



Space Odyssey Upgrade Update and Q&A April 2017

Why Upgrade Space Odyssey?



And...

How often do we really get
a chance to do this?

(We're lucky!)

Let's seize the opportunity!

New stuff!

- New science
- New audiences
- New research about our audiences
- New technology

Improvements!

- Improve reliability (less broken!)
- Focus resources where they are most impactful
- Become more relevant

What is next?

Comprehensive Review

- Should we upgrade Space Odyssey (or put our money and time elsewhere?)

Business Analysis

- 70% go in Space Odyssey
- \$0.74/guest = maintenance and operations
- Guests like Space Odyssey, but they like it 15% less than when it opened
- Which components and programs require the most resources?

Comprehensive Review: Should we do it?

2015

2016

2017

2018

2019?

What have we done so far?

Comprehensive Review

- Should we upgrade Space Odyssey (or put our money and time elsewhere?)

Facilitation and Volunteer Analysis

- 56% of the volunteers have been in Space Odyssey more than 5 years.
- Most volunteers like the current style of volunteering.
- Most volunteers would like training improved.
- Most volunteers depend on the Museum to get up-to-date space science news.
- Most guests like facilitated experiences.
- Most guests would also like access to experiences that don't require facilitation.
- Most guests like the programs, but many do not catch programs

Comprehensive Review: Should we do it?

2015

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2019?

What have we done so far?

Comprehensive Review

- Should we upgrade Space Odyssey (or put our money and time elsewhere?)



Yes, we should upgrade Space Odyssey!

Comprehensive Review: Should we do it?

2015

2016

2017

2018

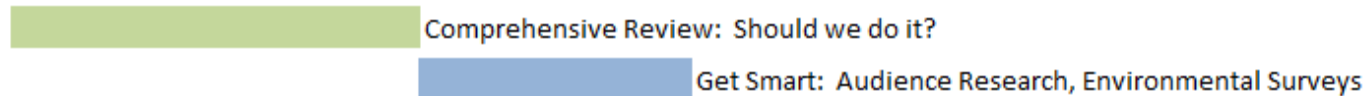
2019?

What have we done so far?

Comprehensive Review Getting Smarter

Guests' interests

- 80% (adults) 83% (children) interest in the topic of space science
- Strongest interest is in “the unknown”
- 82% felt that space was relevant to them
- Expect information on Earth, planets, stars, galaxies
- Expect to easily find information on space news with high media coverage



2015

2016

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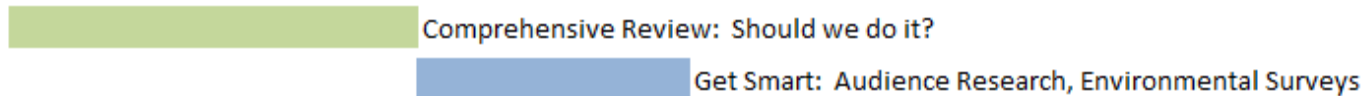
2019?

What have we done so far?

Comprehensive Review Getting Smarter

Guests' desired experiences

- Be in space – immersion – multisensory
- Interactivity – explore – make own discoveries
- Humanity – interconnectedness – emotion – spirituality
- Big physical – jump, climb, crawl
- Novel technology – feel different than home or classroom
- Confidence– customization – ownership – multiculturalism



2015

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2019?

What have we done so far?

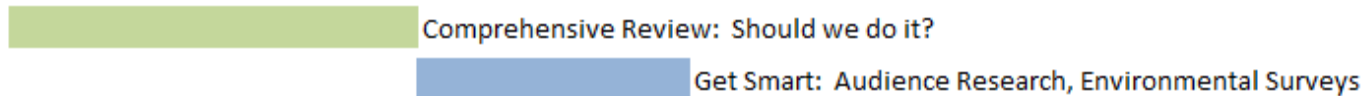
Comprehensive Review
Getting Smarter

How did we ask?

Uh... surveys, interviews, focus groups, community summits

Who did we ask? (Lockheed Martin, ULA, Ball, NASA, Boeing, etc.)

