

RIVERS

Marbles Website Discovery Report

11.18.19

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Part 1: What We Heard

Current Site Audit

General User Data

Age

- 1. **35-44** 34.54%
- 2. **25-34** 33.35%
- 3. **45-54** 14.32%
- 4. **55-64** 7.74%
- 5. **18-24** 6.05%
- 6. **65+** 4%

Gender

- 1. **Female** 69.63%
- 2. **Male** 30.37%

Device

- 1. **Mobile** 64.82%
- 2. **Desktop** 30.91%
- 3. **Tablet** 4.27%



The majority of users over the past year have been on mobile devices.

Making sure the site is easy to navigate on mobile devices will need to be a primary focus of the redesign.

Performance Data

Site Speed

Average Page Load Time:
4.05 seconds



There is definitely room to improve. The faster pages load the more likely it is users will continue to use the site and visit more pages.

Browser

- 1. **Safari** 69.63%

- 2. **Chrome** 39.35%

- 3. **Safari (in-app)** 4.41%

- 4. **Internet Explorer** 2.86%

Operating System

- 1. **iOS** 48.84%

- 2. **Windows** 22.41%

- 3. **Android** 19.87%

- 4. **Mac** 6.81%



There are still a decent number of users coming to the site with Internet Explorer, 2.86% translates to about 10,000 users over the past year.

We will need to make sure that the site is usable for these users but it may lack any advanced animations or interactive experiences.

Traffic

1. **Organic Search** 56.69%

2. **Direct** 28.71%

3. **Referral** 7.81%

4. **Social** 4.28%

5. **Paid Search** 1.03%

6. **Email** 0.56%

Referral Domains

1. **m.facebook.com** 20.07%

2. **marbleskidsmuseum.org** 16.74%

3. **imaxraleigh.com** 12.11%

4. **visitraleigh.com** 5.97%

5. **10.10.200.15:8002** 5.42%



Most traffic comes from user searches on Google. The top referral sites are Facebook, the IMAX site, and visitraleigh.com.

Traffic - continued

Top Pages

- 1. **Home Page** 55.86%
Bounce Rate 32.43%

- 2. **Plan Your Visit** 9.32%
Bounce Rate 80.17%

- 3. **21 Marbles** 1.99%
Bounce Rate 68%

- 4. **Become a Member** 1.80%
Bounce Rate 73%

- 5. **Birthday Parties** 1.58%
Bounce Rate 76%

- 6. **Summer Camp** 1.19%
Bounce Rate 64%

Top 1st Interaction Pages

- 1. **Plan Your Visit**

- 2. **Coming Up**

- 3. **Exhibits**

- 4. **Become a Member**

Top Exit Pages

- 1. **Plan Your Visit** 24.54%

- 2. **Home Page** 23.88%

- 3. **Become a Member** 3.95%

- 4. **Exhibits** 2.57%

- 5. **Birthday Parties** 2.46%



Most people leave the site from **Plan Your Visit** or the **Home Page**. These two pages represent the best opportunity to encourage people to visit other parts of the site.

User Behavior

New vs. Returning

Most visitors to the site are visiting for the first time. We could work on ways to encourage users to regularly return to the site. Offering them an easy way to bookmark the events calendar.

New 78%

Returning 22%

Top pages traveled to from the Home Page:

1. **Plan Your Visit**

2. **Coming Up**

3. **Exhibits**

4. **Become a Member**

IMAX SITE - General Data

Device Type

1. **Mobile 65%**

2. **Desktop 23%**

3. **Tablet 11%**

Referrer Type

208,502 direct entries
63% of visits

99,726 from search engines
30% of visits

IMAX Traffic

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Digital Ecosystem: Museum Accounts



Facebook

46,579 followers

46,342 likes

178,866 check-ins

Recognize museum sponsors and donors

Promote upcoming events and movie features

Repost news articles that feature Marbles

Feature museum visitors



Instagram

4,309 followers

Same content as Facebook

Photos of visitors

Promote upcoming events, films

Post about holidays (Veterans Day)



LinkedIn

1,713 followers

119 employees

Post about job opportunities

Recognize sponsors and donors



Twitter

4,178 followers

1,639 likes

Same content as Facebook

Photos of visitors

Promote upcoming events, films

Post about holidays (Veterans Day)



YouTube

Link to YouTube embedded on site is broken (404 error)

Does not appear to be an official account

Digital Ecosystem: IMAX Theater Accounts



Facebook

8,366 followers

8,364 likes

39,999 check-ins

Post upcoming films and documentaries

Share Facebook events for upcoming showings



Twitter

2,285 followers

2,536 likes

Retweet content from parent groups

Share Rotten Tomatoes reviews of upcoming films

Share upcoming films and events



YouTube

241 subscribers

Does not seem to be very active

Only 15 posts, last post was 1 year ago



Yelp

68 reviews

4 stars



E-Newsletter

Unclear how to sign up for Members newsletter

3 Marbelous email lists available: Cafe, Marbles IMAX and Marbles Kids Museum & IMAX, minus members

Digital Ecosystem: Future Accounts

Facilities Rental Team



Instagram

Expressed interest in a dedicated Events at Marbles Instagram account

Learning Team



YouTube

Expressed interest in creating a YouTube channel to show time-lapse videos of the build-out and creation of exhibits

Human Resources Team



Instagram

Expressed interest in a dedicated Careers at Marbles Instagram account

Team Sessions Report: 13 team interviews



1. Community Support Team



Marketing Goals

Sell more IMAX tickets

Sell more group visits

Sign up Full Circle Program applicants

Upsell visitors with additional events



Team Goals

Members should have their own section

Better Full Circle Program recognition

Marbles is a non-profit—make this clear through storytelling



Core Audiences

Parents

Members

Grandparents

Non-profits

Teachers/Educators

Donors

Digital Users (Gen Z, Millennials)

Group Visitors (Schools, camps, day cares, senior groups, youth directors, YMCA's, over-night groups)

Volunteers

Job Seekers

Interns

Movie-goers

1. Community Support - continued



Pain Points

Customers are not able to find the answers to their questions on the site

Calendar menu does not appear chronologically

Visit tab is a catch-all

Site is unintuitive

Full Circle application form is difficult to find and it's unclear who is eligible



Content Needs

Daily programming campus-wide: IMAX, corner store, café, exhibits, etc.

Explaining why play is important

Exhibit Information: What age-range is this exhibit good for? What developmental area does this focus on?

Membership value and benefits: What do I get early access to? Which events are for members only?

Information for non-profits: What does a donation include? Who is eligible for donations?

Clear definitions for group visits vs. field trips

Information on times to visit the museum: When is the museum busy vs. less busy?



Functional Needs

More intuitive site navigation

Plan your visit tool that upsells visitors with additional events/programs

Filterable calendar

Chat bot function for FAQs

“Plan Your Visit” tool*

* Needs further discussion



2. Human Resources

Marketing Goals

Increase number of qualified
Job Applicants

Increase number of Volunteer
Applicants

Team Goals

Build your career at Marbles

Marbles is not a stuffy place to
work

Highlight the Careers section

The Bay Area Discovery
Museum: User friendly, simple
design

Discovery Place Charlotte:
Careers page with overview
benefits & current openings

Bean Sprouts Café: Playful way
of hiring and features good
video content

Core Audiences

Job Applicants

Prospective Volunteers and
Interns

2. Human Resources - continued



Pain Points

Alert bar system (weather, museum closing, etc.) for visitors and staff

Difference between Volunteers, Teen Play Corps, Teen Volunteers, Big Kid Club is unclear

Job Seekers don't know all of the diversity of positions available at Marbles



Content Needs

Highlight the Team: Include photos, bios, quick facts, links to LinkedIn for Senior Leadership Team

Explain difference between Interns, Volunteers, Teen Play Corps, Teen Volunteer

Highlight the Employee Recognition Program

Videos highlighting employee culture

Testimonials from current employees

Behind-the-scenes videos of exhibit build-outs

What to expect once you apply, what to expect on your first day

Storytelling: Why work at Marbles? What are the benefits?

