

April 25, 2019

Control Center Dashboard

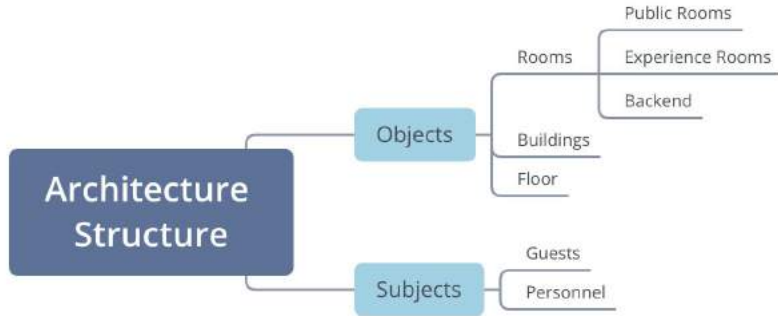
Tinsley, Sam & Qub Studio

Brief

Control Center Dashboard is an ultra-connected, cutting-edge, and seamlessly automated and orchestrated experience between the building and its occupants with choreography that allows the building itself to inform people where to go (itinerary) and what to do (actions) via a system of connected triggers.

The dynamic interior architecture is composed of a reconfigurable wall system that is programmable and scalable to environments of different shapes, sizes and geographic locations. Sensors, devices, and data will be embedded into one synchronous system and controlled via control center. Context-aware computation enables the building, installations, and occupants to respond instantly to change using a system of triggers - i.e. temperature, lighting, sound, movement/flow cues, haptics, etc.

00 Architecture Structure



Element: General Structure

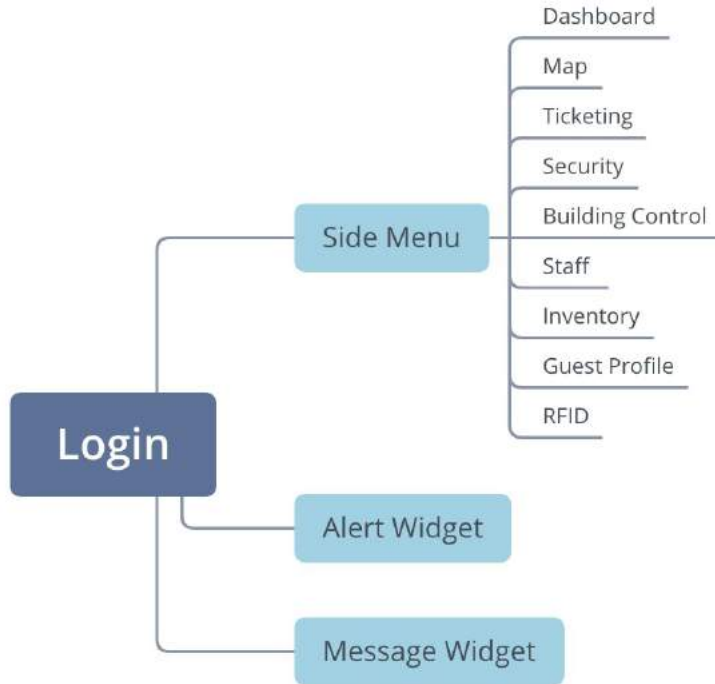
Explanation:

For the sake of simplifying the architecture, we suggest incorporating object and subject categories, as the similar metrics would be applicable to those categories later in the system.

User tasks:

- To efficiently navigate the system and see relevant metrics on the Dashboard;

00 Dashboard Layout



Element: General Structure

Explanation:

The dashboard layout should consist of three independent components - *menu*, *alert widget* and *messaging widget* which would be visible and active at all times and in every system module.

The idea for future realization:

It would be nice to create a user permission matrix in the future, managing user workspaces on the dashboard to display only relevant information for the user's role.

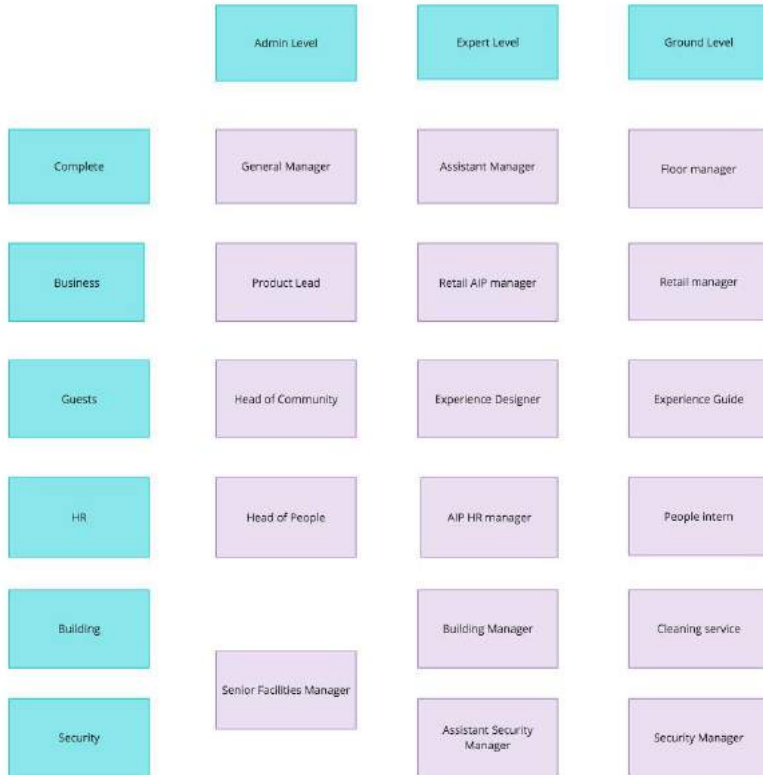
User tasks:

- Easily access dashboard modules;
- Retrieve relevant information according to his role.

User Profile

Control Center Dashboard

00 User Access Levels



Explanation:

As previously discussed we suggest developing not only permission levels for different users but also tailor the control center dashboard to their professional role and needs via specific workspaces.

Idea for future realization:

The process of permission level and workspace assigning could be manually performed by the HR manager for each user as a part of the recruitment process closure.

General Manager 1/2

Brenda (Sugarcookie)

Master of Business Administration



Access level:

Admin

Workspace type:

Complete

Frequency of usage:

Daily, 3-4 hours session.

Area of Interest:

Building status, guest experience analytics, financial analytics.

My typical day includes:

- Analysis of operations performance;
- Communication with other managers and employees;
- Identification of opportunities for scalability.



What I do:

- Make sure that all processes within the building run smoothly;
- Provide training to the new employees;
- Oversee the work of facilities manager, guide supervisor, shop supervisor, and other managers.
- Oversee the operation and performance of the retail and hospitality;
- Conduct and oversee payroll;
- Oversee employee scheduling.

Frustrations:

- Not enough automation of technical processes and software;
- No KPI analysis provided by the software.

Goals to be achieved:

- Free up working time for important operations and cut the time that needs to be spent on micromanagement;
- Automate technical processes within the building;
- Improve overall employee awareness of relevant processes and communications.

Pains to be relieved:

- The need to grab data from multiple sources for overall analysis;
- Being detached from the guests' experience due to imperfect ticketing software;
- Spending a lot of time for manual operations such as employee scheduling.

