



MEMORANDUM

Date: August 14, 2019

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator 

Re: **Pima County Courthouse Southern Arizona Heritage and Visitor Center Interactive Station**

The final design submittal for an interactive design component of the Southern Arizona Heritage and Visitor Center is attached for your information. The primary purpose of the visitor center is to provide a single point of information for all activities related to southern Arizona.

Included in the Center will be a number of touchscreen devices and a regional map highlighting many of southern Arizona's attractions. These attractions are divided into several categories corresponding with the story portals around the perimeter of the visitor center gallery. The categories are recreation, nature, water, history, arts, culture, food and innovation. Users can select any attraction and add them to their travel guide that will be emailed to them.

Given this additional information, the purpose of the visitor center is to inform both residents and visitors of the recreational, cultural and historic assets of the region and to allow them to either extend their stay or repeat their visits to our community.

CHH/anc

Attachment

c: Jan Leshar, Chief Deputy County Administrator
Tom Burke, Deputy County Administrator for Administration
Lisa Josker, Director, Facilities Management
Diane Frisch, Director, Attractions and Tourism
Nicole Fyffe, Executive Assistant to the County Administrator



PIMA COUNTY COURTHOUSE

Southern Arizona Heritage and Visitor Center

Final Design Submittal

7 AUGUST 2019

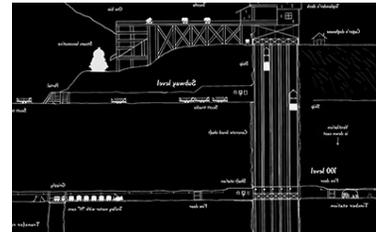


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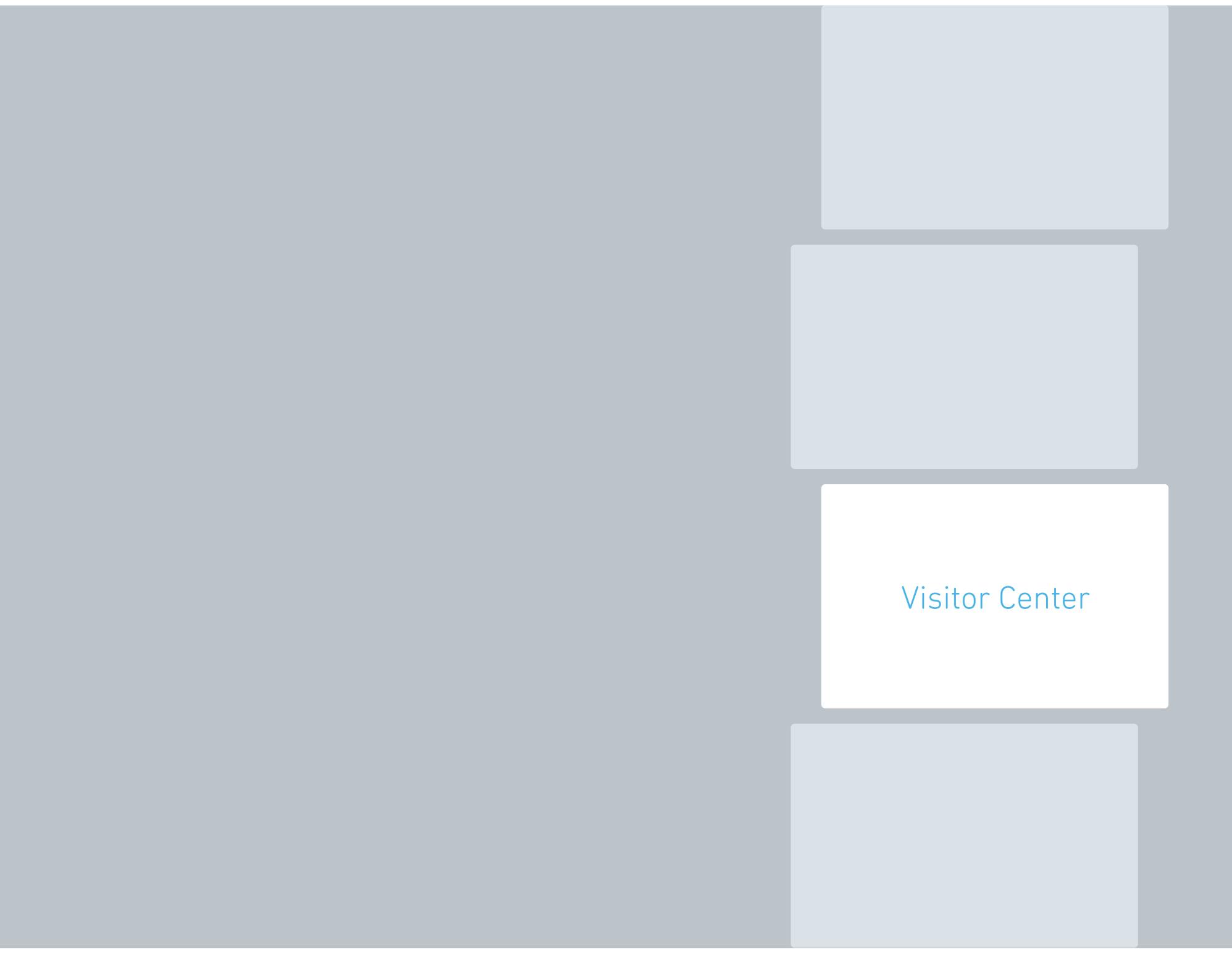
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Introduction

