



media sandbox

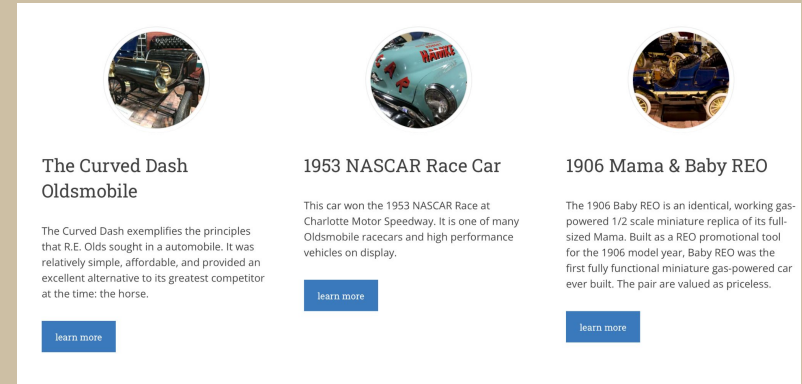


REGOLDS

TRANSPORTATION MUSEUM

Key Ideas

- ◉ **Keep Information Condensed-** Highlight main topics. Encourage website visitors discover information. Not all historic information needs to be given up front.
- ◉ **Consistency with featured Information-** The model of the vehicle showcase cars is great- use this when introducing more information.
- ◉ **Add more pictures-** more images less text for the most part.
 - Cars
 - Events
 - Visitors
- ◉ **Update and Emphasize Events-** keep visitors updated and engaged with museum happenings



The Curved Dash Oldsmobile

The Curved Dash exemplifies the principles that R.E. Olds sought in a automobile. It was relatively simple, affordable, and provided an excellent alternative to its greatest competitor at the time: the horse.

[learn more](#)

1953 NASCAR Race Car

This car won the 1953 NASCAR Race at Charlotte Motor Speedway. It is one of many Oldsmobile racecars and high performance vehicles on display.

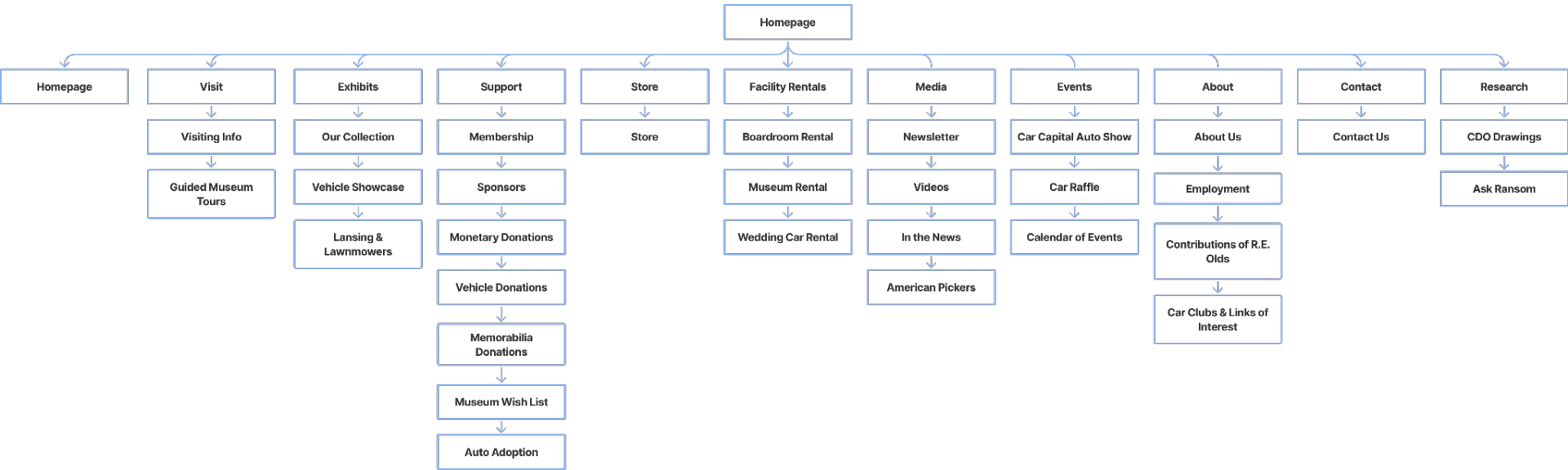
[learn more](#)