- Volunteers with children, especially young children
- Staffators
- Infrequent/non-visitors
- Latinos and other communities who are underrepresented



2015

2016

2017

2018

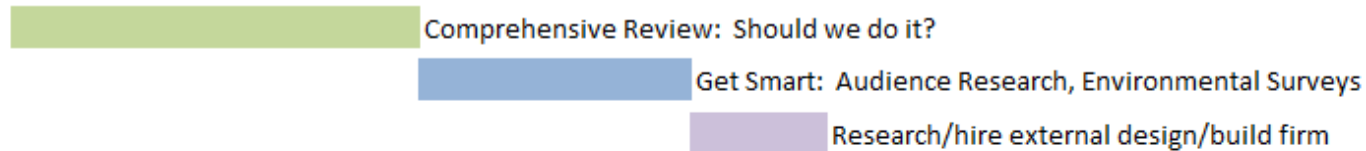
2019?

What are we doing next?

Hiring an external design and production firm

Introducing Roto

- Innovative and experienced
- Their first visit April 17-18
- Get familiar with Space Odyssey, learn about evaluation, watch guests



2015

2016

2017

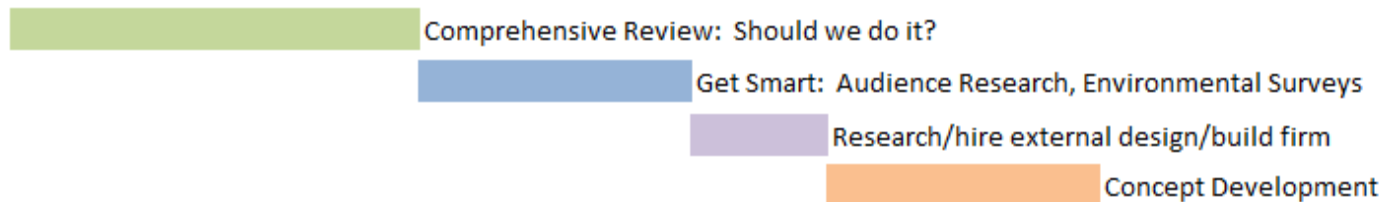
2018

2019?

What are we doing next?

Concept Development

- Develop overarching experience theme
- Identify major new and existing exhibits, programs, and facilitations
- Develop full description, any changes to layout
- Develop preliminary budget and preliminary schedule



2015

2016

2017

2018

2019?

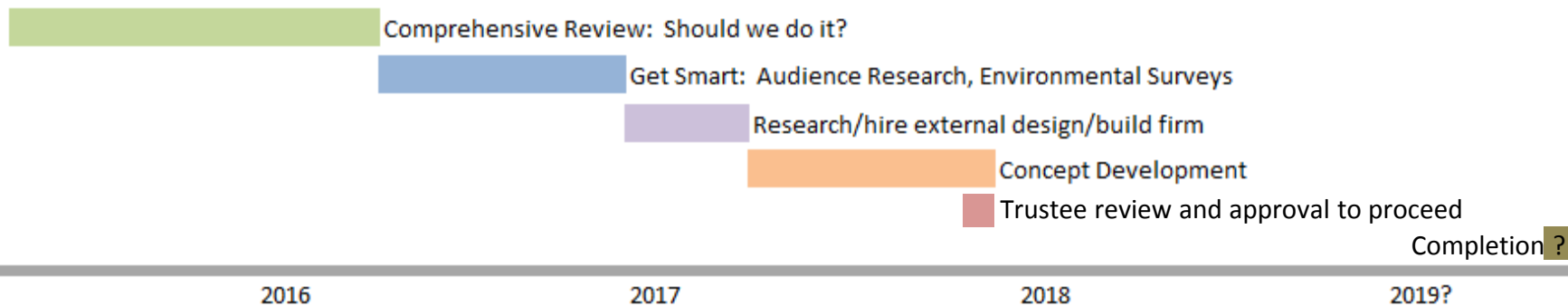
What are we doing next?

Concept Development

- Goes to Board of Trustees for approval and permission to continue in October
- Request for approval will include a request for fundraising: \$2-4M?

Schedule?

