



LOUISIANA TRUCKING MUSEUM

RESEARCH FINDINGS & DESIGN IMPLICATIONS

2025-03-05



THE RESEARCH TRIP AT A GLANCE

WHEN & WHERE

During the week of 27th - 31st January 2025, we visited companies all over Louisiana.



AIM OF THE RESEARCH

Our in-person research with local Louisiana trucking companies aimed to inform our design process by:

- Seeing trucking in action; getting a behind-the-scenes feel for the machinery and the industry that we can convey to our museum visitors.
- Meeting in person with trucking companies and personnel to understand in more detail the most important topics for this museum cover.
- Talking with the trucking community to gain insight into the human experience of trucking.
- Experiencing first-hand the uniqueness of trucking in Louisiana, in ensure that the LTM is a true Louisiana experience.



THE RESEARCH TRIP AT A GLANCE

COMPANIES WE VISITED

We visited a range of trucking companies hauling a wide range of loads with many types of trucks and equipment, including;

INTERMODAL
HAZMAT
BOX TRUCK
DUMP TRUCK
HEAVY HAULERS
REEFERS



WHO WE SPOKE TO

We spoke to 30+ people including:

Founders
Owners
Presidents
Truck Drivers
Operations Managers
Logistics Personnel
Engineers
Brokers
Accountants
Permit Managers
Customer Service Representatives
Safety Directors
Compliance Managers
Estimators



RESEARCH ACTIVITIES

WHAT WE ASKED

We introduced the project to interviewees so they had a basic understanding of how our research would be used to inform project.

Then we spoke about;

- Company Operations and Roles
- Personal Experiences in Trucking
- Recruiting Future Truckers
- Changes in the Trucking Industry
- Impact of New Technologies
- Museum Design, Content and Interactives
- History of Louisiana Trucking

Do you have any stories from the road that demonstrate the importance of the trucking industry and its wider impact on society?

Can you describe what your company does?

What are the key attributes for being a trucker?

What would be your pitch to encourage someone to join the trucking industry?

How did you get into the trucking industry?

What are some ways the industry has changed over the last 10 years?



WHAT WE SAW & HEARD

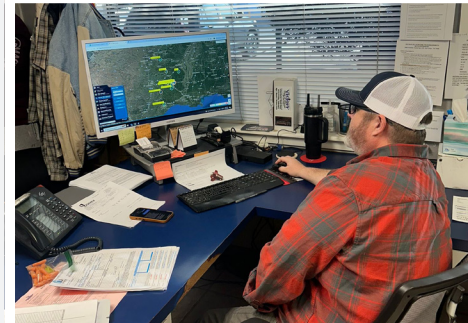
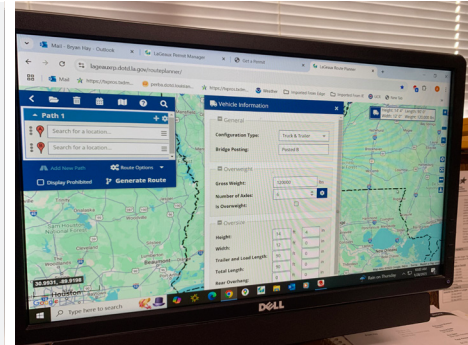
RESEARCH METHODS

Our interviews took a range of formats;

- Sit down interviews
- Informal conversations
- Site walk-throughs
- Show-me-tell-me
- Demonstrations
- Observations

WHAT WE SAW

- Trucks and Trailers
- Equipment, Components and Moving Equipment
- Workshops and Maintenance Areas
- Demonstrations
 - Preparing and adjusting equipment
 - Loading and Securing
 - Offloading
- Office and Operations Spaces
- Procedures
 - Obtaining permits
 - Planning routes
- Truck Stops



WHAT WE SAW & HEARD

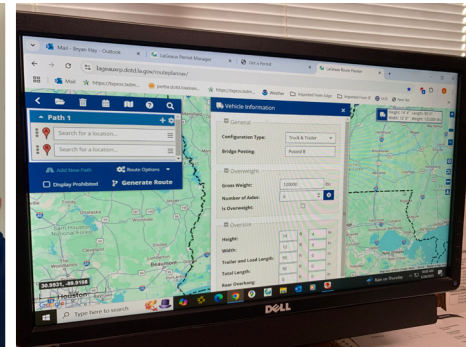
"Being a trucker goes beyond being a driver, you are a mathematician, a physicist a meteorologist and a traveller".



"In times of a crisis, the industry is there just like our military is there"



"We want the museum to show that you're honourable people doing an honourable job".