Instagram account: Careers at Marbles



Functional Needs

Alert bar system (weather, museum closing, etc.) for visitors and staff

Auto-email to applicants "We've received your application"

Embedded YouTube videos

Paylocity iframe*

* Needs further discussion



3. Development Team



Marketing Goals

Increase donations

Increase awareness of sponsorship opportunities

Encourage donors to give before tax season



Team Goals

Highlight Marbles as an important part of the community

Inspire donors to invest in the work Marbles is doing

Tell the story of Marbles as a non-profit organization

Marbles is more than just fun, it has an educational and scientific component

Marbles brings out the kid in everyone

Explain the Forward Fund



Core Audiences

Current Individual Donors

Prospective Individual Donors

Corporate Donors

General Audience

Full Circle Partners

3. Development Team - continued



Pain Points

Too many steps to make a donation

Site is difficult to update

Site is unintuitive/
difficult to navigate



Content Needs

Explain Marbles' commitment to serving the diverse community: Showcase the people who work hard to make this happen

Videos: Help donors have an emotional connection to Marbles

Opportunities to upsell donors through specific outcomes such as building a new exhibit

Where does your support go and how will it help Marbles continue to grow

Explain the Forward Fund

Highlight benefits of being a Partner

Landing pages for specific fundraising campaigns

Imaginative play helps with problem solving, creative thinking, and makes more well-rounded adults

Interactive opportunities highlighting how partners can get involved



Functional Needs

Accept donations through Tessitura*

Easy click through to donation form/payment portal

Fundraising goal visual tracker*

Retain use of OneCause (for auction events only)

Raiser's Edge replaced by Tessitura

* Needs further discussion



4. Community Engagement Team



Marketing Goals

- Attract more Full Circle Partners
- Highlight un-ticketed events as well as ticketed events
- Highlight community accessibility initiatives
- Encourage retirees to volunteer during the day
- Increase engagement with Spanish-speaking community



Team Goals

- Better Full Circle Program recognition
- Everyone can play at Marbles, Marbles breaks down the barrier for access
- Full Circle is part of everything that Marbles does



Core Audiences

- Full Circle: Partners and those looking to apply
- Partners other than Full Circle Partners
- Sponsors
- Movie Partners
- DPAC-Symphony
- City/County Partners
- Prospective Partners
- Volunteers
- Interns

4. Community Engagement Team - continued



Pain Points

Calendar function is poor and difficult to update

No Spanish translations

Site is unintuitive/difficult to navigate

The purpose of the Full Circle Program, and who is eligible, is unclear

Difference between Volunteer, Intern & Work-Study is unclear



Content Needs

More images and photos of Volunteers

“Welcome to Marbles” video

Spanish translation of content

Tagline and icons to help define Full Circle Program

Better descriptions of types of volunteer opportunities

Landing page for prospective Partners

Information on how to request donations

Explanation of Ready-Set-School program

Testimonials



Functional Needs

Easy to use CMS

Filterable calendar

Login area for Interns, Volunteers, Employees (Volgistic users)*

Ability to upload/attach résumés to applications that can be turned on/off seasonally

Spanish language toggle

Access to Volgistics for Volunteers

Ability to accept applications for Volunteer positions with résumé upload*

* Needs further discussion

5. Facility Rentals Team



Marketing Goals

Increase number of private events and general venue bookings

Upsell event packages



Team Goals

Having your event at Marbles supports Marbles' mission as a non-profit

Events are separate from birthday parties

Versatility of different venue spaces to suit different types of events on one campus

Highlight day-of wedding coordination services

Marbles is more flexible than other venues i.e., broad list of approved caterers

Marbles offers a different experience: Explore and play during your event



Core Audiences

Community

Corporate

Not just downtown - all of NC

Couples for weddings

Non-profit Board Meeting Fundraisers

Partners, Donors

Wedding Planners, Industry Professionals (event planners, DJ's photographers, caterers)

Convention Planners

Theater Rentals

5. Facility Rentals Team - continued



Pain Points

Unclear that events and birthday parties are different

Unclear what event package options are available

Payments are challenging

All info is currently under Visit which is confusing



Content Needs

Testimonials from guests and event hosts

Videos of set-up, break down, maybe time-lapse

Photo and bios of Facilities Rental Team to create a connection with guests

Photos of past events, specific for different audiences and event types

Menu of customizable add-ons

Instagram account: Marbles Events

Display multiple venue options and their capabilities



Functional Needs

Embedded forms

Interactive campus map for easier wayfinding

Instagram feed embedded in site, and link to Instagram

Accept payments through Tessitura*

Event planning tool such as Gather*

* Needs further discussion

6. Corner Store Team



Marketing Goals

Sell more toys

Sell more birthday party goody bags & treat cups

Set up email marketing campaign

Offer birthday party gift registry

Cross-sell Corner Store, birthday parties and gift purchases and wrapping



Team Goals

The store is just as fun as the museum

Proceeds from the store benefit Marbles Museum Mission

The Corner Store is the local, neighborhood toy store for Downtown Raleigh

Order online, pick up instore

Highlight free gift wrapping



Core Audiences

Families

Teachers & School groups

Non-museum goers

Tourists

6. Corner Store Team - continued



Pain Points

Unclear you can shop the store without paying admission to the museum

Wayfinding is challenging, bypass the ticket counter

Difficult to find on the current site

No online shipping, just in-store pick up



Content Needs

Inventory of products

Corner store offers gift-wrapping

Instagram account: Corner Store

Perks for teachers, educators, military vets, home-school parents

Shop by age group



Functional Needs

Shopify, E-commerce, POS, and Inventory Tracking

Gift registry

Product filtering, e.g., by age range



7. Guest Experience Team



Team Goals

- The museum is clean
- Imaginative play makes you smart
- Make the website less sales focused
- Tell the story of Marbles as a non-profit organization



Core Audiences

- Parents
- Donation Seekers
- Members
- Teachers
- Volunteers
- Grandparents
- Movie-goers



Pain Points

- Site is unintuitive/difficult to navigate
- Perceived difficulty of parking
- Wayfinding around campus
- Poor search function on site
- Homepage does not showcase the current day's events
- No Plan Your Visit guide
- Hard to know which events are right for which ages
- Too many steps to purchase an event/movie ticket online
- FAQs are not categorized and hard to use
- Hard to know which exhibits/documentaries line up with teacher lesson plans
- Unclear who to contact to obtain a donation

7. Guest Experience Team - continued



Content Needs

Information on times to visit the museum: When is the museum busy vs. less busy?

