



Interactive Retail Installation

Project Consideration

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Interactive Catalogue Station

Station Overview

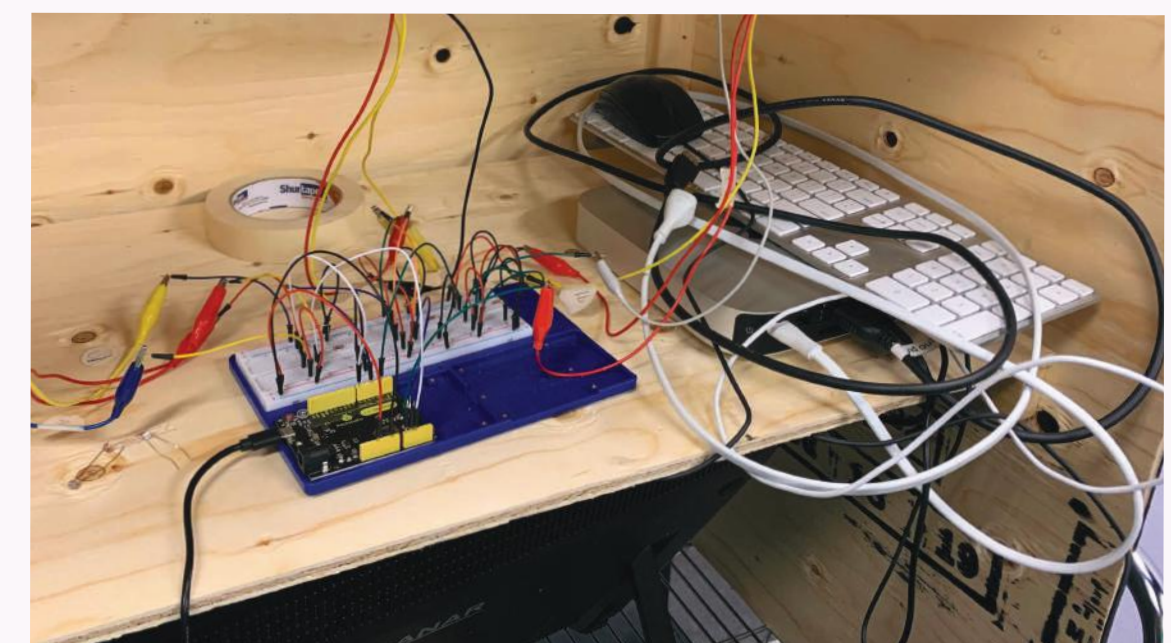
The Interactive Catalogue Station represents a series of highlighted products with their brief intro by welcoming an animated screen. These animated screens instruct the user to pick up physical objects and press buttons on a table. Each product is placed on top of a light sensor. If the customer picks up a product, the light sensor will trigger an Arduino board connected to a computer to display a collection screen with more information about the product collection. Then the customer can press the button to see the highlight screen, which gives more detailed information about the product.



User Interaction



Product Cabinet with Light Sensors and Physical Buttons



Arduino Board with Wiring, Sensors and Buttons

Assets Required

- A min 7-9 images per screen
- Collection title & highlight instructions
- Legend with corresponding numbers
- Info-related text and graphics
- Brand Logo



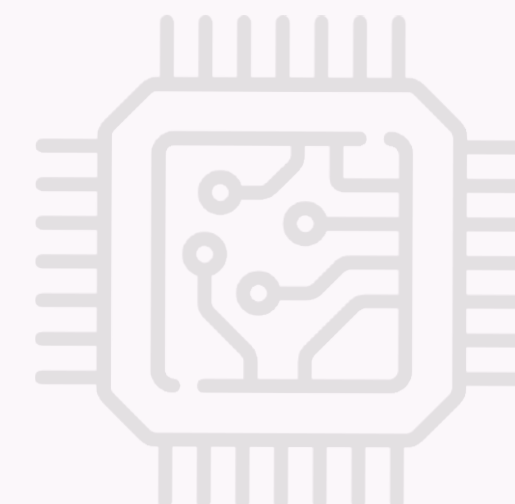
Coding Required

- HTML and CSS
 - Vanilla JavaScript
 - jQuery
 - GSAP
- Mozilla Firefox or Google Chrome will execute the code/app.



