons Muhammad Ali, Malcolm X, Sam Cooke, and Jim Brown gathered to discuss their roles in the civil rights movement and cultural upheaval of the 1960s.

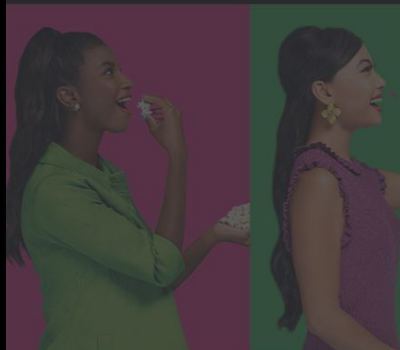
Note: This film has a live Q&A with actors Eli Goree and Aldis Hodge immediately follows the scheduled screening.

Cast: Kingsley Ben-Adir, Eli Goree, Aldis Hodge, Leslie Odom Jr. , Joaquina Kalukango, Nicolette Robinson, Beau Bridges, Lance Reddick

Save to List

Add to Cart

SCAD Savannah Film Festival



Recommendation

Recommendation



Electric Jesus

Comedy Southern

Electric Jesus

Comedy Southern

Film 83 min

An Alabama preacher's daughter runs off with a touring Christian hair metal band during the summer of 1986. Electric Jesus is a wistful coming-of-age music-comedy reminiscent of The Commitments...

Oct 24 5 p.m.

Virtual

\$5.00

- 1 +

3 left

Add to cart

- Compare Ticket and Pass
- Where to Buy
- Ticket Policy
- How to Guide

Ticket/pass Com

Any Single Even

All Film screenin

All Panels

All Gala Premiere Ev



Gold Pass

Access to all film screenings and panels, including gala premiere events. RSVP big films to lock your seat!

* Pass holders must be logged in no later than 15 minutes prior to the scheduled start time to secure access to the film.

Oct 24-31 Any time

Virtual

Parasite

Narrative

RSVP

Oct 26th 8 a.m. | 83 min

Wonder Women

Narrative

RSVP

Oct 26th 10 a.m. | 103 min

\$150.00

- 1 +

2 left

Add to cart

Email Address

* If you select this, pick up all Ticket/Pass at box office

Payment Method

☐ MasterCard ending 1234

☒ And Another

\$150.00

- 1 +

2 left

Check Out

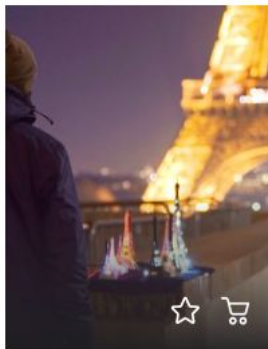
Recommend for you



Electric Jesus 83 min

Film Comedy Southern

Oct 24th 5 p.m.



Far From Home 60 min

Forum Documentary Southern

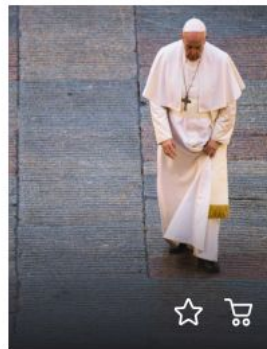
Oct 24th 8 a.m.



Samuel L. Jac... 30 min

Conversation

Oct 26th 6 p.m.



Francesco 118 min

Film Documentary

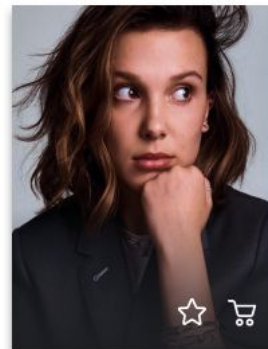
Oct 25th 3 p.m.



SCAD Alumni Q.. 30 min

Student Block Panel

Oct 26th 5 p.m.



Millie Bobby Br... 30 min

Conversation

Oct 27th 5 p.m.

Where to Buy



The Savannah Box Office

Monday through Thursday
10 a.m. to 3 p.m.

[Box Office](#)

Scad Film Festival Website

You can buy tickets at any time

[Film Schedule](#)

By Phone at 912.525.5050

Monday through Thursday, 10 a.m. to
3 p.m.

