



1 Attraction



Stephanie goes shopping with her best friend Melissa on Sunday. After two hours of walking, they decided to stop by Union Square to rest their legs and breath the fresh air.

They notice there is a box-shaped structure on the Union Square and there are people sitting around it. They decided to go take a look.

They walk up to the box. It looks quite sparse and maybe a little out of place. They notice that you can crawl into the box and there are people standing inside. They read the sign that says "One Meter Square Gallery" and there is free WIFI. They look at each other and don't know exactly what's going on because they have never seen something like this. They are very curious. They keep on reading another sign that explain what this gallery is about.

They decide to check it out and wait for people inside to come out.

- Attract people with people
- Optimize space around the outdoor gallery
- Make the outdoor gallery stand out more in an outdoor environment

- Select locations with high foot traffic
- Maximize visual appeal of the gallery itself
- Attract people with people

2 Understanding and Waiting



They decide to sit down at the chairs around the Gallery. They notice there is a stand with more information about this exhibition. They grab a brochure and realize that there is a photography exhibition going on inside. It is an artist who lives in San Francisco and specializes in street Photography.

They log into the free WIFI provided by the gallery. A notice verifies their connection and asks if they want to download the IM2 app. They choose yes.

They start talking to other people who are also waiting.

- Provide more information about the exhibition while people are waiting
- Provide an comfortable and social waiting area
- Provide free services such as free WIFI to draw crowds

- Free services
- Maximize the social experience
- Learn while waiting

3 Experiencing Art



They crawl into the box when it is their turn. They find it fun to crawl into a small space like this. The space is just enough for two of them.

They see four large photographs on the wall. They are the moments the photographer captured in San Francisco. It is very quiet inside the gallery. They find the environment very relaxing.

- Eliminate visual and acoustic noises from the street
- Curate the art in a professional manner
- Eliminate distractions

- Self-serving experience
- Minimal interior design
- Make it all about the art

4 Purchasing



Stephanie picked up a headphone. She puts it on and listens to a story narrated by the photographer herself.

There is background sound recorded from neighborhoods in San Francisco. She feels that she is connected to the artist at the moment. The background sound make the photographs feel more familiar. She recognized that some of them might be recorded from Chinatown.

- Use sound to create an immerse experience
- To create connection between the artist and the viewer

- Make it personal and intimate
- Listen to artists' stories
- Make it all about the art



Stephanie and Melissa exit the gallery. They decide to buy see what is for sale. They saw that there are QR codes on the stand that they can scan with their app. The select a few photos they like and choose the sizes they want. They are informed that their purchase will arrive in two days.

As they leave, they tweet and instagram about this event.

- Separate art experience with purchase experience
- Use online shopping to make purchase as simple as possible
- encourage people to use social media to broadcast

- Make it cool
- Easy online purchase
- Fast shipping