HIGH FIDELITY SERVICE BLUEPRINT

hanamikhail ©

Key Service Stages	AWARE	JOIN	USE	DEVELOP	LEAVE
	PRE-VISIT	ENTERING MUSEUM	FIRST INTERACTION	USING THE PRODUCT	LASTING IMPACT
Steps	LEARNING ABOUT THE INITIATIVE	INITIAL DISCOVERY	FINDING & ENGAGING WITH SEAT	DEEPENING THE EXPERIENCE	REFLECTION POST VISIT
Visitor Quote	"I've been feeling overwhelmed lately, and when I saw the IN FOCUS ad about engaging in a slow museum experience to reconnect with art, it made me think—maybe this is exactly what I need."	"The museum was buzzing, but the IN FOCUS trail caught my eye when I saw it on the museum map, I got curious—what if art could actually help me feel more present?"	"I'd been moving from room to room... then I saw the first seat, there was something about the shape of it and I recognised the symbol from the brochure — I wasn't sure what to expect, but I stopped and sat down."	"I didn't realise how much it would shift the way I see things, each seat felt more immersive than the last. There was something about the quiet of it... the way I stopped without planning to. It made me look- really look- and I didn't want to rush back into everything straight away. It's like the space around me faded, and it was just me and the artwork."	"Walking out of the museum, I feel different—lighter, more aware. I didn't just visit an exhibition today, I experienced it. And I want to come back for more."

Line of interaction

FRONTSTAGE

MUSEUM VISITOR

- Sees IN FOCUS teaser through targeted social media campaigns
- Clicks LEARN MORE and is directed to V&A website IN FOCUS page
- Decides to visit the museum
- Reads posters in streets of London
- Picks up brochure at wellness centre waiting room
- Arrives at museum
- Sees IN FOCUS on museum map
- Picks up brochure at welcome desk
- Refers to the brochure + signage and follows the trail
- Museum Volunteer encourages them to start the trail by following the icons on museum signage
- Reads the plaque beside the seat
- Discovers cane material
- Sits upstraight in Haven
- Sits relaxed in Haven
- Sits with company in Link
- Leans against Lean
- Focuses more intently on nearby work
- Lingers longer, breathing slows
- Pauses quickly and rest their back
- Shares quiet thoughts with a friend
- Drawn to continue the trail and this mindful museum experience
- Experiences sightlines that subtly reframe the artwork
- Visitor finds themselves staying longer than expected, deeply immersed in the art and surroundings.
- Takes a final look at the piece, slower and more grounded
- Notices brochure back with QR prompt
- Scans QR code for reflection page
- Write a short note thankful for their new museum experience
- Leaves with a softened gaze more present, more aware

MUSEUM

- Launches targeted marketing campaigns for social media, museum website
- Launches outdoor ads to promote IN FOCUS
- Features IN FOCUS on the homepage of the museum website with an overview of the experience.
- Distributes brochures to mental health organizations via partner charities
- places IN FOCUS brochure stand at entrance
- integrates IN FOCUS icons signage into wayfinding system and entry panels
- Staff at welcome desk guides visitor and introduces IN FOCUS when asked
- Installs IN FOCUS seats in assigned gallery areas
- Places plaques beside each seat with tailored prompts
- Ensures wayfinding aligns with trail sequence
- Keeps trail icons consistent across maps and spaces
- Makes brochure easily available at entry
- Positions volunteers nearby but non-intrusive
- Ensures each seat placement offers visual sightlines toward curated artworks
- Keeps brochure easily available mid-trail
- Visitors provide light guidance to visitors when needed
- Ensure QR code is working and discreet
- Evaluates feedback on reflection page to refine future iterations of the experience and expand engagement strategies.

Line of visibility

BACKSTAGE

MUSEUM

- Develops campaign assets (posters +social)
- Print and distribute brochures, posters, and museum entry signage
- Updates CMS for museum website
- Partners with mental health organizations and wellness apps
- Schedules targeted social media posts
- Ensure campaign materials are aligned with museum tone (avoid wellness/therapy jargon)
- Ensures brochures and signage are fully stocked each morning
- Designs and places IN FOCUS icons/stickers on existing museum signs
- Monitors how visitors interact with signs and maps (observation/staff notes)
- Keeps seats clean and maintained
- Curates locations based on art, space and user flow
- monitor trail subtly from a distance
- Keeps materials clean, intact, and safe
- Ensures plaque visibility is consistent throughout
- Observes visitor exit pace or lingering behaviour
- Ensures brochures are stocked and QR remains accessible
- Analyzes visitor behavior data to refine the experience and seating effectiveness

Line of internal interaction

SUPPORT PROCESSES

- Design tools and software available for asset creation
- Campaign schedule integrated into museum-wide planning calendar
- Internal brief prepared and circulated to comms and marketing teams
- Marketing budget allocated and approved for IN FOCUS
- Manage partnerships with mental health organizations and wellness platforms.
- Brochure team formats and prints IN FOCUS overview booklet
- Wayfinding designer updates physical signage templates
- Train staff to guide visitors and answer questions about IN FOCUS
- IN FOCUS info is added to V&A printed maps
- Receives pre-designed IN FOCUS system
- Wayfinding designer updates physical signage templates
- Installs seating and plaques
- Briefs staff on tone, seating logic, and support role
- Brief museum staff on pacing cues across trail
- Document any material or placement issues for iterative improvement
- Prints QR on brochure back
- Compile visitor feedback into reports for museum stakeholders
- Adds reflection quote or journaling prompt to QR page and website

Social Media | **Printed Brochure/Poster** | **Website** | **Signage** | **Chairs** | **Volunteer**

V&A IN FOCUS