1906 Mama & Baby REO

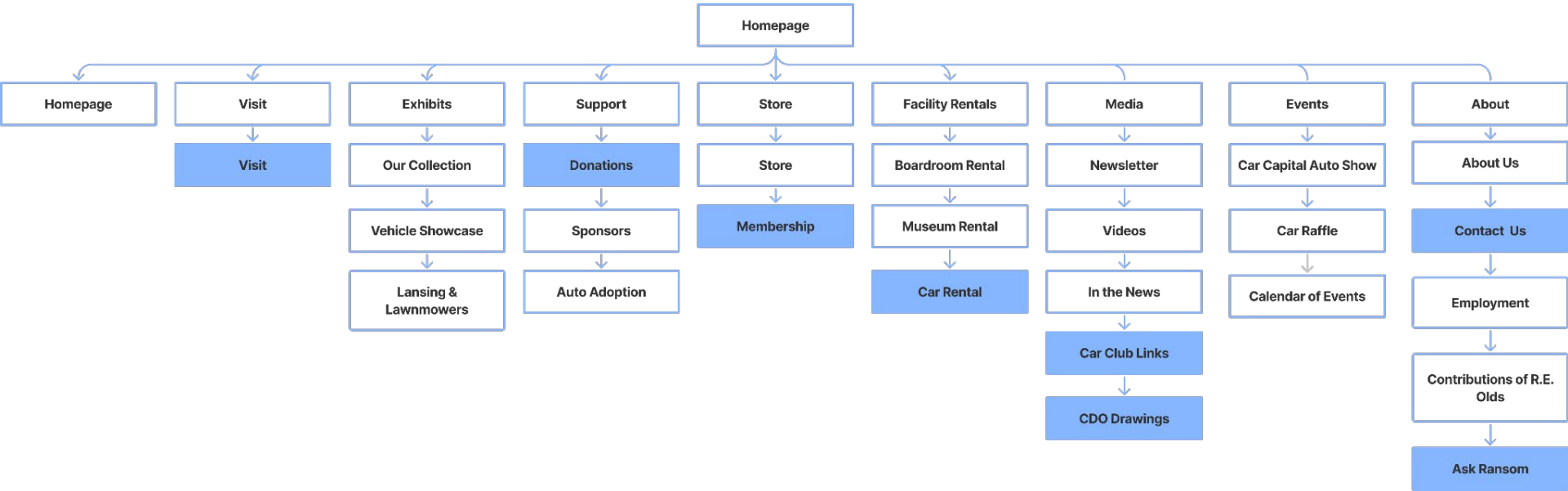
The 1906 Baby REO is an identical, working gas-powered 1/2 scale miniature replica of its full-sized Mama. Built as a REO promotional tool for the 1906 model year, Baby REO was the first fully functional miniature gas-powered car ever built. The pair are valued as priceless.

[learn more](#)

This formatting is easy to understand and organized efficiently



Current Website Organization



Updated Website Organization

Homepage

Hours

Tuesday – Saturday, 10 a.m. –5 p.m.

Admission

General Admission: \$10

Seniors (65+): \$7

Children (12 to 18): \$7

Children (under 12): Free

Veteran/Military Discount: \$7

Groups rates available.

Members: Free

Admission

General Admission:
\$10

Discount: \$7

-*Seniors 65+*

-*Children (12-18)*

-*Military*

Free Admission

-*Members*

-*Children under 12*

*Group rates available.

- **Vehicle Showcase**
- **Hours & Admission Cost**
 - Possibly condense this to save space (\$10, \$7, and free; see example)
- **Store**
- **Buy Membership**
- **Calendar**
- **Footer** (Trip Advisor, Facebook, Twitter, Flickr)
 - Add Instagram and YouTube
 - Is Flickr needed/used still?

Overall: Could condense some Admissions details. Also, consider finding ways to feature more media (Newsletter, Videos, etc.) on the Homepage.

