

INTERACTIVE RETAIL INSTALLATION

Project Considerations

The image features a hand reaching upwards, pointing towards the text. The background is a vibrant green with a network of white lines and circular nodes, suggesting a digital or interactive environment. The text is prominently displayed in the upper half of the image.

TABLE OF CONTENTS

01. Interactive Catalogue Station

<i>Station Overview</i>	3
<i>Assets Required</i>	4
<i>Hardware Required</i>	4
<i>Cording Required</i>	4

02. Rotating Product Station

<i>Station Overview</i>	5
<i>Assets Required</i>	6
<i>Hardware Required</i>	6
<i>Cording Required</i>	6

03. Touchscreen Ordering Station

<i>Station Overview</i>	7
<i>Assets Required</i>	8
<i>Hardware Required</i>	8
<i>Cording Required</i>	8

04. Motion Graphics Promotional Station

<i>Station Overview</i>	9
<i>Assets Required</i>	10
<i>Hardware Required</i>	10
<i>Cording Required</i>	10

05. Installation Overview

<i>Installation Diagram</i>	11
<i>Retail Space Setup</i>	12

01. Interactive Catalogue Station

STATION OVERVIEW

At this station, the user can interact with the screen of the catalogue (*Image 01.2*) by physically picking up the product on the table (*Image 01.1*) which is the same item in the catalogue. The screen provides information about the products that the user picks up. It is performed by a light sensor under the product and connected to the Arduino Board (*Image 01.3*). The user puts the product back on the table, the light sensor makes the screen saver appear and the app reset.



Image 01.1. user interaction and display

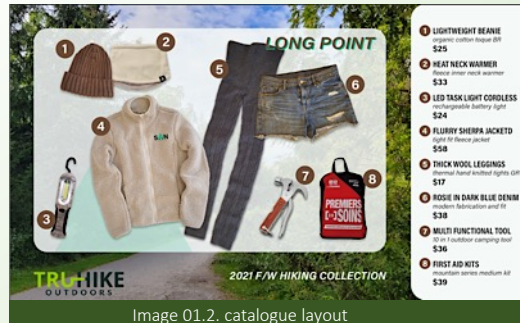


Image 01.2. catalogue layout

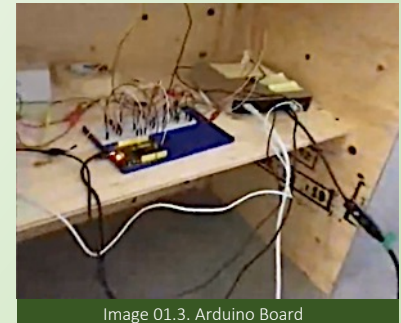
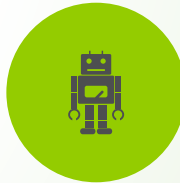


Image 01.3. Arduino Board

**ASSETS REQUIRED**

- Brand logo
- Background assets
- Product Image, description, name, price
- Product legend
- Highlight instructions
- Graphic design elements

**HARDWARE REQUIRED**

- Large screen monitor
- physical products (3ea)
- Sensors & Buttons
- Mini-computer (Mac/PC)
- Arduino board with cable
- Cabinet to house computer, Arduino
- Keyboard
- Mouse

**CODING REQUIRED**

- User flow
- HTML for markup
- CSS for styling
- Gsap, jQuery for interaction and animation
- Chrome browser as engine

02. Rotating Product Station

STATION OVERVIEW

At this station, the greeting animation screen of instructions (*Image 02.3*) teaches the user how to use a gesture controller (*Image 02.2*). User can interact with the virtual product by swiping their hands (*Image 02.1*) on top of the leap motion controller to rotate the item. The overlay video is viewed once the user can gesture up and down to access product highlight screens with more information.



