

Interactive Retail Installation

Project Considerations



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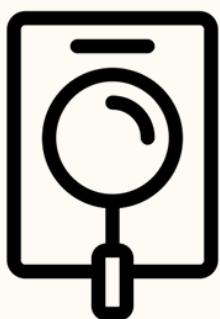
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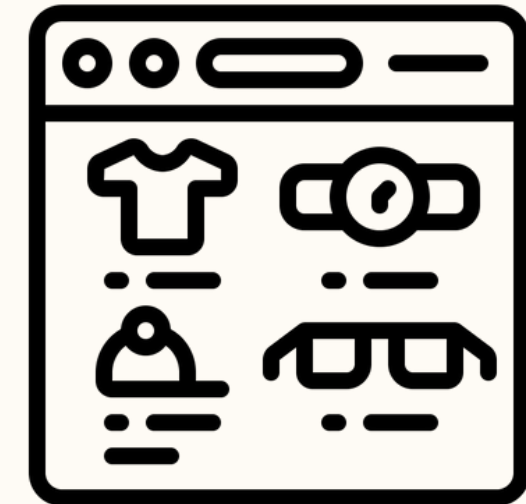
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Interactive Catalogue Station



Interactive Catalogue Station

Station Overview

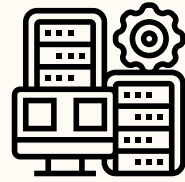
At this station, you'll find a table adorned with three intriguing items. Simply lift one, and like magic, the screen before you come to life, revealing the hidden story of the chosen item.

As you hold the actual product in your hands, a sense of interaction takes over. But here's where it gets exciting – interact further, and you'll unlock a treasure trove of additional information.

This not only stimulates your curiosity about the current item but also ignites a desire to explore other hidden gems, leaving you with a sense of wonder and discovery that makes your shopping experience truly engaging.

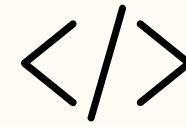


Interactive Catalog Station **Requirements**



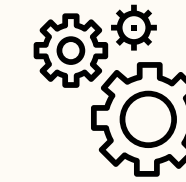
Assets

- Background Image
- Product photos
- The sale or other deals info.
- Collection information



Coding

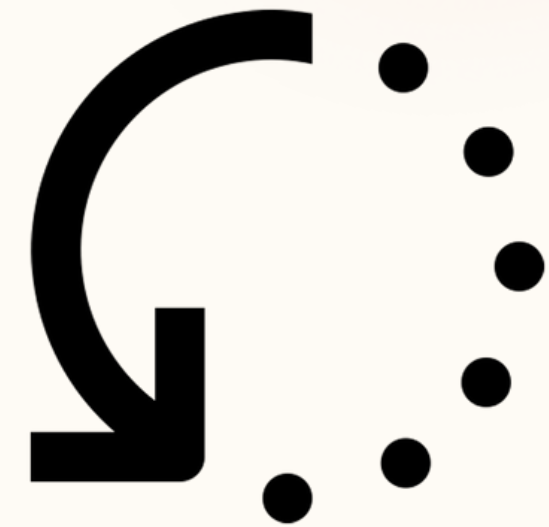
- HTML
- CSS
- Vanilla JavaScript
- GSAP
- jQuery



Hardware

- Mini computer with necessary cables.
- Chrome web browser.
- Large screen monitor
- Arduino board with sensors and buttons.

Rotating Product Station



Rotating Product Station

Station Overview

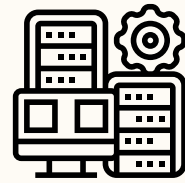
At this station, the user will encounter a large screen paired with a motion-sensing cabinet or tower. The screen in front provides clear instructions on usage. When the user mimics the hand gestures displayed on the screen, a captivating hand animation takes over, allowing the user to spin the product a full 360 degrees.

This interactive journey not only engages the user but also educates. At every pause in the product's rotation, it unveils additional information and features, enriching the user's understanding of the item.

Their engagement with the product deepens, keeping them absorbed and informed throughout the experience.

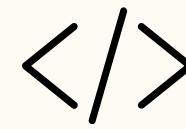


Rotating Product Station **Requirements**



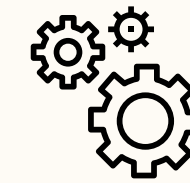
Assets

- Screen Saver animation.
- Product photos in 360 degrees.
- Error/timeout feedback.
- Brand logo and other design elements.



