



Science Centre Singapore presents..



The Visitor Experience and Transformation Challenge 2023

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Introduction

The Visitor Experience Transformation Challenge aims to foster creativity and ingenuity in enhancing the overall visitor experience at the Science Centre. As a renowned hub for scientific exploration and education, Science Centre Singapore is committed to continuously elevating the quality of engagement for its visitors. The challenge encourages participants to propose innovative solutions that will not only improve but also redefine the way visitors interact with the diverse scientific exhibits and educational offerings at the centre.

In the dynamic landscape of Singapore's attractions industry, the constant pursuit of improvement is evident. It extends beyond merely boosting visitor numbers to establishing a distinct identity that offers a unique and enduring experience. At the forefront of edutainment, Science Centre Singapore aspires to engage and reshape the minds of millions through an interactive exploration of science and its facets. Embodied in their core values of Passion, Innovation, Professionalism, and Quality, the centre is committed to exemplifying these principles. As a hub that sparks curiosity, the team actively seeks to embrace and implement cutting-edge practices, blending technology, science, and exemplary methods from the industry to continually enhance the visitor experience in a sustainable manner. Together, these strategies are poised to orchestrate a transformative shift in the overall encounter at the Science Centre, ensuring it remains a beacon of inspired learning.



Problem Analysis (Current)

Visitor experience is the overall interaction individuals have when engaging with a place, service, or attraction. It includes factors like environment, customer service, and atmosphere, with a positive experience characterised by satisfaction and engagement.

Aspects of Visitor Experience that Requires Improvement:

- **Payment Options During Ticketing**

A challenge is posed due to the limited payment options as only three types are offered (*VISA, AMEX, Mastercard*), necessitating manual entry by customers. Complaints often arise due to the time-consuming nature of this process, including the input of a one-time password (OTP) before completing the purchase. To counter this issue, an alternative, such as the addition of payment methods, should be evident.



- **Membership**

Members often encounter various issues with the Science Centre's annual pass membership, including problems with logging in, non-receipt of activation emails, the absence of an E-card unless they log in to the rewards portal, occasional inability to



find their membership after logging in, lack of a phone for verification, and unawareness that logging in to the portal is necessary after activation. They also face errors and long buffer times to login and access their membership due to the membership site being separate from the

official science centre website. This allows room for integration.

- **Website Lag**

Customers frequently express dissatisfaction with the ticket processing buffer time, citing instances where it takes approximately 5 to 10 minutes to adequately process tickets before proceeding to the payment portal or the landing page after successful purchase.

- **Categorisation of Tickets on Website**

Customers often voice frustration with the multitude of categorizations and headers when purchasing tickets. The extensive range, including UNTAME tickets, Ecologist Trails, Geneticist Trails, all grouped under Science Centre without additional categorization or headers, disrupts their decision-making. This confusion is compounded by the lack of clarity on which tickets are meant for general admission, creating uncertainty for both Singaporeans/PRs and foreigners.

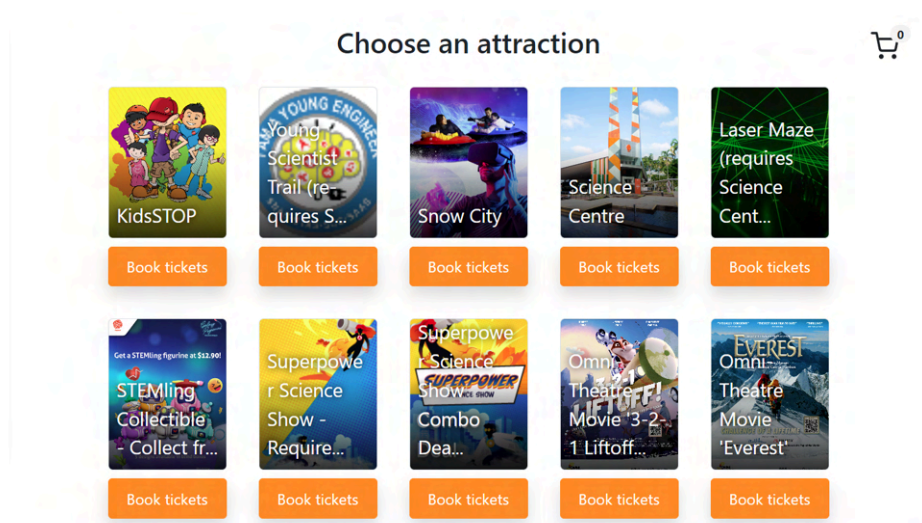
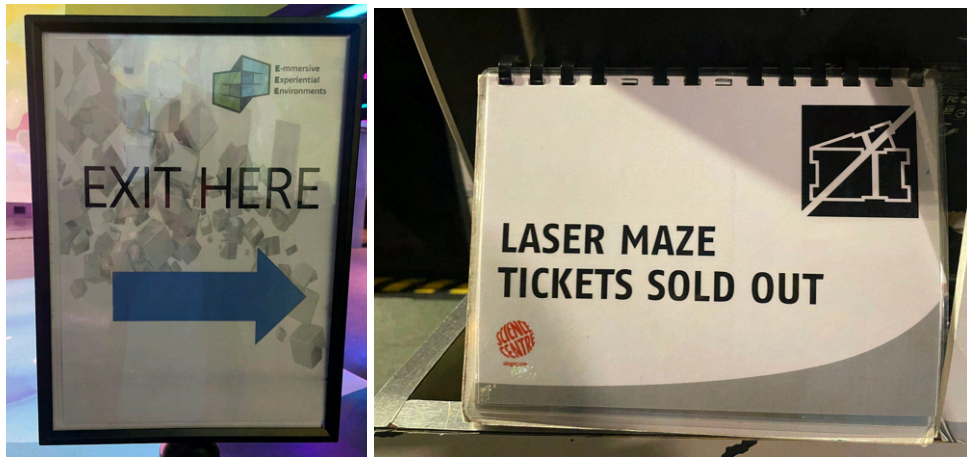