"If trucking stops, America stops."



"When you're on the road, you feel so in tune with nature and in touch with God's work... watching the leaves turn from week to week"



WHAT WE SAW & HEARD

"You are always learning. Things are constantly changing."



"I am my own boss, in charge of my own time. No one to ask permission. The road is my office."



"It's not just truck run, it's a whole process. You hold everybody accountable for everything that happens."



"We're here for you. 'Cuz in order for you to be successful, we got to be here."



The following pages show

HOW OUR RESEARCH INSIGHTS HAVE **RESHAPED** THE MUSEUM'S MASTERPLANNING



KEY THEMES FROM RESEARCH

To reflect what has been learned in the research trip, the key themes for each zone have been adjusted to:

01

You need us!

Paying homage to the industry

You need us! The vitalness of the trucking industry

A complex web of people, places and things

02

Legends of the Road

History, heritage, community and heroes.

The uniqueness of Louisiana's trucking industry

Changing times -
Technology, Communication
and Community

03

A Day in the Life of a Trucker

Perception of Truckers

Safety

Appreciating their Expertise

Perks of the Job

Flexible & Accessible

Lifestyle

The Blend of Autonomy and
Responsibility

A Family Business -
teamwork & communication

Life on the Road

04

The Road Ahead

An Evolving Industry

Innovation and Adaptation

People at it's Heart

Join the Family, Get Involved!

KEY THEMES + DESIGN IMPLICATIONS

 New insights gained

 Design implications

01

You need us!

Paying homage to the industry

You need us! The vitalness of the trucking industry

A complex web of people, places and things



The research gave insight into how diverse the different roles in the trucking industry are, how complex the operation is and the importance of everyone working together.



Zone 1 should be even more important than originally anticipated and warrants increasing the footprint of this zone.



Highlight the complexity of the industry, incorporating the people, places, parts and cargo operating/being trucked within, into and out of Louisiana.



KEY THEMES + DESIGN IMPLICATIONS

 New insights gained

 Design implications

02

Legends of the Road

History, heritage, community
and heroes.

 People, major events in history and regulations are all crucial factors in how the industry has been shaped today.

 Zone 2 should include stories of inventors, founders, disaster relief/ first responders to pay homage to the trucking industry in Louisiana.

The uniqueness of Louisiana's
trucking industry

 The trucking industry in Louisiana is as unique and complex as the diverse industries it serves.

 Zone 2 will introduce the local industry and feature stories specific to Louisiana.

Changing times -
Technology, Communication
and Community

 Since smart phones became standard, truckers don't socialize with their peers on the road as much as they used to.

 Include a CB radio experience to allow visitors to step back in time and listen to stories from the past, find out their CB radio name and learn some trucking slang.



KEY THEMES + DESIGN IMPLICATIONS

 New insights gained

 Design implications

03

A Day in the Life of a Trucker

Perception of Truckers

Appreciating their Expertise

 The public sees only a fraction of a truck driver's job. In reality, truckers wear many hats, multitask and are continuously learning. "Truckers need to be drivers, project managers, mathematicians, physicists, labourers".



 Zone 3 should illustrate the breadth of tasks in a trucker's day. Include interactives that challenge visitors to think logically and problem solve in the way a trucker has to, everyday. This might include matching trucks and attachments with the right loads and planning routes around state restrictions or weather warnings.

Safety

 Contrary to popular opinion, truckers are extremely concerned with safety. Truckers deal with challenges such as blind spots, distracted drivers and emergency braking limitations. However PR campaigns against the industry negatively impact public perception.



 Educate on the safety precautions that truckers take, as well as offer visitors an opportunity to experience the road from a trucker's perspective (simulator or similar).



KEY THEMES + DESIGN IMPLICATIONS

 New insights gained

 Design implications

03

A Day in the Life of a Trucker (continued)

Perks of the Job

Flexible & Accessible

Lifestyle

The Blend of Autonomy and Responsibility

A Family Business - teamwork & communication

-  The trucking industry suits various life stages; short routes suit family life, long haul routes may suit younger, single individuals. Trucking is also now more accessible, with new technologies and increased comfort.
-  Truckers get to see the country, take holidays in between jobs. No two days are ever the same whether its a new route, load or responding to a disaster.
-  Being a truck driver means you are your own manager, whilst also being responsible to deliver goods in a safe and timely manner.
-  Many companies are or operate like family businesses and there is a strong sense of camaraderie and community within the industry.