Videos demonstrating how the museum exhibits and toys get cleaned

Hours of operation

Cost of admission

Highlight which museum exhibits are tied to featured documentaries



Functional Needs

Alert bar system (weather, museum closing, etc.) for visitors and staff

Accept ticket purchases through Tessitura*

“Plan Your Visit” tool*

Related events/content

* Needs further discussion



8. IMAX Team



Marketing Goals

- Sell more tickets
- Sell more movie memberships, cross-sell with museum memberships
- Sell gift cards
- More theater rentals for private events
- Effectively use email database



Team Goals

- The Marbles IMAX theater shows a wide range of films
- A true IMAX experience; big screen, loud sound, lots of 3D
- Marbles Theater is a first-run Hollywood film theater
- Marbles is an Institutional IMAX Theater
- Marbles IMAX tickets are competitively priced
- Marbles has shows that are good for all audiences
- Buying a ticket for the theater benefits the museum
- Documentaries are not boring



Core Audiences

- Documentary Fans
- Feature Film FanBoys and Girls
- Movie Members
- Seniors
- Families
- School Groups
- Educators

8. IMAX Team - continued



Pain Points

Difficult to find on campus

Site is unintuitive

Difficult to purchase tickets online

Field trips require too much handholding to book

Site is difficult to update



Content Needs

Movie trailers

Appealing homepage

Better photos of featured films

Highlight theater differentiators: huge screen, lots of 3D, fancy audio, Institutional IMAX theater, first-run Hollywood films, competitive pricing

Bullet points of what the theater has to offer: seating capacity, audio quality



Functional Needs

Filterable calendar

IMAX ticket purchasing through Tessitura

Links to Theater social channels

Interactive campus map for wayfinding

Gift certificate purchases through Tessitura

ProVenue: replaced by Tessitura



9. Learning Team



Marketing Goals

Highlight sponsorship opportunities, especially around upcoming exhibits



Pain Points

Calendar function is poor and difficult to update

Site is unintuitive/hard to navigate

Hard to know which events are ticketed and which are free

Too many clicks to find the info you need, mobile is even worse



Team Goals

Highlight the core initiative that each event/exhibit is reaching

Not all events are ticketed events

Find a balance of telling the story of Marbles vs. what events are happening right now

Share Mables' expertise with the community

Marbles is different from Chuck E. Cheese or Frankie's Fun Park

Showcase the importance of play



Core Audiences

Parents

Teachers/Educators

Movie-goers

Caregivers (babysitters)

Community Partners

Donors

Boston Visitors

Presenting Sponsors

Kids

Other Museums

9. Learning Team - continued



Content Needs

Highlight program leaders: Their training and expertise

Info on events pages about other happenings at Marbles: capture the visitors that came from other sites

Videos demonstrating how museum exhibits and toys get cleaned

Virtual tours, Video guided tours for those with sensory issues

Show that Marbles is an expert in its field

Better Full Circle Program recognition

Mondays are group-free: quieter times

Video documentation of bend-the-scenes action: YouTube channel

More photos and “what to expect” from each exhibit

Visitor testimonials, video and text

Showcase available careers

Show related events: If you like this then you will also like this

Newsletter content (i.e., Ready-Set-School)

Training videos for internal teams

Take advantage of Federal Grant to create videos for external use



Functional Needs

Filterable calendar

Embedded YouTube videos

“Plan Your Visit” tool*

Ability to add events from calendar to ical

Outbound: replaced by Tessitura

10. Marketing Team



Marketing Goals

Showcase the importance of play

Drive traffic during slower hours 3-7 weekdays

Drive more field-trip visits

Expand the age range that the museum and theater serve

Allow visitors to have a positive and inspiring experience with the Marbles brand

Inspire visitors to share their experience, join as a member, buy something, donate



Team Goals

Become a topical authority on the importance of play

Have consistent colors/design strategy

Tell the story of Marbles

Have the events page show how cool/exciting/interesting the events are



Core Audiences

All external audiences

All internal audiences

10. Marketing Team - continued



Pain Points

Site is difficult to update

Must manually update info if it lives in multiple places

Does not have a consistent style guide



Content Needs

Style Guide

What's happening today

News section: how Marbles gives: show news clips



Functional Needs

Mobile-first design

Easy to use CMS

CMS user roles and content preview capabilities

Navigation based on audience

Filterable calendar

Streamline purchasing/buying experience

Better ways to display photos and galleries

Simplify event sign up

IMAX integration

Embedded YouTube videos

Alert bar system (weather, museum closing, etc.) for visitors and staff

Robust search functionality

Consistent user experience

Proper tagging for social channel connections: Open Graph information

Reduce or eliminate the need to enter identical information in multiple places in CMS



11. IT Team



Core Audiences

Internal teams (supporting the staff)



Pain Points

Marketing team leans on IT for site updates

IMAX: Currently only 2 people can update this site

Current site was only meant to be temporary: few tools to manage content



Content Needs

Find a better word for documentaries: not an appealing word to all groups



Functional Needs

Functional mobile interface

Seamless IMAX ticket purchasing

Connect WordFly email marketing to Tessitura (currently using MailChimp)

Splunk: Use data to inform new site decisions

Security



The IT team doesn't have marketing goals. Their only audience is internal.

12. Senior Leadership Team



Marketing Goals

Increase revenue and volunteerism to fund growth

Set Marbles up for future capital campaign

Highlight the Careers section

Increase database and track statistics on newsletter sign-ups: Marbles Monthly, Showtimes for IMAX

Create seamless process to get a sale and upsell

Round up to donate option?

Start ranking for key search words (SEO): "Giving in Raleigh"

Inspire Marbles' community to learn more, make a gift, attend a program



Team Goals

Position the museum as a world-class museum

Build a relationship with families

Open to refreshing the brand, updating colors:

- Sub-brands need to stand alone, Marbles - Kids Museum, IMAX, Corner Store, Beanstalk Café, Color Pop/Venue Spaces
-

Tell the story of Marbles as a non-profit organization

Serve as a gateway to the Moore Square district

Career exploration: What do you want to do when you grow up?



Core Audiences

All external audiences

All internal audiences

12. Senior Leadership Team - continued



Pain Points

Site is difficult to update

Calendar function is poor and difficult to update

Site is unintuitive/difficult to navigate



Content Needs

Highlight the importance of learning through play and the research that supports this

Showcase team expertise and knowledge

Marketing through storytelling

Blog as a parent resource: “Why and how we do it”

Wayfinding on the website and on campus

News, press releases, documentation of the non-profit, budget information

Spanish Translations

Details of birthday party packages

Helpful information about visiting downtown

Emphasize the importance of child-led play

More imagery of day to day life at Marbles



Functional Needs

Video hovers

Consistent user experience

Chat bot for FAQs*

Birthday party booking through Tessitura

Embedded forms

Spanish-language toggle

* Needs further discussion

13. Sarah Brown's Additional Thoughts



Pain Points

Calendar function is poor

Site is difficult to update

Wayfinding is challenging

Newsletter currently serves as events calendar



Functional Needs

Birthday party booking through Tessitura

Use more icons and less language to benefit non-English speaking audience

Filterable calendar

Embedded forms: Field trips, group visits, charitable contributions, volunteer forms, etc.

Part 2: What We Learned

12 Personas

1. Persona: Educator

As an educator, I want to find out how I can use an in-museum Marbles experience as a curricular tie-in for my class.

As an educator, I need to know:

- How to make a Marbles trip defensible to my school administrators?

- What grades/ages does Marbles serve?

- What will my students do or learn?

- How much does a school trip to Marbles cost?

- Are there scholarships available for children in need?

- What amenities are on-site for my students?

- How do I navigate the museum?

2. Persona: Member

As a Marbles Museum member, I love coming to the museum with my family. I visit the museum regularly, and as a member I want to find out when new shows or exhibits are launching.

As a member, I need to know:

- **What's happening today?**

- **What exhibits and movies are new?**

- **What member events are coming up?**

- **How can I pre-register or pre-buy tickets for an event?**

- **What's free with my membership, and what do I have to pay for?**

- **What discounts do I get?**

- **What's the educational value of Marbles for my kids?**

- **How can I bring the lessons and concepts of Marbles home?**

- **How can I get involved in the Marbles member community?**

- **How does my membership support the museum?**

3. Persona: Visitor

I live within an hour's drive to Marbles Museum, and I occasionally take my family on weekends. When I'm planning a family visit, I need to know what's happening that weekend.