The Final Design Report documents media design for one interactive station at the Pima County Visitor Center. Once ratified, this design will become the basis for media production work to follow. During production additional media pieces will be added to the scope of work.

This work is informed by in-depth conversations with the museum teams, RAA and Design and Production and feedback on the interim design report submitted in July, 2019.

NOTE: Design stills shown in this document include an English/Spanish toggle button. This has been shown in the design to save space for this feature in case the Visitor Center decides to add this functionality at a later date. We are not contracted to include multi-language support and this button will be hidden in our final media.



Visitor Center

VC-AV05: Plan Your Adventure

TECHNICAL OVERVIEW

- Type of Media: Interactive
- Initiation: Touch
- Hardware: (4) identical 21.5" HD touchscreens
- Audio: No

CONTENT

Brief Description: Visitors explore a map displaying tourist attractions around Tucson. Using a "shopping cart" system, visitors select a list of sites that interest them and email themselves an itinerary.

Key Message: Pima County is full of attractions, including natural, cultural, historical, and innovative, and has something for every visitor.

Learning/Education Goals: N/A

Visitor Experience Narrative: Visitors approach one of four touchscreens surrounding a topographic regional map highlighting Southern Arizona's many attractions. These attractions are split into seven categories corresponding with the Story Portals around the perimeter of the gallery: recreation, nature, water, history, arts & culture, food, and innovation. Visitors can select any attraction to add to their "travel guide" and email themselves the details.

KEY ASSETS

From Pima: Pima is responsible for providing RLMG with

- A list or spreadsheet of sites and their coordinates (received)
- A description of each site (received)
- One photograph per location

Please provide missing assets by 9/1.

From RLMG: RLMG is responsible for creating the base map using Mapbox software.