Fig: Current website showing many headers, causing confusion amongst customers.

- **Unclear Signages**

Although there are numerous signs placed throughout the facilities, customers might overlook or opt to disregard them. The black and white colour scheme and plain appearance of the signs make them less visually appealing. Hence, enhancing the design of the signage may be essential.



***Fig.** Bland and non-vibrant signages are often non eye-catching.*

Main Points / Challenges Visitors Face

Minor	Major
• Limited Dining Options • Categorisation of Tickets • Slow Network • Language Barriers • Hidden Fees	• Ticketing Process • Unclear Signages for Navigation • Crowds and Long Queues • Technical Glitches

Minor

- **Limited Dining Options**

The Science Centre's dining options may have limited availability, posing potential difficulties for visitors in search of refreshments. With only three eateries, one of which offers halal choices, there could be inconvenience for those looking to grab lunch or a snack during peak and non-peak hours.

Some visitors might find the restricted culinary offerings not aligned with their religious or personal preferences, emphasising the need for a more diverse selection, especially with a focus on halal options for Muslim guests.

- **Categorisation of Tickets**

Numerous visitors remain unaware that the Science Centre has transitioned to a digital ticketing system, necessitating online purchases for all entry tickets. Their realisation of this change often occurs only upon arriving at the site, leading to moments of confusion. While some visitors smoothly navigate the online ticketing process, others encounter challenges.

The primary issue revolves around confusion stemming from the diverse array of available tickets, as the distinctions may not be clearly articulated. Consequently, some visitors impulsively select the first option they see, only to later discover that it may not align with their intended visit or that they prefer to opt for a membership. Additionally, guests face difficulties in selecting the right tickets due to the absence of clear and succinct headers, creating confusion for those seeking to purchase general admission tickets.

- **Slow Network**

Visitors often experience frustration due to a sluggish network, significantly prolonging the ticket purchase process and leading to considerable waiting times. Guests, who generally dislike waiting, find this situation particularly irksome. The slow network prompts some visitors to refresh their pages, occasionally necessitating a restart of the entire ticketing process.

Furthermore, individuals encounter similar issues even after making payments for their tickets or memberships, with unfortunate instances where they do not receive the expected tickets or activation emails.

- **Language Barriers**

The influx of foreign guests, particularly Chinese and Indian tourists, poses communication challenges when addressing basic needs such as ticket purchases or providing directions within the Science Centre, Omni Theatre, or even guiding them to restroom facilities. The language barrier becomes apparent as we encounter difficulties conveying information, and there is a risk of misinterpretation.

Additionally, guests may face challenges in comprehending signage, leading to confusion and potentially impacting their overall experience at the Science Centre. Efforts to address language-related obstacles and enhance communication channels could significantly improve the visitor experience for our diverse international audience.

- **Hidden Fees**

Guests frequently encounter a common misunderstanding when purchasing tickets for the Science Centre, mistakenly assuming that access to the Laser Maze is included in the general admission. However, it's important to clarify that the Laser Maze is a separate, chargeable attraction with a fee of \$5. This misconception often leads to frustration and disappointment among guests when they discover that purchasing additional tickets is required for the Laser Maze, as they initially believed it to be a complimentary feature included with the general admission to the Science Centre. Clear communication about the separate pricing for the Laser Maze can help manage guest expectations and prevent misunderstandings.

