



Visitor **Experience** **Transformation** Challenge

A pitch by Abdul, Adlina, Farah and Batrisyah.

Proudly mentored by Norlela, Solleh and Hayati.



singapore

Overview

01. Contextual Introduction



A brief overview on the context of where we are now.

02. Problem Analysis



Diving deeper into the problem and the personas.

03. Solution Analysis



Ideas/Concepts that can be implemented.

04. Digital Platform Integration



Ways on increasing customer engagement & loyalty.

01. Contextual Introduction

A brief overview on the context of where we are now.



For context...



Science Centre's Commitment

Renowned hub for scientific **exploration** and **education**.

Committed to **continuously** elevate engagement **quality** for visitors.



Science Centre's Vision

Passion, **Innovation**, Professionalism, and Quality.

Aspiring to engage and **reshape** minds through **interactive** science exploration.



Strategies for Transformation

Actively embracing **cutting-edge practices** by blending **technology**, science, and industry methods for **sustainable** enhancement.

02. 🔍

Problem Analysis

Diving deeper into the problem and the personas.



Challenges Faced (Visitor Experience)

Minor



Limited Dining Options



Categorisation of Tickets



Slow Network



Language Barriers



Hidden Fees

Major



Ticketing Process



Unclear Signages for
Navigation



Crowds and Long Queues



Technology Glitches

Ticketing Process



- Customers unaware of the digital ticketing system.
- Limited payments options with only AMEX, Mastercard and VISA & WeChat are accepted.

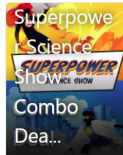
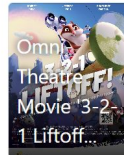


Categorisation of Tickets



- Confusingly diverse choice of tickets.
- Absence of clear headers.

Choose an attraction

 KidsSTOP	 Young Scientist Trail (requires S...)	 Snow City	 Science Centre	 Laser Maze (requires Science Cent...)
Book tickets	Book tickets	Book tickets	Book tickets	Book tickets
 STEMling Collectible Collect fr...	 Superpower Science Show - Require...	 Superpower Science Show Combo Dea...	 Omni Theatre Movie 3-2 1 Liftoff...	 Everest Omni Theatre Movie 'Everest'
Book tickets	Book tickets	Book tickets	Book tickets	Book tickets

Adult Science Centre Public Standard + \$5 Curiosity Shop Voucher | 科学中心成人票 + \$5 Curiosity Shop 礼券
adult age above 13 years

\$S\$12.00 0 - +

Young Geneticist Trail (SC) + Child Science Centre Public Standard
recommended child age 7-12 years

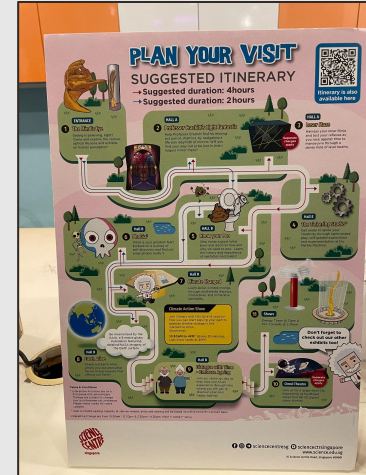
\$S\$13.00 0 - +

Child Science Centre Public Standard | (科学中心儿童票)
child age 3 - 12 years

\$S\$8.00 0 - +

Unclear Signages for Navigation

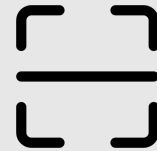
- Guest overlook the key attractions.
- Aesthetic limitation to the signages.



Crowd and Long Queues



- Extended queues during peak hours calls for efficient scanning.
- Time consuming process of ticket scanning.
- **Handheld** scanner - 1.5 seconds to process each Gevme ticket.
- **Self-scanning** turnstile lacks the capability to efficiently scan third-party tickets.

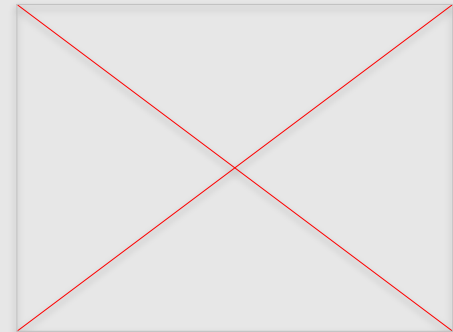
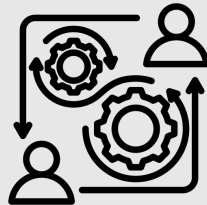




Technical Glitches



- Laser Maze and Flight Crafter often experience technical issues.
- Laser Maze - alignment may occasionally go haywire.
- E3 Flight Crafter - Difficulties in ascending the plane with the aircraft, persistently crashing despite efforts.



