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ART 449

Find What You Can't See

arts wave
Funding Arts. Fueling Community.

Background

Problem:

How might we use BLINK to get more people to download the ArtsWave App and ultimately become ArtsWave Pass subscribers?

Target Audience:

I would target young adults/college students and young professionals who attend BLINK and are interested in art, music, food, and exploring Cincinnati, especially people who may download the ArtsWave app for BLINK but don't currently have a reason to keep using it afterward.

Design Breif

My Core Design Concepts:

"Find What You Can't See"
The idea is that BLINK becomes a giant interactive scavenger hunt through Cincinnati. The ArtsWave app gives users clues, challenges, and hidden things to discover throughout the event.

Instead of just walking around and looking at installations, users are encouraged to actively explore.

For example:
Find a specific BLINK installation **>** scan/check in
Find a hidden ArtsWave symbol on signage **>** unlock something
Find a participating restaurant/bar **>** unlock a special offer
Complete a certain number of challenges **>** earn a reward
Complete the entire hunt **>** receive an exclusive BLINK/ArtsWave discount or physical prize

The important part: the hunt doesn't necessarily have to end when BLINK ends.

After BLINK, the app could continue having monthly "hidden" ArtsWave challenges around Cincinnati. That gives people a reason to keep the app after their free month.

The Main Idea

See the Wave → Something is waiting to be discovered.
The Wave Becomes the Signal.



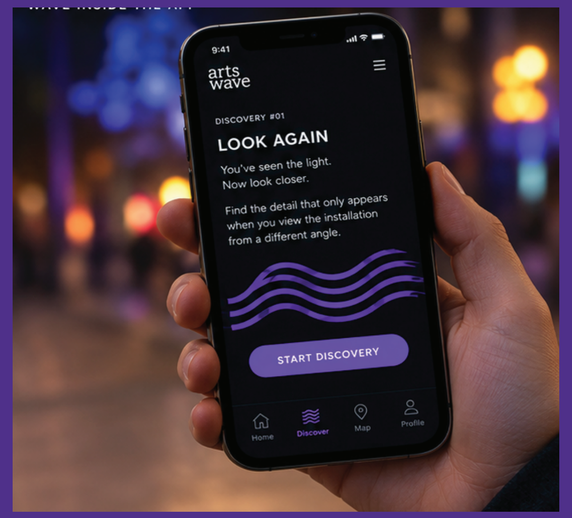
Wave on a Poster



Wave on a Window



Wave Projected on Ground



Wave in App

Example of how this would work.

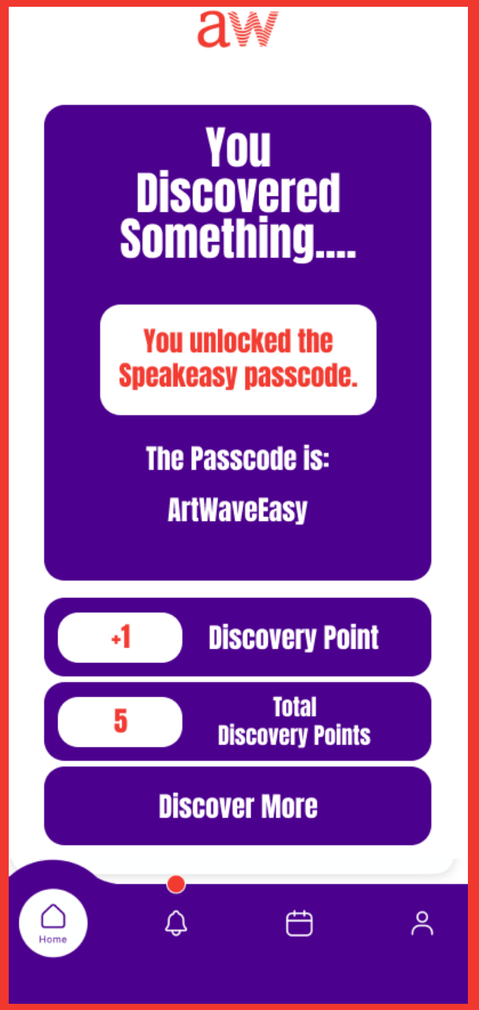
Main Goal: User Unlocks Password to Speakeasy.



See the Wave.