Major

● Ticketing Process

Customers often express frustration with the limited payment options at the Science Centre, as only three methods—AMEX, MasterCard, and Visa—are accepted, requiring them to manually input their card details. While the added security of receiving an OTP or push notification is acknowledged, many customers view it as time-consuming. They consistently suggest the inclusion of more convenient payment methods such as Apple Pay, Google Pay, and Paywave, which allow authentication through facial recognition or a phone password.

This issue is compounded by the fact that numerous visitors are unaware of the Science Centre's transition to a digital ticketing system. Some assume there is a physical booth for ticket purchases, leading to challenges upon arrival. Foreign guests, lacking local cards, encounter difficulties, while others face obstacles in receiving one-time passwords, hindering their payment completion. Despite efforts to find alternative solutions for online ticket purchases, guests often express frustration at the inability to buy tickets onsite seamlessly. They also find it quite a tedious process to repeat the same procedure all over again if they were to buy Laser Maze tickets.

● Unclear Signages For Navigation

Within the facility, there are four primary attractions: the Science Centre, Kidsstop, Omni Theatre, and Snow City. Guests occasionally encounter challenges navigating the space and may inadvertently overlook key attractions. Instances have occurred where visitors hold tickets for all attractions but assume that everything is contained within the Science Centre, resulting in limited time spent at other noteworthy venues. The effectiveness of the current signage is hindered by its plain design and unappealing colour scheme, making it less eye-catching.

This aesthetic limitation contributes to confusion among guests regarding wayfinding as they choose to ignore or miss out the signages, leading to an increase in individuals seeking staff assistance for directions instead of relying on the provided signage. Enhancing the visual appeal and clarity of the signages could significantly improve guest orientation and lesser questions regarding directions, improving overall guest satisfaction.

A notable instance highlighting the impact of signage design is evident in the case of hidden fees associated with the Laser Maze. The current signage communicates that the Laser Maze is a single-player game, and access to 2 rounds is priced at \$5.

However, due to the plain design of the signage, visitors frequently overlook these details and assume it is a free exhibit. Consequently, they may enter without realising the associated cost. Additionally, despite the information being clearly stated on the signage, visitors often pose questions about the price and features of the Laser Maze, indicating a potential disconnect between the design of the signage and its effectiveness in conveying crucial details to guests.

- **Crowd and Long Queues**

On days of peak visitor attendance at the Science Centre, extended queues at the turnstile are inevitable. This is primarily attributed to the time-consuming process of ticket scanning, exacerbated by the presence of only two staff members stationed there even with the inclusion of the self-scanning turnstile. These staff members are responsible for addressing various customer issues related to ticketing and memberships including those arising from system errors and enquiries whilst also scanning tickets promptly.

On specific days with heightened visitor numbers, the scanning of tickets deviates from the official website to include third-party tickets from platforms like Klook, Agoda, and Trip.com. Rapid scanning is essential for these third-party tickets. However, the existing self-scanning turnstile lacks the capability to efficiently scan third-party tickets, necessitating an upgrade for both the self-scanning turnstile, to scan these tickets and the hand scanners, to facilitate faster scanning overall for all tickets, resulting in shorter queues and guest interaction.

- **Technical Glitches**

The Laser Maze and Flight Crafter often experience recurring technical issues. In the Laser Maze, instances have occurred where four lasers malfunction even before a guest initiates the game. Additionally, the laser alignment may occasionally go awry. Guests utilising Flight Crafters commonly report difficulties in ascending the plane, with the aircraft persistently crashing despite their efforts. It is also frequently required to restart the entire system. To resolve this, regular maintenance updates for the system and a stable network connection should be evident in addressing these issues for both the Laser Maze and Flight Crafter.

The 5 Primary Visitor Personas

Personas are fictional characters, which you create based upon your research to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you understand your users' needs, experiences, behaviours and goals.

Teenager / Student

Demographics



Name: Filzah Syed

Age: 18

Occupation: Full time Student

Education level: Higher Nitec

Country of Origin: Singapore

Language Proficiency: Fluent in English and Malay

Interest/Hobby: Cafe Hopping and Hiking

Personality Trait: Extrovert and Cheerful

Media Consumption: Very active on TikTok, Instagram and Twitter. Does a lot of TikTok videos and posts on instagram when she goes to cafes and hikes.