As a visitor, I need to know:

- **What's happening this weekend?**

- **What can my kids learn from a visit this weekend?**

- **What are the hours this weekend and where can I park?**

- **How much does a visit or movie experience cost?**

- **How much time should I allow for a visit?**

- **What's new and interesting at the museum?**

- **I want to buy tickets ahead of my visit to save time. How do I do that?**

- **How do I navigate the museum?**

- **Where can I eat or take a break with my kids?**

4. Persona: Tourist

As a visitor to the Triangle, I want to know about fun things I can do with my kids. I want to easily find out what would be interesting to do at Marbles with my family and where the museum is located.

As a tourist, I need to know:

- Is Marbles family-friendly for kids of all ages?

- How much does an experience cost?

- What is fun to do at Marbles so we can make the most of our time?

- How long should I allow for a visit?

- Where is the museum located and when is it open to visitors?

- Where can I park?

- I want to buy tickets ahead of my visit to save time. How do I do that?

- Is there a gift shop for souvenirs and keepsakes?

- Are there places to eat or take a break at the museum?

- How can I get my kids excited about Marbles before we come?

- What else is around the museum to see or do?

5. Persona: Movie-goer

I love seeing movies and documentaries at the Marbles IMAX movie theater for the enhanced audio and visual experience it offers. I want to easily buy tickets, find out what's showing and learn about upcoming films at Marbles.

As a movie-goer, I need to know:

- **What films are currently showing at the theater and what are the starting times?**

- **What films are scheduled to come to the theater in the near future?**

- **How can I purchase tickets?**

- **Is reserved seating available?**

- **Do I have to purchase a ticket to Marbles to get into the theater?**

- **What foods and beverages are available?**

- **Where can I park?**

- **Do I get a discount with my Marbles membership?**

6. Persona: Volunteer

I live in Raleigh, have extra time and am looking for a way to volunteer that involves children and will challenge me. I need to know if Marbles is accepting volunteers and what a volunteer's role would be.

As a volunteer, I need to know:

- **What's the difference between interns, volunteers, Teen Play Corps, teen volunteers, Marblettes and Big Kids Club?**

- **How do I apply?**

- **How can I find out the status of my application?**

- **What type of work do volunteers do?**

- **What are the qualifications to be a volunteer?**

- **Is Marbles looking for any special skills?**

- **Is there any training involved/offered?**

- **What day or days of the week can I volunteer?**

- **Can I get school credit for volunteer hours?**

- **How many hours a week are volunteers expected to work?**

7. Persona: Job Seeker

I'm seeking a new job and have life goals and career aspirations that fit with Marbles' mission. I want to know what the culture is like at Marbles and what opportunities are available for employment.

As a job seeker, I need to know:

- **What roles are available and what are the qualifications?**

- **How do I apply?**

- **What is the status of my application?**

- **What is the culture like at Marbles?**

- **What does a career path look like at Marbles?**

- **What benefits does Marbles offer?**

8. Persona: Shopper

I'm a Raleigh mom with two kids who frequently buys toys and gifts for my own children and for birthday parties my children are attending. I care about purchasing unique, quality toys that engage kids and spark their imaginations. As a mom and the family gift shopper, I need to know what kind of gifts Marbles offers.

As a shopper, I need to know:

- **What kinds of gifts does Marbles sell?**

- **Can I enter the store without museum admission?**

- **What are the store hours?**

- **I'm a member, do I get a discount?**

- **I'm a teacher, do I get a discount?**

- **Do you wrap?**

- **Can I purchase items from the store online?**

- **Can I purchase items for a birthday party I am attending at Marbles?**

- **Can I create a gift registration for my kid's birthday?**

- **What is the return policy?**

- **Can I use a Marbles gift card at the store?**

- **Can you recommend some gift ideas by age, price range and/or interest area?**

9. Persona: Event Organizer

I'm a meticulous planner of events for groups of all sizes which include corporate gatherings, conferences, weddings, and birthday celebrations. I need to know what venues are available to rent at Marbles and what's included in that rental.

As an event organizer, I need to know:

- **What facilities are available and what dates are they free?**

- **What is the capacity of each facility?**

- **What are the rental fees?**

- **What is included in the rental fee?**

- **What is not included in the rental fee?**

- **Is there a list of approved vendors I have to use?**

- **Can I bring in outside food and drink?**

- **Does Marbles have a room for birthday parties?**

- **Can I rent out the IMAX theater?**

10. Persona: Group Planner

I lead a local Girl Scout troop and want to plan a group discovery and teambuilding visit for my troop. I need to know if Marbles can accommodate a group of 20 girls and if there are special group activities available to us.

As a group planner, I need to know:

- Are there group activities or guided group experiences?

- Are there group discounts?

- Does my group need a reservation, and, if so, how far in advance?

- How many people do I need to have to qualify for a group discount?

- Is there a maximize size group I can bring?

- Where can my bus park?

- Where can my group eat lunch?

- Do I need chaperones, and if so, how many?

11. Persona: Donor

I am a local business owner looking for ways to make meaningful contributions to my community. I need to know what the public value of Marbles is, how Marbles contributes to the wider community and how I can get involved with the Marbles mission.

As a donor, I need to know:

- **What is Marbles' mission and how can I connect with it?**

- **What does my gift support?**

- **Are there sponsorship opportunities available?**

- **When should I donate?**

- **How do I make a large corporate donation and if I do, how can that increase the reputation of my brand?**

- **What gift levels are available and what are the benefits of each?**

- **Can I give to a specific program within the museum?**

- **How can I set up a recurring gift?**

- **Is my gift tax deductible?**

- **Does Marbles accept in-kind donations such as equipment or materials?**

12. Persona: Donation Seeker

I run a community organization that serves underprivileged kids. Many of the kids in my program do not have the means to pay for the admission fee but would benefit greatly from a Marbles experience. I want to know if Marbles has programs that provide free or discounted admission.

As a donation seeker, I need to know:

- **Does Marbles offer free or discounted tickets for individuals?**

- **Does Marbles offer free or discounted tickets to community, non-profit or school groups?**

- **What are the qualifications for free/discounted tickets?**

- **Is there a cap on donations to my organization?**

- **How can I submit a request for a donation?**

- **How can I check the status of my request?**

Competitor Analysis

Competitor Examples:

