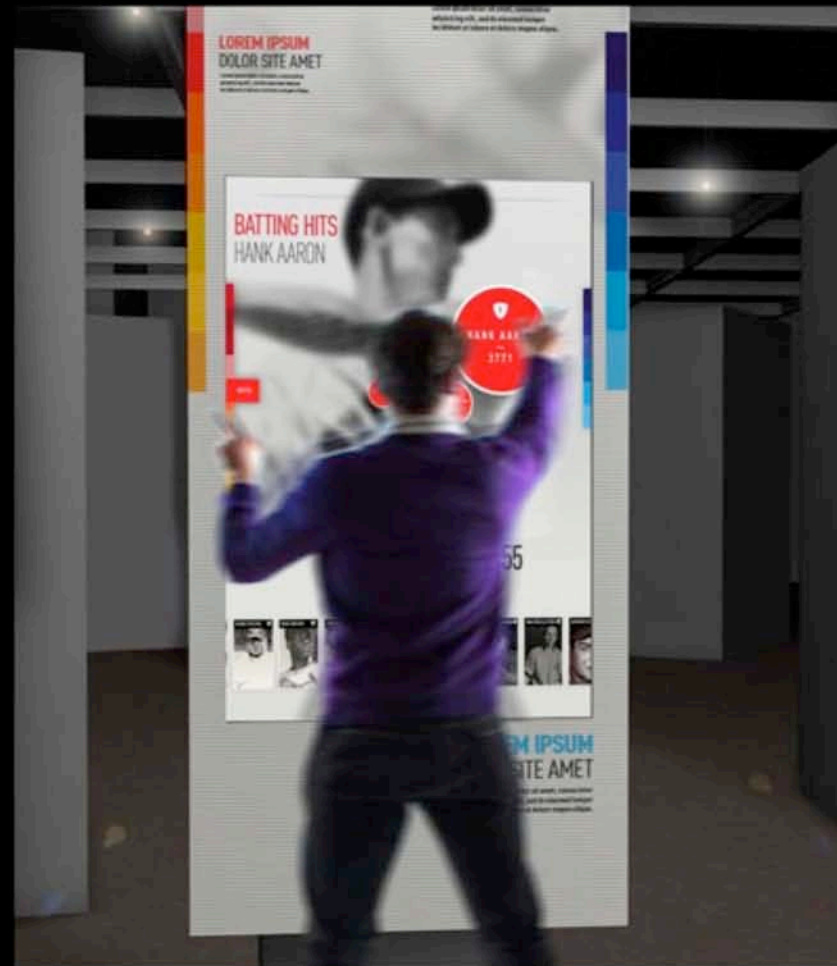
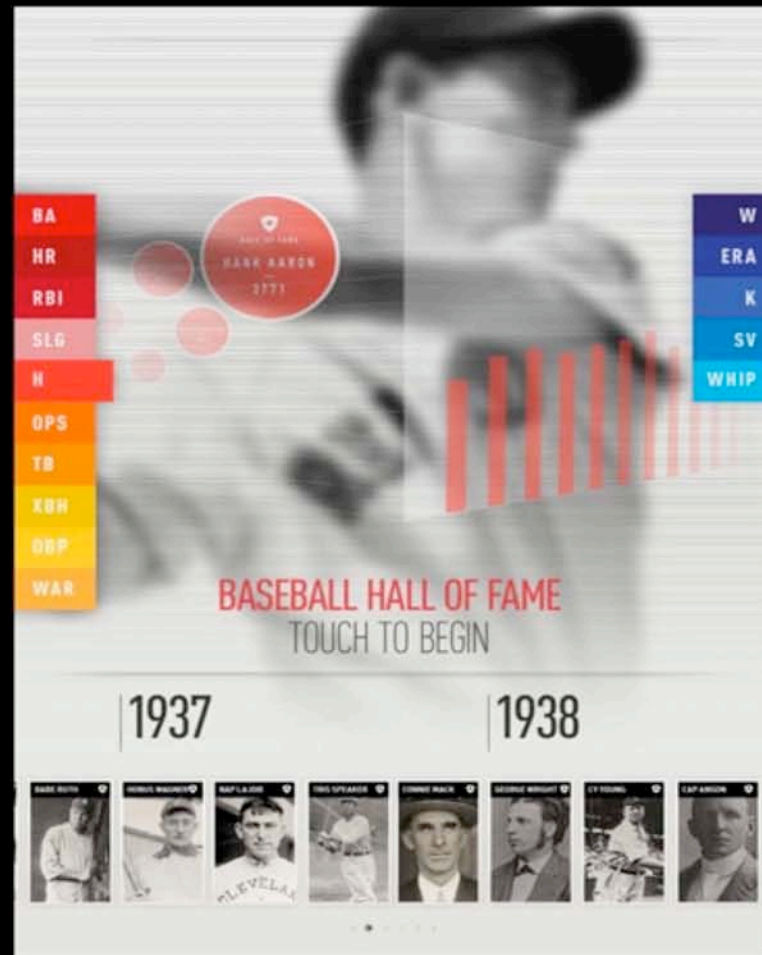


Installation concept



IMAGINATION

The screen of the exhibit is designed to simultaneously appeal to the distinctive tastes of our visitors. An attractor loop will introduce the different interest points and invite the visitors to explore more ...