Needs and Expectations:

- Photogenic and Shareable Moments
- Instagrammable spots and unique photo opportunities can enhance their overall experience
- Ease of Payment Methods; Online booking with various payment methods, could be convenient for teenagers who may not always carry cash
- Affordability; Teenagers often have limited financial resources, so they might prefer attractions that are affordable or offer student discounts

Family

Demographics



Husband Name: David Lim

Wife Name: Audrey Lim

David's Age: 38

Audrey's Age: 36

David's Occupation: Banker

Audrey's Occupation: Housewife

David's Education Level: Degree

Audrey's Education Level: Diploma

Number of Children: 2

Country of Origin: Singapore

Language Proficiency: Fluent in English & Mandarin

Interest/Hobby:

- David: Loves cycling and swimming
- Audrey: Loves exploring and cooking

Media Consumption Habit: Audrey consistently stays informed about events and attractions that captivate her son's interest in science and technology by actively following social media platforms like Instagram, Facebook, and TikTok.

Needs and Expectations:

- Ticketing; Parents would expect a bundle/combo for discounted tickets. As such, they possess the old family membership.
- Ease of Payment Methods; Contactless payment: PayWave or PayNow.
- Parents anticipate receiving clear instructions from the staff and ensuring that activity layouts are meticulously prepared and secure for the well-being of their children.
- Membership packages for them to sign up for.

Elderly

Demographics



Name: Aminah Rossli

Age: 68

Occupation: Retired

Education level: Unknown

Country of Origin: Singapore

Language Proficiency: Fluent in English, Malay, Mandarin

Interest/Hobby: Spending time with grandchildren, loves to read the news.

Media consumption: Seldom uses social media, only uses Facebook once in a while and contacts her family via Whatsapp.

Needs and Expectations

- Accessibility of Location

Considering the physical limitations that may come with ageing, senior citizens may face challenges with walking or lack the energy for longer distances. Thus, it is essential for attractions to be easily reachable via accessible transportation like buses, trains, or cars. Additionally, minimising stairs and slopes would ensure a more convenient and hassle-free experience for them.

- Ease of Payment modes

The payment process should be quick and straightforward since Aminah may not be tech-savvy. On days when she accompanies her younger grandchildren to the centre, she might need to handle the payment, so simplicity in the payment method is crucial.

- Resting Facilities

Facilities such as toilets, restaurants, and resting areas should be readily available for senior citizens. As they often visit to spend time with their children or grandchildren, having these amenities ensures that they can comfortably take breaks and rest if they feel tired during their visit.

Tourist / Foreigners

Demographics



Name: Yin Xuan, Female

Age: 34

Occupation: Graphic Designer

Education Level: Master's Degree in Fashion Studies

Country of Origin: China

Language Proficiency: Fluent in Hokkien and Cantonese,
Limited English

Interest/ Hobby: Loves to travel all around the world and going to attractions that allow her to learn something new and bring part of that back home.

Personality: Bubbly, Amiable

Media Consumption Habits: Is very active on social media, especially Tiktok, Instagram and WeChat. She is essentially a social media enthusiast, consistently sharing her travel experiences for everyone to see. Not only does she post about her adventures, but she also provides reviews, indicating whether she would recommend the places she visited.

Needs / Expectations

- Multilingual Information and Support

Given Yin Xuan's limited proficiency in English, she may face challenges understanding certain exhibitions or require assistance in navigating specific areas. To ensure her visit is convenient and informative, it would be helpful to have dedicated personnel or signage available to assist those who do not understand English, preventing them from feeling completely clueless about what is happening.

- Informative and Diverse Exhibits

Yin Xuan has a keen interest in learning new things, and it would be fitting for her to bring a piece of her visits back home. In this case, informative exhibits would allow her to share valuable content on her social media platforms.

- Ease of Payment

As a tourist, everything might seem unfamiliar, so simple processes should be straightforward. Visitors would appreciate a step-by-step explanation of the payment method to ensure they don't feel lost during the transaction in big fonts instead of small ones.

Corporate Members



Name: Chong Yun

Age: 34

Occupation: GovTech Senior Manager

Education Level: PHD in Built Environment Studies

Country of Origin: Singapore

Language Proficiency: English / Chinese

Interests / Hobby: Sightseeing and Attraction Hunting

Personality: Fierce, Confident, Honest and Hasty.

Media Consumption: Uses LinkedIn, Facebook and WhatsApp only. Rarely checks emails due to overwhelming amounts but is slightly tech-savvy.

Needs / Expectations:

- Fast Processes

According to him, time is essential and things would have to be done as smoothly as possible in a relatively short time frame. Due to the next day being a potential work day in the office for him, he has to maximise and spend his time to the fullest today without anything holding him back.