Visit

Visit



Visiting Info



Guided Museum
Tours

Visit



Visit

| | | |
|---|---|--|
| <p>Hours & Admission</p> <p>Tuesday – Saturday, 10 a.m. – 5 p.m.</p> <p>General Admission: \$10 Seniors (60+): \$7 Children (12 to 18): \$7 Children Under 12: Free Veteran/Military Discount: \$7</p> <p>Group rates available. Call for reservations and rates.</p> <p>Members: Free</p> | <p>Address</p> <p>240 Museum Drive Lansing, Michigan 48933</p> <p>Museum Drive is a small drive off of Michigan Ave., across from the Greater Lansing Convention Center. We are located at the end of the road at the roundabout. TURN AT THE GREEN ROAD.</p> <p>more info on the adjacent slide "Portals of a Treasurer".</p> | |
| <p>Parking</p> <p>Limited parking is available in front of the Museum. Please park in the spaces that read "R.E. Ota Transportation Museum Parking Only." DO NOT park in the spots that read "Thruway Parking Only." Otherwise metered parking is available along the surrounding downtown streets and there are parking garages in the area.</p> <p>parking help (metered parking is free on Saturdays and Sundays)</p> | <p>Food & Drink</p> <p>We do not have vending machines or a cafeteria so we do not allow food, drinks or candy in the Museum. There are many local businesses that provide food and drink services.</p> | <p>Wheelchair Access</p> <p>We have two wheelchairs available to use during your visit.</p> |

- **Hours & Admission:** Repeated from Homepage
 - Needed in two spots?
- **Address and Parking:** These have similar content
 - Could these be condensed & combined together?
- **Food & Drink:** Make this simpler
 - “We do not allow food & drinks in the museum.”
 - Could replace this box with details on the **Guided Museum Tour** (gets rid of that webpage)

Overall: Combine both Visiting Info and Guided Museum Tours into one Visit page. Condense some more information for the sake of clarity (consider some more drastic structure changes as well).

Exhibits



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[Learn more](#)



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[Learn more](#)

1886 Oldsmobile Steam Carriage – Replica

1899 Olds Stanhope Electric – Replica

1901 Oldsmobile Curved Dash

1903 Oldsmobile Curved Dash- Given to MSU by RE Olds himself (on loan to us)

1904 Olds CDO "Old Crank"

1897 Olds Motor Wagon – Replica

1899 Olds Motor Works Electric

1903 Oldsmobile Curved Dash



1904 Olds Light Delivery Truck – Replica

1904 Oldsmobile Curved Dash (Currently on display at the Lansing Capital Region International Airport)

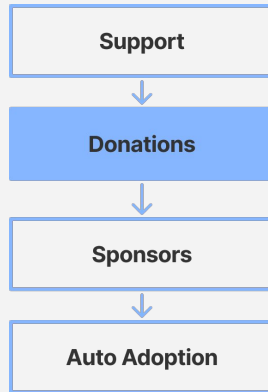
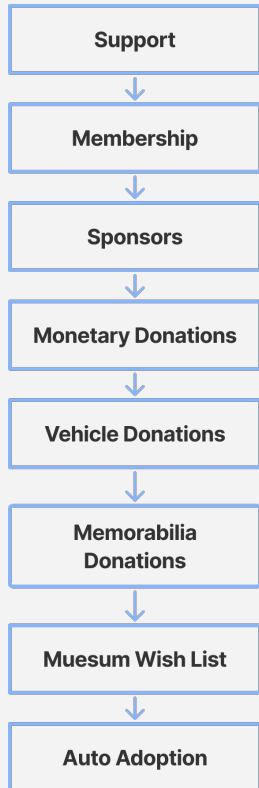
1906 REO Mama & Baby- ADOPTED through June 2023 by the Olds Club of Florida



- **Our Collection:** Creative timeline of museum & cars
- **Vehicle Showcase:** Three exploratory pages
 - Curved Dash Oldsmobile
 - 1953 NASCAR Race Car
 - 1906 Mama & Baby REO
- **Lansing & Lawnmowers:**
 - Needs more pictures (lots of text)
 - Consider changing formatting to match “Our Collection”?