[Phone Call](#)

Policies

Pass and ticket policy

Access to the SCAD Savannah Film Festival requires a ticket or a pass. SCAD Savannah Film Festival passes are non-transferable and non-refundable. All sales are final. Due to audience capacities, only purchased tickets will be honored. You cannot swap tickets. It is recommended that you familiarize yourself with the online environment prior to the start of the festival. Using a festival pass or ticket signifies your agreement to all terms and conditions.

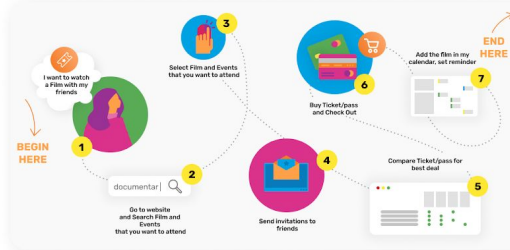
+ Screenings access policy

+ Additional policies

+ Media policy

+ Security policy

How to Guide



• Compare Ticket and Pass

- [Where to Buy](#)
- [Ticket Policy](#)
- [How to Guide](#)

Ticket/pass Comparison

	Gold Pass	Silver Pass	Bronze Pass	Ticket
Any Single Event	✓			✓
All Film screenings	✓	✓ Before 7 p.m. ET	✓ Before 7 p.m. ET	
All Panels	✓	✓ Before 7 p.m. ET		
All Gala Premiere Events	✓			
Price	\$150.00	\$100.00	\$75.00	\$5.00
	Select	Select	Select	Select

Profile

My List

Invitation you sent



Emmy Lewis

have accepted the invitation.



Electric Jesus

Film 83 min

Comedy

Southern

An Alabama preacher's daughter runs off with a touring...

Oct 26th at 5 p.m.

Invitation you received



Laura

Laura sent an invitation.



Far From Home

Forum 60 min

Documentary

Southern

Filmmakers reckon with ideas of home, issues of displacement...

Oct 24th at 8 a.m.

Accept

Decline

Schedule

Oct 24th

Far From Home

8 a.m.

Global Shorts Forum

Virtual



Oct 25th

Southern Voices

10 a.m.

Southern Stories

Virtual



Francesco

3 p.m.

Documentary

Virtual

Electric Jesus

5 p.m.

Comedy, Southern Stories

Virtual



Oct 26th

Samuel L. Jackson

6 p.m.

Conversation

Virtual

Oct 27th

SCAD Alumni Q&A

3 p.m.