UPDATABILITY

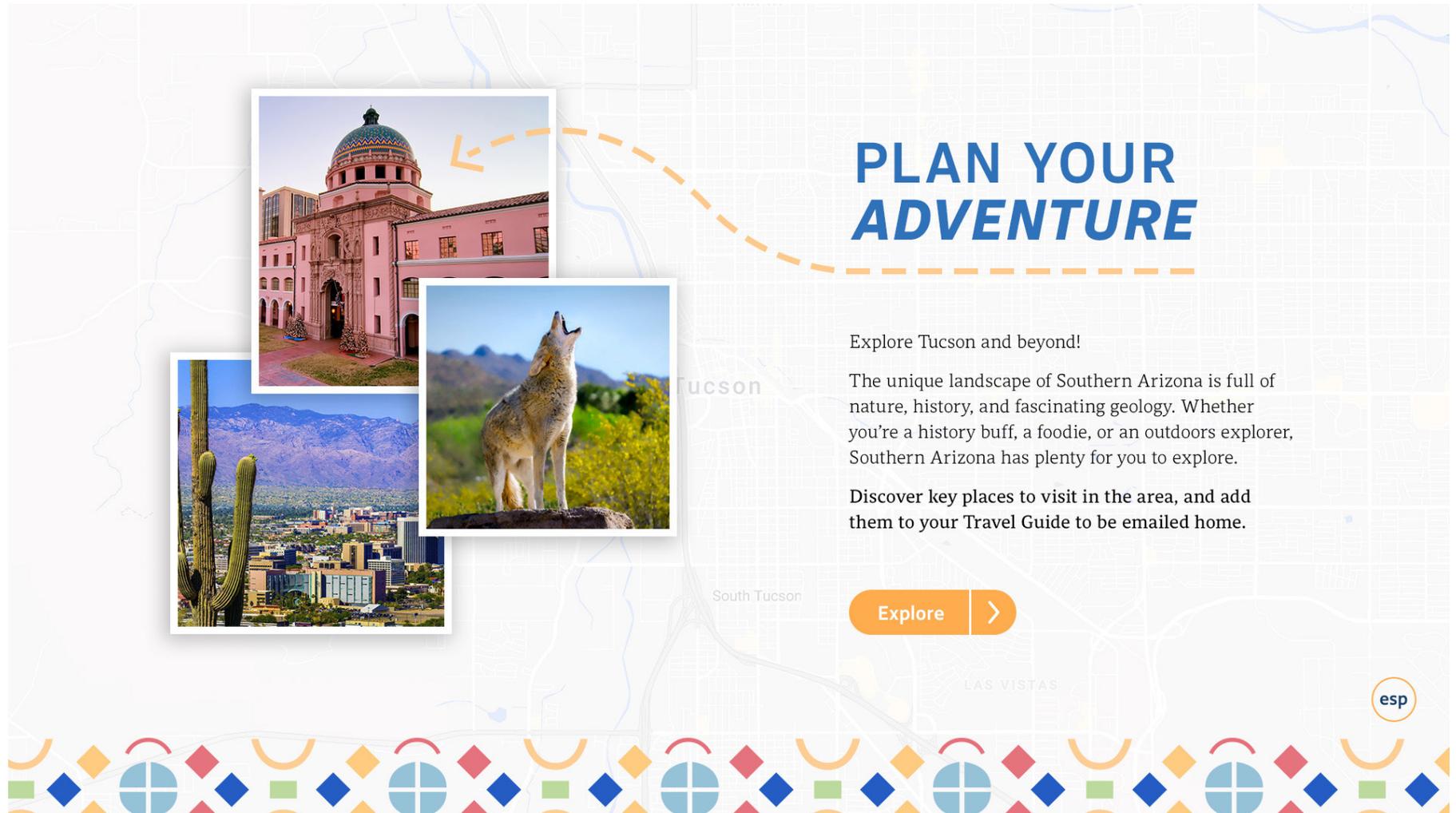
Specific locations highlighted in the software can be changed over time. Images, text, and map location can be updated using a custom content management system produced by RLMG. The subcategories do not change.

NOTES

The Visitor Center's IT staff has confirmed that this station will use an Internet-based CMS to provide content updates and relay emails. Individual stations will send email requests to the CMS as standard web requests and the CMS will format those requests into emails. RLMG will produce this custom CMS and provide information to the Visitor Center to maintain the site. The Visitor Center will pay a yearly fee for hosting the site.

