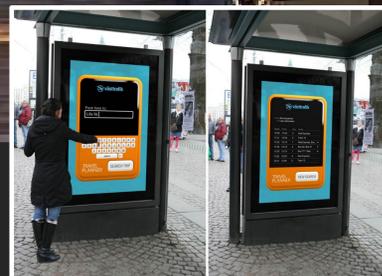




Shipyards Proposal Project

Digital Interactive Information Board



WHAT IS IT?

Our idea is to implement a permanent, interactive, digital information board in the Shipyards. Ideally it would be placed in the high visitor traffic area by the well-known crane.

Other than a sleek 50-inch interactive monitor, the information board's physical appearance is thought to creatively incorporate the industrial aesthetic of the Shipyards through the usage of recycled ship parts, which could allow it to stand out. It would also have two benches and be covered from the rain to provide a shelter for people to stand or sit under.

WHY IS IT NEEDED?

The reason we chose this item was that during our visit to the site there was nowhere displaying information or history about the Shipyards.

The goal of this interactive information board is to address improvements identified in the 2018 Roving Ambassador survey: more information on events, histories, directions, and sense of community.

All of the stakeholders we spoke to in the Shipyards were in favour of this proposal, as people come into their businesses every day asking for directions or with questions about the area.

HOW IT WORKS:

- Tourists and locals will benefit from the information, history and event board.
- It will be located in a central location at the Shipyards for easy access.
- The information board will be updated regularly with up to date information.
- It will make the experience of the Shipyards visitor effortless, as well as raise their awareness of all that Shipyards offers on property, including events.

OUTCOMES

We believe this project would be a success for several reasons. The timing as of now would be ideal because the Shipyards is still in the early stages of development, and an interactive information board about the new area would fit in perfectly. These digital boards are current on the upward trend and could be considered a good investment to the area. However, they are also new enough that we believe many people would be intrigued and enjoy playing around and exploring all there is to see, do, and learn about the Shipyards.

We also had the opportunity to speak with local business owners/stakeholders regarding our proposal which helped us gain valuable positive feedback. This highlighted the need for the information, history and event screen. Stakeholders will be happy with this outcome and the community will be engaged with the shipyards during low season and high season.

NEXT STEPS

To implement a statistic app that will record the number of users. If the results are high, then we would recommend purchasing another unit.

We are waiting for our proposal to be accepted.