- Only at the end of Concept Development will we know completion dates
- At this point, we guess sometime in 2019
- Our goal is to minimize guest disruption with closures

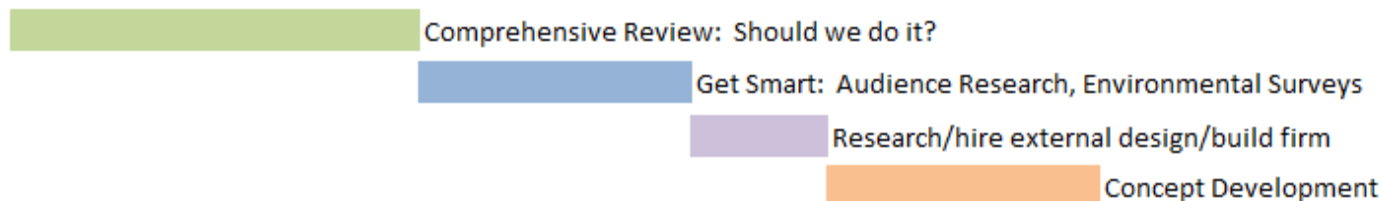


What are the next steps for me?

- Be aware of the Roto design firm site visit April 17-18
- You get a preview of the “big picture” framework approximately June
- Within that framework, your input and ideas approximately June and July



This is when you can share your ideas on specific exhibits or programs or changes!



2015

2016

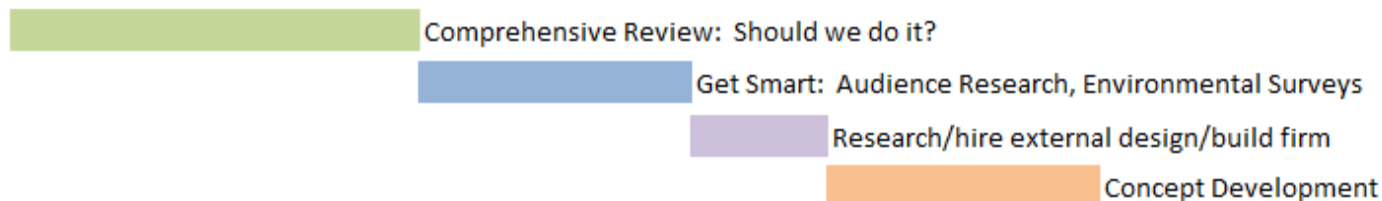
2017

2018

2019?

What are the next steps for me?

- Be aware of the Roto design firm site visit April 17-18
- You get a preview of the “big picture” framework approximately June
- Within that framework, your input and ideas approximately June and July
- Prototyping!
 - We need to try things out
 - Needs your responsiveness, flexibility, support and understanding
 - Many prototypes – whether they work or not – will not be permanent
 - We will communicate through the newsletter, emails, and briefings



2015

2016

2017

2018

2019?

What are the next steps for me?

Speaking of prototyping....

Virtual Reality Motion Simulator at the Galaxy Stage seating area



- What is virtual reality?
 - A re-created 360x360 digital space environment
- What is a motion simulator?
 - A platform programmed to move to match the visual perspective with physical sensations

What are the next steps for me?

Speaking of prototyping....

Virtual Reality Motion Simulator at the Galaxy Stage seating area

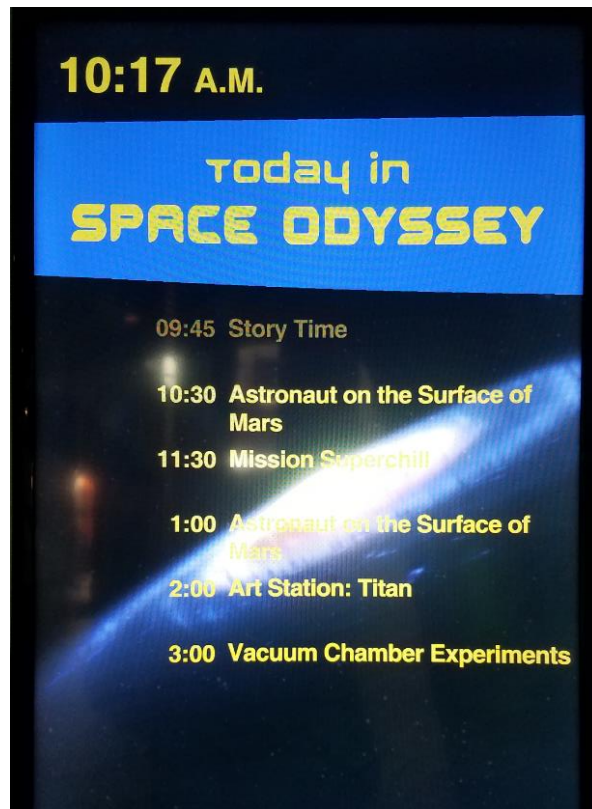


- Approximately June–October 2017
- Guest services staff members are responsible for tickets and safety
- Museum will be gathering data
- Many details still being worked out

What are the next steps for me?

