



INTERACTIVE PRODUCT SHOWROOM

CASE STUDY

PROJECT BACKGROUND



- Core tool for tours
- Original system designed for 1 to 1 experience
- Aging hardware and poor reliability
- Legacy software
- Message and content are outdated

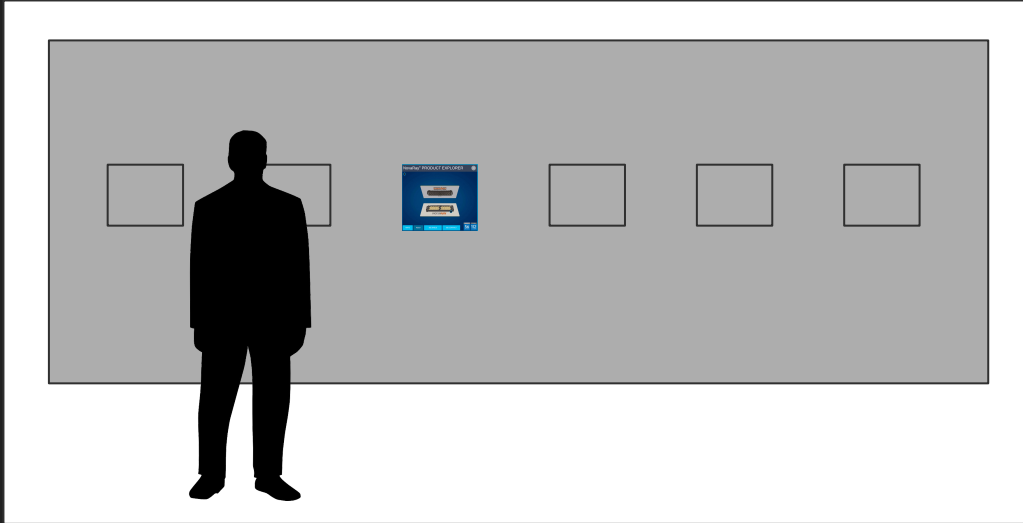
PROJECT GOAL

Re-envision Samtec's visitor space as a high-tech virtual product presentation tool



Move from a 1-to-1 experience, to a 1-to-many shared experience

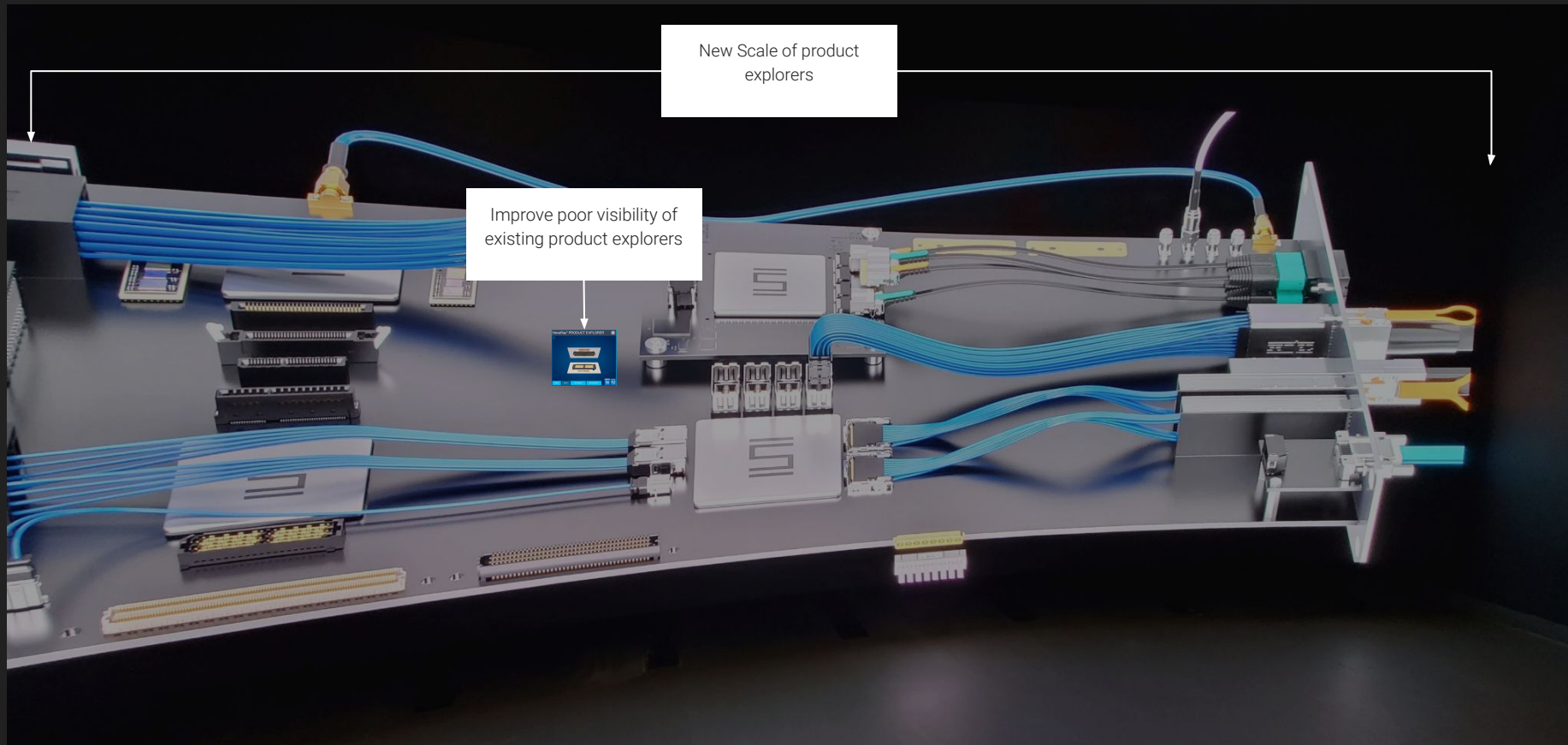
POOR VISIBILITY



Improve poor visibility of existing product explorers

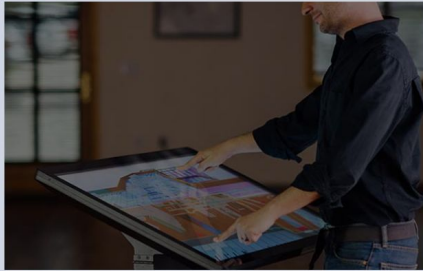
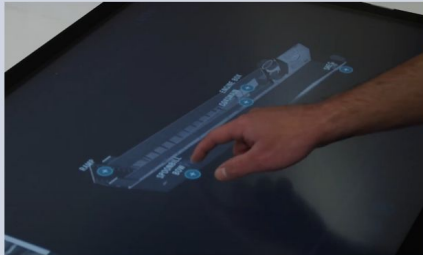


INCREASE VISIBILITY



HCI RESEARCH

TOUCH SCREEN



"TANGIBLE" PUCK



TOUCH FREE



RAPID PROTOTYPING TOUCH INTERFACE



ROOM THEME SIMULATION



Prototyped a room simulator to experiment with signage and wall designs.



Oversaw schedule for LED screen installation and room construction.

PROJECT OUTCOMES



- Lower hardware complexity = Reduce IT Helpdesk support
- Reduced content by 50% and future content needs = Less cost
- Repurpose software for tradeshows = Reusability and reduced cost
- Incorporated live data feed for up-to-date numerical data
- By including tour guides in the process they are now able to train others
- We have the correct messaging for our target audiences
- Designed for a shared experience - see more, hear more
- Rapid prototyping is extremely valuable to communicating a vision