Product Lead 1/2

Rebecca (Spice)

Bachelor of Business Administration,
Design and Management



Access level:

Admin

Workspace type:

Business

Frequency of usage:

Daily, 3-4 hours session.

Area of Interest:

Financial performance
analytics, inventory tracking.

My typical day includes:

- Analysis of retail performance and overall revenue;
- Communication with retail employees and business partners;
- Identification of opportunities for product expansion and improvement.



What I do:

- Develop the AIP product and overall brand representation;
- Oversee and improve overall retail performance;
- Take part in contract negotiations regarding retail;
- Make sure the product is manufactured to the applicable standards;
- Carry out retail and product expansion plan for future operations.

Frustrations:

- Not enough automation of technical processes and software;
- No revenue and performance KPI analysis provided by the software.

Goals to be achieved:

- Free up more working time for the product and revenue analysis;
- Automate technical processes within the retail operations;
- Improve automatic theft management.

Pains to be relieved:

- The need to grab data from multiple sources for overall product and revenue analysis;
- Spending a lot of time for manual operations such as revenue analysis and inventory tracking.

Head of Community 1/2

Stephanie (Mint)

Master of Liberal Arts



Access level:

Admin

Workspace type:

Guests

Frequency of usage:

Daily, 3-4 hours session.

Area of Interest:

Guest experience analytics,
ticketing analytics.

My typical day includes:

- Analysis of guests experience satisfaction;
- Updating social media and communicating with the community via digital platforms;
- Improving guest experience and interactions;



What I do:

- Oversee the ticketing process;
- Manage social media platforms,
- Carry out analysis of community feedbacks;
- Oversee copy and brand voice, from signage to press releases to RFPs to website and ads;
- Send out company surveys and emails;
- Come out with memberships and other loyalty programs.

Frustrations:

- There is no way to get ticketing performance analytics;
- Ticketing process is complicated.
- Guest experience analysis is not accurate, as it is being transmitted via other employees.

Goals to be achieved:

- Better understand guest experience satisfaction and perform guest experience analysis using one software.
- Automate and simplify ticketing performance analysis.

Pains to be relieved:

- The need to grab data from multiple sources for overall guest experience analysis;
- Spending a lot of time for manual operations such as guest experience analysis.

Head of People 1/2

Alison (Jelly)

Master of Human Resources
Management and Development



Access level:

Admin

Workspace type:

HR

Frequency of usage:

Daily, 1-2 hours session.

Area of Interest:

Employee management,
user management

My typical day includes:

- Communication with general managers and other employees;
- Carrying out recruiting research;
- Tracking employee performance and success.



What I do:

- Carry out the recruiting process;
- Oversee and manage the HR process;
- Oversee and manage candidate lifecycle from interview to offer letter;
- Carry out employee training;
- Supervise leadership development for GMs and their teams.

Frustrations:

- There is no possibility to send general notifications to all employees and communicate with them efficiently;
- There is no good way to track employee learning and progress;
- Significant staff turnover results in extensive onboarding procedures.

Goals to be achieved:

- Better understand employee satisfaction rate and performance.
- Automate and simplify general notifications sending.

Pains to be relieved:

- The need to grab data from multiple sources for overall employee satisfaction and performance analysis;
- Having important information and notifications getting lost in Slack and Google Drive.

Senior Facilities Manager 1/2

Adrian (Pudding)

Master of Human Resources
Management and Development



Access level:

Admin

Workspace type:

Building

Security

Qubstudio

Frequency of usage:

Daily, 5-7 hours session.

Area of Interest:

Building management,
security management

My typical day includes:

- Carrying out building maintenance and control;
- Communicating with contractors and other maintenance/security employees;
- Checking installations, walls, rides, and other technological equipment status.



What I do:

- Take care of building and make sure every piece of technology works smoothly;
- Work with contractors and other employees on the building management.
- Modify and fix installations, walls, rides and other technological equipment;
- Oversee the recruiting process for day and night clean teams, as well as manage their work;
- Develop emergency planning and training emergency algorithms for employees.

Frustrations:

- There is no software possibility to carry out building maintenance and control.
- Nothing can be done while the building open.

Goals to be achieved:

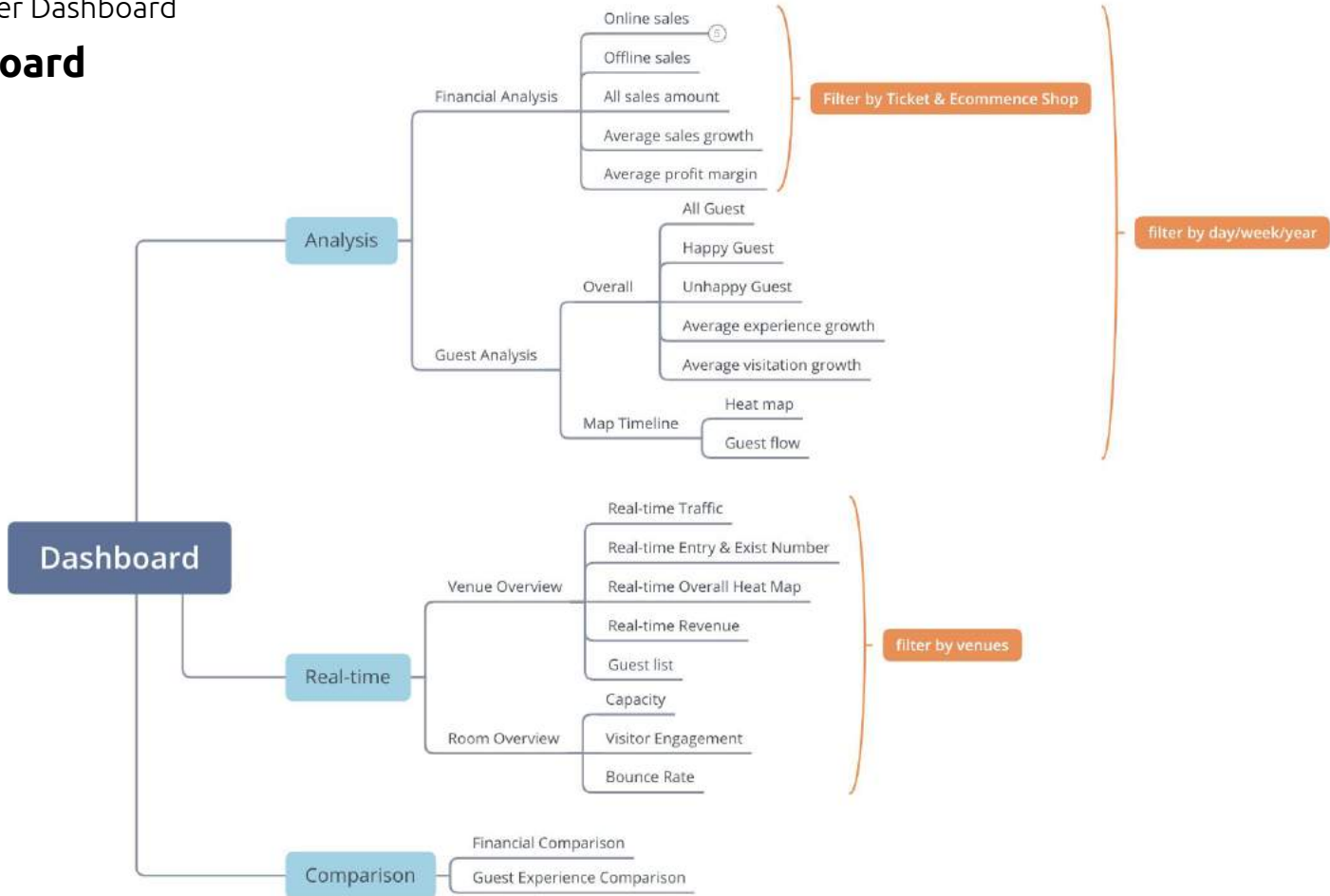
- Free up working time for important operations and cut the time that needs to be spent on maintenance micromanagement;
- Automate technical processes within the building;
- Improve security within the building and efficiently react according to emergencies.