Speaking of prototyping....

What about the Galaxy Stage activities?

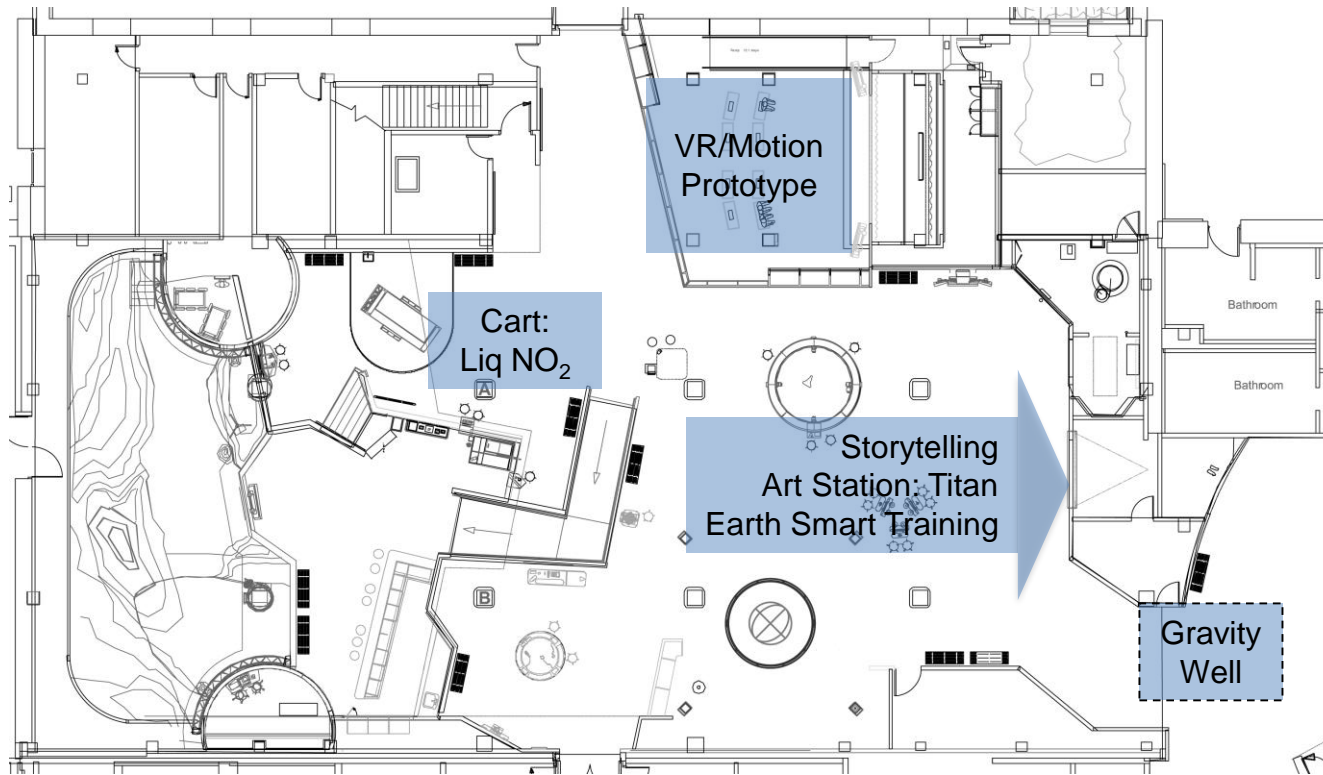


- Galaxy Stage activities will be adjusted to other locations while the VR/motion simulation experiment is happening.

(Which is also a prototype itself!)

What are the next steps for me?

Speaking of prototyping....



What are the next steps for me?

Why are we doing this prototype?