5 Primary Visitor Personas



Filzah Syed, 18
(Student)

Occupation: Full-time Student

Media Consumption:  

Posts occasionally on Instagram & TikTok when she goes to cafes and hikes.

Needs & Expectations:

- Ease of Payment Methods.
- Prefer budget-friendly attractions or offer student discounts.
- **'Instagrammable'** spots

5 Primary Visitor Personas



David & Audrey Lim, 38, 36
(Family)

Occupation: Banker, Housewife

Media Consumption:   

Informed about events and activities that captivate son's interests.

Needs & Expectations:

- Admission for Members (*Old Family Membership*)
- Activities are safe for the well-being of their child.
- Ease of Payment Methods.

5 Primary **Visitor** Personas



Aminah Rossli, 68
(Seniors)

Occupation: Retired

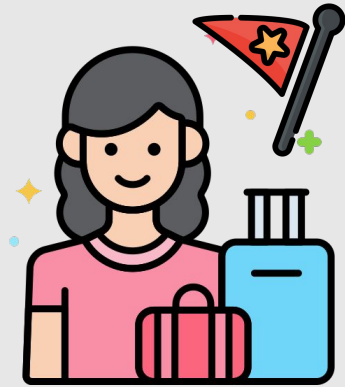
Media Consumption:  

Uses Facebook rarely and contacts her family via Whatsapp.

Needs & Expectations:

- Accessibility of Location.
- Resting Facilities.
- Ease of Payment Modes.

5 Primary Visitor **Personas**



Yin Xuan, 34
(**Tourist**)

Occupation: Graphic Designer based in China.

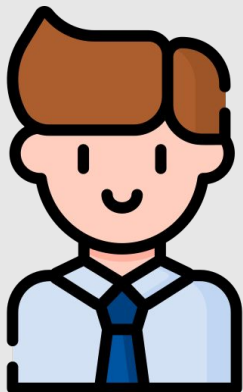
Media Consumption:    

A travel enthusiast, shares her adventures and reviews by recommending places she has visited.

Needs & Expectations:

- Multilingual Information & Support.
- Ease of Payment Methods.
- Informatively Diverse Exhibits.

5 Primary Visitor Personas



Chong Yun, 34
(Corporate Member)

Occupation: GovTech Senior Manager

Media consumption:   

Only uses WhatsApp for business use & Facebook for updates regarding industries and attractions.

Needs & Expectations:

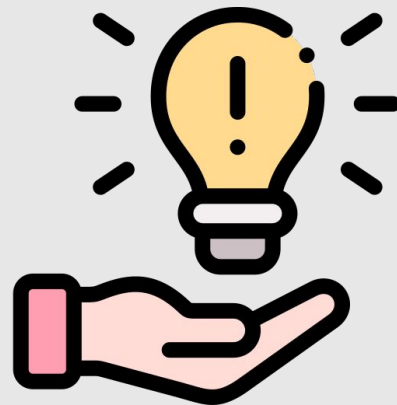
- Fast Processes.
- Easy Turnstile Access.
- Strong Network.

03.

Solution

Analysis

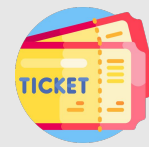
Ideas/Concepts that can be implemented.



Solutions

1 Expansion of Payment Options & Categorisation

- Offering alternative payment methods such as:  Pay   
- Implementing account-based ticketing.
- Avoids the need to repeat the entire procedure.
- Minimises the need for onsite purchases.
- Categorizing tickets neatly through grouping and bolded headers.





CHOOSE YOUR TICKETS

ADMISSION FOR SCIENCE CENTRE ONLY

SG/PR GENERAL ADMISSION

Adult + \$5 Curiosity Voucher (<i>above 13</i>)	\$6
Child (<i>3 - 12 years old</i>)	\$4
Senior Citizen (<i>above 60 / disability card</i>)	\$4

(FOR SG/PR ONLY) - TRAILS

Young Ecologists Trail + Child	\$9
Young Geneticist Trail + Child	\$9
Young Engineer Trail + Child	\$9
Young Energy Saver + Child	\$9

(NON SG/PR) TICKETS

Adult + \$5 Curiosity Voucher (<i>above 13</i>)	\$12
Child (<i>3 - 12 years old</i>)	\$8

(FOR NON SG/PR) TRAILS

Young Ecologists Trail + Child	\$13
Young Geneticist Trail + Child	\$13
Young Engineer Trail + Child	\$13
Young Energy Saver + Child	\$13

Enter promo code: **APPLY**

SUBTOTAL:


CONTINUE SHOPPING


CHECKOUT

Click [here](#) to read Terms & Conditions.