Image 02.1. user interaction



Image 02.2. motion controller

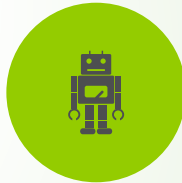


Image 02.3. animation screen of instructions



ASSETS REQUIRED

- Brand logo
- Background assets
- Various angles and multiple photographs of a backpack
- Video overlays
- Product Images, description
- Graphic design Elements
- Swipe up instructions



HARDWARE REQUIRED

- Large screen monitor
- Leap motion controller
- Mini-computer (Mac/PC)
- cables
- Cabinet to house computer and controller
- Keyboard
- Mouse



CODING REQUIRED

- User flow
- HTML for markup
- CSS for styling
- jQuery for interaction and animation
- Leap motion API
- Chrome browser as engine

03. Touchscreen Ordering Station

STATION OVERVIEW

At this station, the user creates a personalized outfit by swiping parts of the model (*Image 03.1*). User can print a receipt (*Image 03.3*) the added products in the cart by interacting with the touchscreen ordering application to customize the sizing and colour (*Image 03.2*). User takes a receipt to the counter and receives ordered products.

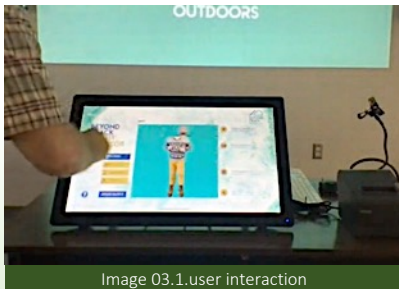


Image 03.1. user interaction



Image 03.2. checkout page

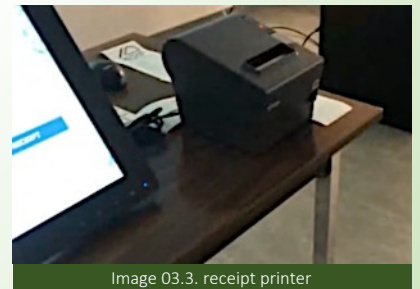
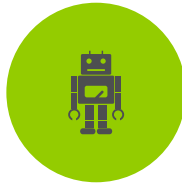


Image 03.3. receipt printer

**ASSETS REQUIRED**

- Brand Logo
- Background Assets
- 6 outfit images on an actual model
- Product Images, description, name, price
- Graphic Design Elements

**HARDWARE REQUIRED**

- Touchscreen monitor
- Receipt Printer
- Mini-computer (Mac/PC)
- cables
- Cabinet to house for the touchscreen, computer and printer
- Keyboard
- Mouse

**CODING REQUIRED**

- User Flow
- HTML for markup
- CSS for styling
- Gsap, jQuery for interaction and animation
- Chrome browser as engine

04. Motion Graphics Promotional Station

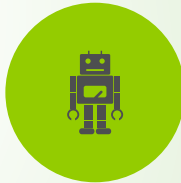
STATION OVERVIEW

At this station, the user will be interested in approaching the installation by watching three brand promotional videos repeatedly played on a large projector screen (*Image 04.1*). While watching the videos, the user sees products “in action” in the outdoors (*Image 04.2*) from a practical perspective on what the brand is.



