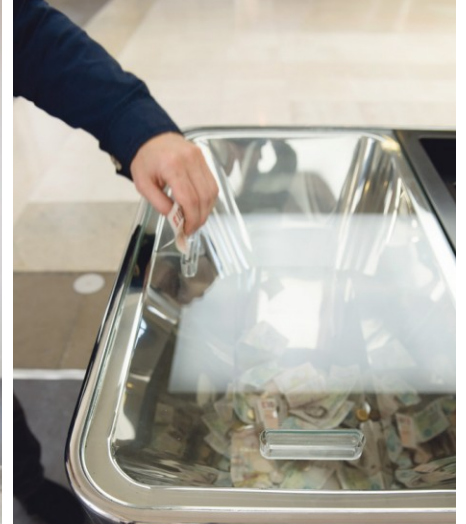


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## RELEVANT STAGES **INCREASING MUSEUM FUNDRAISING**

### RELEVANT STAGES

Scope and frame: Current situation

Create: Understanding users

### STRENGTHS

Visitor movement analysis, user journey, touchpoint analysis

### PROJECT TITLE

Science Museum Fundraiser Desk

### CLIENT

Science Museum, London, UK

### DESIGN SUPPLIERS

Universal Design Studio and MAP, London, United Kingdom

### LAUNCH DATE

July 2012

### USEFUL LINKS

[www.effectivedesign.org.uk](http://www.effectivedesign.org.uk)

### SUMMARY

Universal Design Studio and MAP were asked to review The Science Museum's entrance area and create a welcoming space that would help increase visitor donations. The renovations would support the museum's 'Visitor Giving' initiative, which involved staff members greeting each visitor and inviting them to make a donation.

### INSIGHT

While studying visitors' movements, Universal Design Studio and MAP identified an excess of pathways that often caused customers to bypass both the museum's fundraisers and its information desk. Universal Design Studio and MAP streamlined the reception hall and incorporated a two-stage entry system with bespoke desk installations featuring mirror-polished stainless steel in keeping with their contemporary surroundings.

### APPROACH

Based on the study of visitor's movements Universal Design Studio and MAP designed a bespoke fundraiser desk, which channels visitors into two openings where they are greeted by staff. This design allows staff to welcome the each visitor and ask for a donation, even at busy times. The collection boxes are integrated in the desk surface, as are a range of fold and slide doors allowing storage of tools and personal items whilst retaining a clean and professional look from both directions.

### OUTCOME

As a result, visitors approached the fundraising desk before passing through to a central information point. The Science Museum reported that visitor donations increased by 80% and 67% more guidebooks were sold in the six-month period immediately following the installation.