perotmuseum.org

science.discoveryplace.org

dmns.org

si.edu

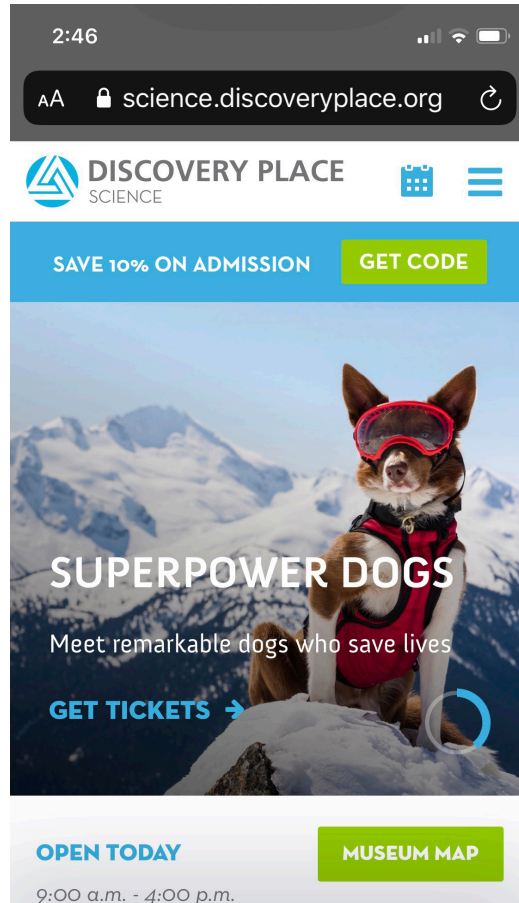
lifeandscience.org

naturalsciences.org

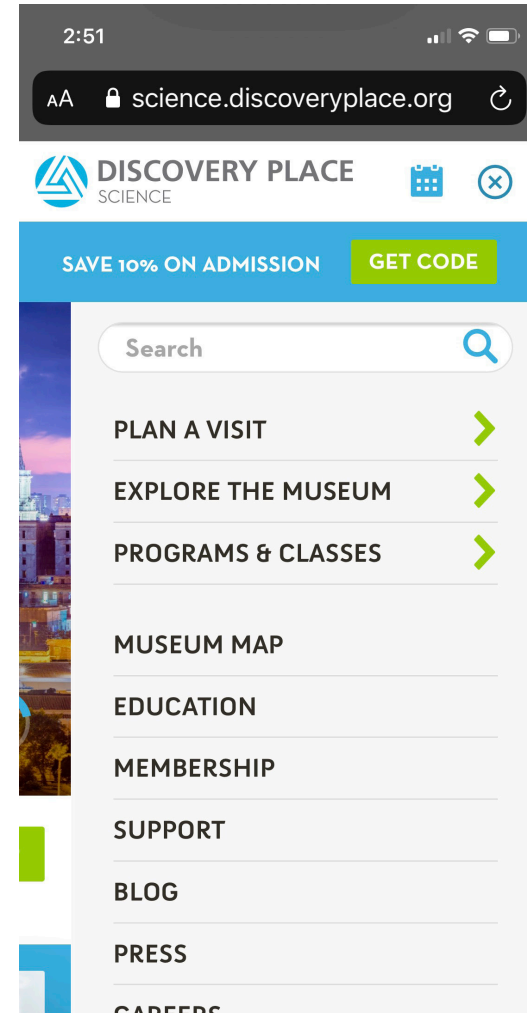


Mobile-First Design

The vast majority of Marbles' site visitors are viewing the site on a mobile device. The site needs to be easily navigable on a phone.



App-like “drawer menu” makes the most popular pages accessible.

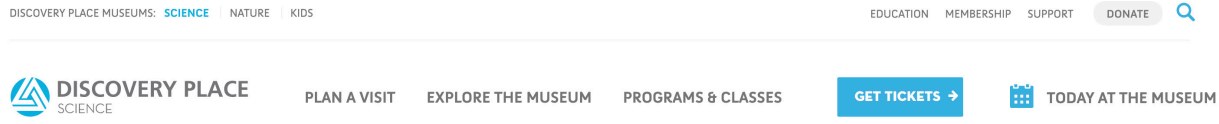


Main menu has search on top and sections/pages listed by popularity.

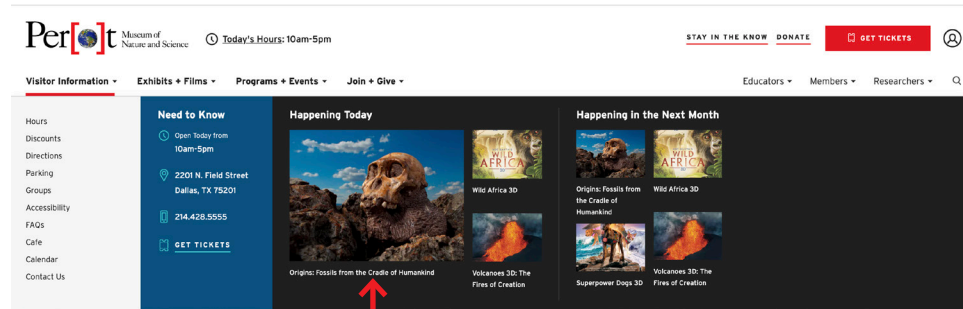


Happening Today Page or View

Site visitors are often in a hurry to find out what they can do NOW at Marbles. Today's events/programs need to be easy to find.



Discovery Place Science: Today calendar link in top navigation.



Perot Museum: Today's events link in Visit Menu.

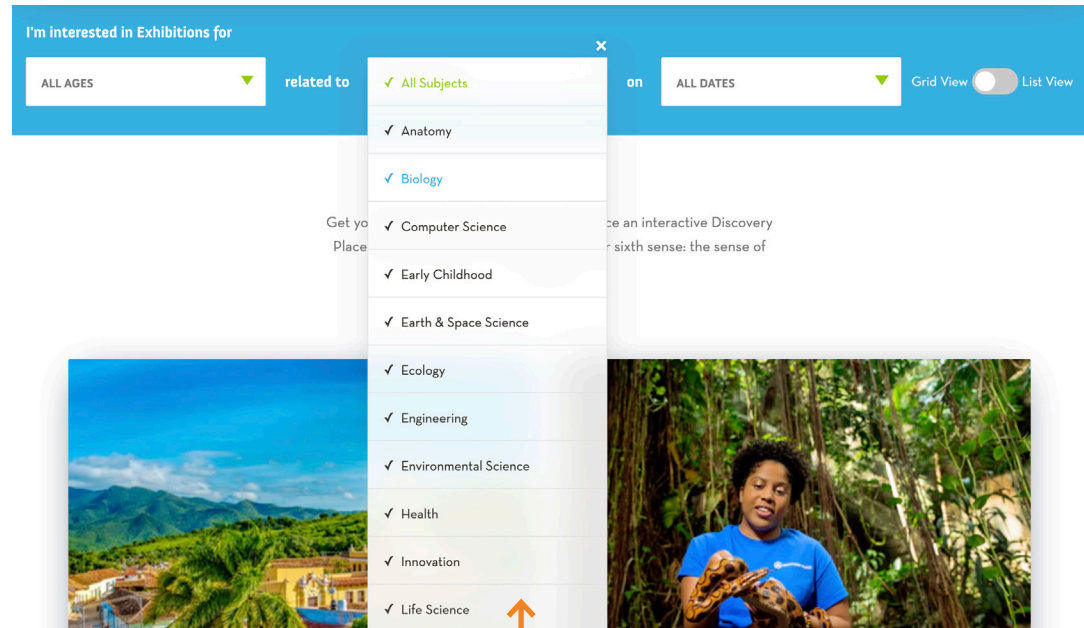


Smithsonian: Today's events link in What's On Menu.

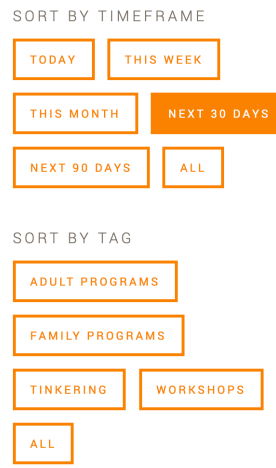


Filterable Events, Movies, Programs

Site visitors should be able to simply drill down to relevant events.



Discovery Place Science: events are filterable by age, subject, date.



Museum of Life and Science: events are filterable by time and type.



Event Details at a Glance

Event listings should be quickly scannable, with key information consistently displayed.

Extreme Sports: Beyond Human Limits

Opens September 13

Take an action-packed ride through the world of extreme sports! You and your friends and family will be put to the test as you jump, fly, dive, climb, and explore some of the riskiest activities in the world. Physical, multimedia, and creative

READ FULL DESCRIPTION ▾

ADMISSION
Free

DESIGNED FOR
Everyone

ACCESSIBILITY
Wheelchair Accessible

LEARN MORE →

Denver Museum of Nature & Science: Key Event details are listed in grid view.