Overall: Good! Could use some updates of pictures and potentially any new exhibits

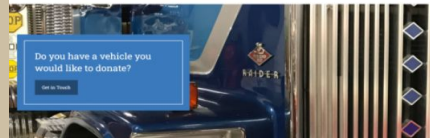
Support



The R. E. Olds Transportation Museum has built its antique automobile collection entirely through the generous contributions of many thoughtful collectors. To date, the Museum has not purchased a single vehicle and has received over 90 vehicle donations.

The vehicle donation process typically begins with a review of photographs supplied by the donor and then progresses through an on-site inspection by the Museum, after which the donor's responsibility for obtaining and the arrangement of transportation. The Museum's Executive Director works with donors during the entire process to ensure a seamless transaction. Furthermore, as an 501(c)(3) museum, donors may be permitted to deduct the full fair market value of the vehicle being donated. In addition, the R. E. Olds Transportation Museum accepts vehicles solely for resale purposes as well.

[Click to view Donating a Vehicle](#)



The R. E. Olds Transportation Museum accepts small artifacts (e.g. driving suits, car models, etc.) and pieces of automotive memorabilia (e.g. car badges, meet posters, etc.) on a case-by-case basis.

Please items generally are received through the Museum's display cases, but there is no guarantee that any item will ever be displayed. In addition, display case items are used as items for the Museum's giftshop, open sale, or auctions. E-mail us to see if the Museum would be interested in your piece of automotive history!

[Click to view Donating Memorabilia](#)



- **Membership:** Could these be linked directly to the store?
 - It might redirect traffic towards purchasing them
- **Sponsors:** Directed to sponsor websites
- **Donations:**
 - Lots of repeated information (how to donate, contact, etc.)
 - Hard to get a sense of everything needed when the pages are separate
 - Would be nice to have one page of all possible donation options
- **Auto Adoption Program:** This seems cool/good way to support but is hidden in the website

Overall: Seems like Vehicle Donations, Memorabilia Donations, and Museum Wishlist could be condensed into a briefer page of donations

Store

Store

Store



Store

Store

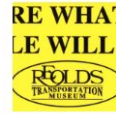


Membership



Aurora Race Car Model
\$16.00

Add to cart



Bumper Sticker
\$4.00

Add to cart



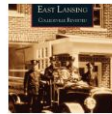
Coffee Mug with Oldsmobile Logos
\$19.95

Read more



Corporate Membership
\$100.00

Add to cart



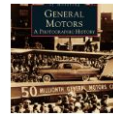
East Lansing: Collegeville Revisited
\$35.00

Add to cart



Family Membership
\$35.00

Add to cart



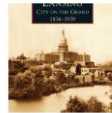
General Motors: A Photographic History
\$35.00

Add to cart



Individual Membership
\$25.00

Add to cart



Lansing: City on the Grand
\$35.00

Read more



Lifetime Membership
\$1,000.00

Add to cart



Olds Rocket Coffee Mug
\$19.95

Read more



Olds Service Coffee Mug
\$19.95

Add to cart

Store: books, posters, mugs, hats, bumper stickers, patch, t-shirt

- *Might be worth checking:* Is everything in the museum shop online? Or vice versa?

Overall: Looks good, consider redirecting membership tab here?