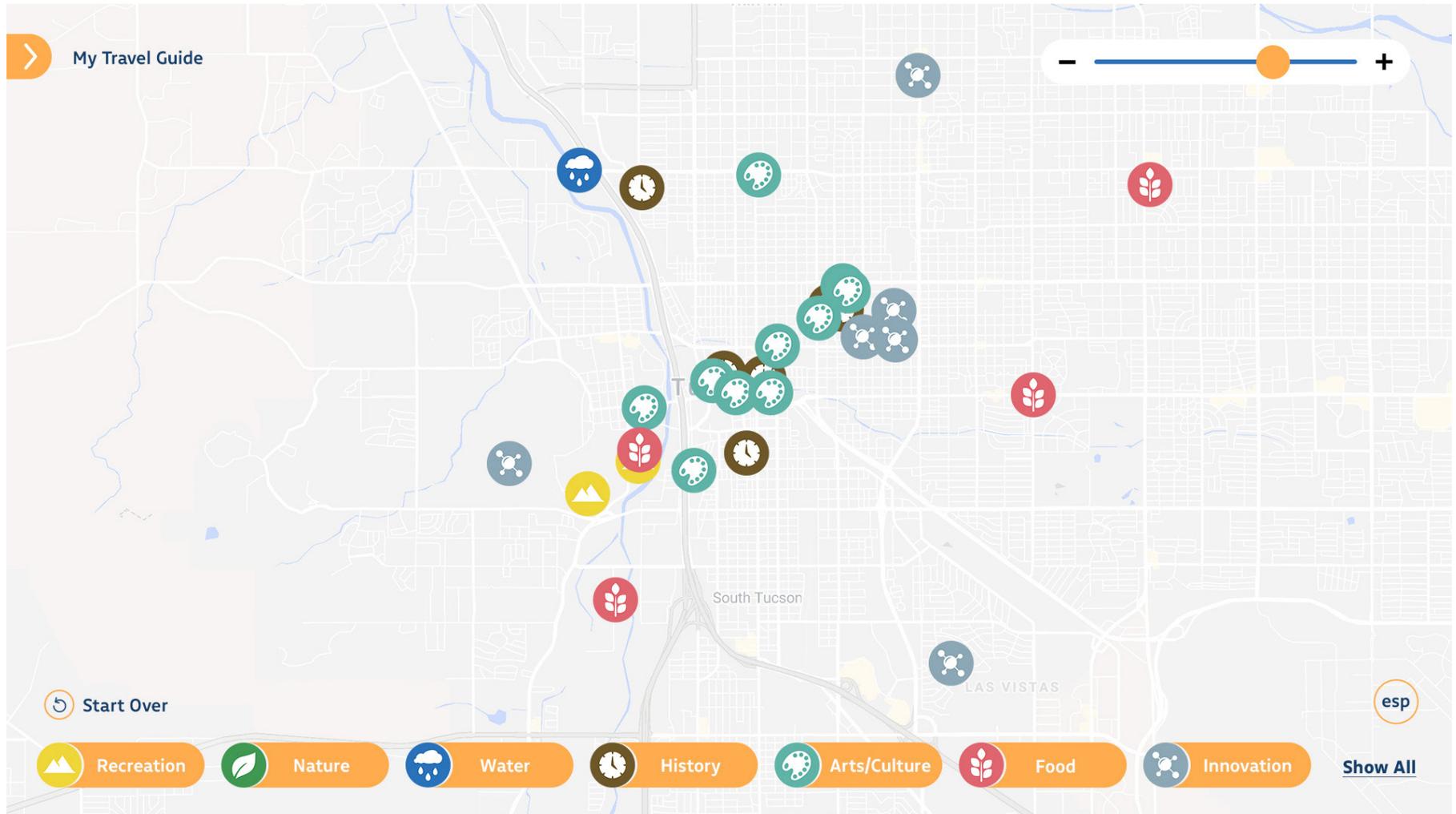
The email design will be developed during the production phase of work.

Note: The Visitor Center may want to put a formal privacy policy in place for those saved email addresses for individuals older than 18, either to make available to visitors in the software, or in physical form at the front desk.