YOU KNOW, THE DINOSAUR ONE

T. BOONE PICKENS LIFE THEN AND NOW HALL

Good for All Ages Location Level 4 Brain Juice Focus Dinosaurs

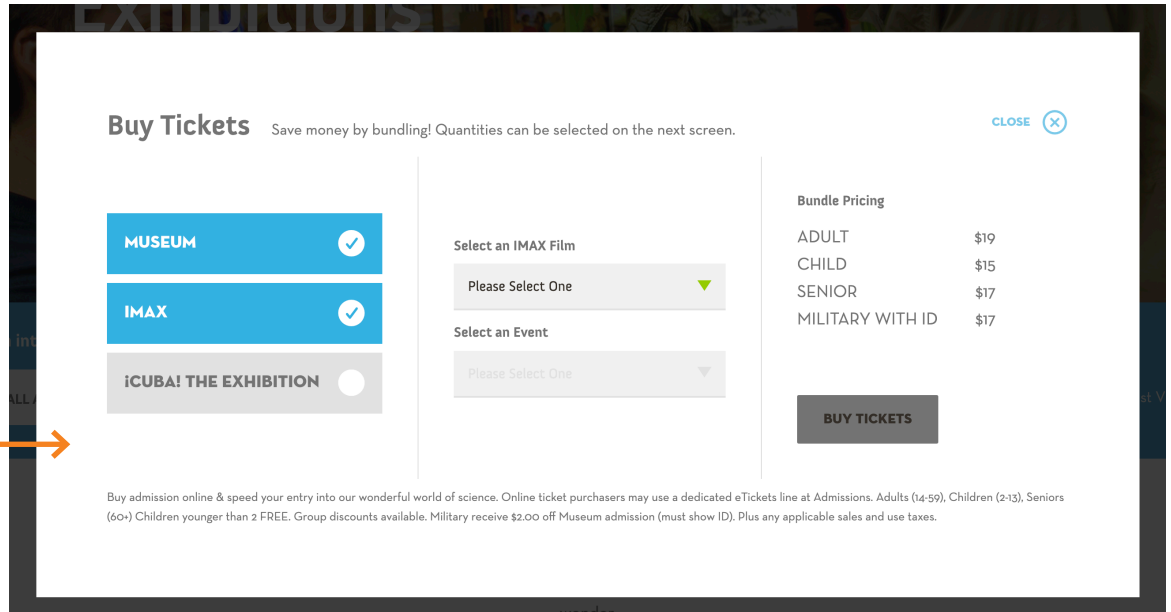
- Time: All Day
- Good for: All Ages
- Location: Entire Museum
- Price: Free with General Admission

Perot Museum: Event details are consistently located on event pages with icons. Location of event within the building is also noted.

Cross-sell/ Up-sell

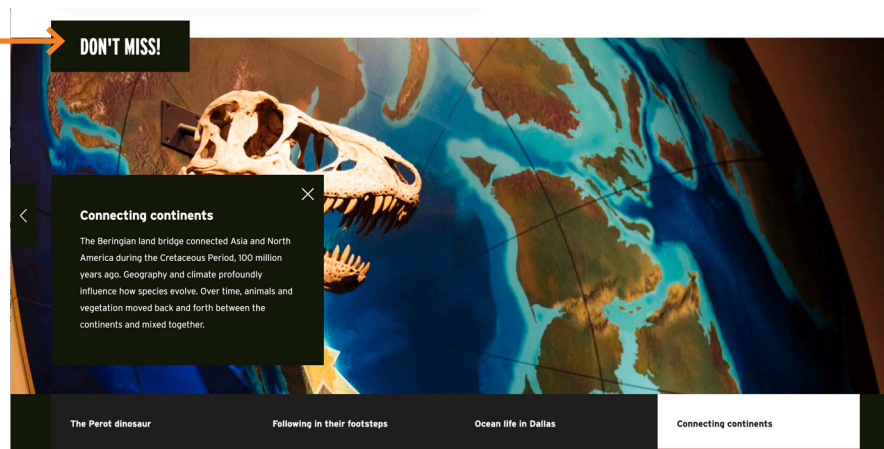
Helping users find things they're interested in also creates opportunities to cross/up sell.

Example 1: I want to visit the museum, I see that I can also buy movie tickets.



Beginning of ticket buying process on the Discovery Center Science site.

Example 2: I'm interested in Dinosaurs, I see that there are other events I might like.



Carousel of related content on an event page on the Perot site.

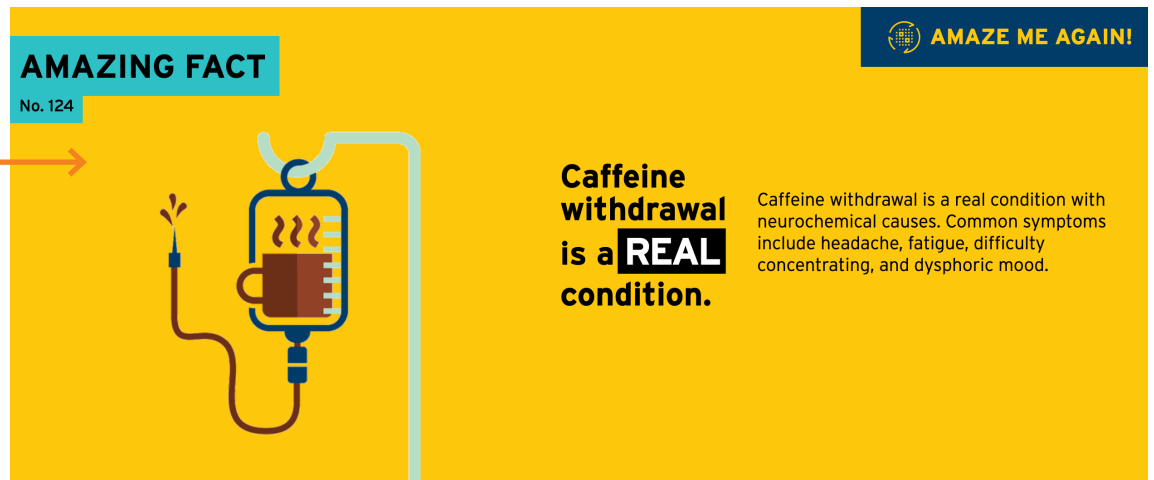
Integrated FAQs & Facts

Incorporating FAQs across the site will help direct users to resources and information they need, and should also lower the number of phone calls the museum receives.



Helpful FAQs are called out on program pages.

Facts integrated throughout the site make the user experience more engaging and highlight the educational mission of Marbles.