- Easy Turnstile Access

Due to the fact that his agency happened to be one of Science Centre's Corporate members, he expects the processes to go through as smoothly with no mishaps and further checking. As a person who only replies and checks important emails, he only prepares his authorization letter to be shown, hoping that he would gain immediate access without any form of identification or ticketing.

- Strong Network

Being a busy businessman himself, he is often on the lookout for important last minute phone calls pertaining to work or personal matters. Having a paid data plan active, he expects the network to be stable or at maximum stability so that he can receive these calls promptly without having to toggle on and off his data just to get messages.

Solution Analysis (Future)

Ideas / Concepts to Satisfy the Problem Identified

Solution	Problem Identified
Expansion of Payment Options and Categorisation	Ticketing Process & Categorisation
Introduction of Eye Catching Signages	Unclear Signages for Navigation
System Upgrade for Self-Scanning Turnstile and Hand Scanners	Crowd and Long Queues

Explanation of Ideas

Idea 1: Expansion of Payment Options and Categorisation

Customers frequently express dissatisfaction with the limited payment options, finding it cumbersome to repeat the payment process for Laser Maze tickets, Science Centre admission, or KidsSstop entry. Currently, only VISA, Amex, and MasterCard are accepted, requiring manual input of card details. This process can be particularly tiring for some individuals, especially the elderly who may need more assistance.

To address this issue, introducing greater flexibility by accepting alternative payment methods such as Apple Pay, Google Pay, Paypal, or PayNow or having a ticketing kiosk would streamline the ticketing process. Additionally, categorising the tickets displayed on the website could reduce confusion for customers. General admission tickets for the Science Centre could be grouped under one bolded header, while trails could be categorised separately.

Implementing account-based ticketing for purchases would contribute to a hassle-free experience. With account-based ticketing, customers can avoid the need to repeat the entire procedure, as their information is securely stored. This not only reduces reluctance among customers to purchase tickets but also minimises the need for onsite purchases.

Idea 2: Introduction of Eye-Catching Signages

To enhance wayfinding and elevate guest satisfaction, addressing aesthetic limitations in signage is crucial. We recommend initiating this improvement by changing the colour and font for better visibility, thereby minimising the need for staff assistance. Complementing this, high-contrast displays, such as light text on a dark background or digital signages, can be employed to further enhance visibility.

Additionally, incorporating wayfinding signages that highlight routes and current locations through prominent landmarks, like a substantial "You are here!" marker on a map, adds an extra layer of guidance. The estimated implementation costs range from \$500 to \$2000 per sign, factoring in design complexity and signage type. Fortunately, Canva offers cheaper alternatives.

To ensure easy comprehension, it is advisable to include noticeably large icons alongside clear and concise headers and descriptions on the signages. By strategically implementing these steps, the overall wayfinding experience for guests can be significantly improved, reducing confusion, inquiries, and contributing to a smoother journey.

Idea 3: System Upgrade for Self-Scanning Turnstile and Hand Scanners

Numerous complaints have been raised regarding the efficiency of ticket scanning using the handheld Gevme scanner. Consequently, this results in extended queues of impatient customers awaiting ticket scanning, particularly during peak periods. The issue stems from customers being unaware that the handheld scanners are primarily designed for scanning third-party tickets.

Uninformed customers attempt to use the self-scanning turnstile for their third-party tickets, only to discover that it exclusively accepts Gevme tickets. This lack of clarity leads to customer frustration and complaints about denied admission, as only the handheld scanner can process third-party tickets. There is a clear need for improvement in communication and system usability.

To enhance scanning efficiency and expedite admission processes, it is strongly recommended to upgrade the handheld scanner. Specifically, increasing the scanning speed for Gevme tickets when utilised at both the self-scanning turnstile and hand-held scanner,

particularly during peak times, can significantly contribute to quicker and smoother admissions.

By accelerating the scanning process for Gevme tickets on the handheld device, potential reductions in queue lengths can be achieved. Currently, the ticket scanning speed takes approximately 2.5 seconds per Gevme ticket, and improving this speed can enhance overall operational efficiency.

Addressing issues related to third-party tickets, it is advisable to minimise the number of pop-ups. Staff members often face challenges, such as automatic sign-out after 15 minutes of inactivity, necessitating additional time for reauthentication. Despite saved login details, network disruptions can automatically disconnect the scanner, leading to approximately 30 seconds of resolution time.