Hardware Required

- Large screen monitor
- Arduino board
- Mac Mini
- Cabinet to house computer, Arduino, buttons and sensors



Rotating Product Station

Station Overview

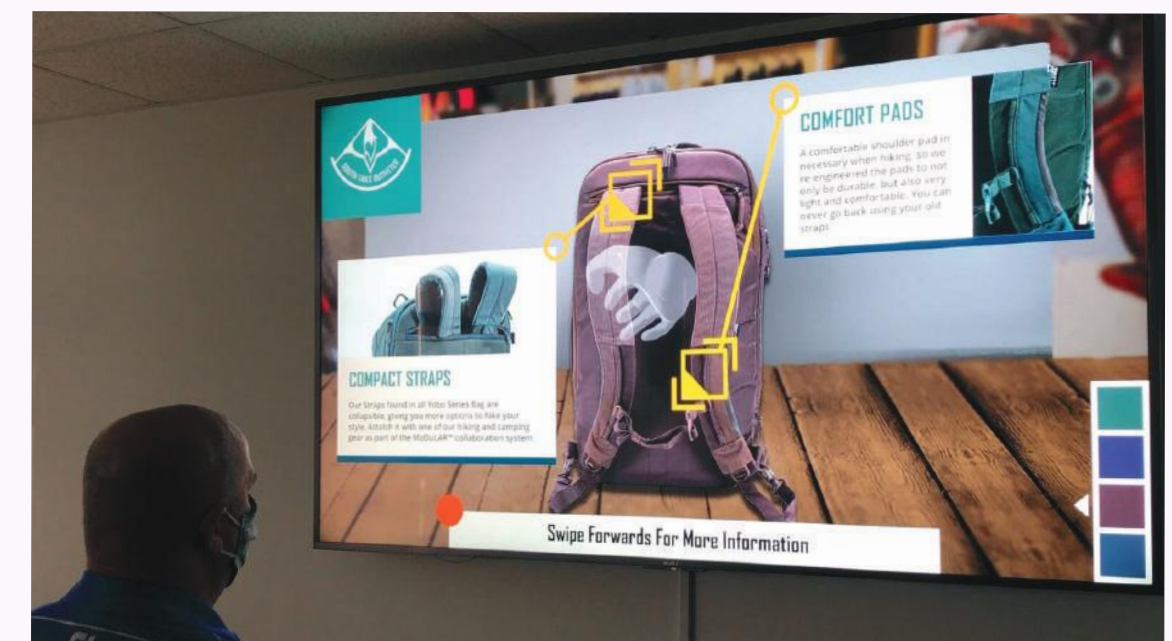
The Rotating product station is one of the interesting stations as it has a gesture capture device. The screen guides the user on how this station works. This station follows the movement of the user and displays the product accordingly. User Can get the idea of the product with a 360-degree view. Plus, users can point out/zoom in on the parts of the product to see details.



Sensor (Leap Motion) Podium



Highlight Screen



Overlay Video Screen

Assets Required

- Multiple photographs of a product, which will permit a user a 360° view of the product (min 15 photos)
- Related background image(s)
- Brand Logo



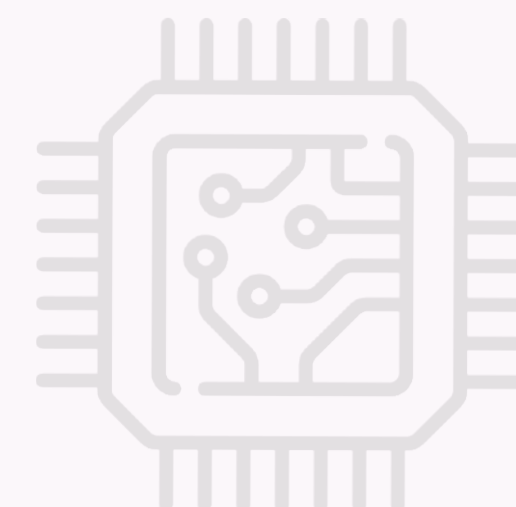
Coding Required

- HTML and CSS
 - Vanilla JavaScript
 - jQuery
 - Leap Motion AIP
- Mozilla Firefox or Google Chrome will execute the code/app.