Look Closer.



Discover.

Unlock.

Keep Going.

How it will work at BLINK.

Before BLINK Social Post:



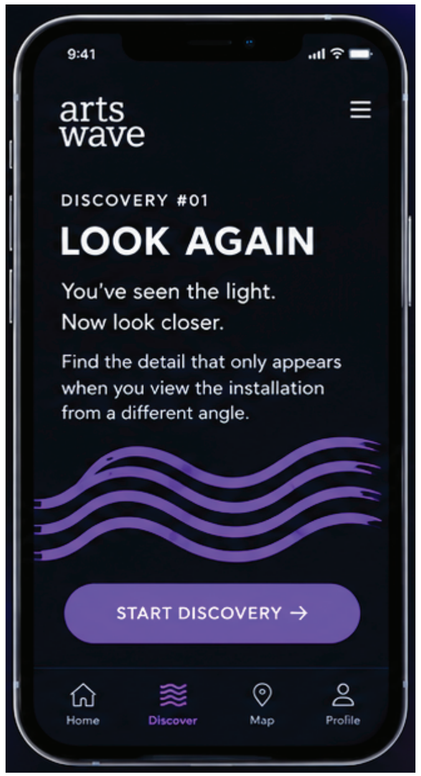
At BLINK:



Find. Discover. Keep Going.

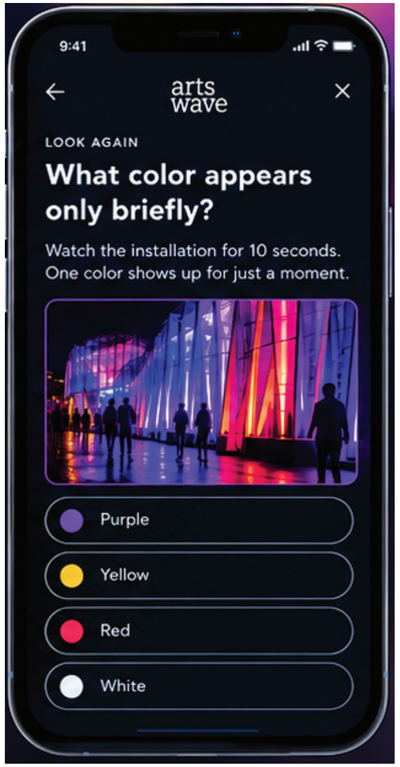
BLINK ILLUMINATED BY arts wave

The ArtsWave app turns a simple scan into a meaningful experience one discovery at a time.



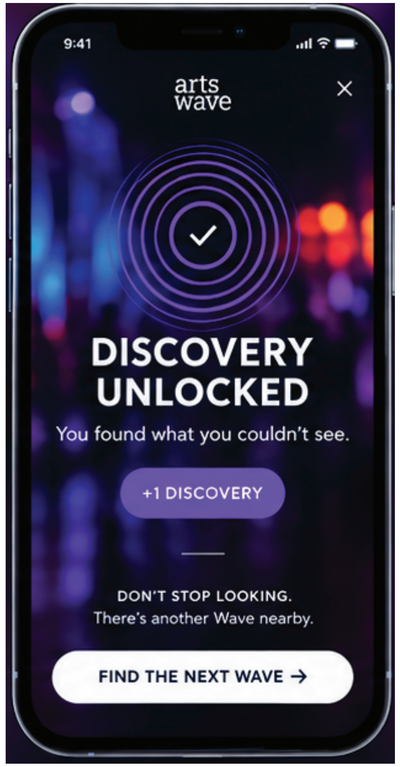
01 Start

After scanning the Wave, the ArtsWave app gives you a unique challenge based on the installation.



02 Engage

You complete the challenge using observation skills and look at the installation a little differently.

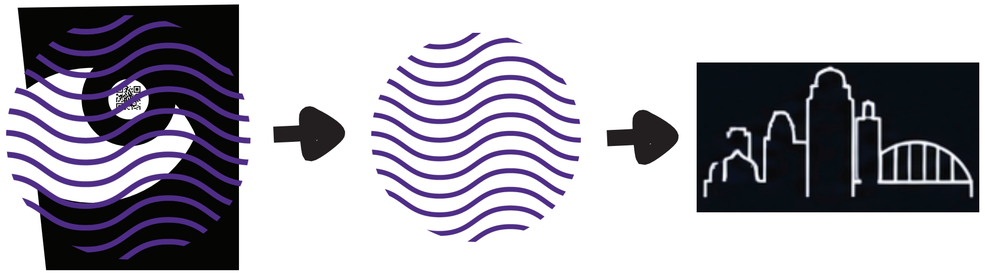


03 Continue

You get a Discovery and the app points you towards your next Wave, keeping the experience going.