The excess of pop-up windows adds complexity to the scanning process, necessitating staff to continuously interact with incoming pop-ups before proceeding with ticket scanning. An arduous task is exemplified by the GlobalTix app, where staff must log in every 15 minutes, select the customer service tab, scan the ticket, and then press redeem to confirm admission for each ticket. This becomes problematic when staff need to scan multiple tickets from GlobalTix, repeating the same procedure repeatedly. To alleviate this challenge, reducing the number of pop-up windows on the scanner is crucial.

This adjustment would help staff stationed there remain composed, especially during long queues, resulting in significant time savings and ensuring the highest level of customer satisfaction and experience.

Regarding the self-scanning turnstile, a substantial upgrade would be beneficial. This upgrade should not only focus on enhancing scanning speed but also on enabling the scanning of third-party tickets. This feature is particularly valuable when staff stationed at the turnstile are occupied assisting guests with inquiries or providing directions.

Imagining Ideas / Concept Draw

Idea 1: Expansion of Payment Options and Categorisation



CHOOSE YOUR TICKETS

ADMISSION FOR SCIENCE CENTRE ONLY

SG/PR GENERAL ADMISSION

Adult + \$5 Curiosity Voucher (above 13)	\$6
Child (3 - 12 years old)	\$4
Senior Citizen (above 60 / disability card)	\$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 (above 13)	\$12
Child (3 - 12 years old)	\$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: Sample of Categorisation of Tickets on Website in a neat and orderly manner.

Ticketing Kiosk:

A white, freestanding kiosk with a large black tablet screen at the top. Below the screen is a receipt printer and a contactless payment area with a hand icon.

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](#)

The logo for Gevme, featuring two overlapping squares (one purple, one yellow) above the word "Gevme" in a bold, sans-serif font.

Fig: A wireless ticketing kiosk that serves the same as a tablet but accepts modes of payment such as PayWave, Visa, QR Pay and Apple Pay.

Cost-efficient option:



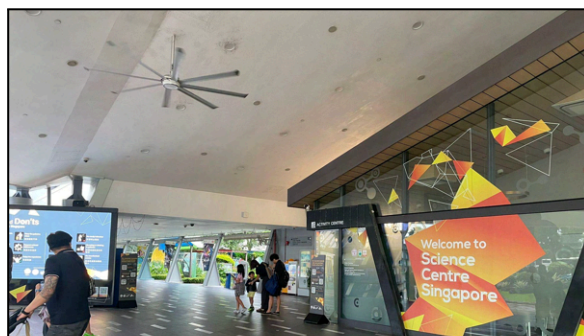
Item: A standee with a tablet attached.

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 can't, they can use this to book their tickets instead.



Categorisation Idea is inspired from Mandai Wildlife Reserve’s Ticketing Process:



Fig: Integrating their Member’s Login portal within the ticket purchase website instead of having to login to another portal at a different website.

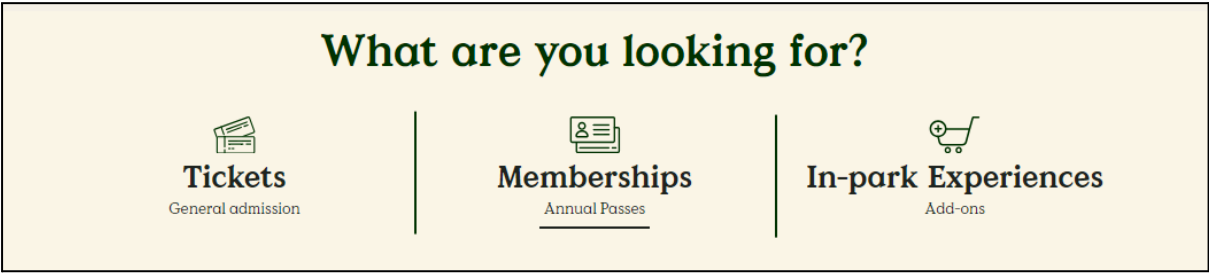


Fig: When entering their ticketing portal, everything is categorised into three headers, as depicted above. This user-friendly and easily navigable design enables customers to book their tickets effortlessly.



Fig: Their whole ticketing process is divided into 7 / 8 stages such that customers know approximately how long it will take.

Promo	Single Park	Multi Park
 Night Safari + Mystical Bar Bundle Limited Time Promo Includes the Mystical Bar experience 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). T&Cs apply	 Singapore Zoo + Breakfast in the Wild Bundle Visit Singapore Zoo and start your day with a unique dining experience before you set off to your wild exploration! Bundle comes with Admission and Breakfast in the Wild experience.	
NEXT		

Fig: In their website, customers are allowed to choose an attraction they wish to visit whether it be bundled or single. Afterwards they click “Next” to reveal the ticket prices in a minimalist style.