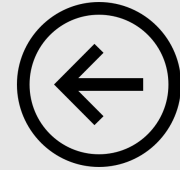



Fig: An example of how tickets can be categorised on the website.



Kiosk Model T

Our tabletop kiosk is lightweight and extremely portable. It is ideal for constrained spaces. The Model T comes quipped with a built-in receipt printer, and a wireless sticker printer can be linked if badges are required.

- ☺ Self-serve
- 👉 Contactless check-in
- 📶 Wireless connectivity
- ✈️ Lightweight
- 📦 Portable
- ⚡ Single powerpoint needed

[Book a Demo](#)



Gevme

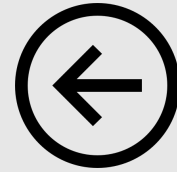


Fig: A wireless ticket kiosk that functions similarly to a tablet but takes Apple Pay, Visa, PayWave, and QR Pay.

Cost-Efficient Option



Item:

A standee with a tablet attached.

Price:

Around \$80 - \$140 or cheaper.

Where can it be seen:

Often used in Singapore Zoo.

Where it can be placed:

Ambassador Front Porch

Function:

Instead of sending them to the Visitor Service Centre (VSC) to use the tablet to book tickets in case they couldn't, they can utilize this to book their tickets instead.

Inspired by **Mandai** Wildlife Reserve's **Ticketing** Process



Fig: Integrating their Member's Login portal directly into the ticket buying website rather than requiring a separate login on a different website.

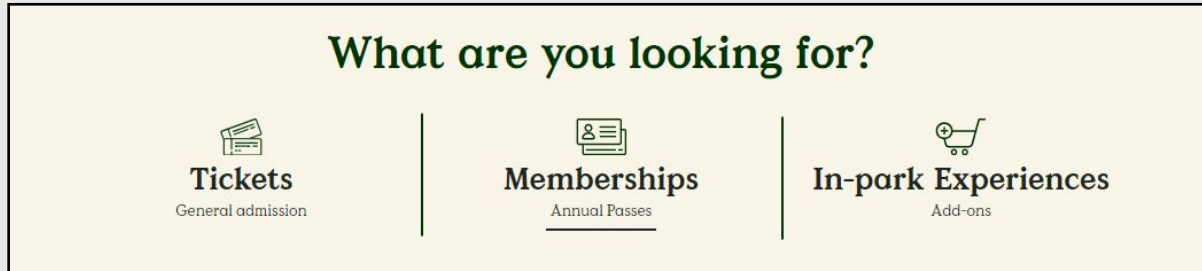


Fig: When entering their ticketing portal, everything is categorised into three headers.



Fig: To give clients an idea of how long it will take, the entire ticketing procedure is broken down into seven or eight steps.

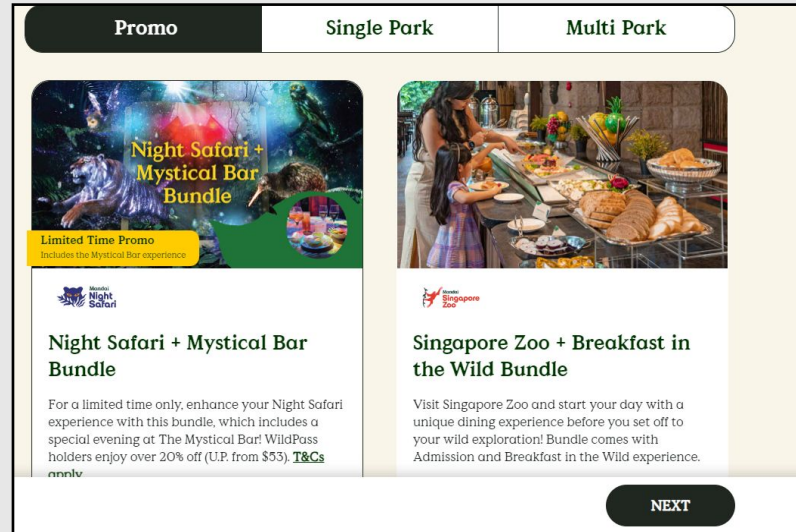


Fig: Customers can choose from a variety of attractions on their website, either individually or in packages.