Pains to be relieved:

- The need to grab data from multiple sources for overall maintenance analysis;
- Spending a lot of time for manual operations such as employee maintenance schedule;
- Not reacting to maintenance issues as quickly as possible in order to ensure seamless building performance.

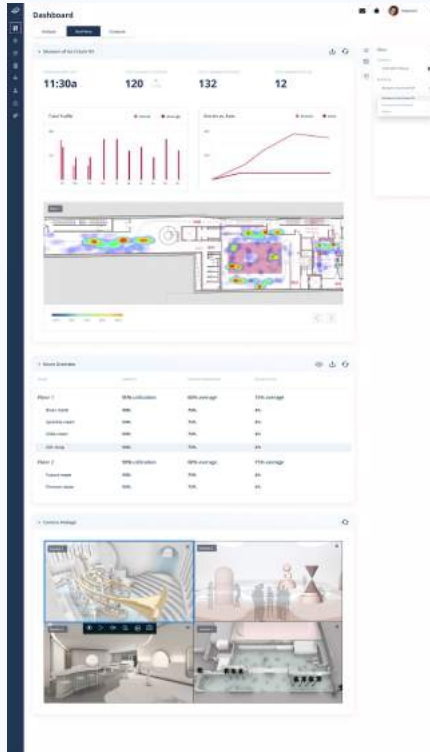
Dashboard

01 Dashboard

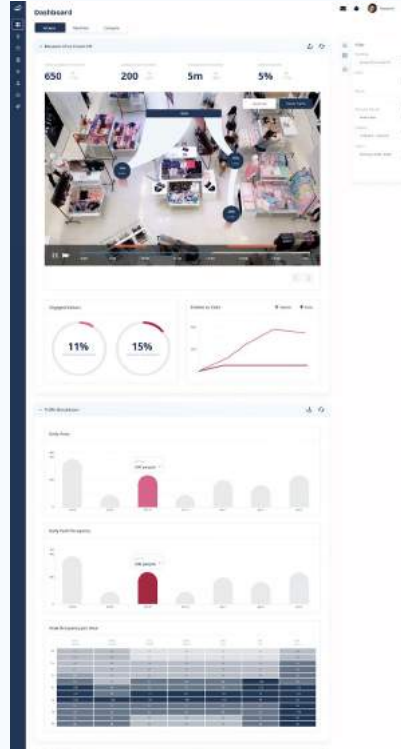


Control Center Dashboard

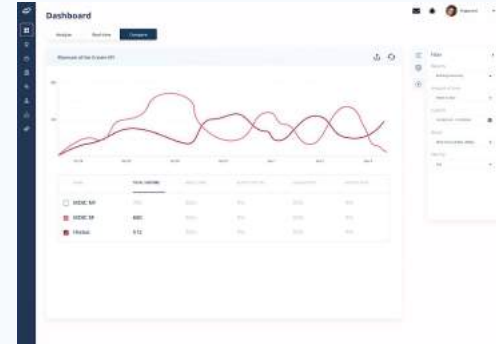
01 Dashboard



Real-time



Analysis

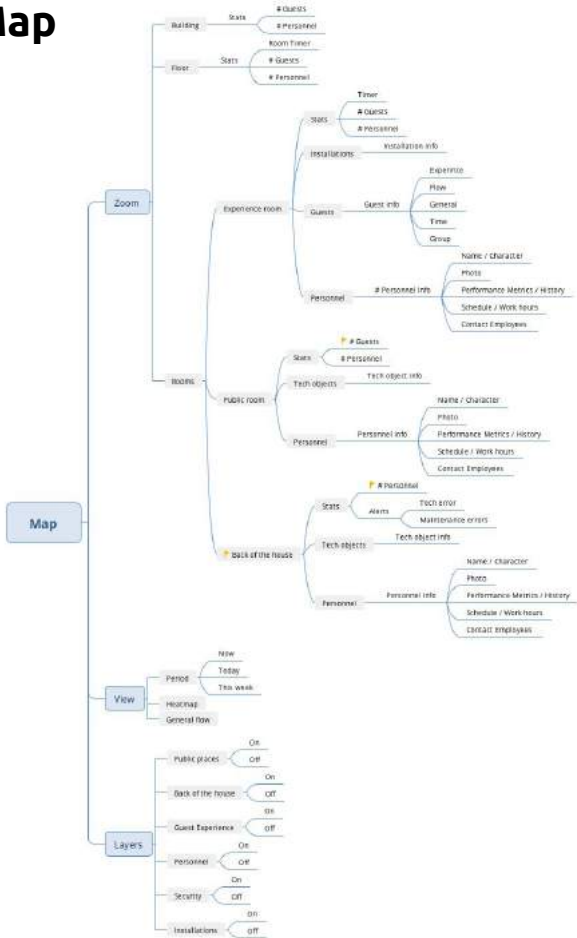


Comparison

Map

Control Center Dashboard

02 Map



Element: Menu

Explanation:

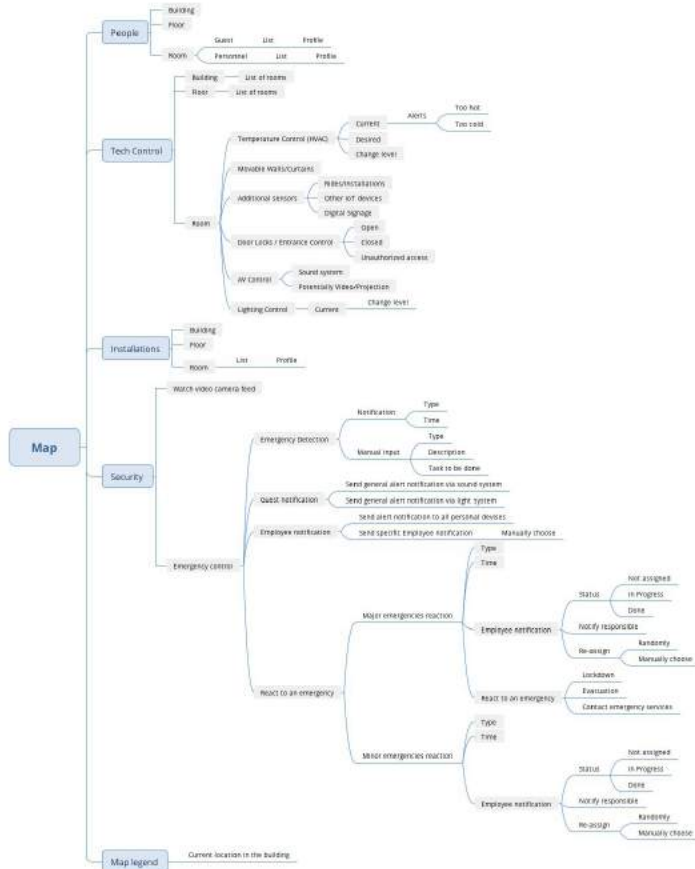
The map appearance is controlled with three settings - *zoom*, *view*, and *layers* in order to achieve the best accessibility and relevance for the user.

