Visitor Experience - Amenity

**The Architecture of Stanley Field Hall is Majestic and the Plan is Simple**

- **DIGITAL** Ticket Queue
- **PASS** Queue
- **MEMBER** Queue
- **COAT CHECK** Queue
- **Queue** at the South Entry - data from 1/27/17

**TYPICAL SATURDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Group Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30</td>
<td>6</td>
</tr>
<tr>
<td>1:00</td>
<td>12</td>
</tr>
<tr>
<td>2:00</td>
<td>13</td>
</tr>
<tr>
<td>2:30</td>
<td>14</td>
</tr>
</tbody>
</table>

**Group Size Over Time**

- **THE STARTING JOURNEY**
- **WHERE IS THE TICKET COUNTER AT TICKET POPULAR FAQ'S**
- **ON FREE DAYS**
- **THE TICKET COUNTER CONFUSION INCREASES**
- **WAIT TIME INCLUDED**
- **TICKET** FAQ'S &
- **MOVIE** FAQ'S

**WHERE ARE THE AUTOMATED TICKET MACHINES**

- **ON FREE DAYS**
- **LET ME SHOW My RESIDENCY ID**

**THE TOTAL TIME**

- 1 HOUR
- **THESE PERIODS.**

**No Wait Time During**

- **2**
- **4**
- **6**

**First Action After Entering**

- **375**
- **28%**
- **IN_SFH**

**2017 Visitor Experience**

**Total Time 1 Hour**
The Field Museum fuels a journey of discovery across time to enable solutions for a brighter future rich in nature and culture.

MAJESTY

ACTIVATED VISITOR EXPERIENCE
AIA’s 5 Objectives
Inspire youth to learn about the power of design
Motivate youth to understand the impacts of design
Nourish youth’s curiosity to engage in solving grand challenges with design thinking
Connect with mentors and advocates who can help students become architects
Create resources for architects and educators to support students’ interest in architecture

Adjectives associated with an Architect
• Future-focused
• Honest
• Imaginative
• A Good Listener

Want to be an Architect!
John Doe, AIA
XYZ Architecture Firm
Chicago, Ill.

Are you??

Environmental Stewardship Learning Templates
March Architecture Awareness Month (K-12)

Social Media

- Twitter Chats
- IG Posts of events
- Developing #

AIA.org Stories (K-12 Initiatives page)

- Highlighting K-12 architecture outreach efforts from around the country at least six.

Interested!?!?

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