-  Include stories from a diverse range of people speaking about how they joined the industry, their role, and how they find balance with their job and lifestyle.
-  Keep in mind that the museum is a place where children of truckers can about what their parents do as truck drivers and be proud of their contribution to society.
-  Highlight that trucking requires responsibility, but in return affords great independence.
-  Include content that highlights the teamwork involved on a daily basis, and camaraderie within the industry.



KEY THEMES + DESIGN IMPLICATIONS

 New insights gained

 Design implications

03

A Day in the Life of a Trucker (continued)

Life on the Road

 Improvement in access to healthy food and exercise is needed to maintain drivers and recruit new ones.



-  Give insight into life on the road and share initiatives that are improving conditions and lifestyle for truckers.
-  Help visitors build affinity with truckers by asking them design their own 'life on the road'; customise their truck cab/truck-stop facilities.



KEY THEMES + DESIGN IMPLICATIONS

 New insights gained

 Design implications

04

The Road Ahead

An Evolving Industry

 The industry is constantly evolving and companies and individuals adapt and innovate to overcome challenges, such as changes in infrastructure, regulations or demand for goods.

Innovation and Adaptation

People at it's Heart

 'A robot doesn't care about you or whether you get your stuff, but I care.' While trucking technology will continue to evolve and improve, the human element is still crucial.

Join the Family, Get Involved!

 If you join the industry, you join a family.

 The museum should highlight some of the more positive impacts of new technologies on the industry. It may also share some of the challenges and setbacks.

 The museum should highlight that the future of the trucking industry is it's people, particularly when it comes to problem-solving, safety and support.

 Zone 4 should give all visitors a chance to get involved in the community, from providing career pathways into the industry to simply sharing ways to enjoy trucks.

 Highlight trucking community events, initiatives and competitions (truck-driving championships, touch-a-truck comps) through update-able exhibits and digital 'community noticeboard'

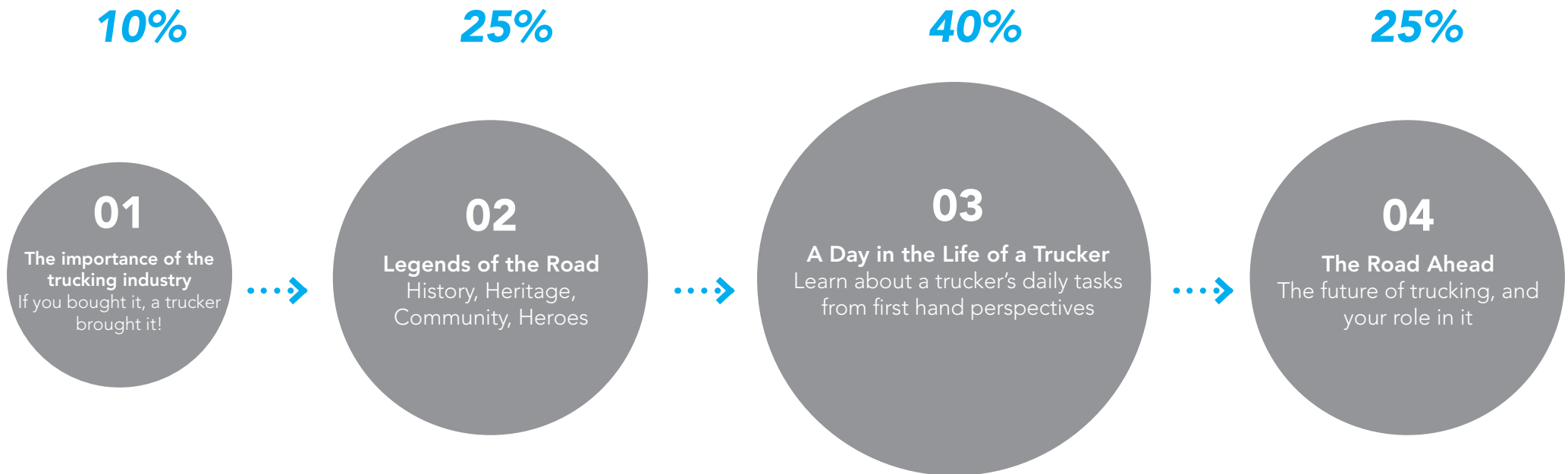
 Selfie-opportunity so that visitors can literally envision themselves as part of the community.