User tasks:

- To easily inspect parts of the museum relevant to his current needs;
- To set the map view according to his current needs.

Control Center Dashboard

02 Map



Element: Menu

Explanation:

Independent widgets - *tech control*, *people*, *installations*, *security* and *map legend*, are applied separately to the map module in order to assure simplicity of usage.

The idea for future realization:

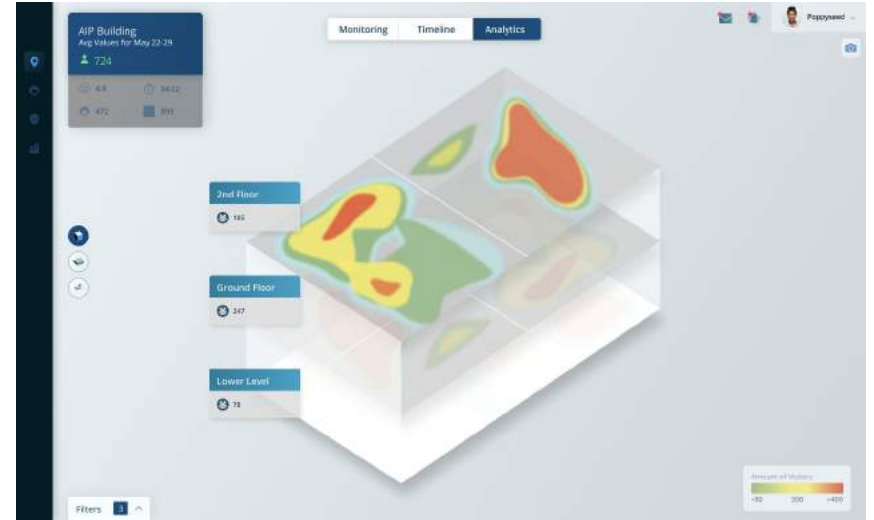
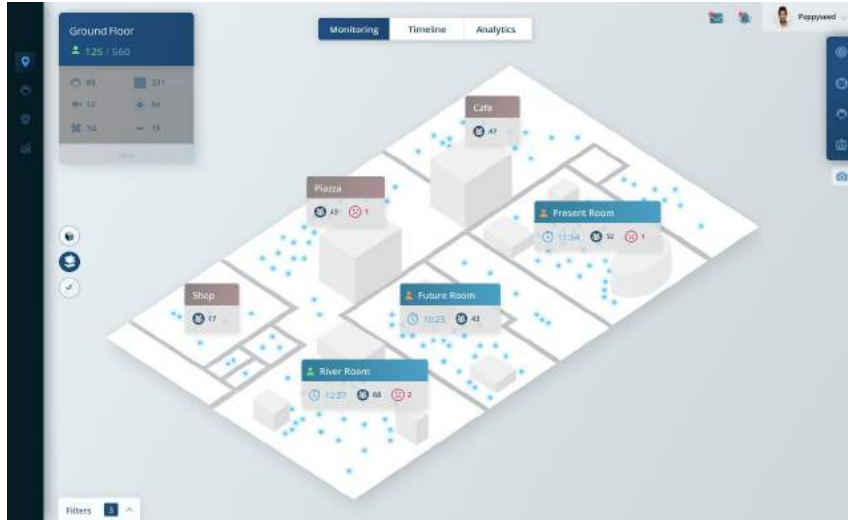
It would be advisable to divide people widget to two separate widgets - *guests* and *personnel* in order to simplify user's interaction.

User tasks:

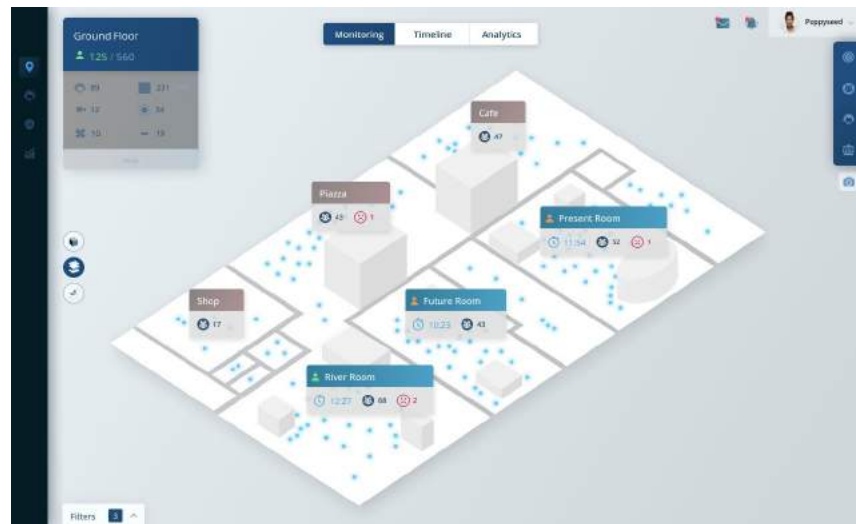
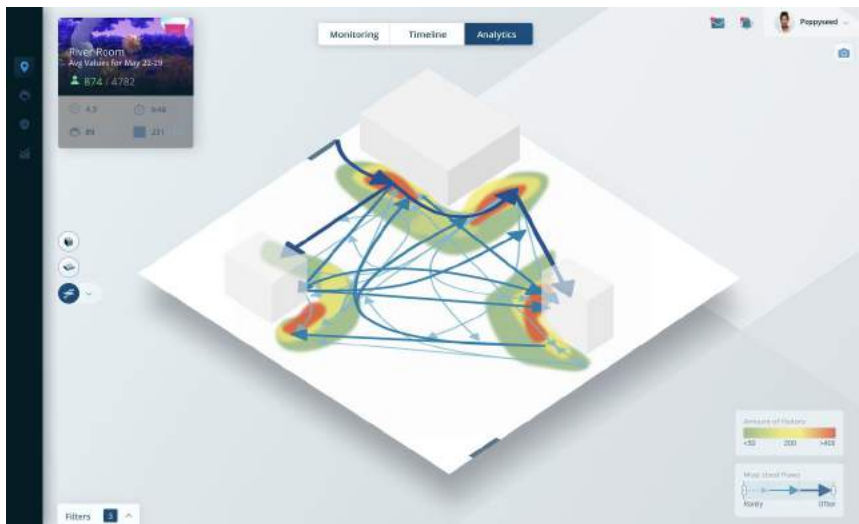
- To easily control the situation within the specific room;
- To see who is located in the specific room at the moment;
- To understand what installations are located in a specific room and what is its status.
- To understand what part of the building the user is exploring at the moment.