Select the number of tickets you need



Night Safari + Mystical Bar Bundle

For a limited time only, enhance your Night Safari experience with this bundle, which includes a special evening at The Mystical Bar! WildPass holders enjoy over 20% off (U.P. from \$53). Valid till 17 Mar. [T&Cs apply](#).

*Non-alcoholic beverages are available

Tickets for local residents*

☐ I am a local resident

Only applicable for all Singapore citizens, permanent residents, and ICA-approved or MCM-approved passes with a valid FRN number, including holders of employment pass, student pass, work permit or dependent pass. By checking this box and declaring that you are a local resident and by signing up for this promotion, you consent to our verification of your local resident status against your photo ID document and related collection, use or retention of any personal data according to Mandala Park Holdings Pte Ltd's [Data Protection Policy](#).

Enjoy over 20% discount with WildPass. Sign up for your FREE WildPass on the Order Details page. Ticket prices shown are before WildPass discount.

Night Safari Secret Wild-erland F&B Bundle (Adult)

\$55.00

-

0

+

Night Safari Secret Wild-erland F&B Bundle (Child)

\$38.00

-

0

+

Fig: Prices for tickets are displayed clearly, with "Local Residents" and "Non Residents" bolded in the header.

Select your date of visit

Enjoy the full experience of Night Safari with this bundle that includes admission and a unique dining experience at The Mystical Bar! Valid from 17 Nov – 17 Mar only.

<

January 2024

>

M	T	W	T	F	S	S
1	2	3	4	5	6	7
TODAY 8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Total Payable

\$110.00

Inclusive of 9% GST \$5 9.08

Night Safari + Mystical Bar Bundle

Mon, 8 Jan 2024

2 item(s)

Admissions

Night Safari + Mystical Bar Bundle

Adult (Non-Resident) Night Safari Secret Wild-erland F&B Bundle

x 2

\$110.00

Back

Next

Fig: Guests are prompted to choose their visitation date.

Enhance your experience with add-ons



Safari Adventure Tour

VENUE: NIGHT SAFARI

TIME: 7:00PM - 9:00PM

Up to 7 pax
(includes adult and child of any age)

See the World's First Nocturnal Wildlife Park anew with your own personal guide and buggy. From mocktails to getting the insider scoop on our nocturnal animals, your multi-sensory journey begins here!

Make your experience a truly memorable one with our selected

Total Payable

\$\$110.00

Inclusive of 9% GST \$ 9.08

Night Safari + Mystical Bar Bundle 2 item(s) ▲
Mon, 8 Jan 2024, 7:45PM

Admission

Night Safari + Mystical Bar Bundle

Adult (Non-Resident) Night x 2 **\$\$110.00**
Safari Secret Wild-erland F&B Bundle

[Back](#)

[Skip](#)

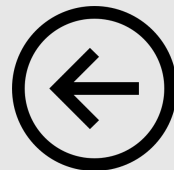


Fig: They can also enrich their experience with exclusive add-ons or press the “Skip” button.



Fig: They are then required to manually input their details. If the customer has already purchased before and is buying again, their details will be saved for the next purchase.

Provide your contact details

All fields are mandatory.

First name Jake	Last name Brown
Email address JakeBrown@gmail.com	
Country Code +65	Contact number 81950943
Country or city of residence Thailand	

☐ Yes, I would like to receive updates on events, promotions, and other happenings at Mandai Wildlife Reserve.

Total Payable

\$\$110.00

Inclusive of 9% GST \$ 9.08

Night Safari + Mystical Bar Bundle 2 item(s) ▲
Mon, 8 Jan 2024, 7:45PM

Admission

Night Safari + Mystical Bar Bundle

Adult (Non-Resident) Night x 2 **\$\$110.00**
Safari Secret Wild-erland F&B Bundle

For **you** members, please enter your membership ID

Membership ID

[Verify](#)

[Back](#)

[NEXT](#)

Review your order

Mandai Wildlife Reserve reserves the right to refuse entry to guests with fraudulent or unauthorized tickets.

Total Payable

SS\$110.00

Inclusive of 9% GST 9.08

Night Safari + Mystical Bar Bundle

2 item(s)

Mon, 8 Jan 2024, 7:45pm
Meal Time: 9:00pm

Admission

edit

Night Safari + Mystical Bar Bundle

Adult (Non-Resident) Night Safari Secret Wild-erland F&B Bundle

x 2

SS\$110.00

Enter promo code

1% Applicable promo code will only be applied on full-priced tickets or add-ons.

Promo code

Apply

Verify your details

edit

Upon payment, your tickets will be sent to **JokeBrown@gmail.com**. Your mobile number is **+65 81950943**.