CONTENT ZONING (BEFORE RESEARCH)

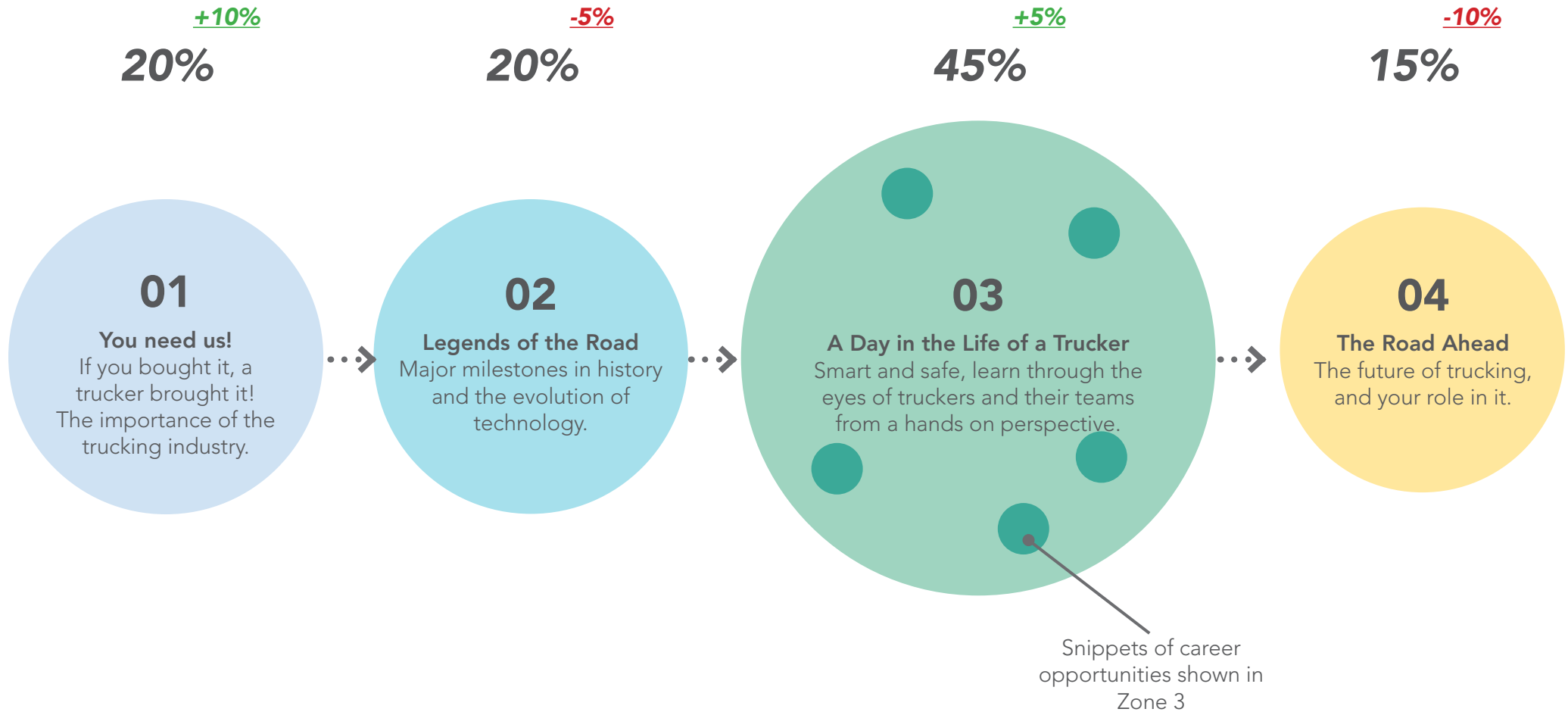
This page shows our initial suggestion for the exhibition master planning. In the following page you will see how the weighting of the areas has changed based on the research insights.

EXHIBITION FLOORSPACE
APPROX WEIGHTING -



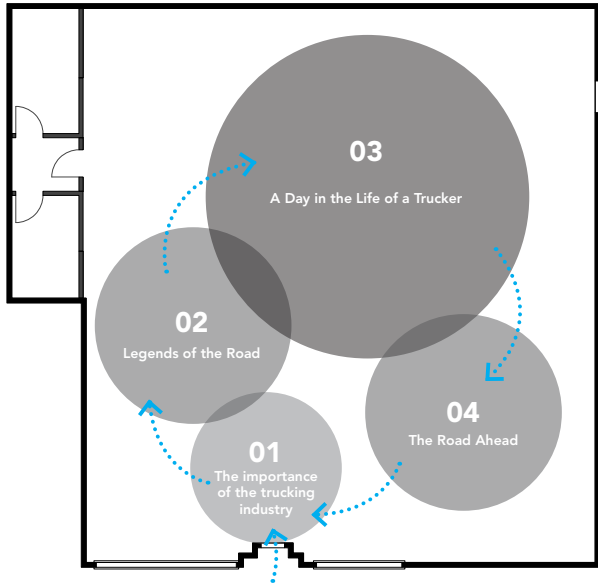
CONTENT ZONING (AFTER RESEARCH)

The diagram below shows how zone 1 and 3 have increased in size due to the research emphasising the vitalness of trucking and the need for visitors to get under the skin of what trucking is about. Zone 2 and 4 have reduced slightly to accommodate these changes.