Control Center Dashboard

01 Map

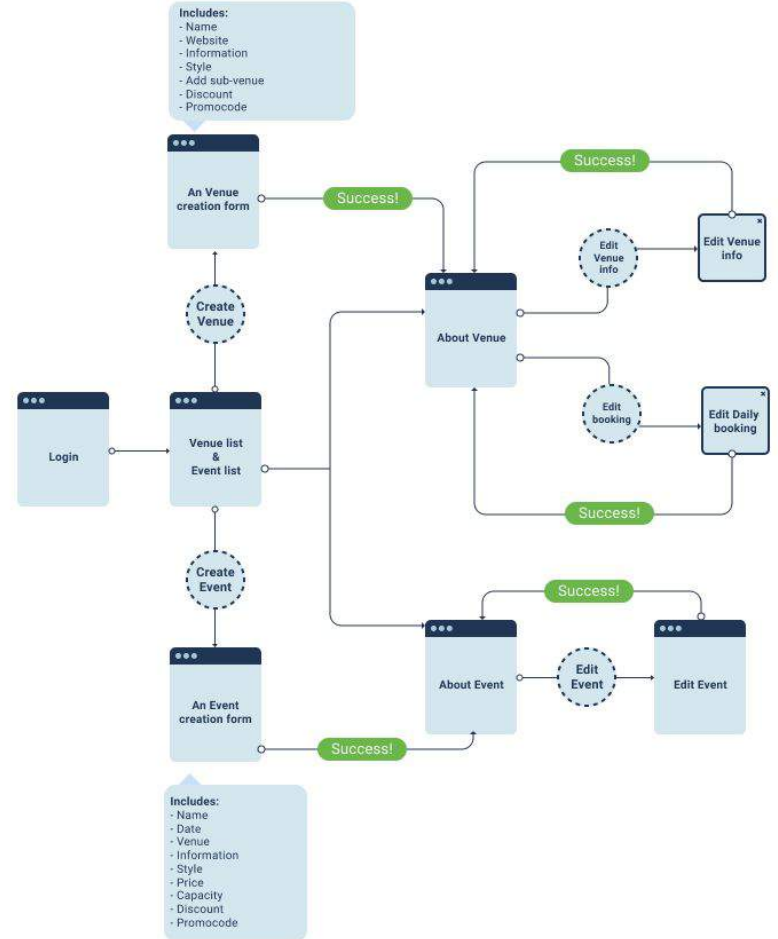
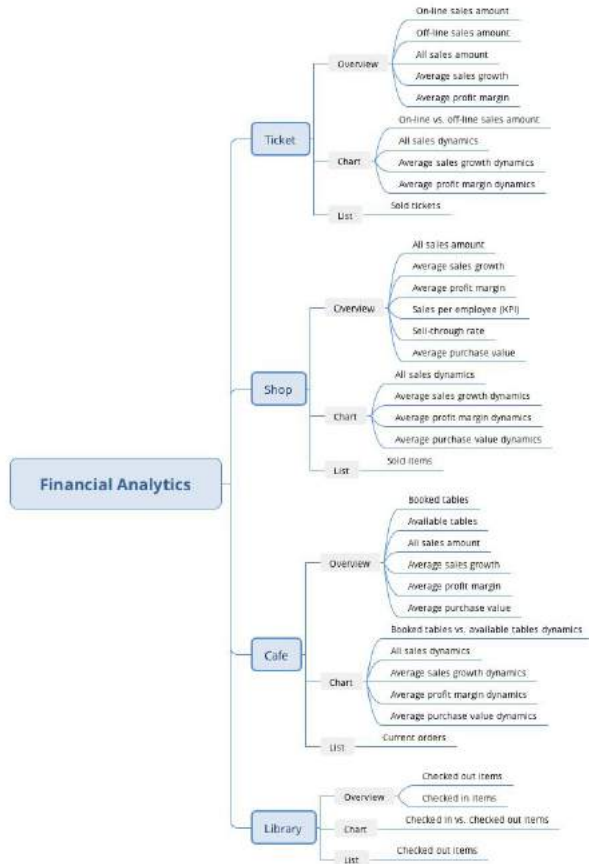


01 Map



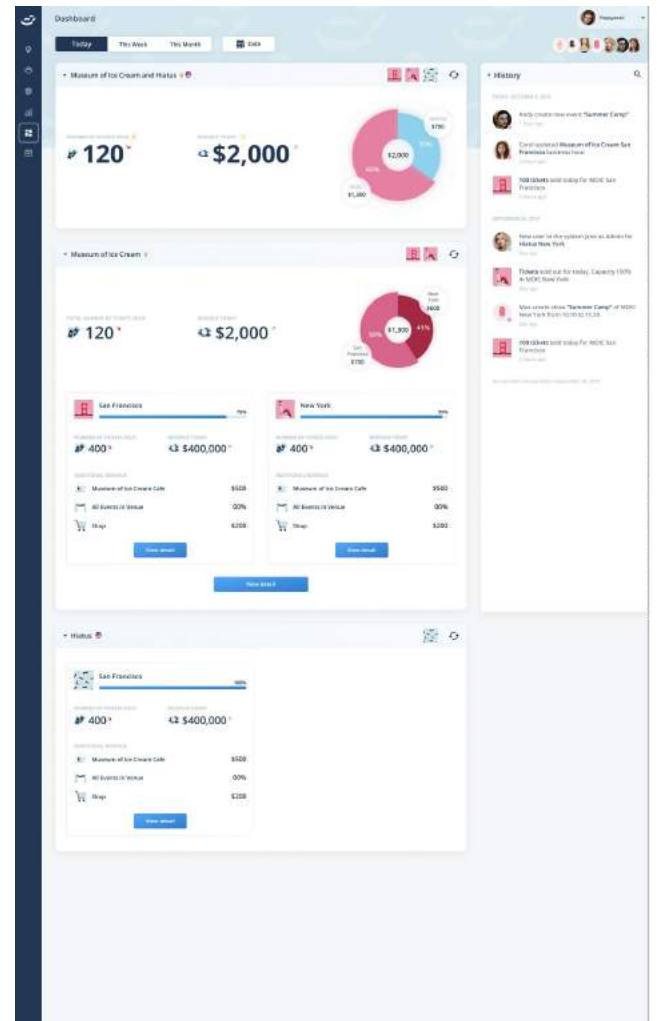
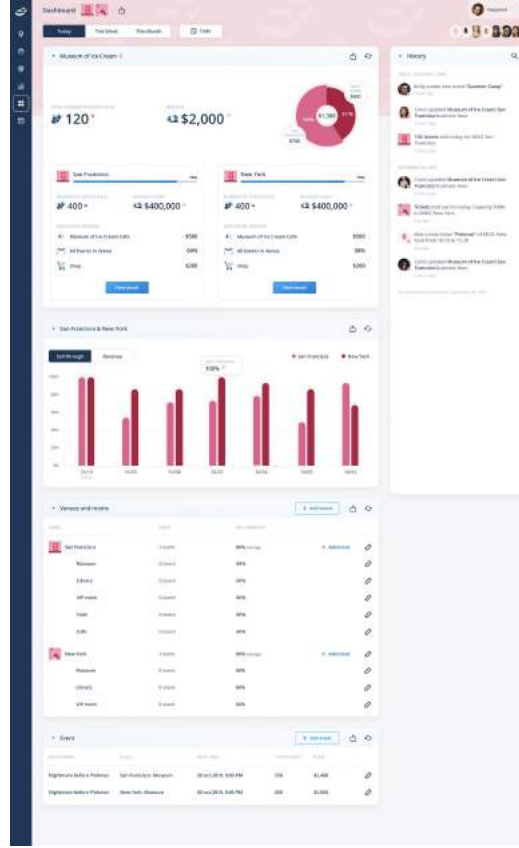
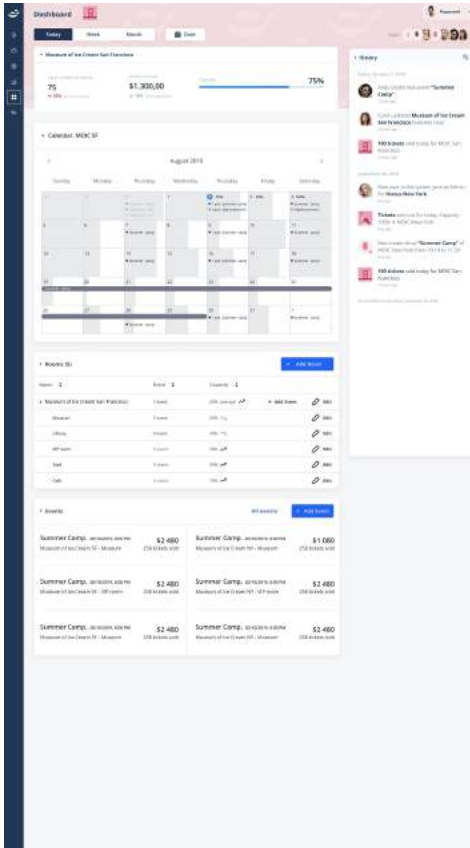
Ticketing