Hardware Required

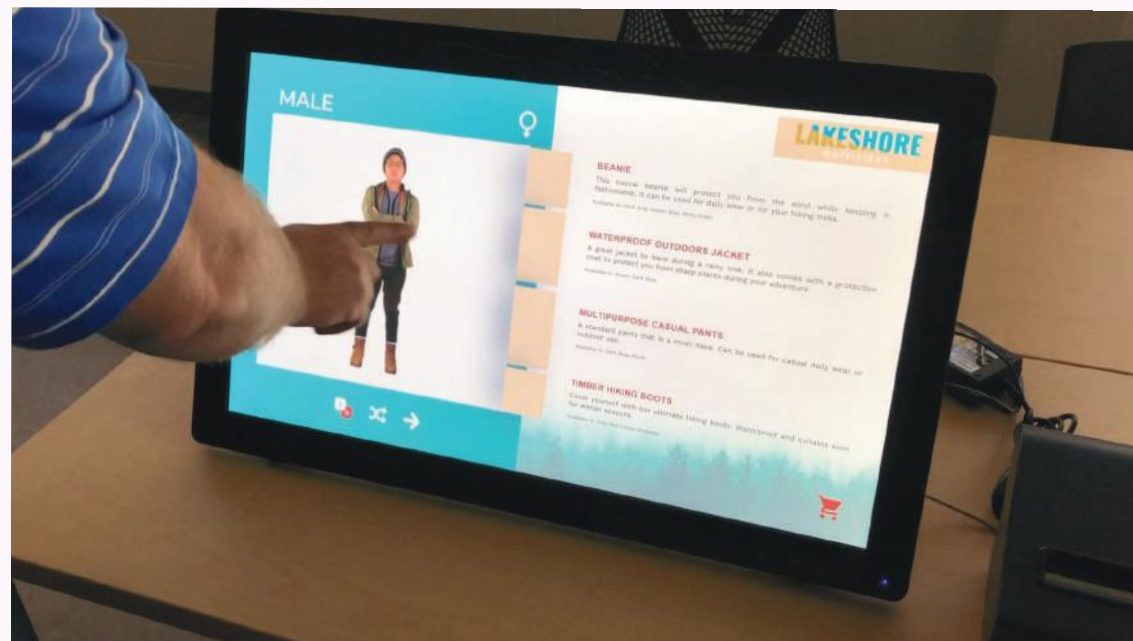
- Large screen monitor
- Mac Mini
- Leap Motion controller
- Cabinet to house computer, and controller