Coding

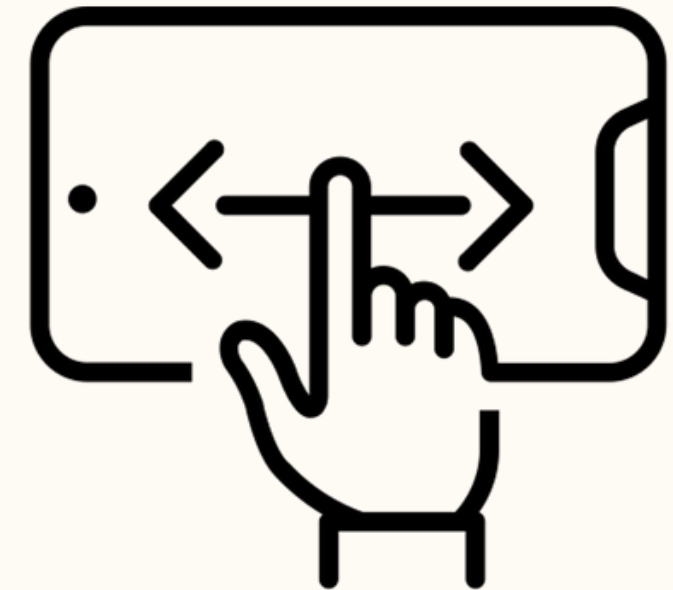
- HTML
- CSS
- JavaScript
- jQuery
- Leap Motion, Three and Curtsy JS Libraries



Hardware

- Leap Motion device.
- Large screen.
- MAC OS.
- Google Chrome web browser.