03 Ticketing



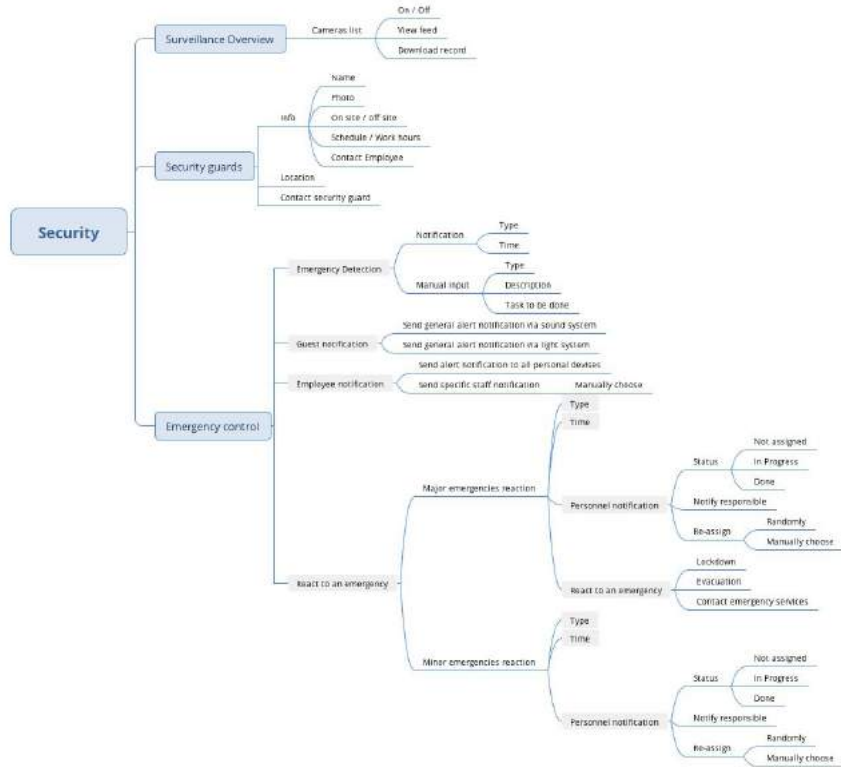
Control Center Dashboard

03 Ticketing



Security

04 Security



Element: Menu

Explanation:

The security module is displayed on an independent screen that should help the user to overview the security status of the building as well as to detect and react to the possible emergencies.

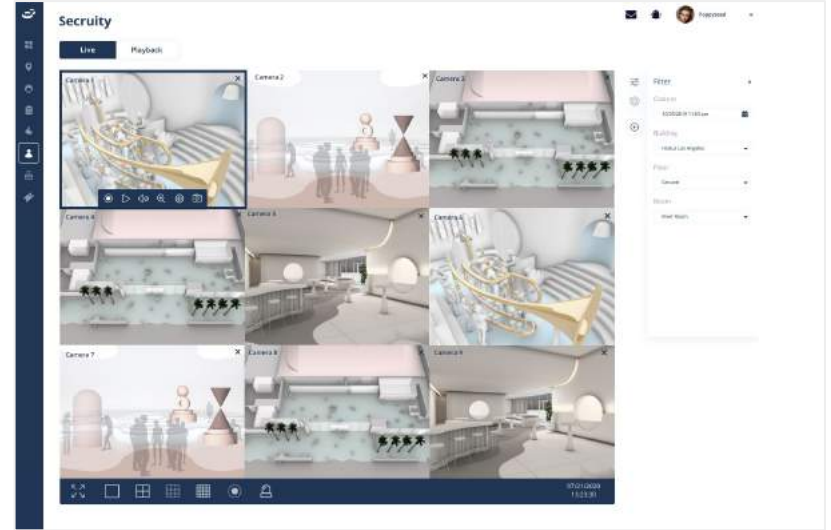
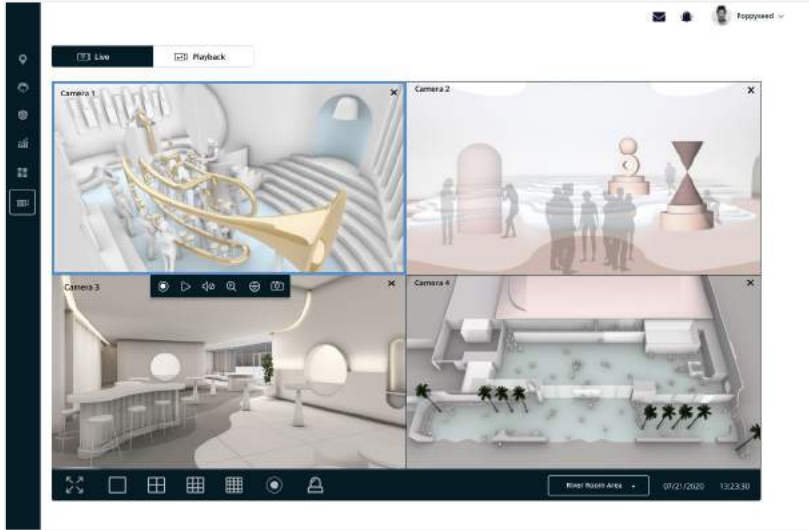
The idea for future realization:

We might add security layer to the map module in order to retrieve surveillance feed based on the location itself.

