Instructional Design and Creative Overview

Overview

The kiosks within the Intel ICG booth are designed to function as lead-generation units that record users' email addresses and product interests. For users, the kiosks imply a deeper dive for product information and the ability to learn more, while interest is peaked, about technologies displayed on the booth wall.

The placement and appearance of the kiosks within the booth will make them objects of interest for booth visitors intrigued by the displayed products. Because visitors will treat all booth elements as part of a singular experience, it is important that the kiosks mirror the overall look of the rest of the booth. The kiosks' appearance and ease-of-use should connect them to the demo stations, wall display, and lead retrieval stations with look, feel, and functions that are complimentary to other elements.

Kiosk users will be using the stand-alone units in the midst of a booth with traffic that sits in a trade show with additional auditory and visual stimuli. In busy environments, users' perceptions of the time they spend on the kiosk and even on each kiosk screen will be heightened so that a short period of time will seem much longer to the participant. Hence, the kiosk user-experience should be constructed of visually relevant items needed to make a connection with the technologies, short pieces of copy, easy navigation, and no more than two levels of navigation to access all content about a product.

Main Menu
(The initial and 'default' screen between users.)

A main menu screen that visually mimics the wall display serves as the kiosks' 'default' screen. The main menu screen will allow users to access product information in two different ways:

- **Primary access:** Screen text and the placement of 32 labeled, product images will invite users to click on an item of interest. Because the screen interface will match the wall arrangement, it will be a simple matter for users to map the product's wall location to same product's position on the screen. Once an item is selected from the main menu, that item's screen is displayed.

- **Secondary access:** Products are visually displayed on the screen as they are on the wall. In a defined area of the screen (perhaps left channel?) is a list of three to eight keywords or phrases (up to 20 characters each, including spaces), such as "Enterprise Networks," "Wireless System," and "Future Technologies," etc. When the user selects a keyword or phrase from the list, the corresponding products on the screen are visually highlighted, and remain so until the user selects another category. Selecting a highlighted product (or a non-highlighted product) from the screen takes the user to that item's screen.

Item Screens

Each item's screen will have four primary elements:

1. **Photo:** Photo of the product, as displayed on the wall, if possible.
2. **Copy:** One- to two- short paragraphs of copy about the item's features, benefits, and uses

3. **Further information available:** A reminder that further information about the item is available via email, with a call to request emailed information
4. **Email:** An EMAIL ME button that produces a pop-up dialog box informing the user that he/she will receive information about the item via email

- **Photo:** The photo-area on the item screens will display an image of the item, to allow the user to make a visual connection between the item on the screen and the item of interest on the display wall.

  Option: The information design allows placement of an optional graphic element on each item screen. If the client has a graphic element associated with the item featured on the screen (other than the photo), that element could be displayed to the user as "an extra look" in a pop-up window. A standard text prompt placed near the photo-area could be used to direct users to the additional graphic element (if any exists), such as: "See a [close-up] [animated] [different] view of [the product]" with a button that launches the graphic element in a pop-up window. The optional graphic on an item screen could be any of these elements:
  - close-up/enlarged photo
  - line drawing/illustration
  - usage chart/table
  - animated GIF
  - short Flash animation (10–15 seconds, maximum, and self-contained source files required).