Panel

Virtual



Millie Bobby Brown

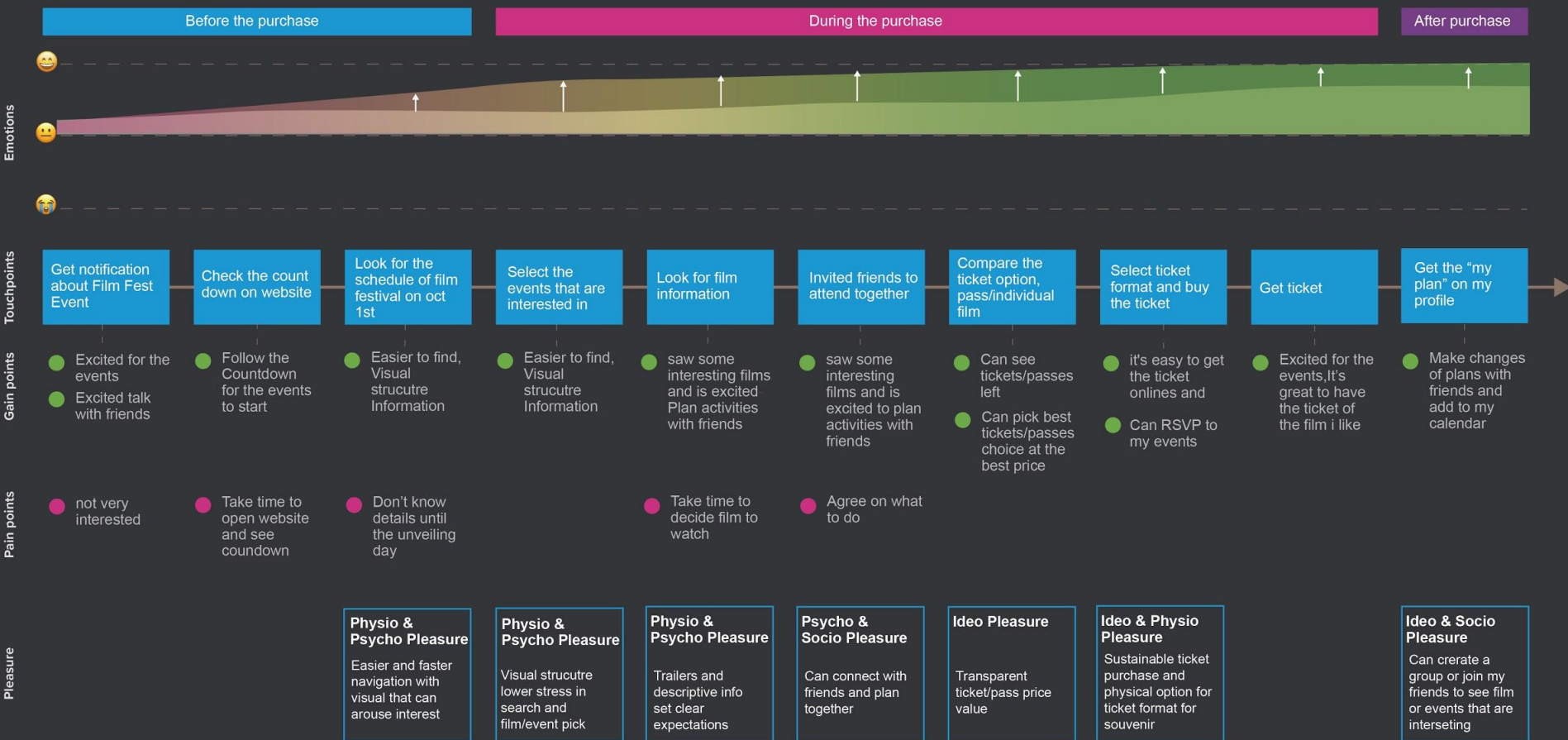
7 p.m.