User tasks:

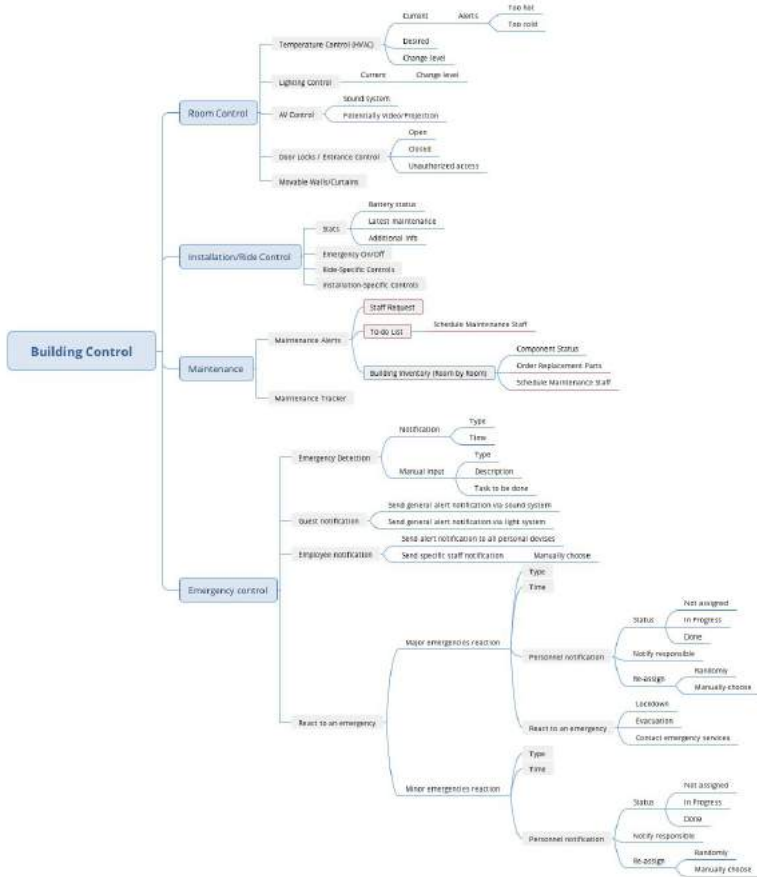
- Inspect the security status of the building;
- Watch security camera feed;
- Detect and react to the possible emergencies.

04 Security



Building Control

05 Building Control



Element: Menu

Explanation:

The building control module is displayed on an independent screen that should help the user to overview the technical status of the building as well as to control the smart house system.

User tasks:

- Inspect the technical status of the building;
- Control the smart house system.

Inventory

06 Inventory

The screenshot displays the Inventory Control Center Dashboard. At the top, there are navigation tabs for 'In-Store' and 'Online', and buttons for 'Import', 'Export', and '+ Add Items'. The main content area shows a list of items for the 'Museum of Ice Cream New York' store. The table includes columns for Item Name, Tag ID, Categories, Price, Order Time, In-Stock, and Stock Alert. Two items, 'Rainbow Keychain' and 'Hats', are marked as 'Low In Stock'. A filter sidebar on the right allows filtering by Building (Museum of Ice Cream SF) and Categories (All). An 'Add Item' modal is open on the right, showing fields for Item Name (Unicorn Plush), Tag ID (910291790), Price (\$25.98), Order Time, In-Stock (30), and Alert At (2). The modal has 'Create' and 'Cancel' buttons.

Inventory

In-Store Online Import Export + Add Items

Museum of Ice Cream New York

ITEM NAME	TAG ID	CATEGORIES	PRICE	ORDER TIME	IN-STOCK	STOCK ALERT
PB&B Ice Cream	4810098488	Ice Cream	\$3.45	October 1, 2019	20	
Unicorn Plush	4810098489	Toy	\$25.00	October 1, 2019	12	
MOIC Sweatshirt	4810098480	Apparel	\$34.50	October 1, 2019	34	
Tumblers	4810098487	Home	\$16.00	October 1, 2019	32	
Notebook & Sticke	4810098487	Accessories	\$12.30	October 1, 2019	29	
Rainbow Keychain	4810098487	Accessories	\$210.00	October 1, 2019	2	Low In Stock
Hats	4810098487	Apparel	\$18.55	October 1, 2019	36	
Name Banana Cho	4810098487	Food	\$5.99	October 1, 2019	67	
Small Cooler Bag	4810098487	Home	\$16.00	October 1, 2019	45	
Ice Cream Scoop	4810098487	Home	\$5.99	October 1, 2019	23	
PB&B Ice Cream	4810098487	Ice Cream	\$3.45	October 1, 2019	20	
Unicorn Plush	4810098487	Toy	\$25.00	October 1, 2019	12	
MOIC Sweatshirt	4810098488	Apparel	\$34.50	October 1, 2019	34	
Tumblers	4810098487	Home	\$16.00	October 1, 2019	32	
Notebook & Sticke	4810098489	Accessories	\$12.30	October 1, 2019	29	
Rainbow Keychain	4810098480	Accessories	\$210.00	October 1, 2019	2	Low In Stock
Hats	4810098487	Apparel	\$18.55	October 1, 2019	36	

Page 1 of 9

Add Item

ITEM NAME Unicorn Plush

TAG ID 910291790

PRICE \$25.98

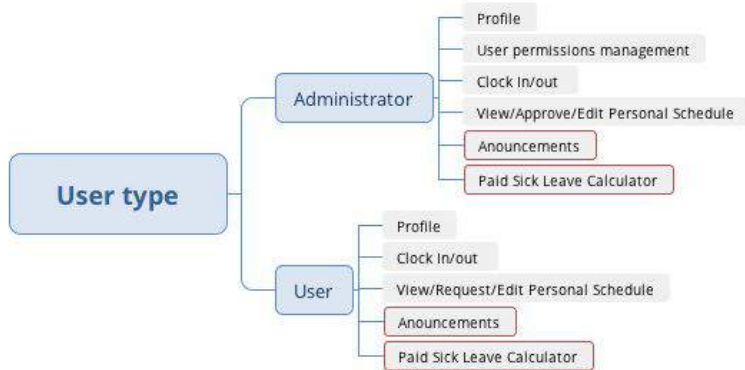
ORDER TIME

IN STOCK 30 ALERT AT 2

Create Cancel

Guest Profile

07 Guest Profile



Element: Header Menu

Explanation:

The functionality of the user management module would be highly dependable on the user type - administrator or the simple user.

Administrator would be able to change the permissions, resolving in usage of different workspaces, while simple user would only see his profile.

The idea for future realization:


User permissions management could be executed from the dashboard itself or be imported from the CRM.

User tasks:

- Control user permissions and workspaces;
- Check his working status;
- Provide his professional information;
- React to the general notifications.

07 Guest Profile

Guest Profile


Poppysneed

Today
Week
Month

▼ Museum of Ice Cream New York
↻

CUSTOMER NAME	TAG ID	LEAD SCORE	NUMBER	DATE & TIME	STATUS	ACTION
Dustin Watson	4810098488	89 <small>VIP Member</small>	5 tickets	October 1, 2019 <small>10:30 PM - 10:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Grog McKinney	4810098489	69	15 tickets	October 1, 2019 <small>10:30 PM - 10:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Robert Simmons	4810098480	79	1 tickets	October 1, 2019 <small>10:30 PM - 10:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Tanya Jones	4810098487	45	4 tickets	October 1, 2019 <small>10:30 PM - 10:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Bessie Miles	4810098487	67	3 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Lee Howard	4810098487	92 <small>VIP Member</small>	2 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Gloria Cooper	4810098487	77	3 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Soham Bell	4810098487	80	4 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Claire Robertson	4810098487	96	4 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Norma Steward	4810098487	75	2 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Norma Flores	4810098487	64	2 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Beth Lane	4810098487	96 <small>VIP Member</small>	2 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Dustin Watson	4810098488	56	3 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Norma Flores	4810098487	61	6 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Grog McKinney	4810098489	23	10 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Robert Simmons	4810098480	68	1 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail
Tanya Jones	4810098487	78	2 tickets	October 1, 2019 <small>10:30 PM - 11:30 PM</small>	Completed	↶ Replace Tag ☰ Detail