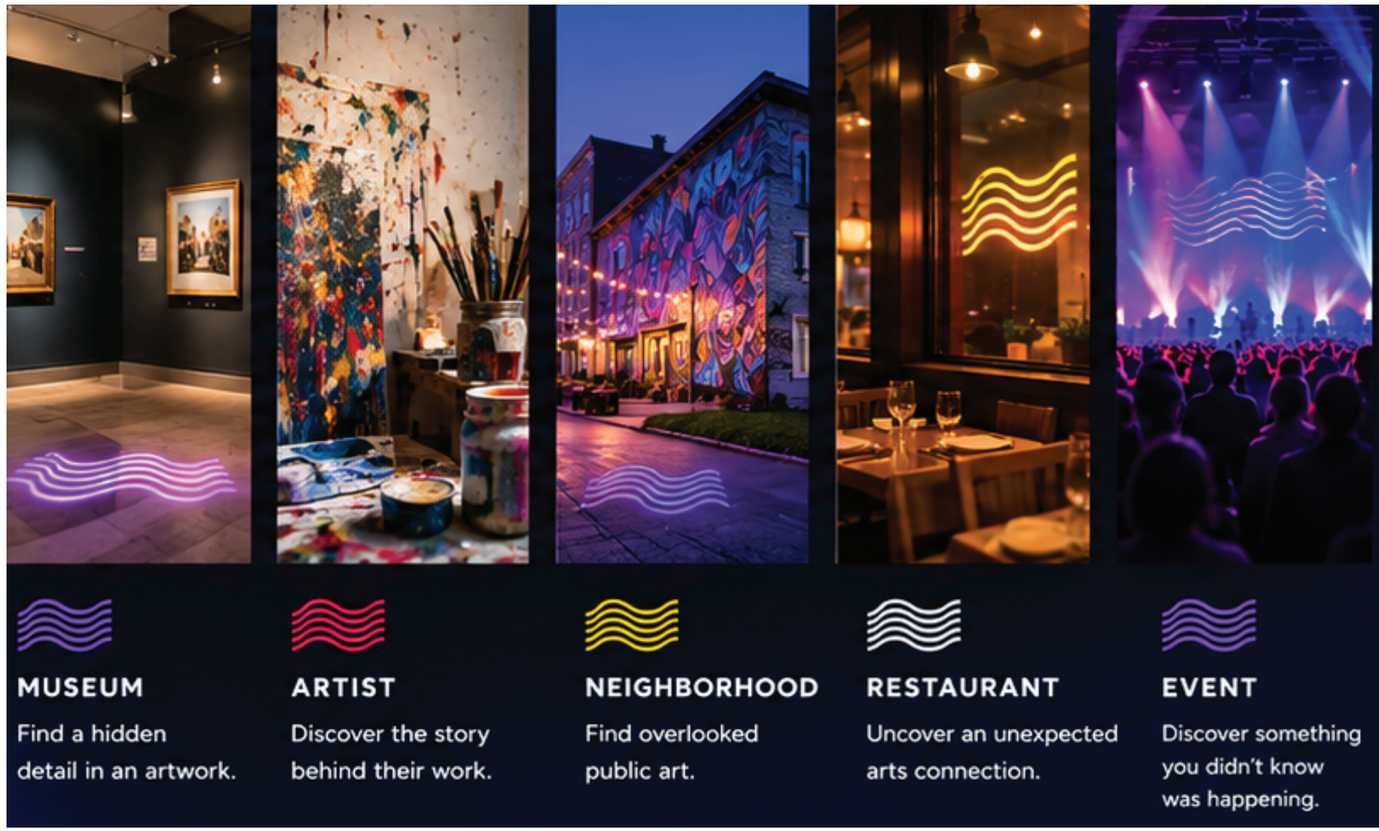
After BLINK,
Keep Looking

BLINK is the introduction, not the destination. The eye gets people to look, but the Wave is what carries the experience forward.