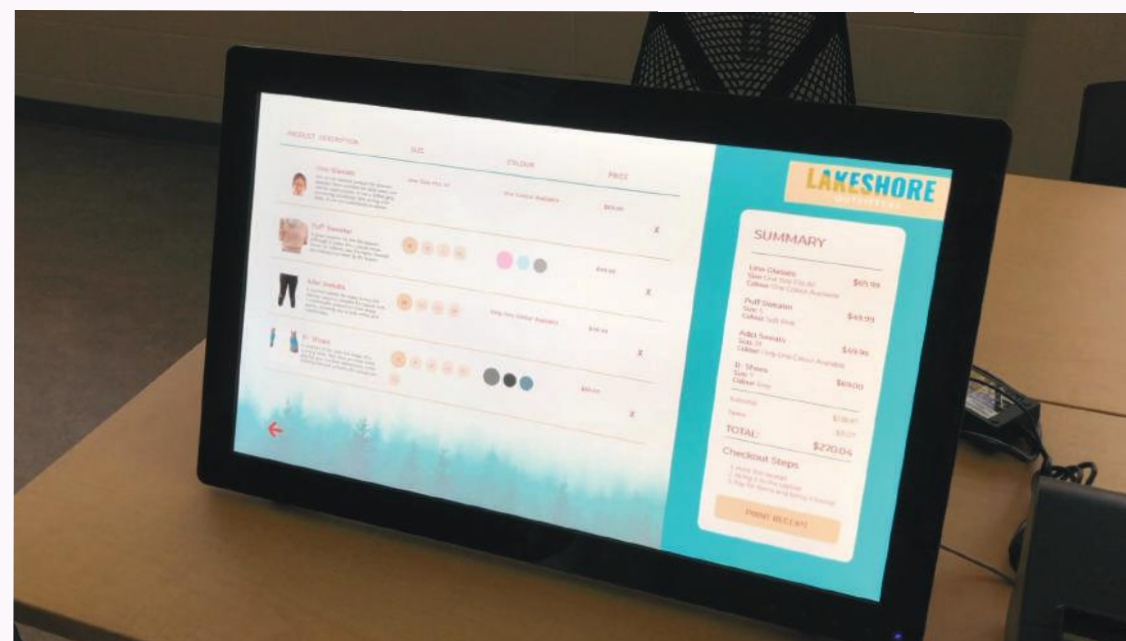
Touchscreen Ordering Station

Station Overview

The Touchscreen ordering station greets customers by presenting various clothing outfits which can be purchased. Animated instructions on the screen guide the users on how to select and match personalized outfits and also learn more about the product. After choosing the outfits, customers can print the receipt of the selected items and carry to the cash register for payment and receive the order.



Outfit select screen



shopping cart screen



Receipt Printed from Printer

Assets Required

- Six outfit images set up as a complete ensemble
- Brand Logo
- Screen design (Text, graphics, and buttons)
- Product Information



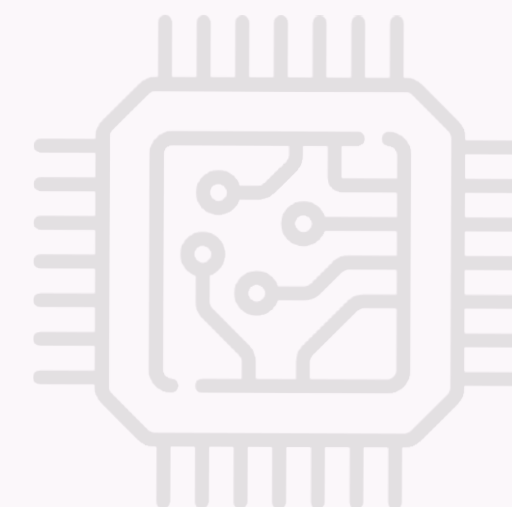
Coding Required

- HTML and CSS
 - Vanilla JavaScript
 - jQuery
 - GSAP
- Mozilla Firefox or Google Chrome will execute the code/app.



Hardware Required

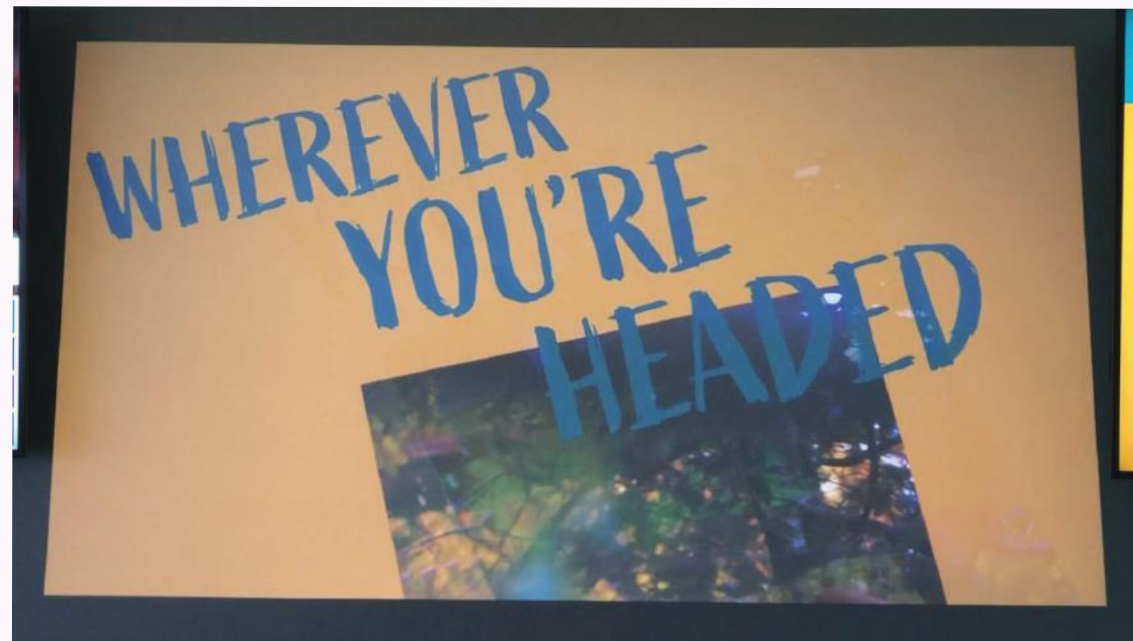
- Touch screen monitor
- Receipt printer
- Mini computer with necessary cables
- Cabinet to house touchscreen, computer and printer