Touchscreen Ordering Station



Touchscreen Ordering Station

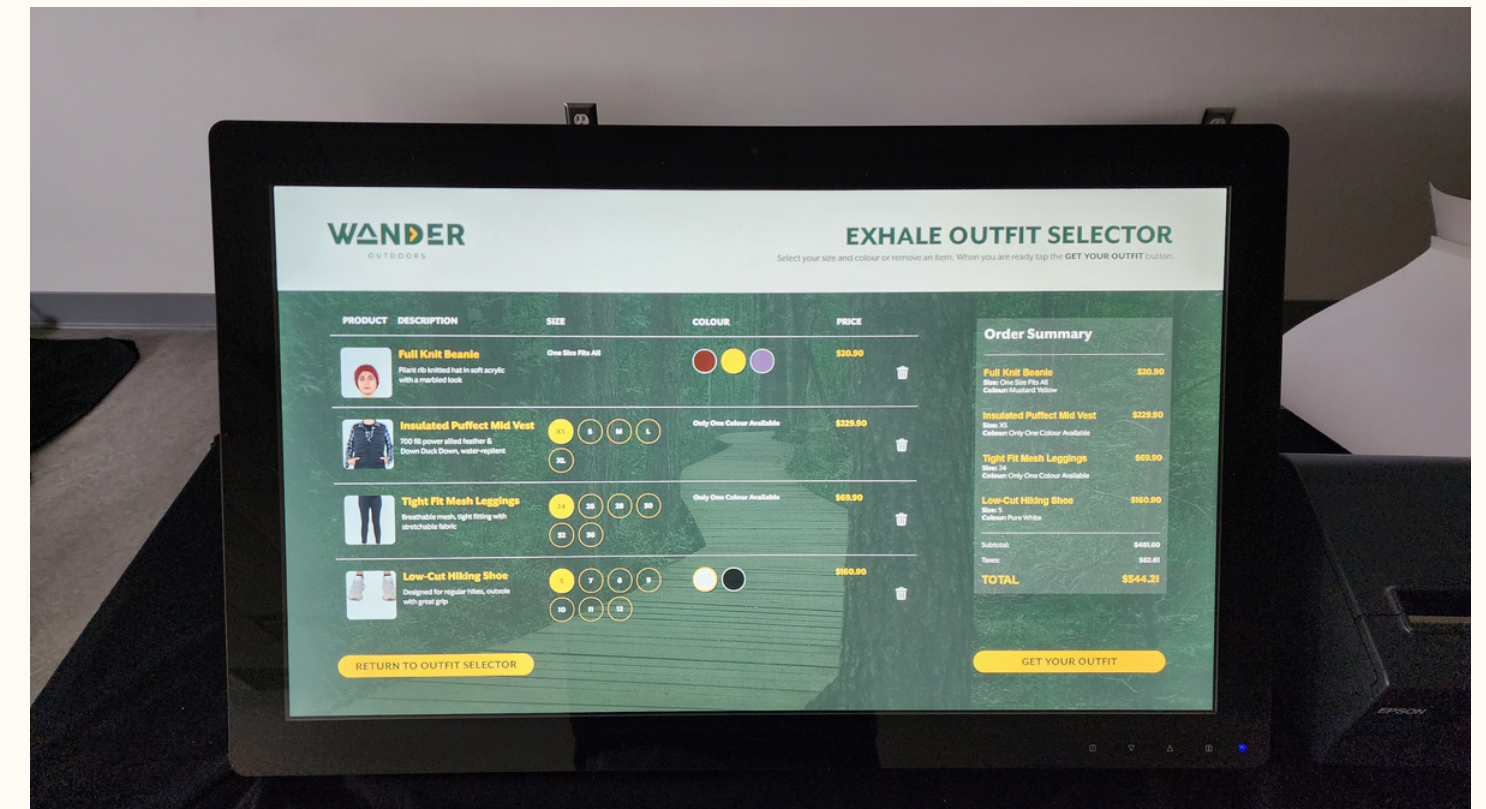
Station Overview

At this station, users will encounter a touch screen with an engaging screen saver. Upon interaction, the screen comes to life, unveiling a world of products ready to be explored and customized. Users can mix and match products, and tweak colors, sizes, and other specifications.

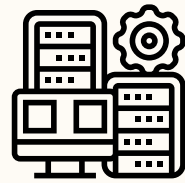
But here's the fun part – avatars will showcase how to wear or use the products, giving users a clear picture of their real-life utility.

Once satisfied, users can add items to their cart and proceed to make a secure payment. The station generates a detailed bill or slip with all the purchase information, which can be printed on the spot.

This handy bill can be presented to a store representative, who will fetch the selected products, ensuring a seamless shopping experience.



Touchscreen Ordering Station **Requirements**



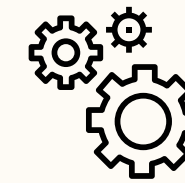
Assets

- Brand logo.
- Outfit images.
- Product prices and details.
- Model photographed with or using products.



Coding

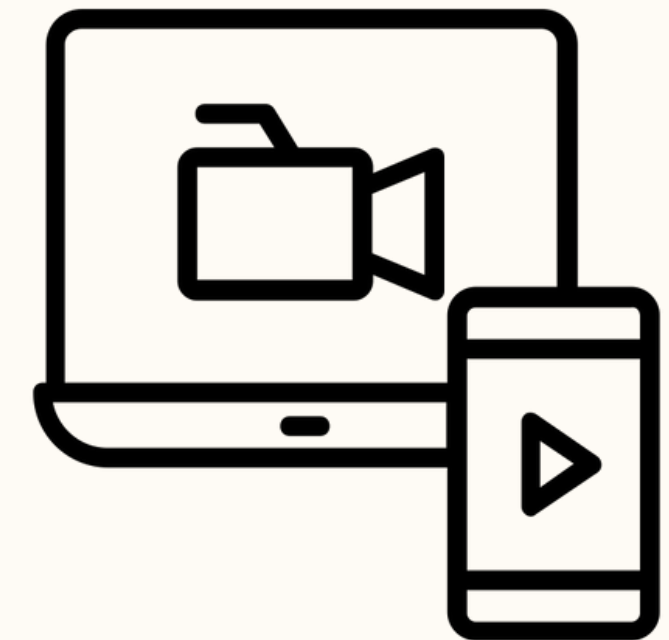
- HTML
- CSS
- JavaScript
- Chrome Web Browser
- Swiper JS Library



Hardware

- Touchscreen PC
- Receipt printer
- Cabinet to house touchscreen, computer, and printer.

Motion Graphics Promotional Station



Motion Graphics Promotional Station

Station Overview

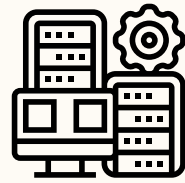
At this installation, a large projector screen grabs customers' attention with an eye-catching branded video. Next to the screen, a stand holds three QR codes that customers can easily scan to watch different promotional videos.

These videos provide an exciting glimpse of products in real-world outdoor settings, giving customers a vivid understanding of the store or company's essence. Each video loops continuously for an engaging experience.

After a set time, the system seamlessly returns to the initial promotional video, ensuring everyone gets a chance to see it and explore the installation's offerings.

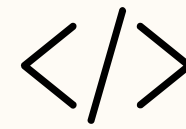


Motion Graphics Promotional Station **Requirements**



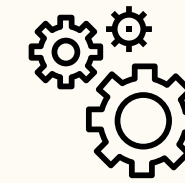
Assets

- Video footage for the product.
- QR Codes on and off the screen.
- Promotional details and information,



Coding

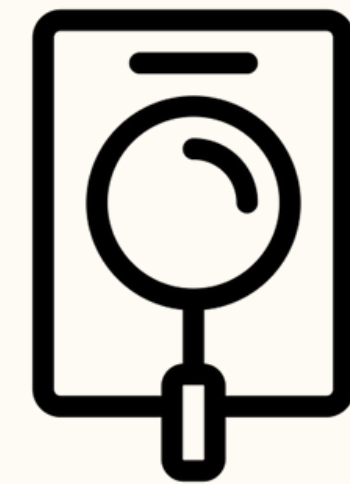
- No coding required and this station.