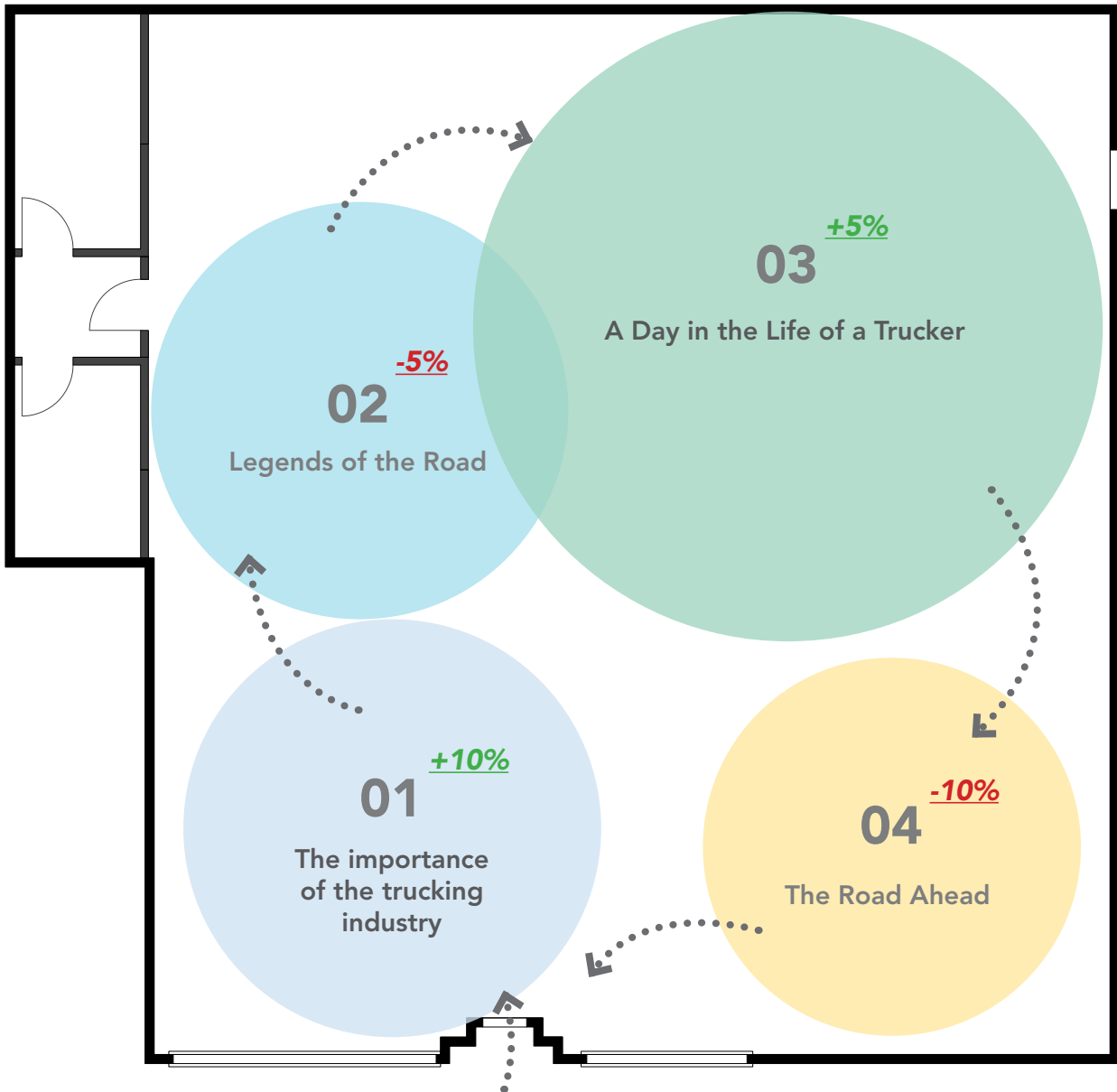


ZONING AND FLOW DIAGRAM

Old version



New proposal *after research*



THANK YOU



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