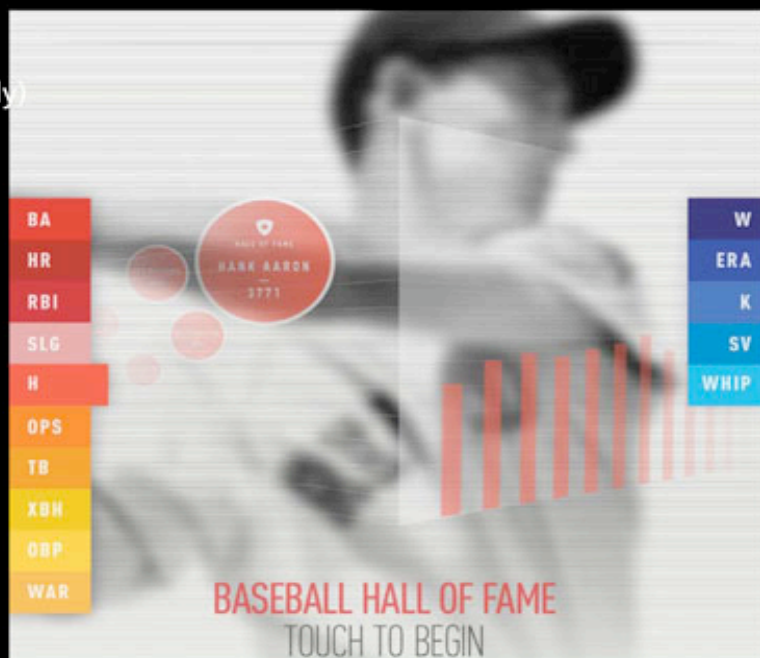


The interface of the Top Ten Tower is divided into content zones. The upper part of the screen is owned by the live stats while the lower part accesses the HOF archive...



Mike loves stats and graphs and likes to compare players

Batting
(example only)

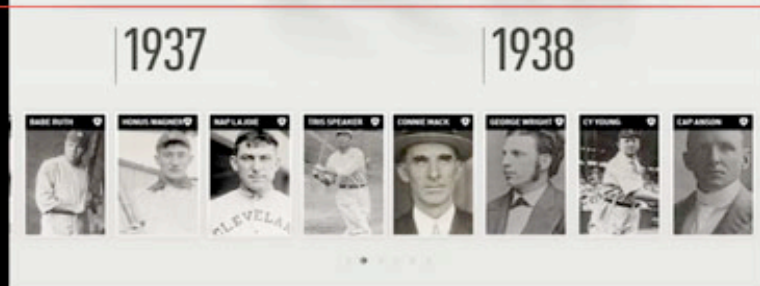


Pitching
(example only)



George and Freddie want to see more information about the Hall of Fame players

Live stats



HOF archive

User journey

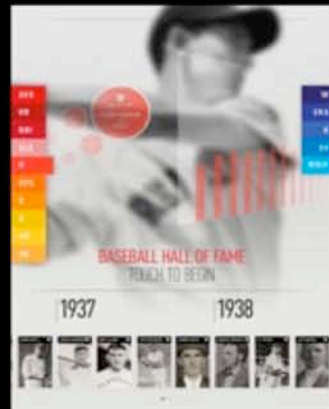
The Top Ten Towers are structured into content areas to provide different entry points, focusing equal weight to content for each of the main targets.

Although the visitors might not consciously notice the division, each area offers a selection of well-considered options to start their journey from.

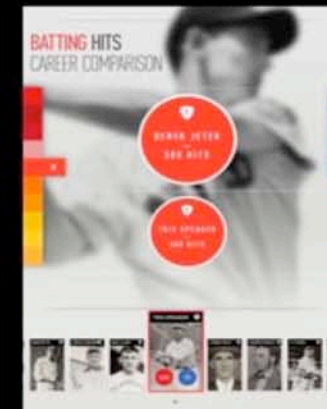
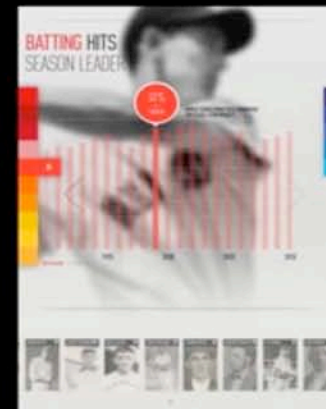
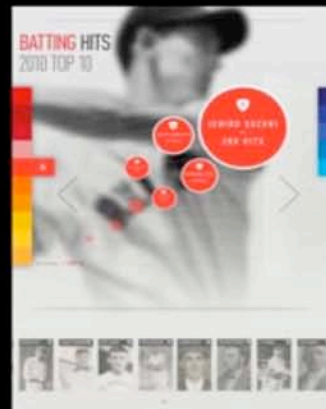
The screen design enables visitors from different walks of life to enjoy the content in a way that is familiar to them. It provides a fulfilling experience and encourages visitors to engage with and explore the data...



George & Freddie



Mike



A further way the Baseball HOF could add value to the audience connection and their experience is by putting the exhibit content onto tablet devices outside of the exhibition. This would greatly appeal to Mike's friends who may not be able to visit the Baseball HOF...