Hardware

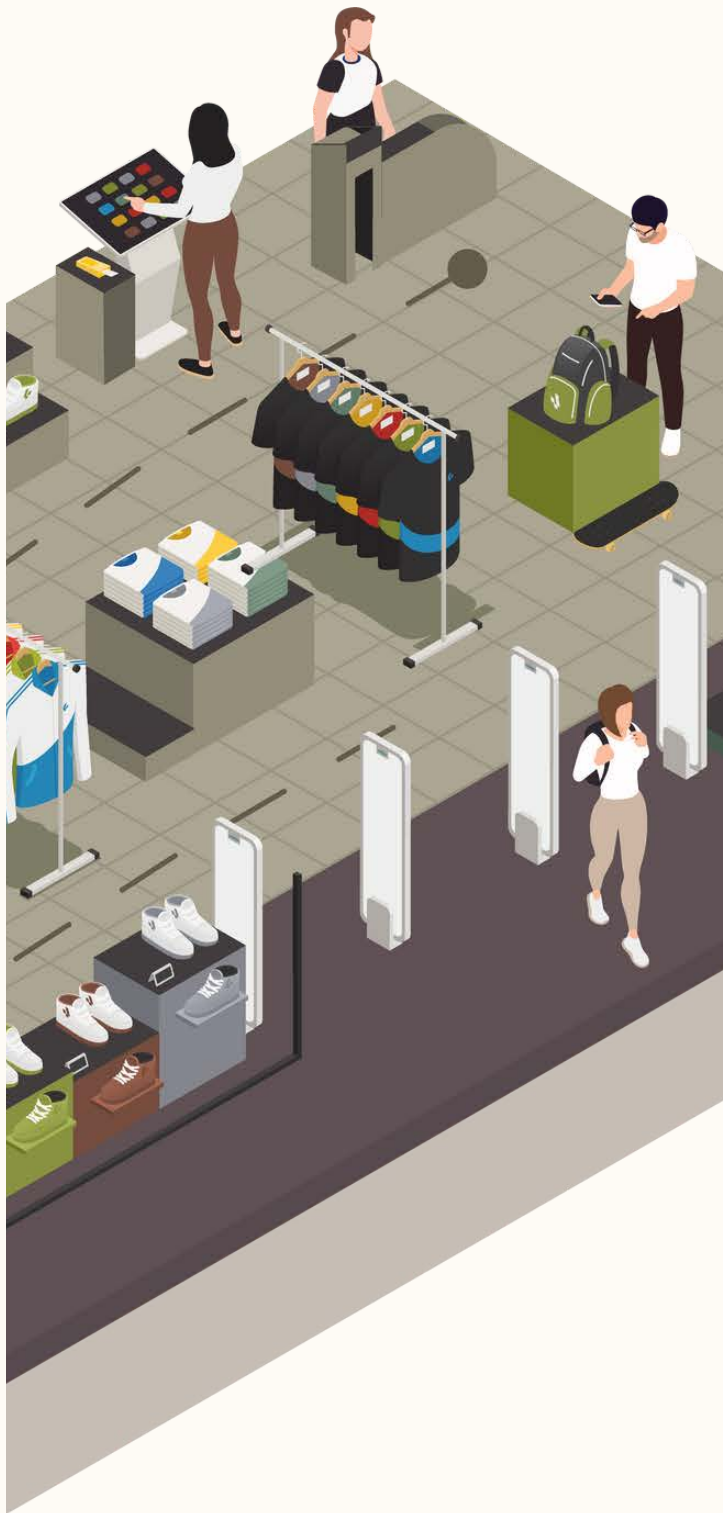
- Short-throw projector
- Large screen or white wall
- Stand for QR code graphics, and QR code itself.

Installation Overview





- A. Touchscreen Ordering Station
- B. Interactive Catalog Station
- C. Motion Graphic Station
- D. Rotating Station



The retail station's layout is designed to guide users through each station and fully immerse them in the experience.

Firstly, we use a screen in the middle of the store playing a video to attract customers and encourage them to look inside. This then leads them to follow a specific path that not only takes them to the interactive stations but also invites them to explore the products themselves by walking down the aisle.

Secondly, all the interactive stations are strategically positioned together, one after another. This arrangement keeps users engaged as they move seamlessly from one station to the next. Clear floor markings and wall signs guide them to the next station. They eventually arrive at the touch screen station, conveniently placed next to the cashier or helper. This setup allows any issues or queries to be addressed by the assistant and motivates potential buyers.

Lastly, it's not just a store; it's an immersive experience. It's designed so that before leaving, customers will traverse the entire store. They won't just see the products; they'll try them and learn about them in an engaging way. This experience is intended to compel them to return or share it with others long after they've left the store.

Interactive Retail Installation



Project Considerations

Thank you for your time.