Conversation

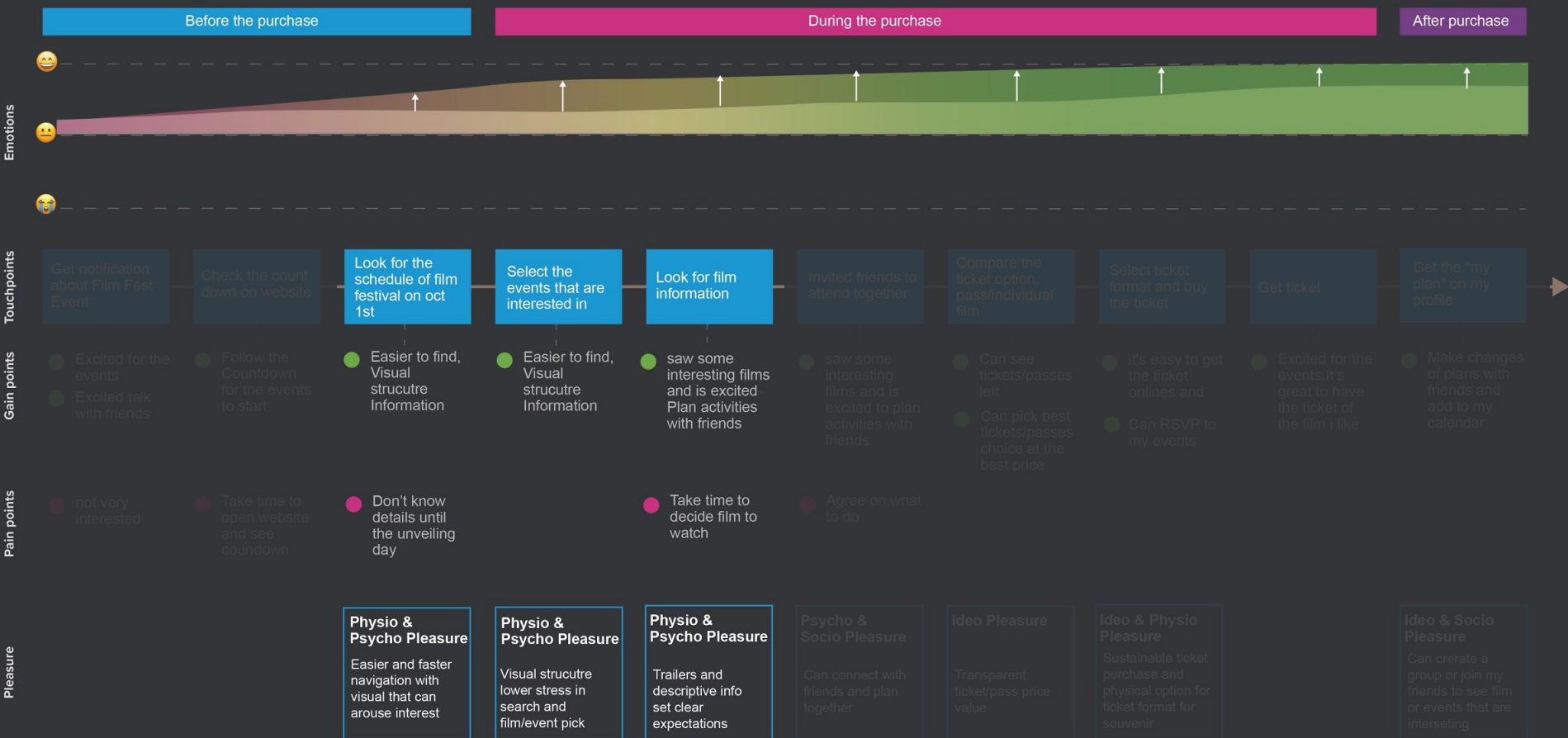
Virtual



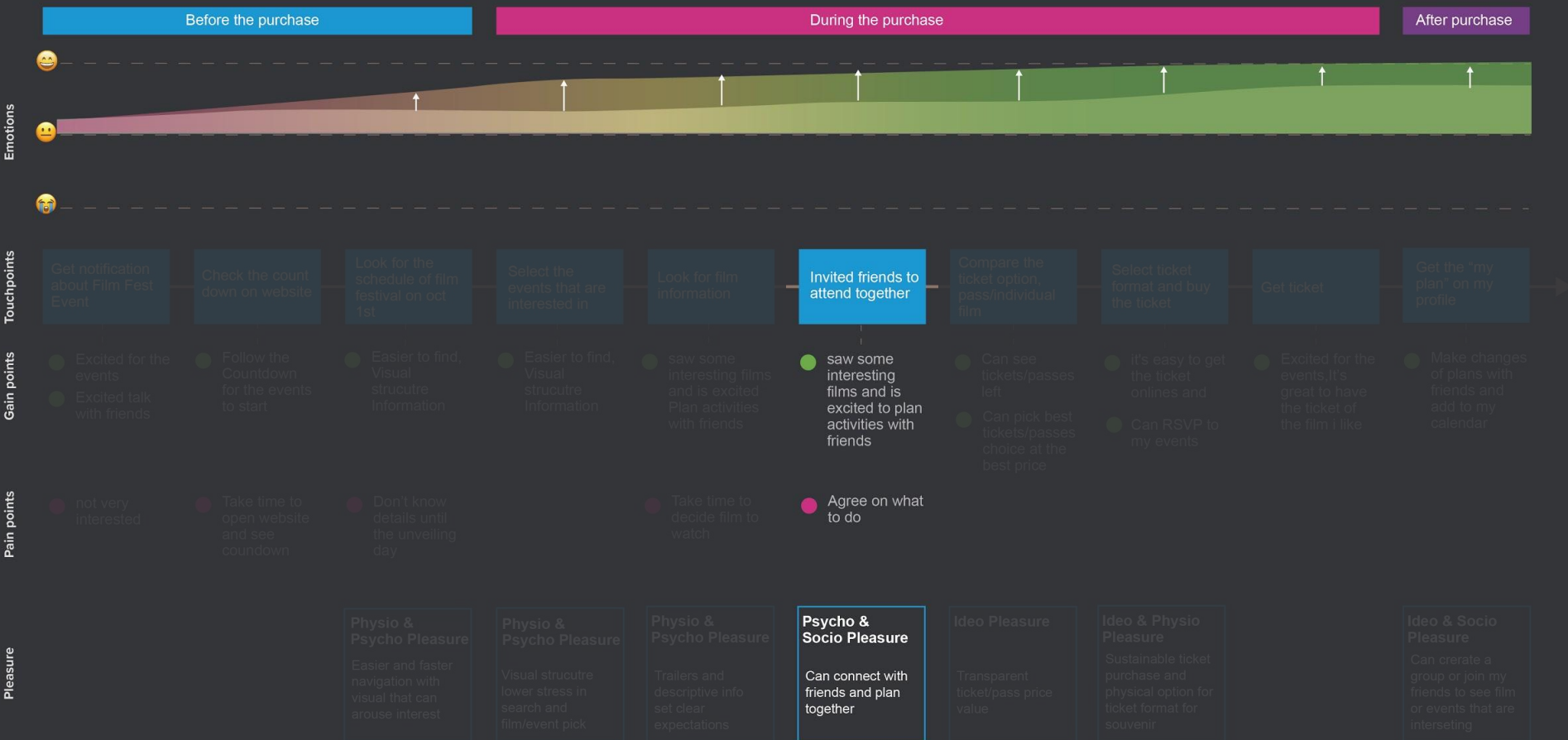
Final Journey Map of Buying A Ticket