Motion Graphics Promotional Station

Station Overview

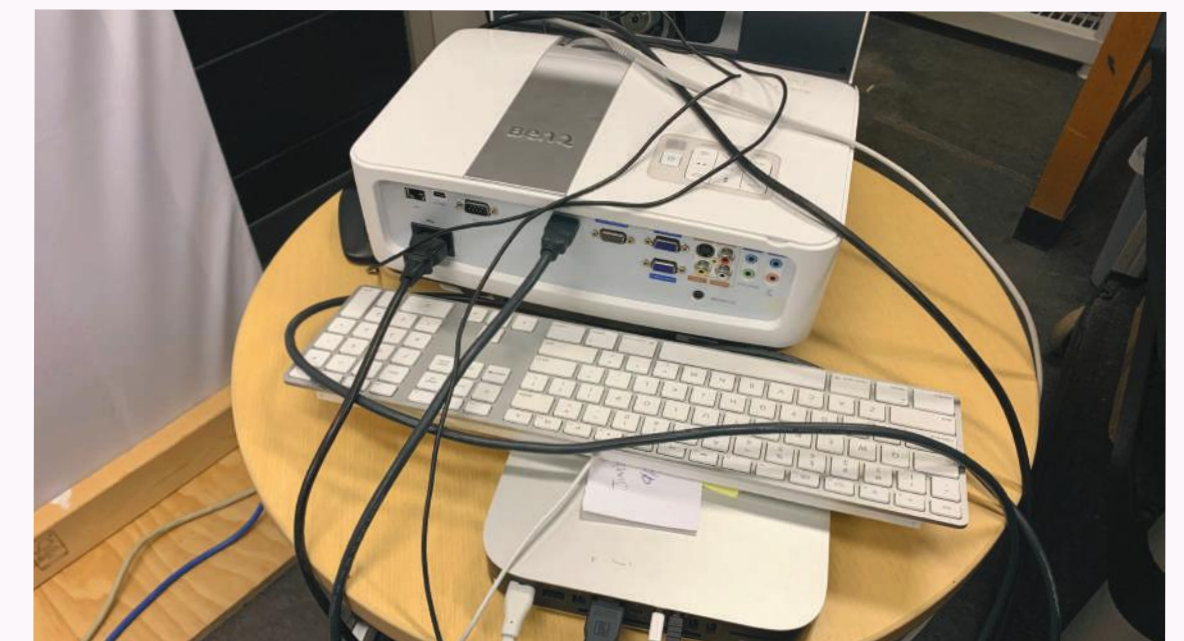
The Motion Graphics Promotional Station gives an overview of the brand and product. It contains several promotional videos which are projected on a big screen or on the projector. The videos on the screen will play continuously and help customers to learn more about the products and brand visually.



Motion Graphic Video



Short-throw projector



Projector Set-up

Assets Required

- Videos that promotes the brand
- Brand Logo
- Text, sound, and other necessary elements