Select preferred payment method

For enhanced security, you will be prompted to input a One-Time Password (OTP) when making a debit/credit card transaction.

Please complete the entire payment process **within 15 minutes**. If payment is not received within the specified timeframe, your order will be automatically cancelled.

Complete payment in 14:30

Buy with Pay

or pay with

Credit Card

Card number

1234 5678 9012 3456

Expiry date

MM/YY

Security code

3 digits

Name on card

J. Smith

Pay SGD 110.00

☐ GrabPay

☐ Alipay

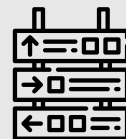
☐ WeChat Pay

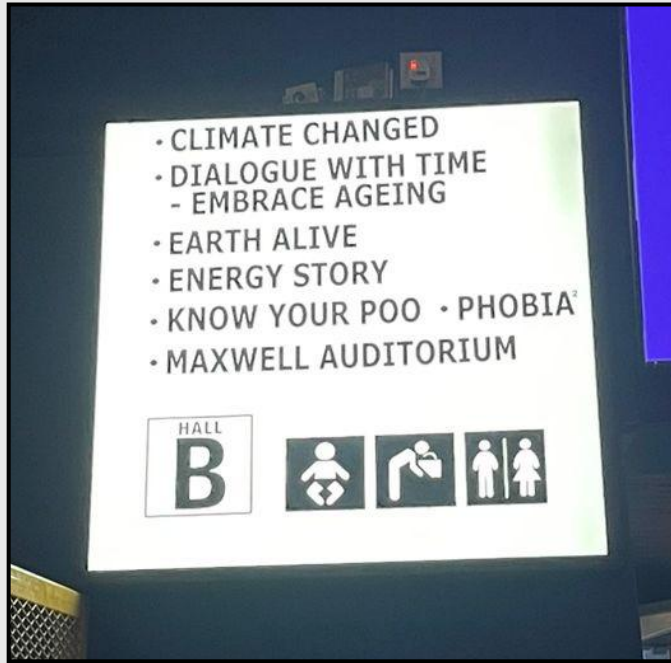
Fig: Before payment, they are required to verify if their intended purchase is correct. Afterwards, they are to pay with the methods above and the tickets will be received via email.

Solutions

2 Introduction of Eye Catching Signages

- Changing the colour and font for better visibility.
- High-contrast displays, such as light text on a dark background / digital signages.
- Wayfinding signages that highlight routes and current locations through prominent landmarks.
- Noticeably large icons alongside clear and concise headers and descriptions on the signages.





Supplier: Canva Physical Signage (Customised) - \$33 and above.





Eye-Catching Signages We Have



Fig: Digital Signage showing contrasting colours. Located at the Atrium.

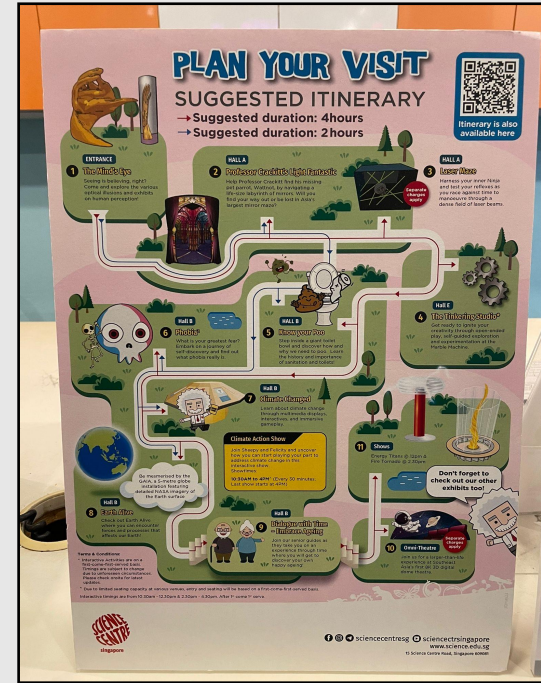


Fig: Plan Your Visit Signage showing differing icons with vibrant colours. Located at VSC & Hall B.

Signages at Other Attractions



Fig: Resorts World Sentosa



Fig: Singapore Zoo

Solutions

3 System Upgrade for Self-Scanning Turnstile & Hand Scanners

- Accelerating the scanning process for Gevme tickets.
- Reducing the number of pop-up windows on the handheld scanner.
- Enablement of scanning third-party tickets for Self-scanning turnstile.

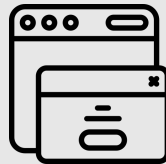




Fig: Wireless Integrated Portable Gevme and Third Party Hand Scanner in which the processing speed for each ticket is immediate.