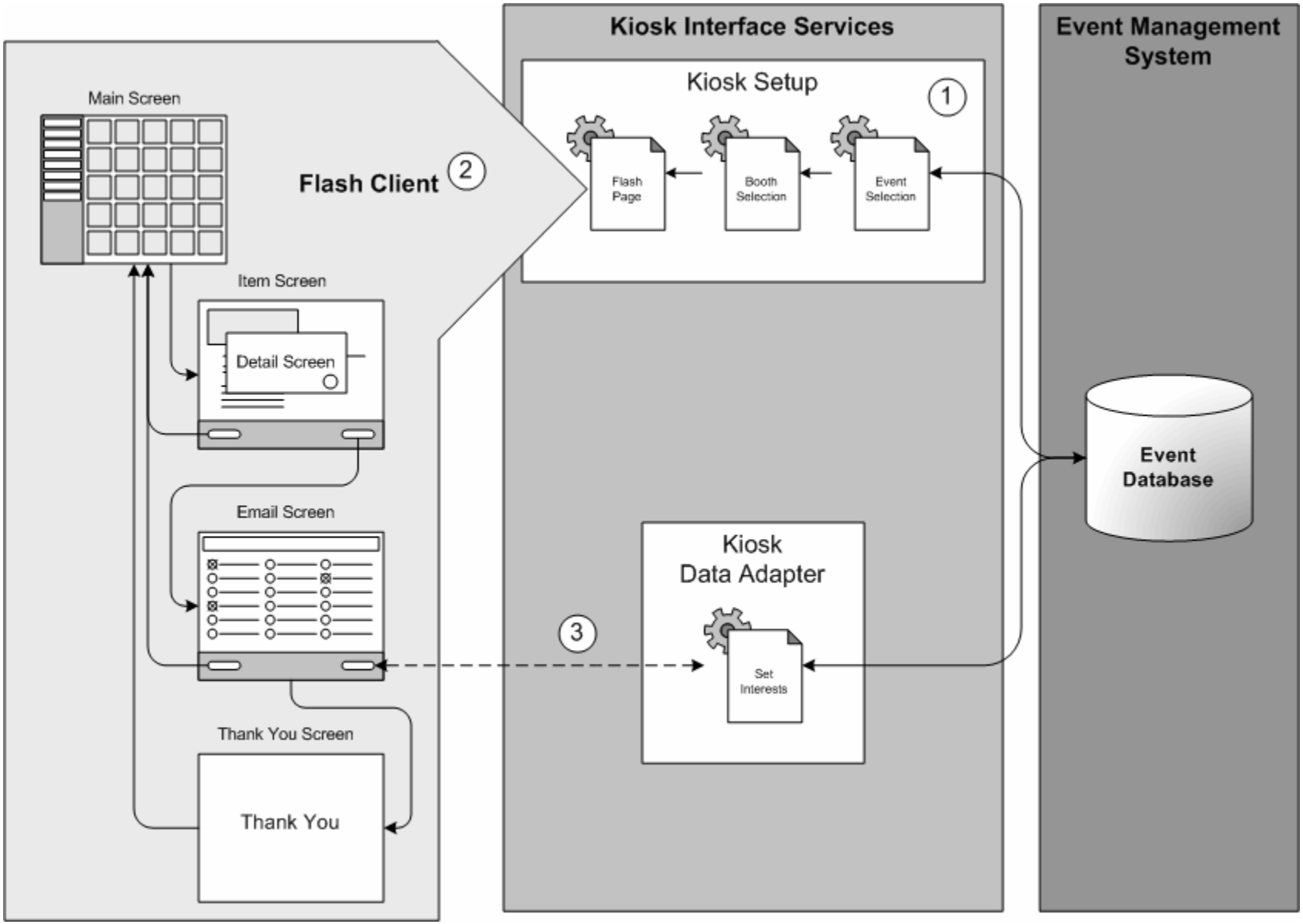
- **Copy:** The copy or onscreen text is intended to provide the user with feature/benefit and context information about the product selected. Because the trade show is a dynamic event, with constantly changing visual and auditory stimuli, attendees are not likely to spend time focusing on details or complexities in written information. Hence, information in the copy cannot be detailed or complex—it should peak interest so that the user requests further detail, to be received via email soon after the trade show is concluded.

  To fill the need for more information but reduce the possibility of overwhelming the user, it is important to minimize the amount of reading expected of booth visitors during the show. Items' screen copy should be limited to the equivalent of two paragraphs, and could consist of a paragraph followed by a series of short bulleted text points, or a couple of sentences of copy followed by a small table or chart, at the client's discretion.

- **Further information available:** Presented as a call to action, the "further information available" text will be standardized and placed near the end of each item screen. Its purpose is to prompt the user to click the EMAIL ME button and request further information about a product of interest.