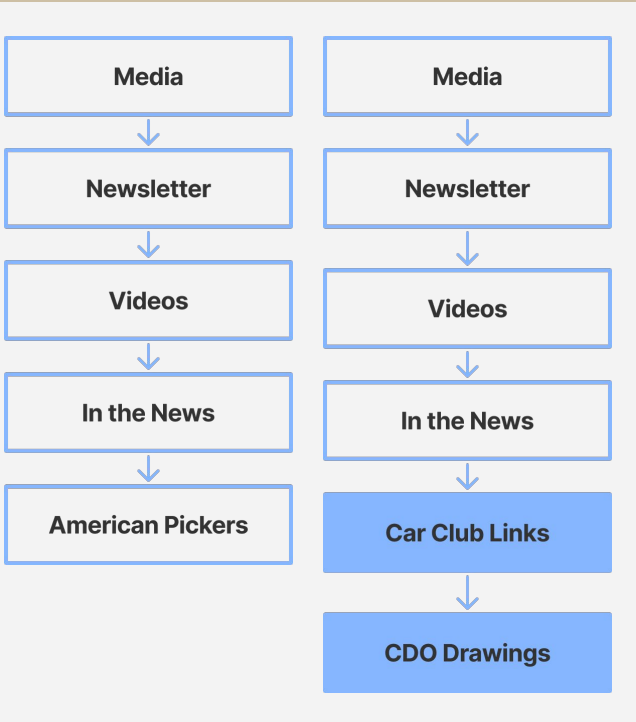
Facility Rentals



- **Boardroom Rentals**
- **Museum Rentals**
 - Change to “Museum Space Rentals”?
- **Wedding Car Rentals**
 - Change name to “Car Rental”?
 - The pictures do not expand for further viewing like on the other rental pages

Overall: Some name changes may help with clarification, potentially make it look like the “Our Collection Page”?

Media



Newsletters

| | |
|---|---|
| Spring 2020 September/October 2020 | Summer 2020 Nov/Dec 2020 |
| Jan/Feb 2021 May/June 2021 Sep/Oct 2021 | March/April 2021 July/Aug 2021 Nov/Dec 2021 |



Channel 6 News features the American Pickers, one of the History Channel's most popular shows, on their appearance in the Museum.

- **Newsletter:** These have interesting content
 - Should be featured more!
- **Videos:** 7 current videos
 - Showcase more?
- **In the News:** Featured articles about the cars & museum
 - Last article is from 2017...
 - Decide to keep & update or remove completely
- **American Pickers:** One video from the show
 - Remove this section & just add to "Videos"

Overall: Needs some updating...and possibly condensing. Find a way to feature these better!!

Could the monthly newsletter be on the Homepage when it is released? Rotate new videos (360?) on the Homepage?

Events

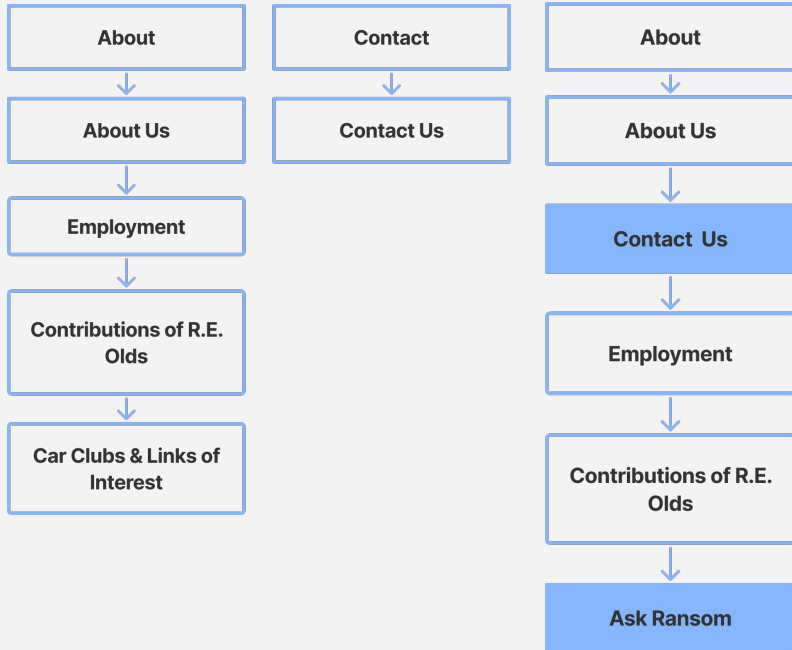


- **Car Capital Auto Show:** Good info- when, where, when...)
- **Car Raffle:** Good Info, proceeds, winner..)
- **Calendar of Events:** Looks much better!
 - Make sure events and the location are clearly explained.
 - Check to ensure consistent punctuation.

| Date/Time | Event |
|-------------------------------------|--|
| April 6, 2022 6:00 pm - 11:30 pm | Crosstown Showdown At Jackson Field. We will have a car on display and maybe give some rides. |
| May 14, 2022 All Day | Cars and Coffee – May Get the cars out for our first spring event |
| May 21, 2022 12:00 am | All GM Show at Gilmore We hope to have 2 or 3 of our cars there |
| June 4, 2022 5:00 pm | REO Speedwagon Night At Jackson Field. Come see the band and our Speedwagon Dump Truck |

Overall: Good info, really fixed the calendar!! Great information and easy to follow!