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 FIN 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 Mandai 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	+

Tickets for non-residents

Night Safari Secret Wild-erland F&B Bundle (Adult)	\$55.00	—	0	+
Night Safari Secret Wild-erland F&B Bundle (Child)	\$38.00	—	0	+

Ages 3 to 12

Fig: After being clicked, the ticket prices are shown clearly with prices separated by a bolded header stating “Local Residents” and “Non Residents”

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 \$9.08

Night Safari + Mystical Bar Bundle 2 item(s)
Mon, 8 Jan 2024

Admissions

Night Safari + Mystical Bar Bundle

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

NEXT

Fig: They are then prompted to select their date of visit.

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 giant

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 Safari Secret Wild-erland F&B Bundle	x 2	\$\$110.00
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Skip

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

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.

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

Membership ID

Verify

Total Payable

\$S\$110.00

Inclusive of 9% GST \$S\$ 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
\$S\$110.00

Safari Secret Wild-erland F&B Bundle

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NEXT

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

Review your order

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

Total Payable

\$S\$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

Night Safari + Mystical Bar Bundle

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

Upon payment, your tickets will be sent to

JakeBrown@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

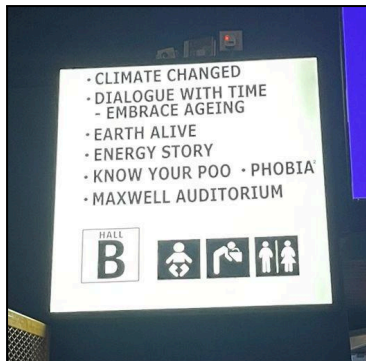
☐ Alipay

☐ WeChat Pay

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

Idea 2: Introduction of Eye-Catching Signages

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



Eye-catching Signages that we already have:



Fig: (Left): Digital Signage showing contrasting colours. Located at the Atrium.
(Right): Plan Your Visit Signage showing differing icons with vibrant colours. Located at VSC & Hall B.

Eye-catching Signages at other attractions:



Fig: (Left): Signages seen at Resorts World Sentosa being very vibrant and eye-catching.
(Right): Signages seen at Singapore Zoo where the animal is carved beside the signage of their own enclosure.

Idea 3: System Upgrade for Self-Scanning Turnstile and Hand Scanners



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:



Fig: Turnstiles at Singapore Zoo. 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.

Digital Platform Integration

How would you integrate digital platforms to enhance the overall visitor journey?

Mobile App Integration

- Develop a mobile application to elevate the online user experience. Provide exclusive features such as push notifications, mobile payments, and location-based services tailored for users, as websites often experience lag compared to apps. This app can integrate a separate portal for Annual Pass Members and Galaxy Rewards alongside ticket bookings and purchases so as to avoid confusion. *(Refer to Fig. 1.3)*

Chatbots and Virtual Assistants

- Implement chatbots or virtual assistants to provide real-time support and information to website visitors who may have questions.
- AI-driven chatbots excel at managing routine inquiries, allowing staff to focus on more complex interactions. They also can efficiently handle Frequently Asked Questions (FAQs).

Visitor Journey

Stage 1: Awareness

The stage where the visitor becomes aware of the existence of a product, service, or place.

Our current social media platforms include Facebook, Instagram, Twitter, and TikTok, with the primary target audience being families, schools, and tour groups. To effectively raise awareness among families and schools, it is recommended to establish a more robust presence on Instagram and TikTok. These platforms are particularly well-suited for engaging younger audiences, including teenagers. Through word of mouth, teenagers can share the latest highlights from the Science Centre with their family members. To further enhance the experience, it is advisable to share vibrant videos and infographics that align with current trends.

They can share vibrant infographics and colourful highlights of Science Centre on their Instagram account. *(Refer to Fig. 1.1)* On TikTok, they can follow a trend where key attractions are edited with either a bright or slightly dark hue, and these images can be showcased by swiping to reveal more.

Stage 2: Consideration

The visitor actively explores and considers the offerings, weighing options and potential benefits.

Establishing collaborations with various companies, stores, and influencers presents a valuable opportunity to enhance the Science Centre's exposure. Hosting time-limited events throughout the year, such as the Untame and Steam Festival, ensures a consistently enriching experience for guests, steering clear of monotony. To amplify the family experience, the Galaxy Rewards booth could contribute by distributing freebies on birthdays and special occasions. This multifaceted approach not only diversifies the Science Centre's offerings but also ensures a dynamic and engaging atmosphere for visitors.