**ASSETS REQUIRED**

- Brand Logo
- Three videos

**HARDWARE REQUIRED**

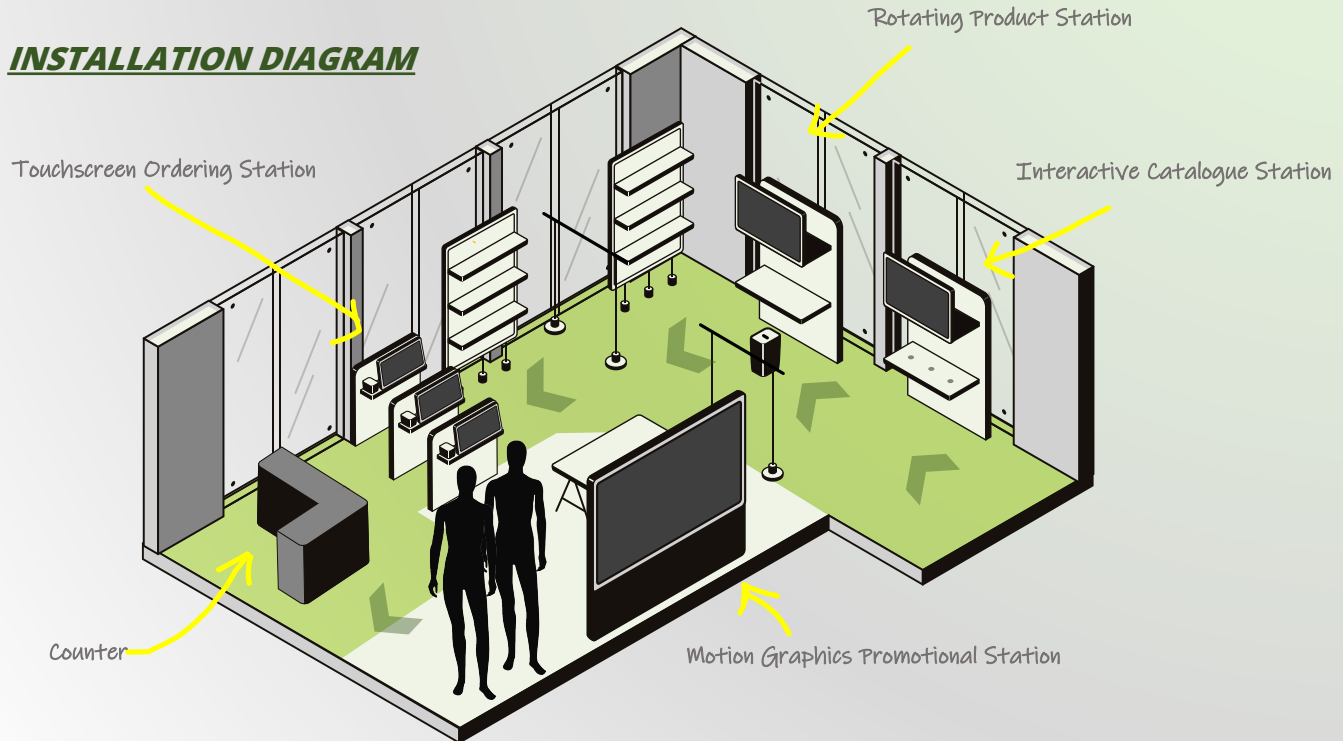
- Large screen/white wall
- Projector
- Mini-computer (Mac/PC)
- Cables
- Cabinet to house

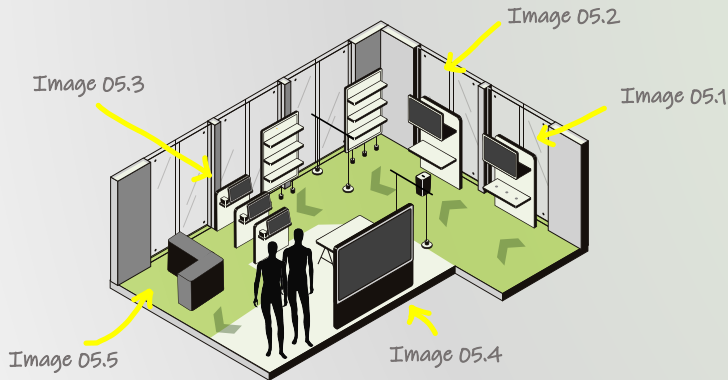
**CODING REQUIRED**

- No coding is required

05. Installation Overview

INSTALLATION DIAGRAM





RETAIL SPACE SETUP

This diagram shows an actual retail space and users' flow.

The user will watch brand promotional videos at Motion Graphics Promotional Station (Image 05.4) from the outside of the store. When the user will be interested in the products or brand, they will come inside.

On the inside of the store, the user will meet the Interactive Catalogue Station (Image 05.1) at the first. The user interacts with various products accordingly collection line. Then the user will move to the Rotating Product Station (Image 05.2). At this station, the user will see one promoted item more specifically.

Before user reach to the Touchscreen Ordering Station (Image 05.3), the user will pass by merchandisers' displayed area.

When the visual presentation is all passed by, the user will reach the Touchscreen Ordering Station (Image 05.3). At this station, the user can see the last interaction about the outfit, and then they can order by touchscreen. After the order, user can pick up their ordered products from Counter (Image 05.5).