Interactive Retail Installation

Project Considerations

Table of Contents

Interactive Catalogue Station

Station Overview

In this station the user is greeted with an animated screen that shows a series of highlighted products with each product having brief info about itself. The user will be shown how to interact with the station by animated instructions, triggered by picking up an item and pressing buttons on table. The interactive experience consists of picking up an item, which activates a light sensor, revealing a catalogue style layout of products related to the selected store collection. The concept of this station was made to create a closer connection between product and store.

The light sensors
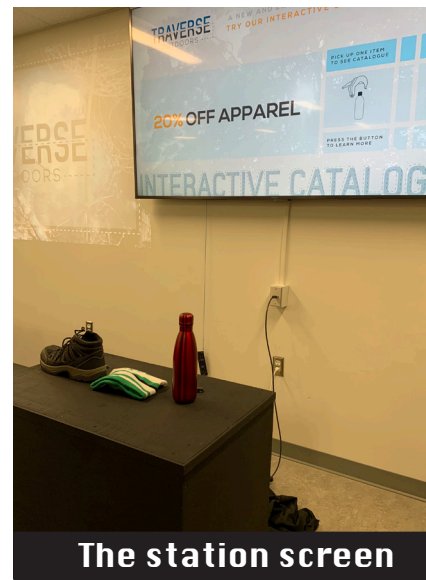
The station screen
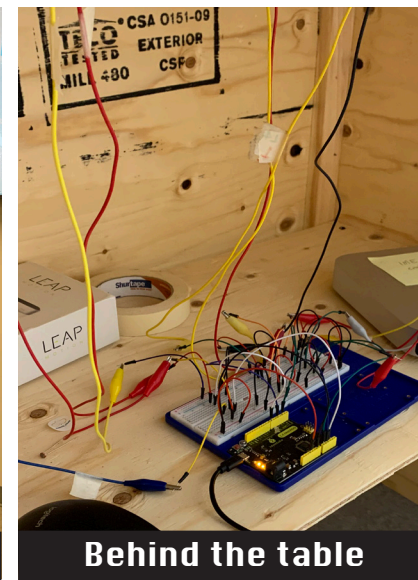
Behind the table

Assets Required (Interactive Catalogue)

▶ Highlighted product images

▶ Product title

▶ Product description

▶ Highlighted details like size and colour

▶ Sale Info

▶ Return Instructions

▶ Brand logo

▶ Error/timeout feed

▶ A minimum of 9 apparel images per screen.

Hardware Required (Interactive Catalogue)

▶ Large screen monitor

▶ Arduino board with necessary wiring, sensors
   and buttons

▶ Mini computer with necessary cables (must be
   a Mac in order to work with Arduino)

▶ Cabinet to house computer, Arduino, buttons
   and sensors

Coding Required (Interactive Catalogue)

▶ Html, Css, Javascript, jQuery, Gsap

▶ The browsing engine that will execute the code will be
   chrome

Rotating Product Station

Station Overview

In this station the user is greeted with an animated screen that shows a backpack and a brief info about the product to go along with it. Animated instructions will teach the user how to interact with the station using hand gestures. The backpack can rotate to 360 degrees, product features will be revealed while rotating. To rotate the backpack, a gesture sideways is required. A gesture upwards will reveal highlights about the backpack. The modern gesture technology in this station leads to an engaging and exciting experience for the user.
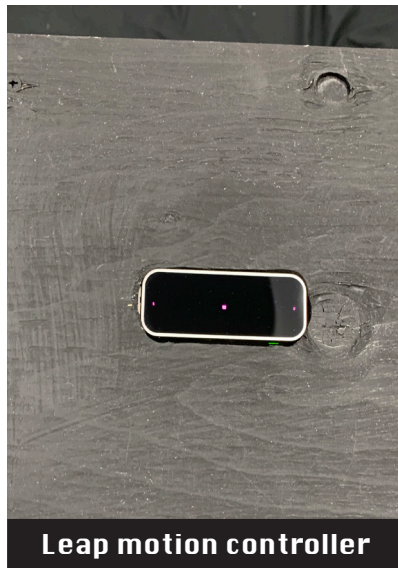
Leap motion controller
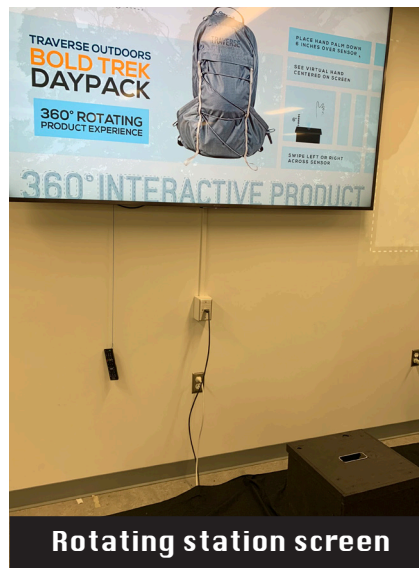
Rotating station screen