← Page 1 of 9 →

Filter
▶

Custom ✕

10/28/2019 11:03 am 📅

Booking

Museum of Ice Cream NY ▼

Guest Detail

Close

BASIC INFORMATION


FIRST NAME
Dustin

EMAIL
john DOE@gmail.com

PHONE
213-228-0028

DATE OF BIRTH
02/20/1987

LAST NAME
Watson




10230291023991002

ACTIVITIES

89
LEAD SCORE

\$1209
TOTAL SPEND

OVERALL VISIT VISIT VISIT VISIT



VENUE	DRILL TIME	ENGAGEMENT	BOUNCE RATE	RODGE
MOIC NY	89M	35%	10%	GENERAL POOL
MOIC SF	82M	24%	0%	GENERAL POOL
MOIC NY	120M	83%	7%	RODGEPOOL

RFID

Control Center Dashboard

08 RFID

The screenshot shows the RFID Control Center Dashboard. At the top, there are tabs for "Readers" and "Tags", and a "+ Add Reader" button. The main content area displays a table of readers for the "Museum of Ice Cream New York" location. The table has columns for Reader Name, Model, IP Address, Location, Status, and Action. The status of each reader is either "CONNECTED" or "OFFLINE".

READER NAME	MODEL	IP ADDRESS	LOCATION	STATUS	ACTION
Reader 1	4B100029012	192.290.129	SHOP	CONNECTED	Test X Delete Edit
Reader 2	4B100029012	192.290.129	SHOP	CONNECTED	Test X Delete Edit
Reader 3	4B100029012	192.290.129	SHOP	CONNECTED	Test X Delete Edit
Reader 4	4B100029012	192.290.129	SPRINKLE POOL	CONNECTED	Test X Delete Edit
Reader 5	4B100029012	192.290.129	SPRINKLE POOL	OFFLINE	Test X Delete Edit
Reader 6	5B100029012	192.290.129	SPRINKLE POOL	CONNECTED	Test X Delete Edit
Reader 7	5B100029012	192.290.129	ENTRY	CONNECTED	Test X Delete Edit
Reader 8	5B100029012	192.290.129	ENTRY	CONNECTED	Test X Delete Edit
Reader 9	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 10	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 11	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 12	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 13	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 14	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 15	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 16	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 17	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit

At the bottom of the table, there is a pagination control: "Page 1 of 9".

The "Add New Reader" form is displayed. It includes a "Device" checkbox (checked) and a "Barcode" checkbox (unchecked). Below these are input fields for "Name", "Location", "IP Address", and "Model". At the bottom, there are "Submit" and "Cancel" buttons.

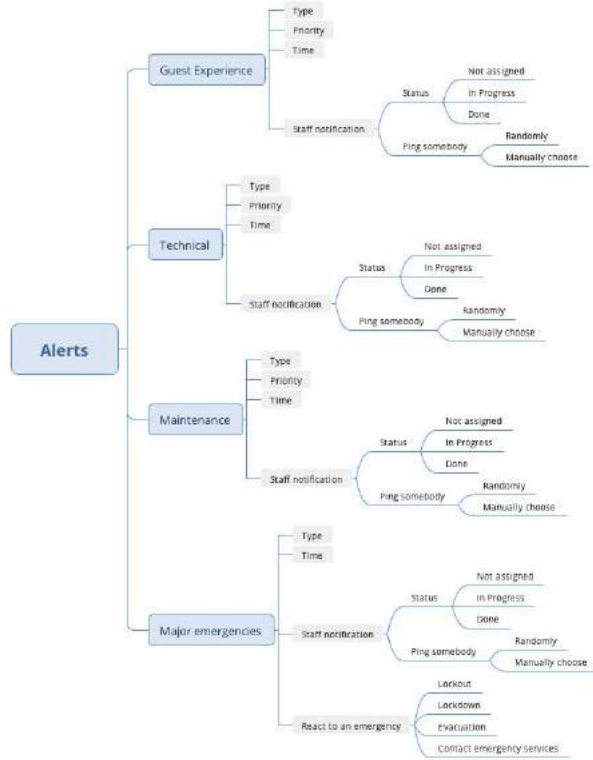
The screenshot shows the RFID Control Center Dashboard with the "Tags" tab selected. The main content area displays a table of tags for the "Museum of Ice Cream New York" location. The table has columns for Tag ID, Name, Category, Location, Activated Time, Status, and Action. The status of each tag is either "CONNECTED" or "OFFLINE".

TAG ID	NAME	CATEGORY	LOCATION	ACTIVATED TIME	STATUS	ACTION
4B10029001	JOHN DOE	GUEST	SHOP	11/13/2023	CONNECTED	Test X Delete Edit
4B10029002	SARAH	GAME	LIBRARY	11/13/2023	CONNECTED	Test X Delete Edit
4B10029003	ALEX WANG	GUEST	SPRINKLE POOL	11/13/2023	CONNECTED	Test X Delete Edit
4B10029004	KEVIN CHAN	GUEST	SHOP	11/13/2023	OFFLINE	Test X Delete Edit
4B10029005	RINDO SHYAMA	GUEST	SPRINKLE POOL	11/13/2023	CONNECTED	Test X Delete Edit
4B10029006	DAVID C.	GAME	LIBRARY	11/13/2023	CONNECTED	Test X Delete Edit
4B10029007	HOOVER	APPAREL	SHOP	11/13/2023	CONNECTED	Test X Delete Edit
4B10029008	JOHN SMITH	GUEST	EXIT	11/13/2023	CONNECTED	Test X Delete Edit
4B10029009	JOHN SMITH	GUEST	SPRINKLE POOL	11/13/2023	CONNECTED	Test X Delete Edit
4B10029010	KEVIN CHAN	HOME	SHOP	11/13/2023	CONNECTED	Test X Delete Edit
4B10029011	SARAH D.	GAME	LIBRARY	11/13/2023	CONNECTED	Test X Delete Edit
4B10029012	JOHN SMITH	GUEST	ENTRY	11/13/2023	OFFLINE	Test X Delete Edit
4B10029013	CAROLINE	GAME	CARDINAL	11/13/2023	CONNECTED	Test X Delete Edit
4B10029014	AMY LEUNG	GUEST	EXIT	11/13/2023	CONNECTED	Test X Delete Edit
4B10029015	MICHAEL	HOME	SHOP	11/13/2023	CONNECTED	Test X Delete Edit
4B10029016	CAROLINE	GAME	CARDINAL	11/13/2023	CONNECTED	Test X Delete Edit
4B10029017	JOHN SMITH	GUEST	EXIT	11/13/2023	CONNECTED	Test X Delete Edit

At the bottom of the table, there is a pagination control: "Page 1 of 9".

Alert & Message

10 Alerts Widget



Element: Alert Widget

Explanation:

As a separate widget, alerts are independent of the system itself and is accessible in every module. Alerts themselves are divided based on its type - *guest experience, technical, maintenance* and *major emergencies*.

User tasks:

- Get notifications about emergencies and efficiently resolve them;
- Notify other employees about the emergencies.
- React to the emergencies in a timely matter.

11 Message Widget



Element: Messaging Widget

Explanation:

As a separate widget, messaging is independent of the system itself and is accessible in every module.

The idea for future realization:

The messaging system could be developed in the dashboard itself or be integrated with the existing system.

User tasks:

- Communicate with colleagues.