Illustrating a potential collaboration, a partnership with Hasbro's Monopoly could mirror the successful approach seen in McDonald's past promotions. In this scenario, customers purchasing a meal totaling \$10 or more would receive a small Monopoly ticket as part of their purchase. These tickets could unveil various rewards, such as complimentary attraction visits, exclusive discounts, or special perks redeemable at specific stores. This collaborative effort not only enhances the visitor experience but also adds an element of excitement and value to the Science Centre's offerings.



Fig: McDonalds X Monopoly Collaboration Ticket Rewards

Stage 3: Decision Stage

The visitor makes a decision to engage or purchase based on the evaluation of available information.

To captivate customers and drive purchases, targeted advertising tailored to each age group is crucial. For teenagers, enticing them with the thrill of an Escape Room can be effective, while advertising for kids can revolve around the attractions at KidsStop. *(Refer to Fig 1.4 and 1.5)* Utilising platforms like YouTube and Instagram, as well as physical spaces like MRT stations, enhances visibility, awareness, and decision-making.

Introducing periodic discounts or adding small gifts as bonuses to ticket purchases can further attract customers. Emphasising these bonuses in advertisements can significantly enhance their appeal.

Additionally, simplifying information on the website by keeping it short, concise, and accompanied by images makes it more understandable and attractive to potential customers. This approach improves the overall comprehension of the content, making it more accessible and engaging.

Stage 4: Usage/Visit

The actual experience of using a product or visiting a place.

We can embrace the User-Generated Content (UGC) approach by encouraging Science Centre visitors to share their experiences on their personal accounts. They can do this by tagging our social account while sharing photos, videos, or reviews. Additionally, our social media marketing team can organise live streams to showcase the Science Centre's attractions and promote items from the Curiosity Shop, aiming to boost both sales and overall visibility. If feasible, they can also conduct brief interviews with both guests and staff and share them on platforms like YouTube or TikTok, a modern trend seen in the Gen Z algorithm.

Stage 5: Post-Engagement

Activities and experiences after the initial engagement, including follow-up, feedback, and potential repeat engagement.

Harness the power of social media to share updates on upcoming events, special exhibitions, and limited-time attractions, sparking anticipation and excitement that encourages visitors to return. Additionally, foster a community spirit by actively seeking and welcoming feedback, suggestions, and ideas from visitors to enhance future attractions and introduce Monopoly-inspired rewards, such as exclusive discounts or privileges for subsequent visits—like a 50% discount on your next Snow City visit. Prominently feature these enticing incentives on your social media platforms, creating a seamless flow of anticipation and motivation for visitors to revisit.

Samples / Screenshots of Planned Integrations



Fig. 1.1: Vibrant infographics, in line with current trends, to be showcased on their Instagram account.

HOSTED BY:



MONO POLY



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.GETVME.COM/SCSONLINETICKETS](https://www.getvme.com/scsonlinetickets)

SCAN FOR MORE INFO:



Fig 1.2: Science Centre X Monopoly Collaboration



Fig 1.3: Mobile App Promotional Poster

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!

Dr. X

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

E.S.C.
ESCAPE @ SCIENCE CENTRE

SHANGRI-LA
MYTHICAL MAGICAL MAYHEM

13+

gushcloud

terms and conditions apply.

Fig 1.4: Targeted Advertising for Teenagers for Escape Room.



Fig 1.5: Targeted Advertising for Kids and Parents for KidsStop.

References

- https://www.google.com/search?q=monopoly+tickets&sca_esv=596142289&tbm=isch&source=lnms&sa=X&sqi=2&ved=2ahUKEwiUi7LJgMiDAxUOTmwGHWrACcQ_AUoAXoECAEQAw&biw=1920&bih=919&dpr=1#imgsrc=e4Nt3fC8egid6M
- <https://www.science.edu.sg/>
- https://www.instagram.com/p/C1doZAkruqk/?img_index=1
- https://offers.gevme.com/onsite/?utm_source=google&utm_medium=cpc&utm_campaign=19171168517&utm_term=&adgroupid=&utm_content=&gclid=CjwKCAiA1-6sBhAoEiwArqlGPv4IIRB3gNDyq7CZpd8U7exQ95WHPXwoTc1Q1RSRyS99d24fHZcTehoCXhkQAvD_BwE
- <https://www.mandai.com/en/ticketing/admission-and-rides/tickets-selection.html>
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- <https://www.gevme.com/en/onsite-event-registration-services/event-check-in-software/>

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