Leap motion in use

<u>Assets Required</u> (Rotating Product)

▶ Overlay Videos that will display animated schematic style grpahics

▶ Each video must contain at least two highlighted prod-duct elements

▶ Minimum of 15 product images

▶ Related background images

▶ Minimum of 3 layouts

▶ Swipe up instructions to view highlight

▶ Brand logo

▶ Error/timeout feed

<u>Hardware Required</u> (Rotating Product)

▶ Large screen monitor

▶ Leap motion controller

▶ Mini computer with necessary cables (must be a Mac or PC)
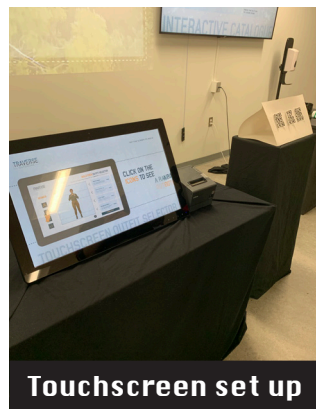
▶ Cabinet to house computer and controller

<u>Coding Required</u> (Rotating Product)

▶ Html, Css, Vanilla Javascript, jQuery

▶ Leap Motion API

▶ The browsing engine that will execute the code will be chrome

Touchscreen 0redering Station

Station 0verview

In this station the user is greeted with an exciting fashion-based motion graphic that presents multiple clothing outfits that can be purchased in store. Animated instructions will teach the user how to interact with the station. The user can touch the screen and will be introduced by an outfit selector. The user can swipe over various parts of the outfit to create a personalized outfit, info will be included. After creating a personalized outfit, the user can add it to cart and customize the size and colour of each item. After selecting the size and colour of the outfits, the user will be printed a receipt which they will take to the cash register to pay. This station provides a familiar shopping experience to the user but takes them to another level when trying on an outfit before purchasing.

Touchscreen set up

Receipt printer
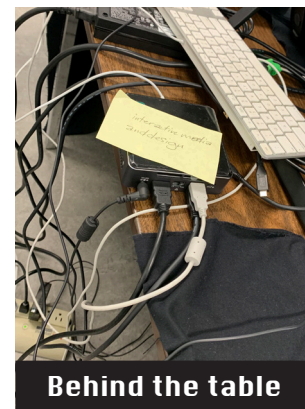
Behind the table

<u>Assets Required</u> (Touchscreen Ordering)

▶ 6 outfit images

▶ Text/Graphics/Buttons

▶ Brand logo

▶ Error/timeout feed

<u>Hardware Required</u> (Touchscreen Oredering)

▶ Touchscreen monitor

▶ Receipt printer

▶ Mini computer with necessary cables (must be a PC
   to work with touchscreen and printer)

▶ Cabinet to house touchscreen, computer, and printer

<u>Coding Required</u> (Rotating Product)

▶ Html, Css, Vanilla Javascript, jQuery, GSAP

▶ Leap Motion API

▶ The browsing engine that will execute the code will be chrome

Motion Graphics Promotional Video

Station Overview

A large projected screen is presented to the user. The screen will contain a branded promotional/instructional video. There will three QR codes in a stand to be scanned which will show individual promotional videos. While viewing the videos the user will see products being used in action outdoors. Each video will loop, after a set time it will go back to the first promotional/Instructional video.