About / Contact



About

- **About Us:** Our collection & museum background
- **Employment Opportunities:** Positions
 - Might be worth featuring new positions on the Homepage on occasion?
- **Contributions of R. E. Olds**
- **Car Clubs & Links of Interest:** external links to these
 - These should *not* be in the “About”; they redirect elsewhere (want to keep users on your page for an About)

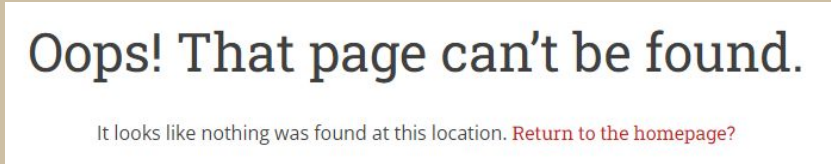
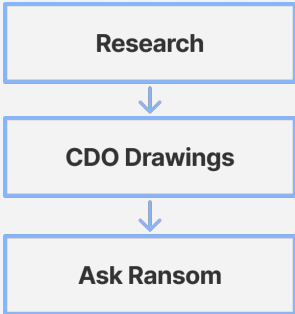
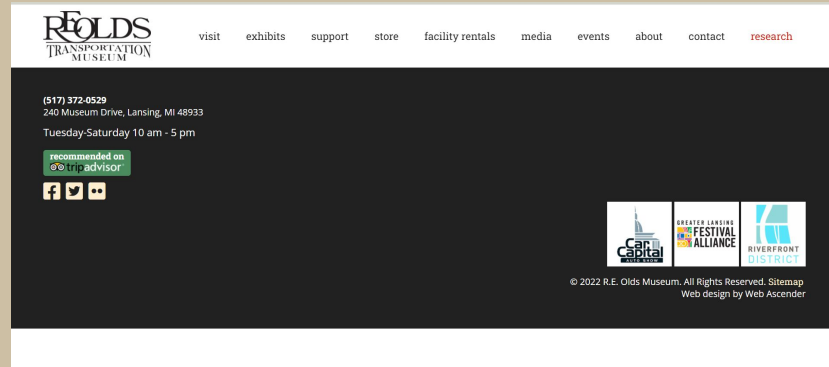
Overall: These are organized well in general but could potentially use some updates (lengthy content).

Consider redirecting Car Clubs & Links of Interest to Media.

Contact: Phone number and email

Overall: Could “About” and “Content” be combined?

Research



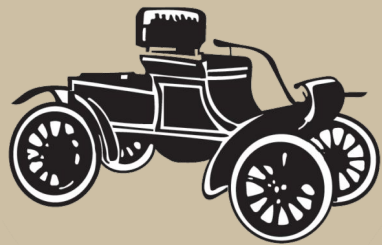
***If you just click on “Research,” it redirects you to a blank page*

- **CDO Drawings:** blueprints for different car parts
 - Some of these links are broken
 - Who is using this section?
- **Ask Ransom:** Q&A style
 - Only two questions, is this needed?
 - Can we expand this?

Overall: This section seems unnecessary. If needed, these could be added to “Media.” Evaluate if these should be kept (& redirected) or removed for clarity.

Conclusion

- **Main Points:** Clarify, Condense, & Consistency
 - Having less content, but with stronger intents will allow you to communicate the necessary information without overwhelming your users.
 - Every page, option, and click matters!
- **Major Aspects to Address:**
 - **Support:** Repeated information about donations, too many different pages for similar actions -> Condense into less pages but retain needed specifics
 - **Media:** Showcase the amazing content better (Homepage!) and update existing pages
 - **Research:** Determine the user base for this content and decide if it is worth keeping



Thank you!

Any questions for us?