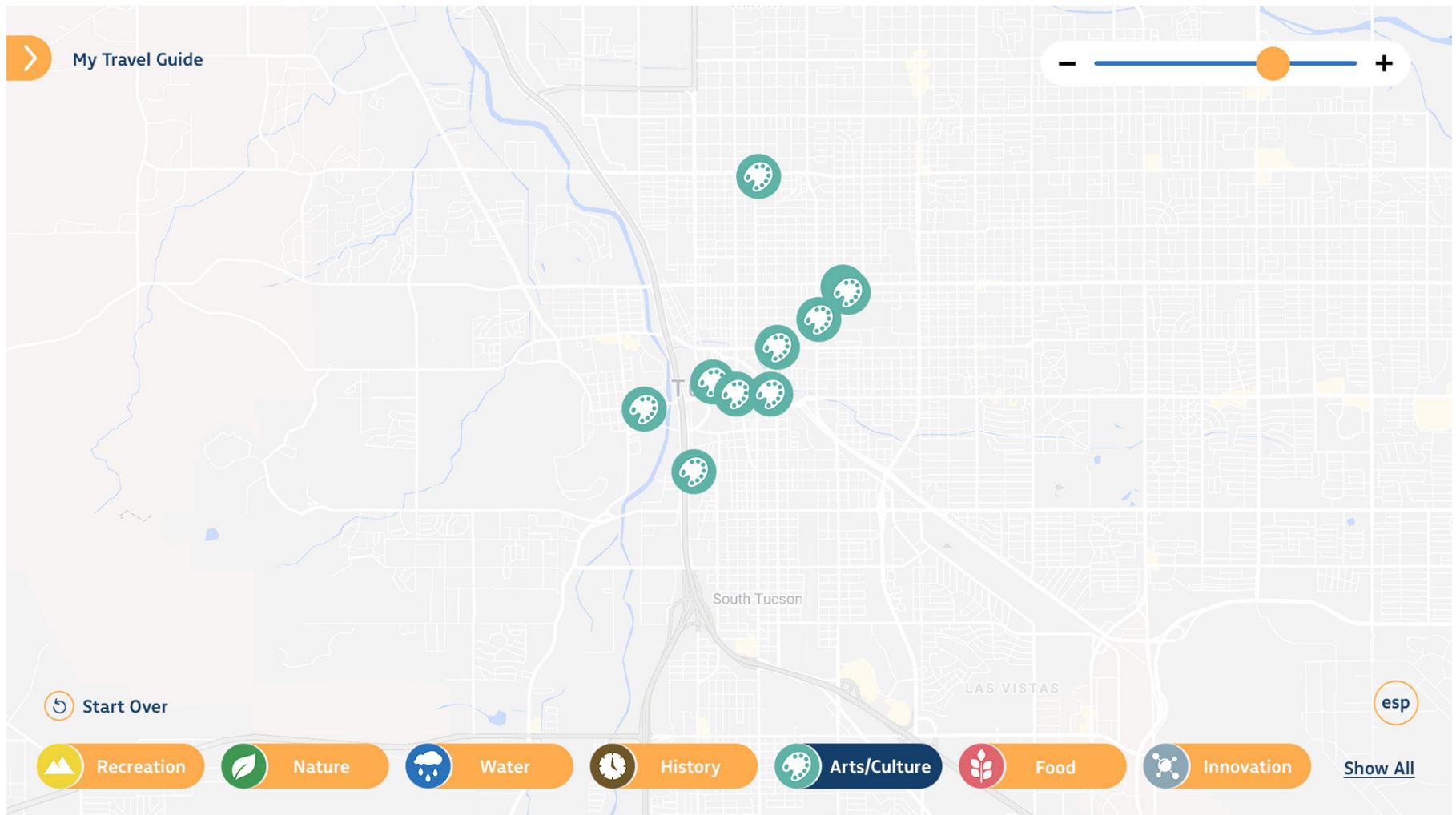
1. The welcome screen invites visitors to discover key places to visit in the Tucson area.

VC-AV05: Plan Your Adventure



2. Once on the main map, visitors see all categories of attractions at once and can zoom in and pan around the map to view items in further detail.

VC-AV05: Plan Your Adventure



3. Visitors can also filter sites by category using the buttons at the bottom of the screen.

VC-AV05: Plan Your Adventure

The screenshot shows a mobile application interface for a travel guide. At the top left, there is a 'My Travel Guide' button with a right-pointing arrow. Below it, a 'Start Over' button with a circular arrow icon is visible. A 'Recreation' category is also shown with a mountain icon. The main content area features a large photograph of the Old Tucson building, a white adobe structure with a bell tower, set against a blue sky and mountains. To the right of the photo is a popup window with the following text: 'Photo by Old Tucson' (with a close button), 'OLD TUCSON' (in bold), 'Western Amusements | Retail | Restaurants', '201 Kinney Rd, Tucson AZ', a paragraph of description, and 'Tourist Tips' with a numbered list: 1. Hours vary by season, 2. Ticketed attraction, 3. Bring hat and sunscreen. An 'Add to Guide' button is located at the bottom right of the popup. At the bottom of the screen, there is a decorative border with colorful geometric patterns and a 'Show All' button.

My Travel Guide

Start Over

Recreation

Photo by *Old Tucson*

OLD TUCSON
Western Amusements | Retail | Restaurants
201 Kinney Rd, Tucson AZ

Step back in time at this Wild West attraction with live action stunt shows, musicals, rides, tours highlighting film heritage, the Outlaw Zipline and more.