Projected screen
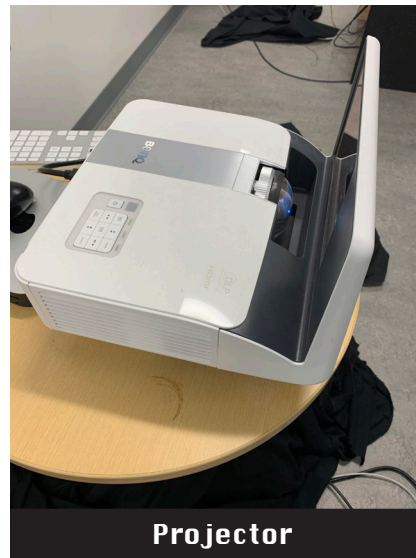
Projector

QR codes

<u>Assets Required</u> (Motion Graphics Video)

▶ Video footage elated to outdoor

▶ Models showing the use of products

▶ text based motion graphics

<u>Hardware Required</u> (Motion Graphics Video)

▶ Short-throw projector

▶ Stand for QR code graphics

▶ Mini computer with necessary cables (Mac or PC)

▶ Large screen or white wall

▶ Cabinet to house projector and computer

Coding Required (Motion Graphics Video)

▶ Html, Css, Javascript, jQuery, Gsap

▶ The browsing engine that will execute the code will be chrome

Installation Overview
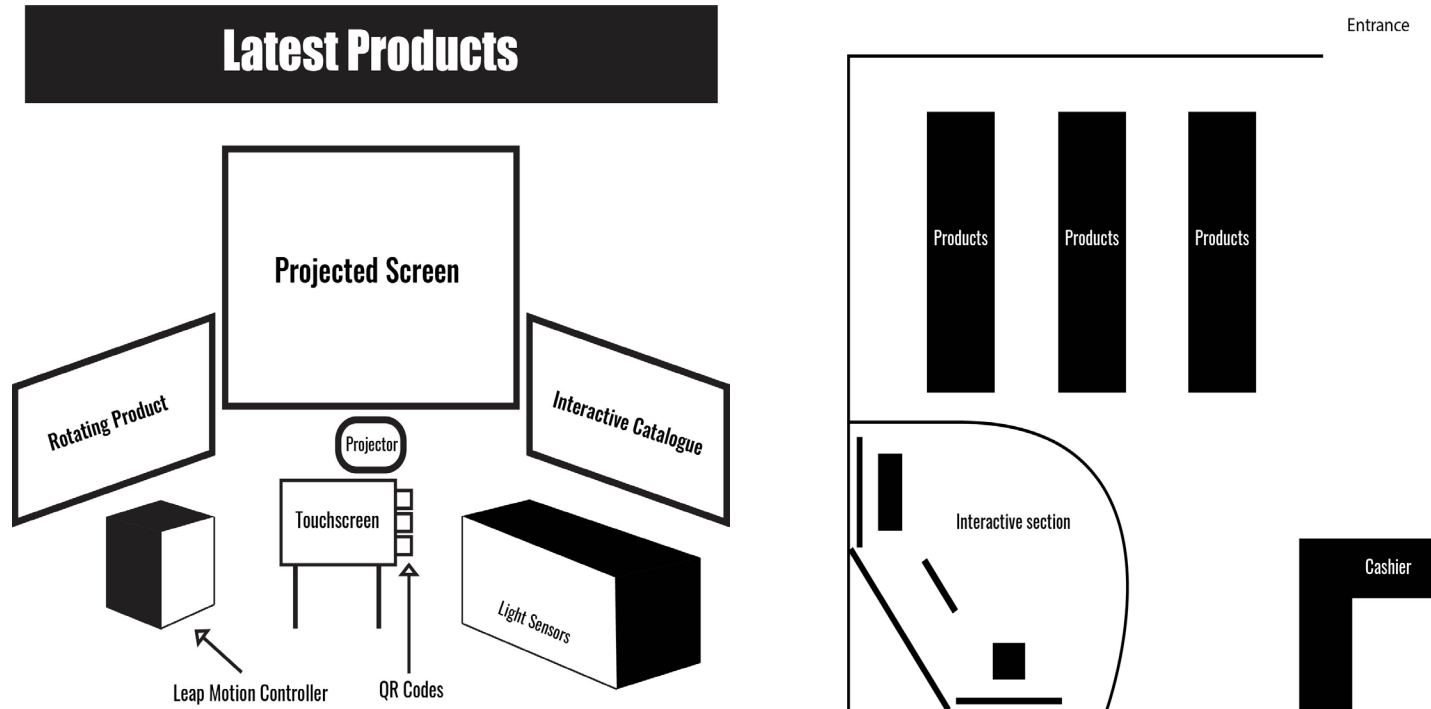
The set up was designed to be user focused thus making the screen angled towards the user. This kind of set up can be used for latest release products where the stores can set up a line and a user can choose their desired product properly without a crowd on the interactive section/space. Since this set up saves space, the set up can also be used to create multiple interactive sections within a store for example a sports or lifestyle section with products relating to it near the certain interactive area for that certain section.