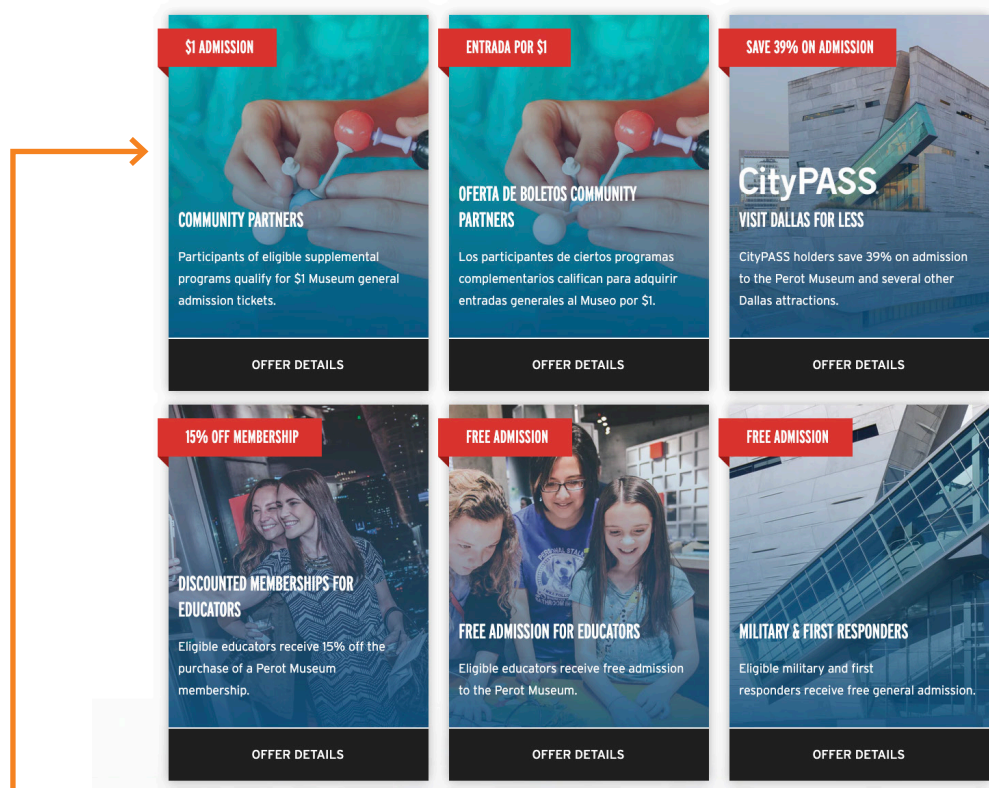
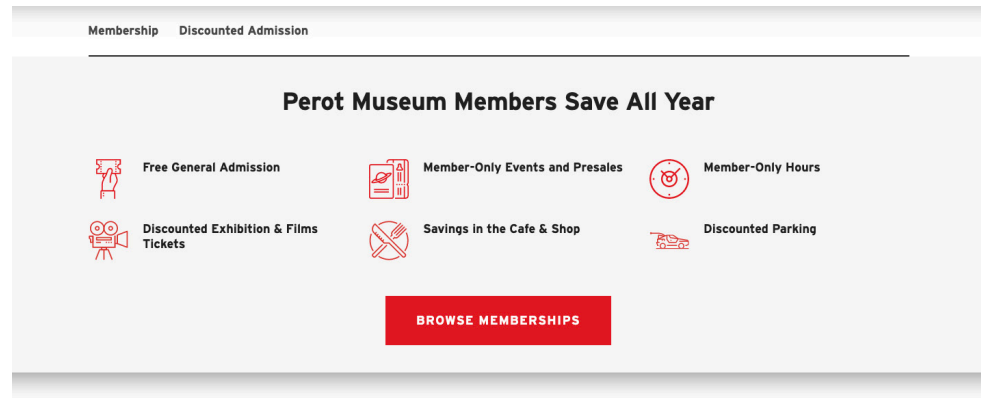


Interesting facts are found throughout the site.



Financial Accessibility

A Discounts page would highlight the benefits of membership and also introduce Full Circle options to help those in need of financial assistance.



Visit/Discounts page on the Perot site.



Maps and Wayfinding: NC Museum of Natural Sciences

Interactive maps can help visitors find their way around the Marbles campus and within Marbles' walls. Wayfinding iconography could be used in signage throughout the space as well.

FLOOR MAPS

HOME > VISIT > FLOOR MAPS

NATURE EXPLORATION CENTER

1



Map Key	
Restrooms	Information
Café	First Aid
Store	Live Programs <i>Hours vary</i>
Box Office	Tickets Required <i>Visit Box Office</i>
Elevators	Live Animals
Escalators	Research Labs <i>Watch scientists work</i>
Stairs	
Emergency Exit	

Map of each floor with icon key from NC Museum of Natural Sciences site.



e-Commerce

The new Shopify site can let shoppers know that their purchases support the museum and its mission.

Search Log in Sign up Cart (0) Check Out

MUSEUM of LIFE + SCIENCE elements museum store | coffee bar

Home Shop About Elements Contact us

Unique gifts, hand-picked by Museum staff

A twist on the traditional museum store, Elements features merchandise hand-picked by Museum staff to encourage curiosity, wonder and exploration.

Help support the Museum and our red wolves.

Red Wolf Pup Keychain \$8.99

Pup Pack \$29.99

Friend of the Red Wolf Button \$0.99

Birth of Life Wolf \$19.99

The Secret World of Red Wolves \$19.00

Miyoni Wolf - Large \$25.99

Copy throughout the Museum of Life and Science site connects to the mission.

Summary

Key Takeaways

1. Site architecture and navigation need to be improved
2. IMAX site needs to be integrated into Marbles site
3. CMS needs to be user-friendly
4. Site and calendar need robust search and filter functionality
5. The story of Marbles should be woven into all site content
6. Site design needs to be mobile-first
7. User experience needs to be consistent
8. Purchase and giving experience needs to be streamlined
9. Corner Store needs e-commerce platform

Part 3: What's Next

Creative Brief

What is the business objective?

Business Goal

Marbles Museum's brand, content and reputation is industry-leading, but the brand's current websites do not reflect this. The path to building awareness around Marbles' non-profit status, its play-losophy approach, and generating revenue growth (on both the donor and consumer sides of the business) is establishing a new website with a narrative that tells the Marbles story. The new combined site will be a tool to help members, visitors and the community take advantage of Marbles' full suite of offerings.

Who are we talking to?

Creative Target

Demographically, our primary audience skews to adults age 35-44 with one or multiple children. They are interested in meaning-making experiences for their family and learning through the lens of hands-on play and experience. Their friends look at them as a leader within the social circle and they use the internet as their main source of information, connection with friends and family, and inspiration. For context on additional audiences, see the audience personas in Part 2 of this document.

What do we want them to do?

Objective

We want them to know Marbles, love Marbles and most importantly talk about Marbles. Secondly, we want them to reassess how they think about experiences at Marbles and view the museum not only as a place for learning through play, but for watching films, dining, and shopping. We want them to realize that Marbles is a place to play in, socialize in, celebrate in and ultimately invest in through membership or donations.

What's stopping them?

Barriers

Lack of knowledge.

By not telling the non-profit narrative on the current website, visitors don't realize Marbles' true purpose in the community. Parents may associate the museum's dedication to learning and play in regards to their own children, but most are not aware of the museum's mission to improve the quality of life for children across the state. Additionally, there is a lack of context about the exhibits on the current website, creating a knowledge gap regarding the educational benefits of a Marbles Museum visit for children and families.

What's stopping them?

Barriers

Multiple web properties.

With multiple websites, the current Marbles user experience lacks a positive, consistent human experience. A bad user experience can create frustration, barriers for engagement or purchase, and excessive inbound calls. Because of the multiple sites, Marbles' users are not able to see and book museum, cinema or special event experiences in one session. With the current website, users cannot get a full understanding of the total Marbles experience, causing lack of confidence in the brand.

What behaviors can we tap into?

Key Insights

When audiences realize the educational effect play at Marbles can have on their own kids and other children in the community, they'll begin to care about it even more. Once they grasp the value of Marbles' mission, its status as a non-profit and its offerings, Marbles members, visitors and community partners will be more encouraged to increase both visits and donations.

How do we connect the dots?

Strategy

We must clearly define the benefits of Marbles Museum for children and the community. A Marbles visit provides memorable, immersive learning experiences, provokes imagination and introduces unknown worlds and subject matter while offering a unique, welcoming environment for quality time with friends and family.