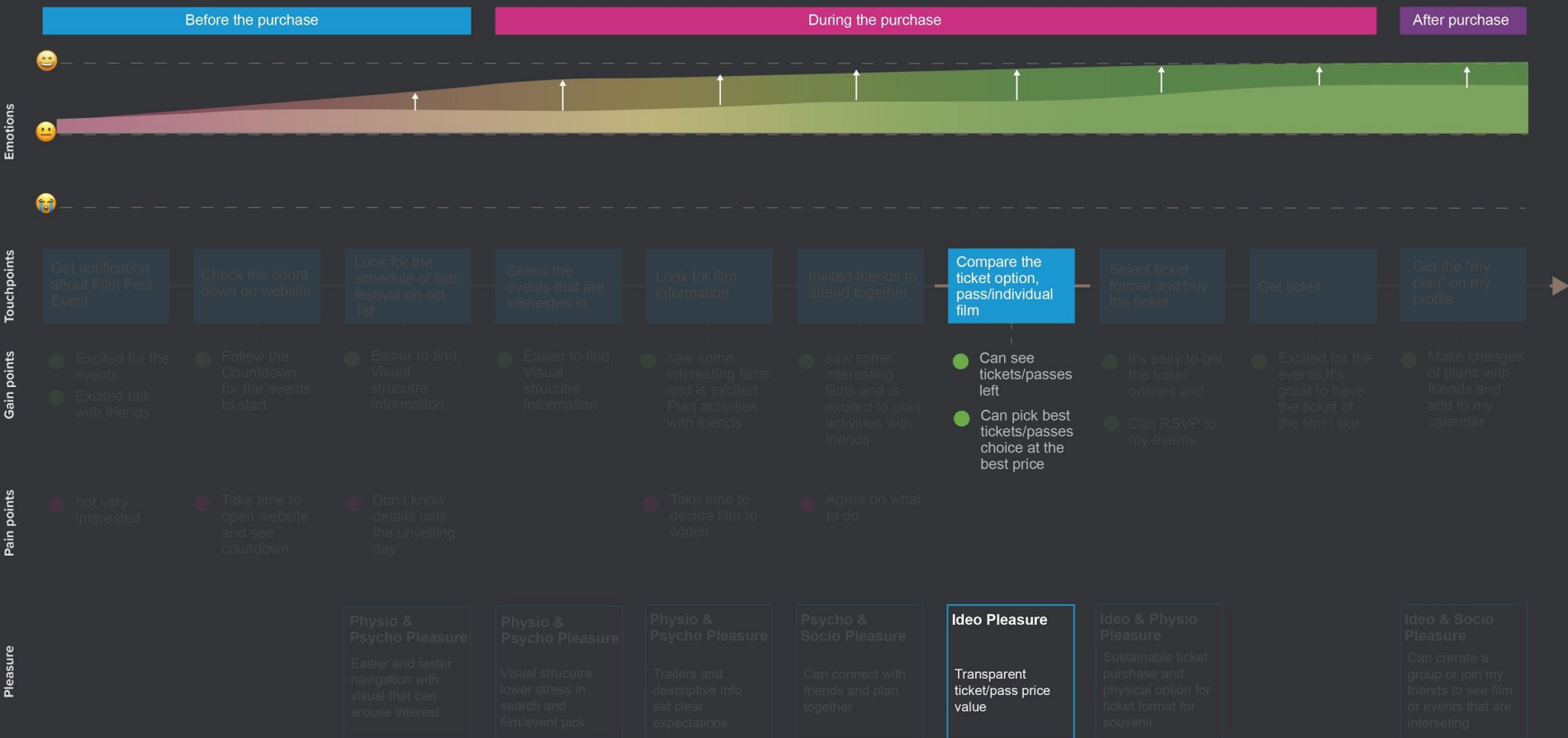
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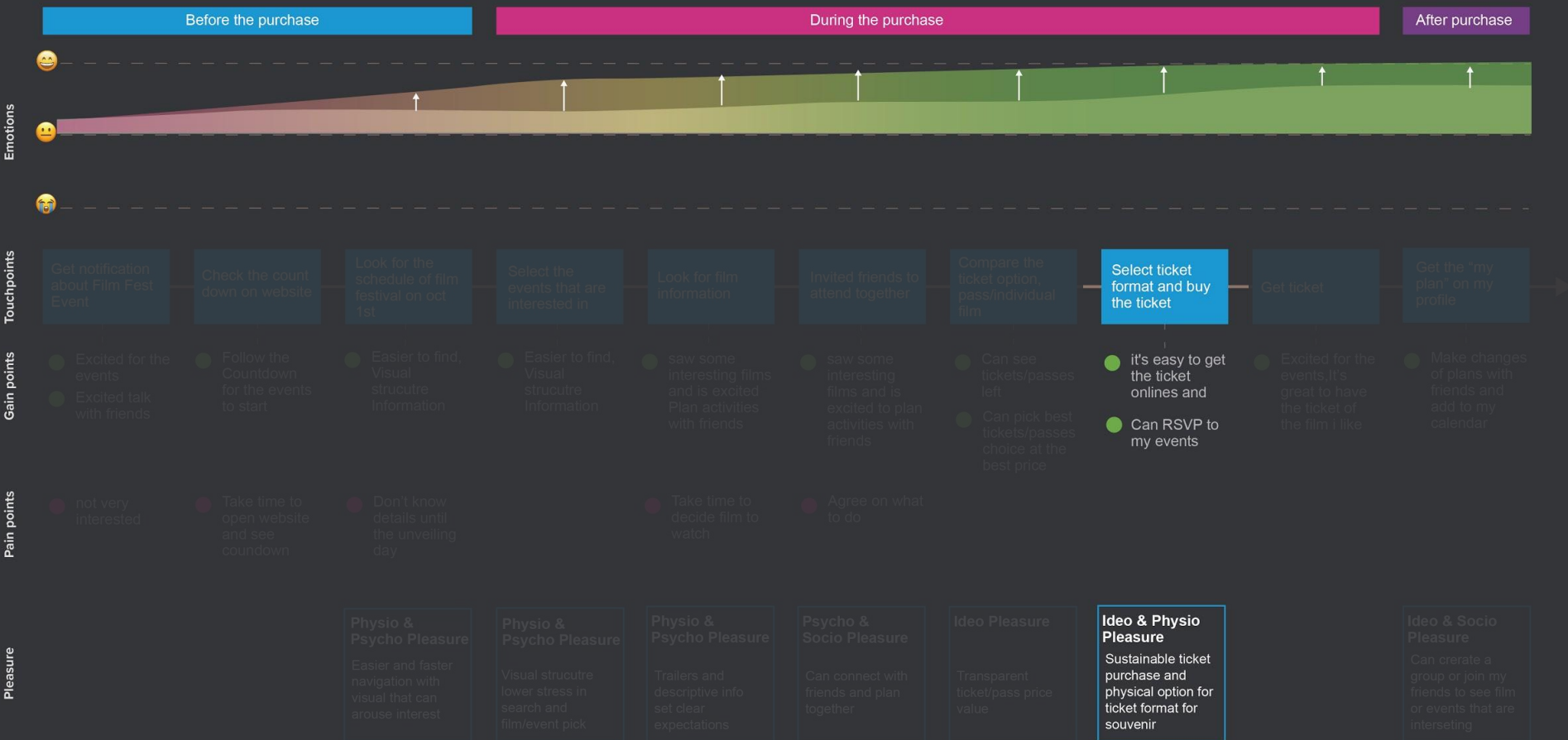