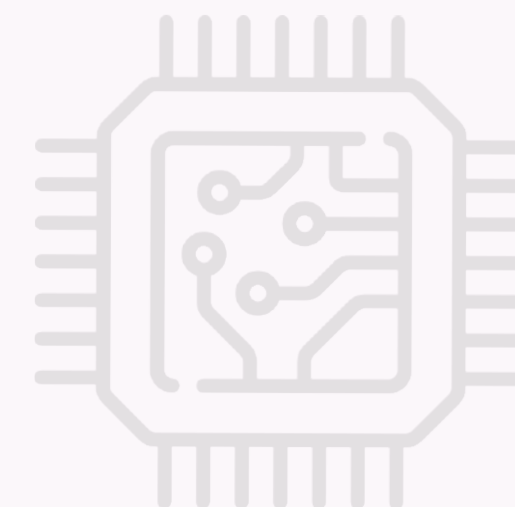
Coding Required

- Coding is not required



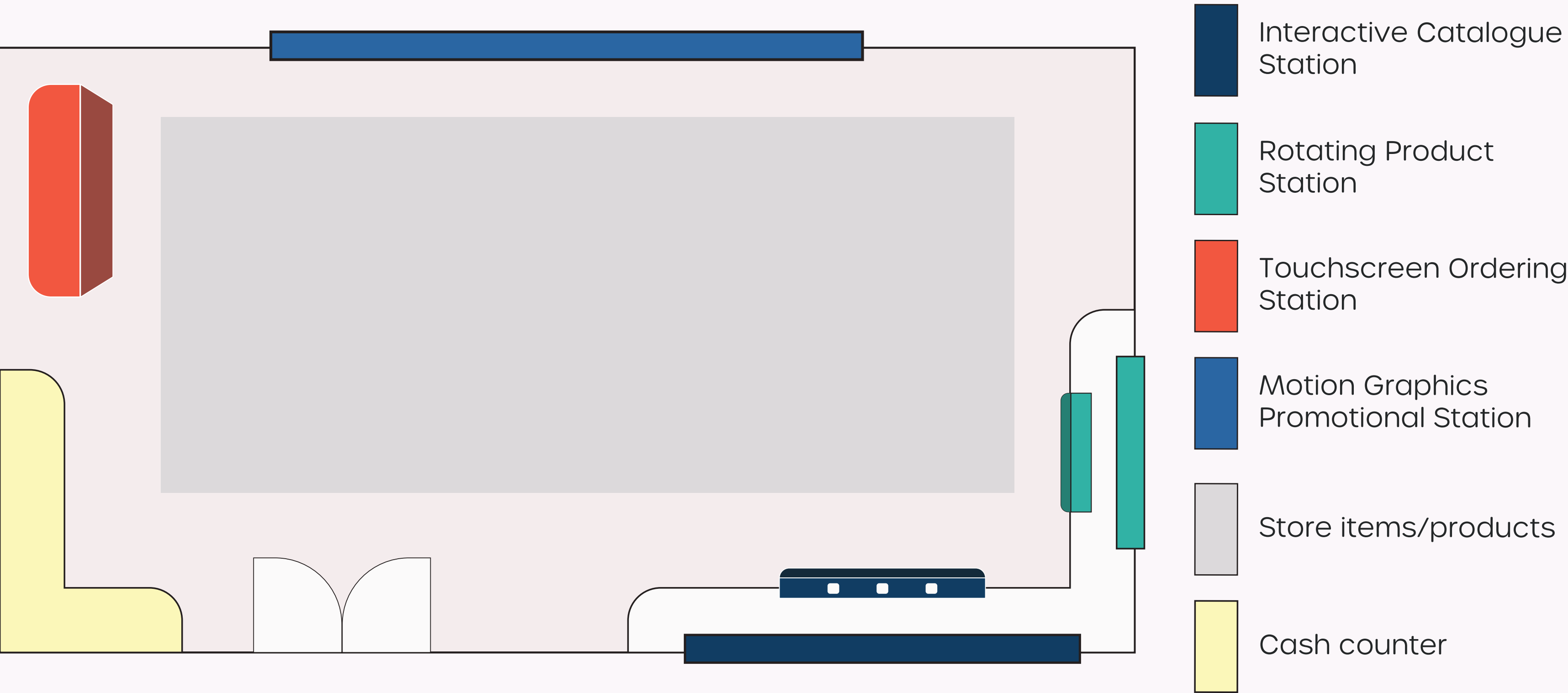
Hardware Required

- Large screen or Blank white space on wall
- Short-throw projector
- Mini computer with necessary cables (Mac or PC)
- Cabinet to house projector and computer



Installation Overview

Station set-up Diagram



Installation Structure overview

The installation layout has been designed simple and can use minimum space of the store, So the store would not seems busy with just pieces of equipment. When a customer enters, he could get all information about the store and product on the Motion graphics promotional station, which is at the front of the entrance. On the left side of the entrance, there will be the Interactive catalogue station, where the customer can get an overview of all the products in the store. By the side of this station, It is the rotating product station. So once the customer is interested in a particular item he could get the idea of that product with 360-degree view. The touch screen ordering station is at the right of the store and followed by the cash counter near the exit. Products would be in the middle of the store.