Tourist Tips

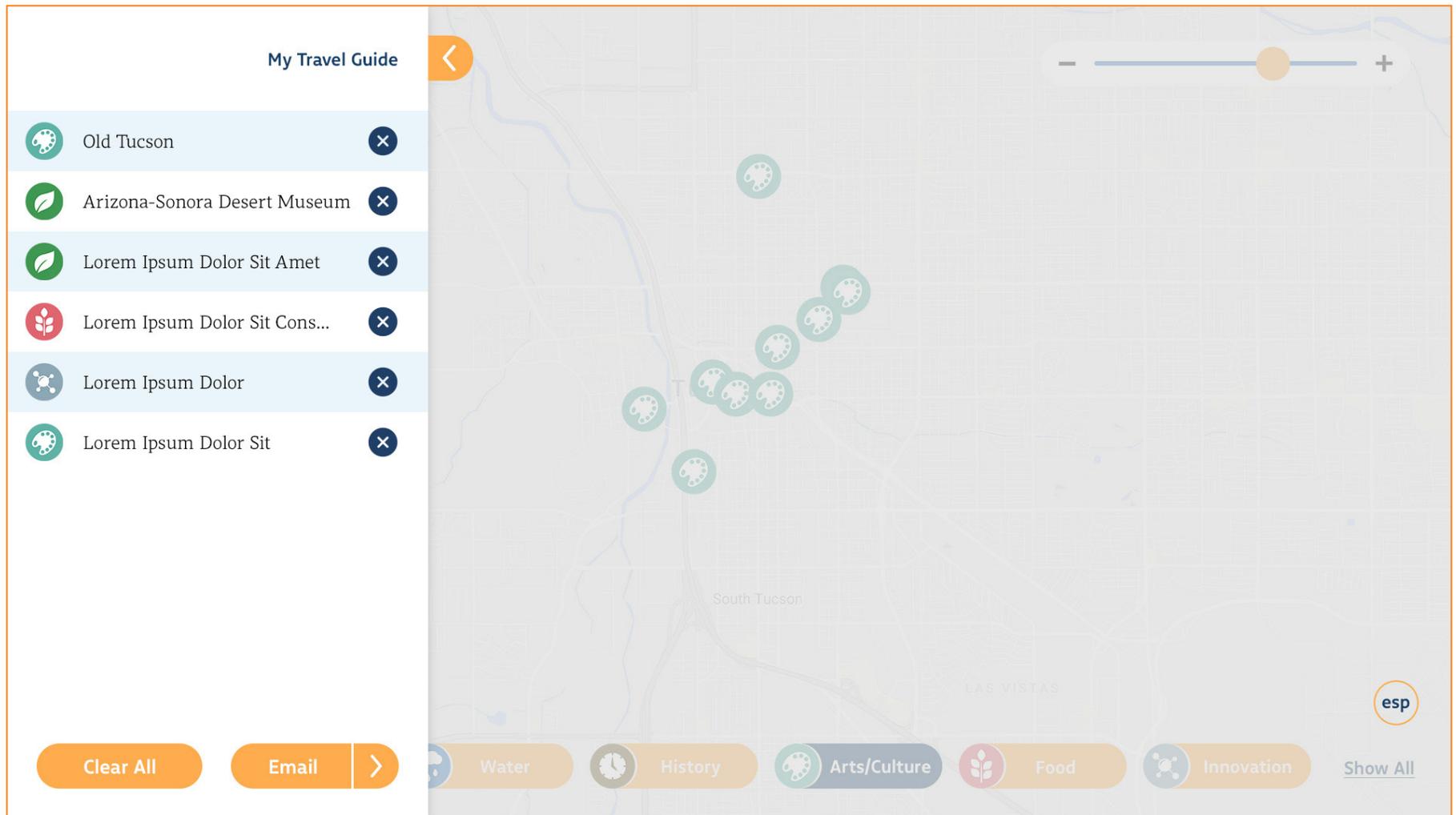
- 1 Hours vary by season
- 2 Ticketed attraction
- 3 Bring hat and sunscreen