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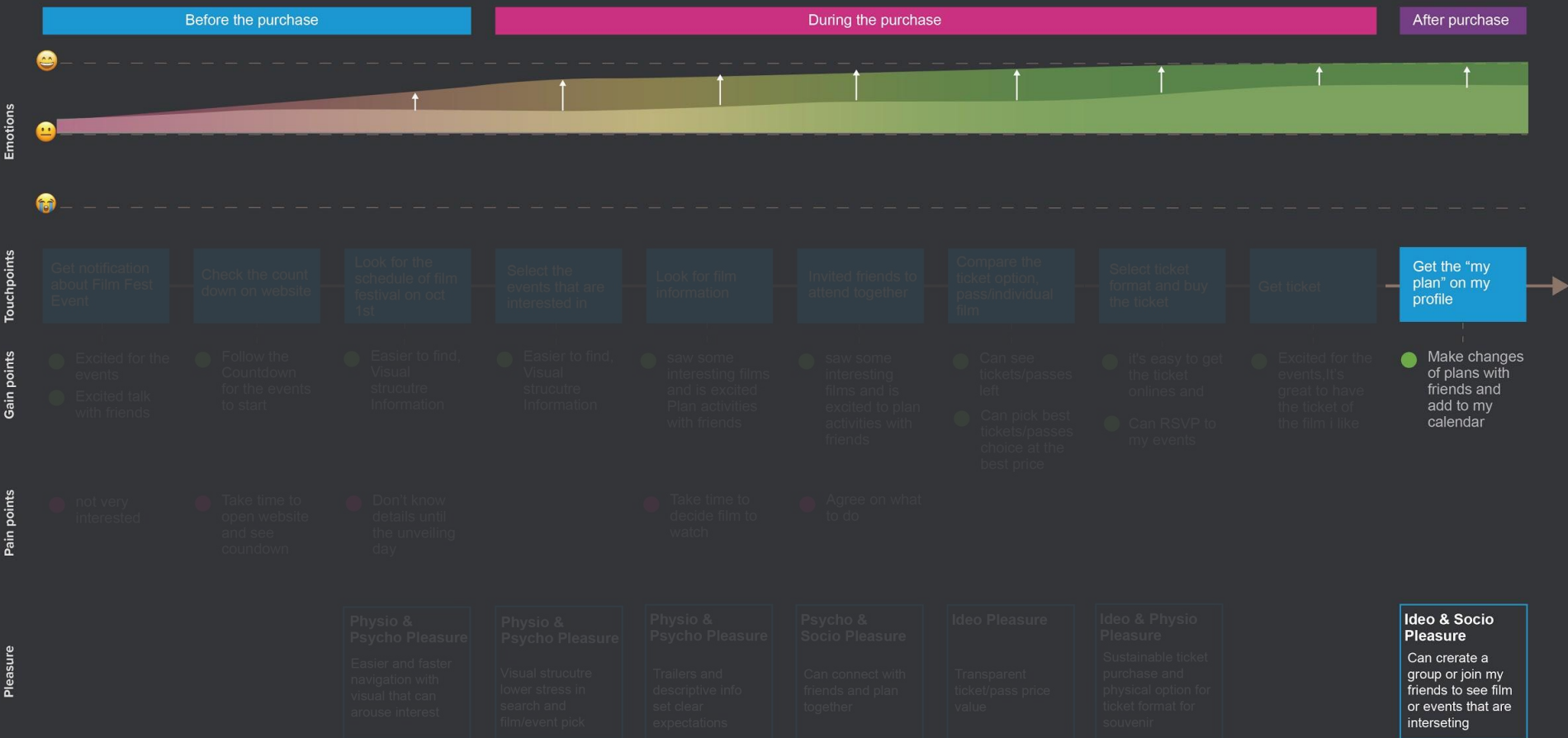
Final Journey Map of Buying A Ticket



Final Journey Map of Buying A Ticket



Final Journey Map of Buying A Ticket





Thanks for Watching!

Q + A

FESTIVAL

PRESENTED BY SCAD