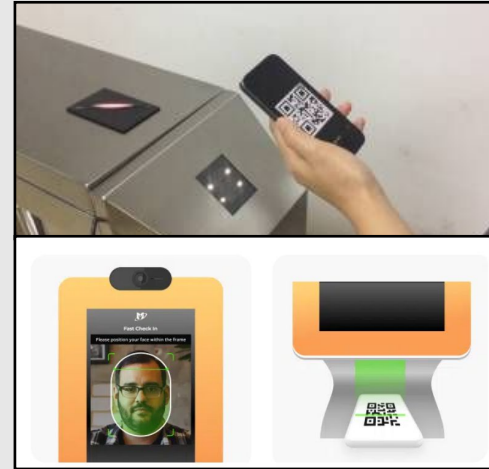


Fig: Self-Scanning Turnstile that is able to scan any QR Code regardless of third-party provider. Admission will be allowed as long as they have the correct ticket for the attraction entered.

Self-Scanning Turnstile at Other Attractions

Singapore Zoo

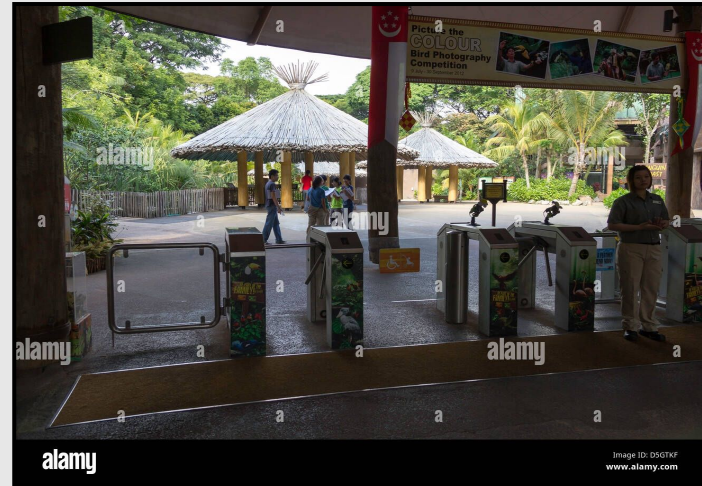


Fig: The staff confirmed that the self-scanning turnstile can process tickets from various ticket providers like Klook and Agoda without the need for a hand-scanner, as it is integrated for both official website-bought and third-party tickets.

04. 

Digital Platform Integration

Ways on increasing customer engagement & loyalty.

Digital Platform **Integration**

Mobile **App** Integration

- Enablement of push notifications, mobile payments and location-based services.
- Integrate a separate portal for Annual Pass Members and Galaxy Rewards alongside purchases.