Add to Guide

Show All

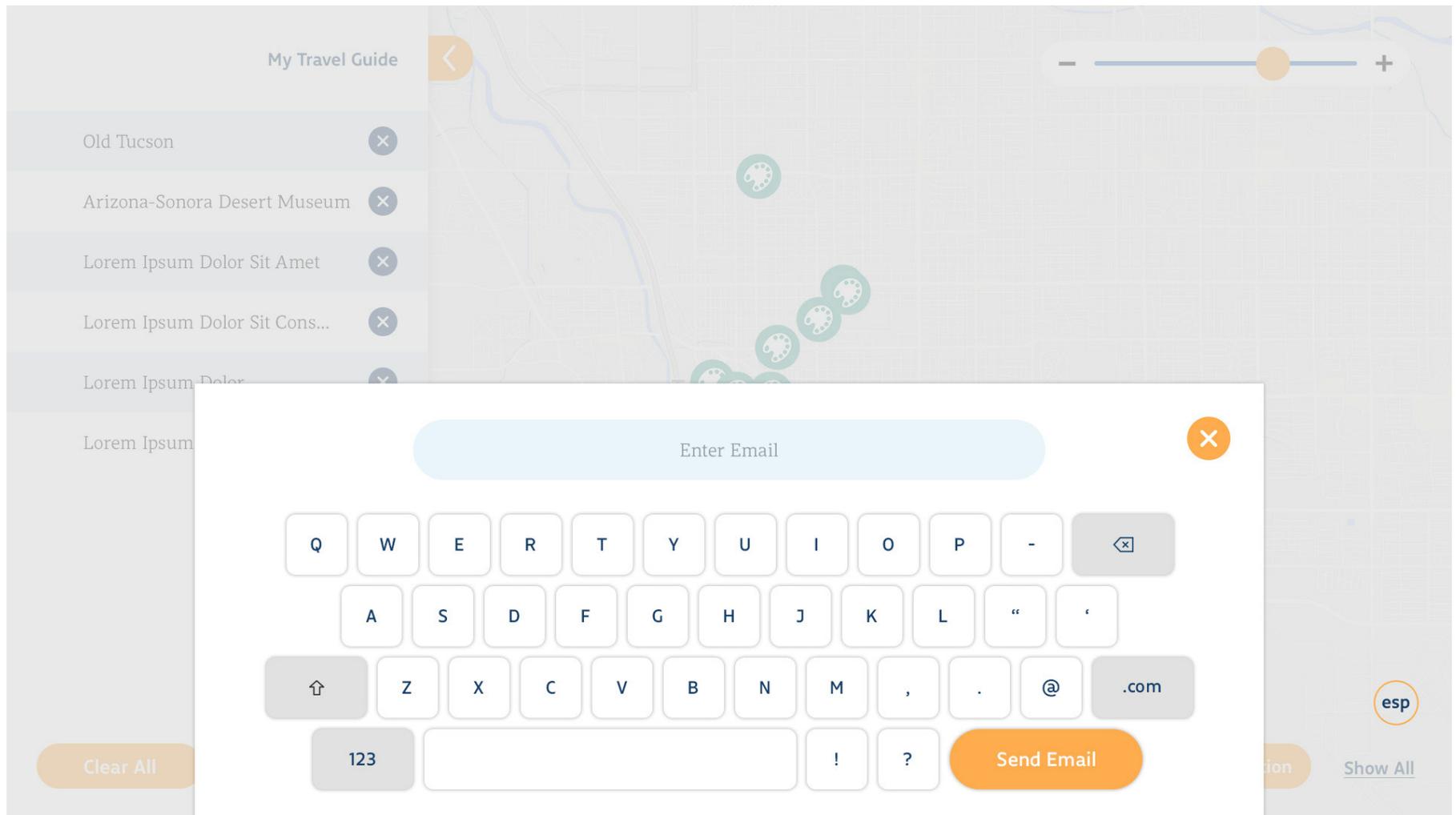
4. Touching a hotspot on the map brings up information about the site. The visitor can add it to their travel guide—the list of sites they are interested in—or close the window and continue exploring the map.