Our guests say:

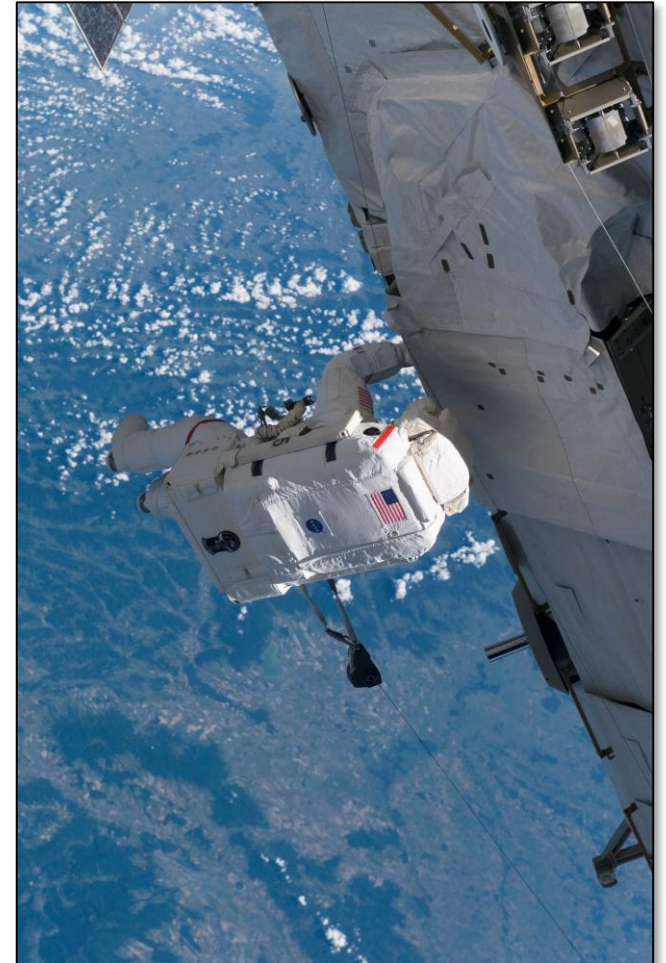
“We want to feel like we’re in space.”

“We want more physical experiences.”

“We want to feel immersed.”

“We want to feel transported.”

“We want innovative technology like virtual reality.”



Quick recap!

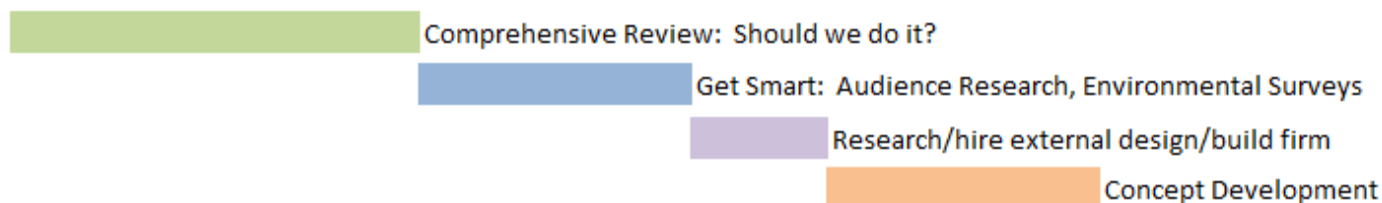
We've got lots of great information about our guests and communities.

We are just starting to develop the concept of the evolving Space Odyssey.

We expect the next evolution will be ready in 18-24 months (2018 or 2019)

We will continue to get input from guests and communities...and specialists.

We ask for your flexibility and support as we prototype the simulator and the changing locations for the Galaxy Stage activities.



2015

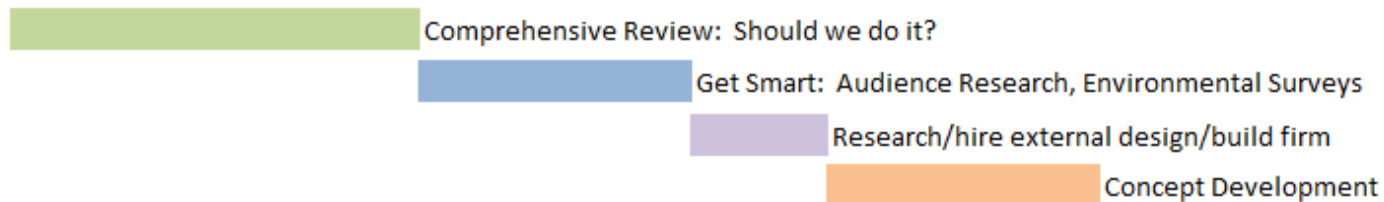
2016

2017

2018

2019?

What questions do you have?



2015

2016

2017

2018

2019?

How can we stay in touch?

SOFeedback@dmns.org

Answers on the Volunteer
Portal starting next week.