BLINK. **Wave.** **Cincy.**

The wave shows up everywhere.



BLINK gets people to look.
ArtWave gives them more to discover.

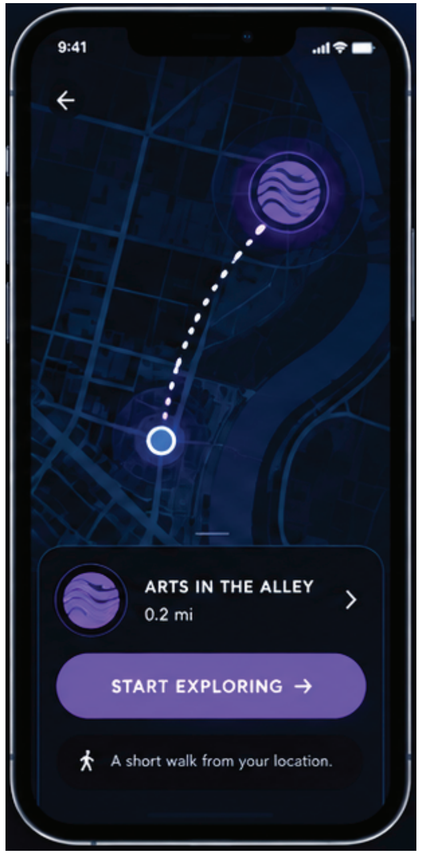
Future Expansion.

Discovery Map.

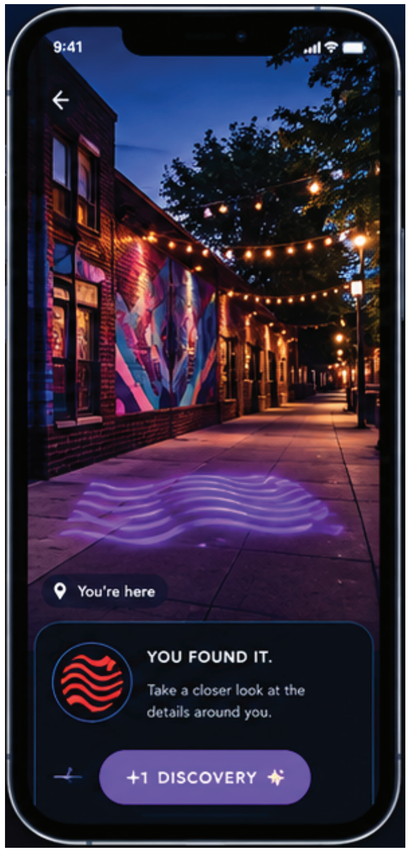
A discovery map turns Cincinnati into an ongoing experience.



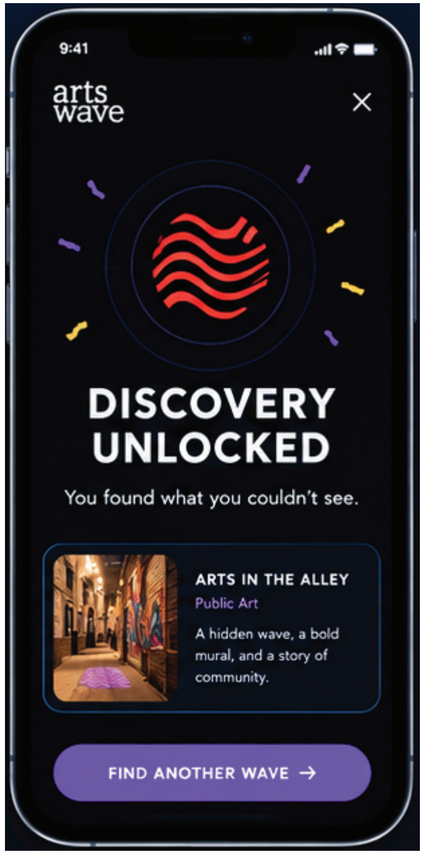
Open the map to see nearby Waves and discover what's around you.



Choose a Wave and let the app guide you there or open it in your maps app.



Arrive at the location, look closer, and discover something you might have missed.



Unlock your Discovery and get the next Wave. The journey never really ends.