VC-AV05: Plan Your Adventure



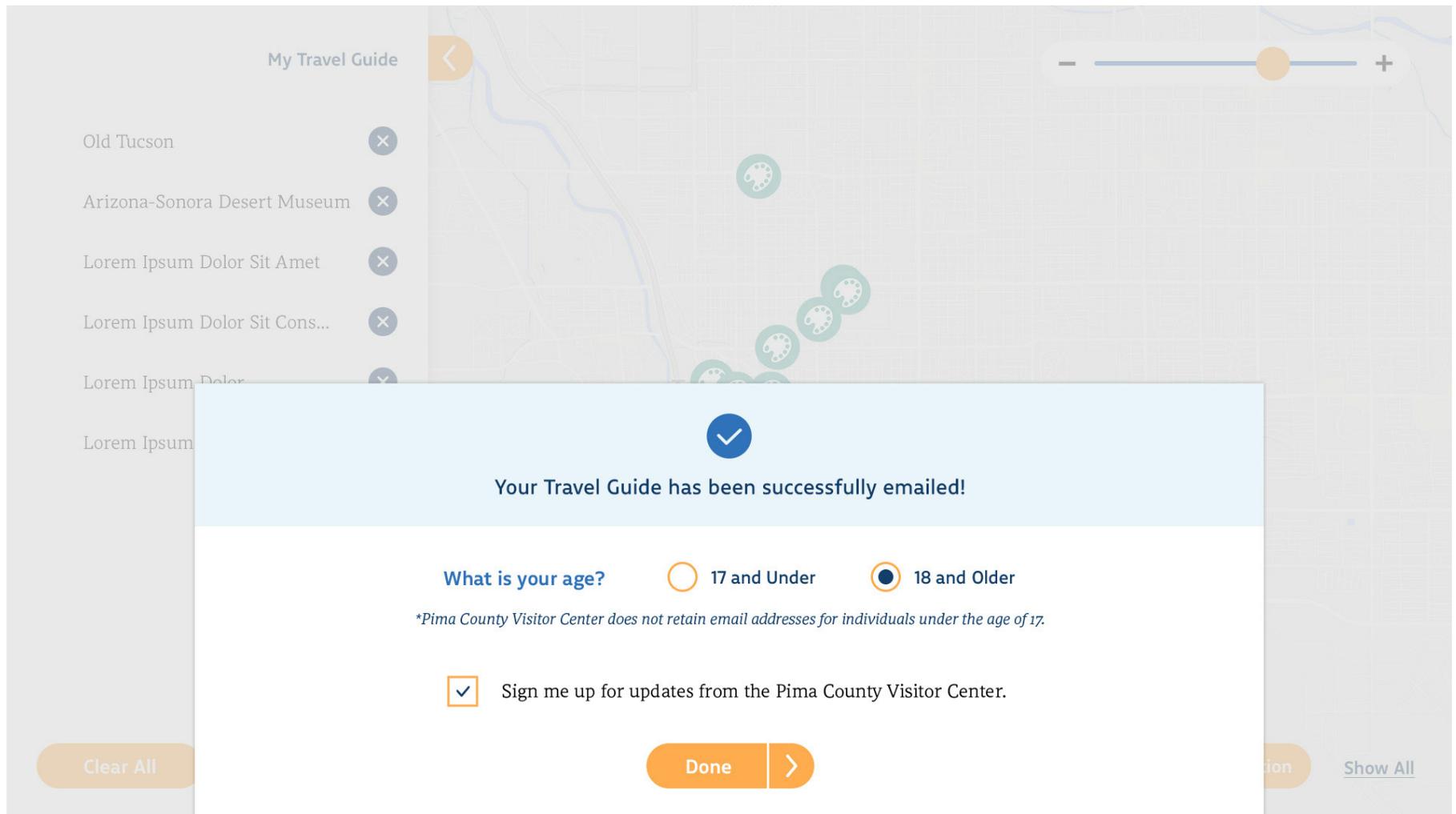
5. Visitors may view the items on their travel guide at any point by expanding the "My Travel Guide" window on the top-left of the screen. The visitor can clear any or all of these items or email themselves the guide once they are finished exploring.

VC-AV05: Plan Your Adventure



6. The visitor chooses “send email” and a keyboard appears, prompting the visitor to enter their email address.

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7. After touching "Send Email," the visitor sees a screen confirming the email has been sent. A pop-up asks if they would like to be included in the Pima email list and prompts them to select their age for privacy reasons.