User Experience

UX Insights

Based on the needs, values and abilities of Marbles' website users and the business goals and objectives of the stakeholders, we recommend the following UX goals:

User Value -

Clearly convey the mission and impact and how to learn more

Intuitive Navigation -

Allow users to easily take control, navigate and access what they are looking for

Responsive/Mobile Design -

Ensure the site is designed from a mobile-first perspective

Modern Aesthetic and Tone -

Use compelling layouts with a visual design and human tone

Compelling Content -

Include rich content and contextual imagery

Upsell/Cross-sell/Bundle (Sell by Informing) -

Use guided selling, strong CTAs, product/event/movie recommendations and a dynamic search field

Trust and Support Features -

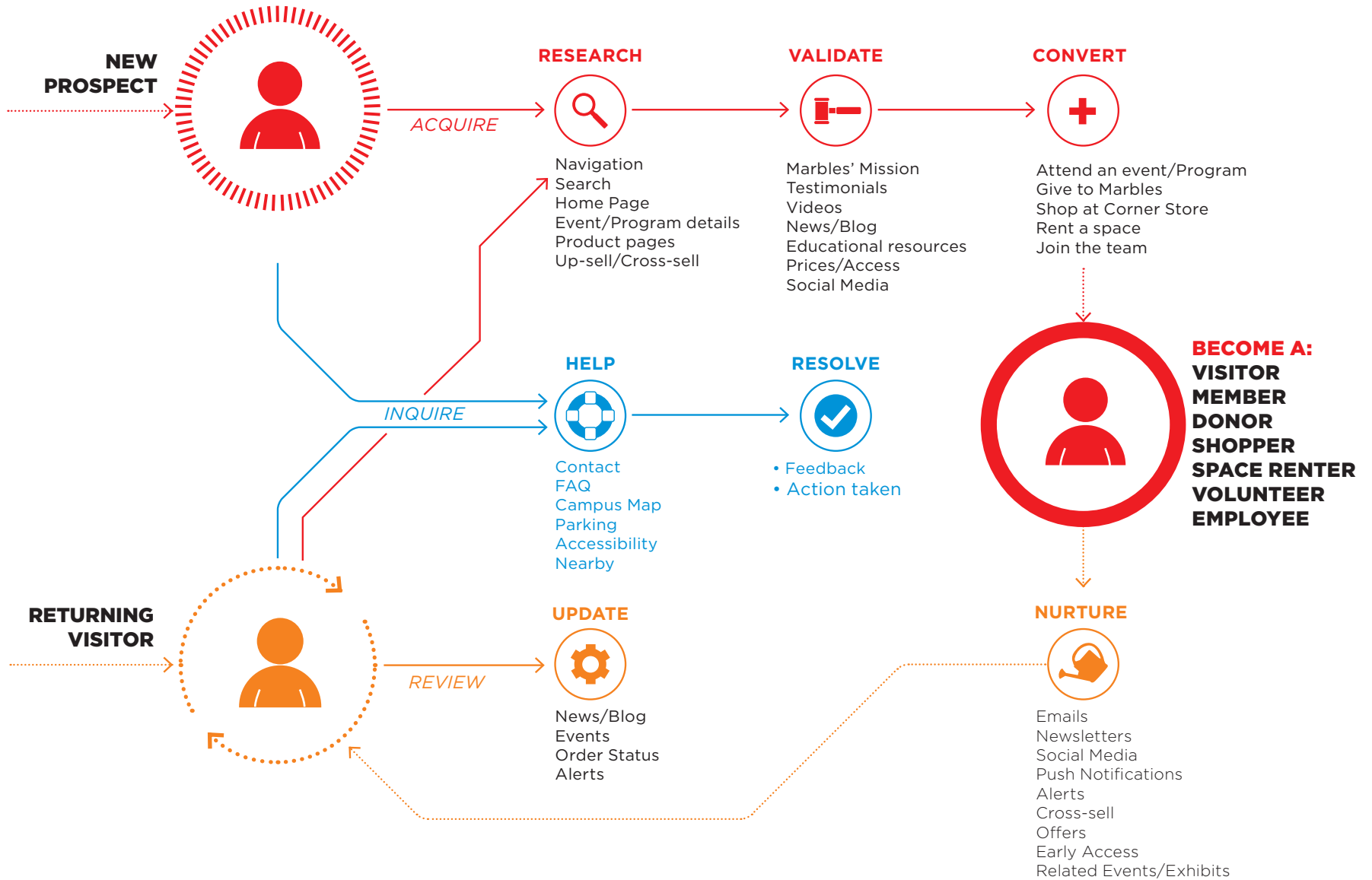
Ensure consistency throughout the experience, provide specific contacts for inquiries and include visitor testimonials

Thoughtful Content Structure -

Include filters to help users drill down to relevant content



User Journey



Implementation

WordPress

WordPress is the most popular Content Management System (CMS) that powers more than 30% of the top 10 million websites and has an estimated 60% market share of all websites built using a CMS. (<https://wordpress.org/support/article/overview-of-wordpress/>)

Top Features:

WordPress is free. No monthly or yearly charges to worry about just to use the platform. Timely updates that fix bugs, increase security and add new functionality.

WordPress is “open source” software. This allows anyone to contribute to the development and updates of the platform. This allows for a large network of users to help maintain WordPress, easily build plugins, and propose new features.

WordPress has an always-growing plugin library. Plugins allow for additional functionality to easily and quickly add to any WordPress site. Popular plugins allow for the addition of custom forms, user management, language translations, and enhanced content editing tools.

WordPress makes it easy to create, edit, organize and publish content. WordPress allows for the creation of new content types to keep all of your content organized between pages, blog posts, press releases, team members, events, exhibits, and anything else you can think of. Posts, of all content types, can be saved as drafts to be updated over time, set to private so only certain users can view, scheduled to be published at a later date, and previewed before being published to the site. WordPress will even save versions of posts over time, reducing any worry of lost content between updates.

WordPress is customizable. With WordPress, you have complete control over how your site looks and functions, giving you the ability to create the experience you want for all of your users.

Performance

It is very important that the site is as fast as possible, especially on mobile. The goal is to have perceived, instant page loads to reduce the interaction costs of the user on the site. (<https://www.nngroup.com/articles/website-response-times/>)

An example: <https://audaciousproject.org>

Click around to view page loads.

The faster pages load, the more likely users will visit more pages. From the analytics, we see that the longest page load times are on mobile. This can be caused by a number of factors including server response time, images not being optimized for mobile devices, CSS and JS not optimized/minified, and poor internet connections.

IMAX

One of the stated goals of this project is to merge together the primary web properties of the Marbles Kids Museum. Rivers Agency will create a merged web property to allow Marbles to offer tickets to both the museum and IMAX theater through a unified experience. This unified experience will also extend to memberships, and will bring together happenings across the entire campus.

Tessitura

Tessitura will play a major role in the development and presentation of the Marbles site. It will play the primary role in the events, ticketing, donations, and other areas of the site. Tessitura, depending on the path chosen, offers many choices for implementation of each of these needs, ranging from a hosted web application (TNEW) to a fully customized solution using their REST API. These options will influence all aspects of the implementation of this site, as the need to interact with information in Tessitura touches much of the content on the site.

We understand that Marbles is currently in contract negotiations with Tessitura to determine what the breadth of the engagement will be, and that the information available as of now is limited in terms of what will be included/ preferred in the contract.

We recommend involving Rivers Agency in discussions with Tessitura to help guide the discussion to ensure the best outcome for the new site.

Rivers Agency will work with Marbles and Tessitura to put together the best package of products from the Tessitura arsenal to make the experience on the new Marbles site second to none. It is important to have the Rivers Agency team involved to make sure that the capabilities needed to implement the requests of the Marbles team are in place, and we have the best tools going forward.

Thank you.

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