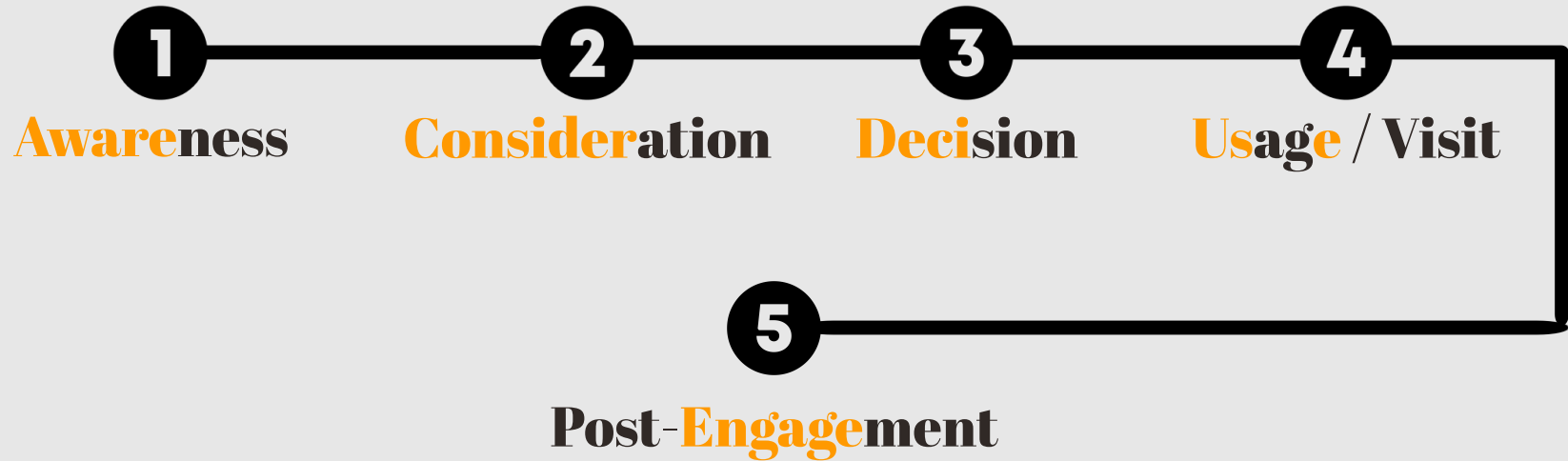
Chatbots and Virtual Assistants

- Provide real-time support and information to website visitors.
 - Excel at managing routine inquiries, allowing staff to focus on more complex interactions.
-



Fig: A promotional poster for the Science Centre App.

Visitor's Journey



Visitor's Journey

1 Awareness

- To raise awareness amongst families and schools, a more active presence in  &  would be beneficial.
- Sharing of vibrant and colorful infographics, highlights & videos on the  account.
- On , key attractions can be edited with a hue, in which swiping will reveal more images.

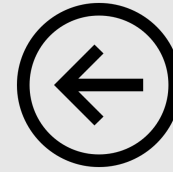


Fig: An example of a colourful infographic that can be showcased.

Visitor's Journey

2 Consideration

- Establishing collaborations with companies, stores and influencers can enhance exposure.
- Galaxy Rewards may also distribute freebies on birthdays & special occasions.
- A potential collaboration with  is highly encouraged.

HOSTED BY:



MONOPOLY



THURSDAY, FEBRUARY 29TH

MONOPOLY

ENJOY FREEBIES AND DISCOUNTS IF YOU SPEND
MORE THAN \$15 IN A SINGLE TRANSACTION!

TERMS AND CONDITIONS APPLY

SCIENCE CENTRE SINGAPORE, 15 SCIENCE CENTRE
ROAD, SINGAPORE 609081
<https://www.scvme.com/sccsmonopolytickets>

SCAN FOR MORE INFO:



*Fig: A potential
collaboration
with Monopoly
Teaser poster.*



*Fig: A sample
of how the
ticket rewards
look like.*



Visitor's Journey

3 Decision

- Targeted advertising is necessary to drive decision-making.
- Offer periodic discounts and/or including small gifts as bonuses with ticket purchases.
- Streamlining website content with concise information and images enhances understanding.



KidsSTOP's Little Footprints Rex's Rawsome Party Kits

For more information of KidsSTOP's Little Footprints kits, please click [here](#). Purchases are made separately. For purchase of à la carte Little Footprints kit, please approach our staff.

Young Scientist Trails:

Trail booklets are available for collection at Visitor Services Centre (VSC) for the duration of the event.

Young Energy Saver Trail: Energy is all around us! Learn about how humanity has used different energy sources. Learn about the importance of energy conservation as a young scientist. After completing the trail, you will earn an "I am a Young Energy Saver" badge and e-certificate.

Young Engineer Trail: Explore engineering innovations while saving the world through science. You will learn how engineers from different disciplines and skills are always looking for solutions. You will find the strategies within nature to solve human design challenges. After completing the trail, you will earn an "I am a Young Engineer" badge and e-certificate.

Young Ecologist Trail: How do animals adapt to their environment? How are living organisms interacting with their environment? Through this Young Ecologist trail, you will discover how fascinating nature can be.



Fig: Before selecting tickets, a huge chunk of information is shown.

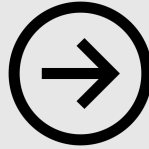


Fig: Before payment, a huge chunk of information is also evident.

TICKET BUYER INFO

Science Centre Singapore and Group of Attractions

1. Valid for one (1) guest only.
2. Last entry to our attractions is 45 minutes before closing time. Please arrive early if you plan to visit multiple attractions..
3. KidsSTOP: KidsSTOP reserves the right to turn away visitors if there is insufficient capacity. Socks are required at specific attractions. Socks can be made at KidsSTOP vending machine if required.
4. Omni-Theatre:
 - a) Each Omni-Theatre Movie E-ticket is entitled to one (1) guest only.
 - b) The movie/show starts punctually so do arrive at the theatre on time.
5. Snow City: Snow play session is 1 hour. Please wear warm clothing. Snow City reserves the right to turn away visitors who are not wearing warm clothing. Jacket and boots will be provided. You will need about 1 hour to complete the session.
6. Science Centre Singapore will not be responsible for lost, misplaced, or stolen e-tickets.

For Tickets with \$5 Curiosity Shop Voucher:

- 1) Voucher must be redeemed by the same date of purchase.
- 2) Minimum spending of \$10 per voucher per transaction.



DON'T KNOW WHERE TO BRING YOUR KIDS?

KidsStop
Adults Allowed!
Brought to You By
Science Centre Singapore

COME TO KIDSSTOP!

A PLACE TO PLAY
ON A GRACEFUL DAY!

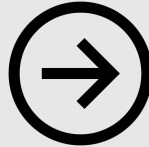
BOOK YOUR TICKETS NOW!

EVERY DAY FROM
10AM - 1PM
2PM - 5PM

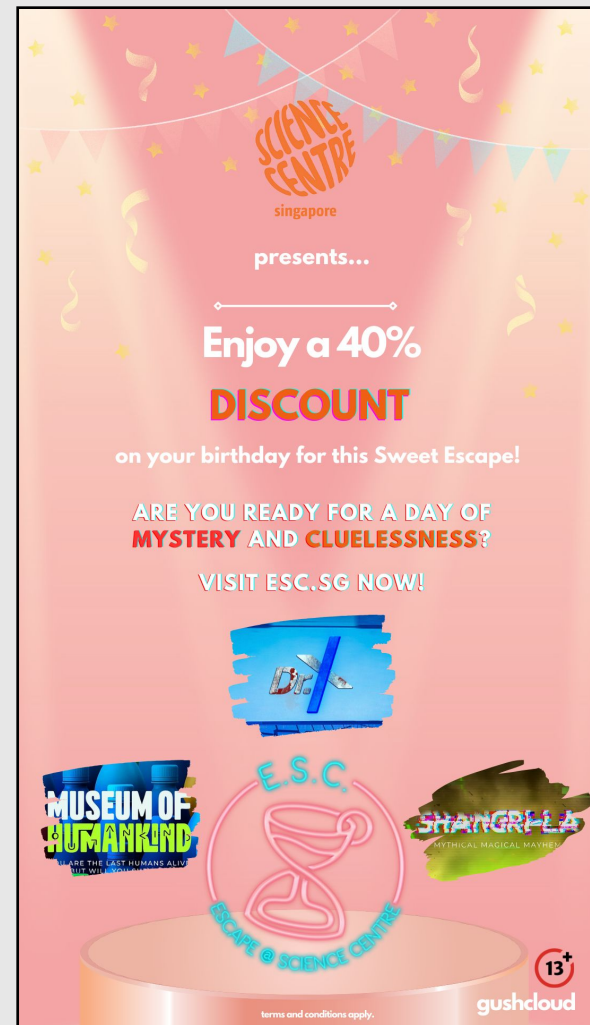
21 JURONG TOWN HALL RD,
SINGAPORE 609433



*Fig: Targeted
advertising for
Kids and
Parents.
(KidsStop)*



*Fig: Targeted
advertising for
Teenagers.
(Escape Room)*



SCIENCE CENTRE
singapore

presents...

**Enjoy a 40%
DISCOUNT**

on your birthday for this Sweet Escape!

ARE YOU READY FOR A DAY OF
MYSTERY AND **CLUELESSNESS**?

VISIT ESC.SG NOW!

KidsStop
Adults Allowed!
Brought to You By
Science Centre Singapore

**MUSEUM OF
HUMANKIND**
ARE THE LAST HUMANS ALIVE?
BUT WILL YOU SURVIVE?

SHANGRI-LA
MYTHICAL MAGICAL MAYHEM

E.S.C.
ESCAPE ROOM @ SCIENCE CENTRE

terms and conditions apply.

gushcloud

13+

Visitor's Journey

4 Usage / Visit

- Adopting the User-Generated Content (UGC) approach.
- Marketing team can organise livestreams to showcase Science Centre's offerings / products from the Curiosity Shop.
- Conduct interviews and post them – a modern trend seen in the Generation Z algorithm.

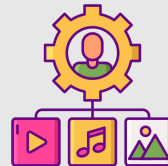


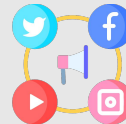


Fig: A current trend of conducting interviews with passers-by.

Visitor's Journey

5 Post Engagement

- Sharing updates about upcoming events in social media, sparking anticipation & return visitors.
- Seeking feedback & ideas to enhance future attractions.
- Adopting Monopoly-inspired rewards for subsequent visits.
- Boasting incentives online creates motivation for customers to revisit.





Thank You!

The floor is
now **open** for
Q&As.

Pitched by Abdul, Adlina, Farah and Batrisyah.

*Proudly **mentored** by Norlela, Solleh and Hayati.*