- **EMAIL ME:** A graphic button, labeled EMAIL ME, displays a screen with a prompt for the user's email address and list of the displayed products. Beside the name of each product is a checkbox, and checkboxes are filled in for any products which the user has already expressed an interest. Text prompts the user to select other items of interest from the list by clicking on the checkboxes, or to return to the main menu screen. (This is similar to a 'shopping cart' on an eCommerce site in which all products on the site could be selected from within the shopping cart screen.) In this way, the user can request information about multiple products without navigating to each product page in turn.)

  Below the product list with checkboxes is a button, labeled SUBMIT EMAIL. When selected, SUBMIT EMAIL sends the user's expressed interest and email address to the database. The user receives a "Thank You" for using the kiosk to request information about products of interest. The "Thank You" screen holds two user options: return to MAIN MENU or QUIT the kiosk.


Kiosk Interface Services
Event Management System
Kiosk Setup
1
Main Screen
Flash Client
2
Flash Page
Booth Selection
Event Selection
Item Screen
Detail Screen
Event Database
Email Screen
Kiosk Data Adapter
3
Set Interests
Thank You Screen
Thank You

SuperCOMM Kiosk Technology Overview

Please refer to the diagram on page 3

The SuperCOMM Kiosk system will integrate with the event management system using two new sections. The first section is the kiosk setup section and the second section is the kiosk data adapter. The two new systems will enable the Macromedia Flash client to integrate with the existing event management system to gather leads.

Item 1: Kiosk Setup
The Kiosk setup section will consist of three screens. The first screen requires the user to select the event that should be setup. The section screen will display kiosk booths that are to be used for an event. And the last page will launch and run the flash client.

Item 2: Flash Client
The flash client (described in the previous section on pages 1-2) is a self-contained flash interface that will provide a seamless user experience. The flash client connects to the event management system only on the email screen.

Item 3: Submit Interests
This process involves the attendee selecting items of interests. This information is then sent to the Kiosk Data Adapter then on to the system database. Upon completion of this process the user receives the thank you page.

Technology Outline

Prerequisite: All content will need to be locked prior to programming as all text control/content, 3rd party swf, and graphic files will be programmed into the application prior to the event.

ASP.NET and HTML shell for Flash Client

- Provide Event Selection list ASP.NET Page
- Provide interest booth selection list ASP.NET Page
- Load flash client into browser and pass Event ID and Booth ID

Flash Client Functional and Technical Overview

- 30 second or 1-2 minute session timeout
- Data Reporting to and from ASP.NET Data Adapter
- Load text control files for section structure
- Load text files for content
- Load Graphic files for content
- Load 3rd party flash files for content* (requirements must be met)

- Main Menu Screen
  - If variables to not exist, capture Event ID and Booth ID from loading page
  - Set Event ID and Booth ID into memory
  - Display all interests as icons
  - Display a list of category groups
  - Highlight interests by category when category is selected
  - Preview icons for each interest imported into flash project
  - Title for each icon imported into flash project
  - Categories imported into flash project
  - Coordination between category and interest setup via
  - On selection of category highlight interests by showing layer
  - Set Interest ID, Event ID, and Booth ID for interest screen

- Item Screen
  - Display interest graphic
  - Display detailed interest graphic
  - Display detailed interest flash
  - Display interest text paragraphs
  - Load interest graphic
  - Load text content
  - Load detailed interest graphic
  - Load detailed flash
  - Check for follow up resources
  - Run resource by resource type
  - Disable detailed interest
  - Use set interest ID to load interest assets

- Email Screen
  - Display email field
  - Display selected interests with check box
  - Select interests selected by user
  - When coming from interest screen check interest that has the same interest ID
  - Load interest names by interest ID list

- Check submission for valid email and interests
- Submit interest list and email address
  - Pass string with email address, Event ID, Booth ID and comma separated list of interest IDs to ASP.NET Data Adapter
  - Receive confirmation code of success
  - Go to Thank You Screen

- Thank You Screen
  - Clear email address and interest list, keep Event ID and Booth ID
  - Timeout after 15 seconds return to home screen

ASP.NET Data Adapter

- Get past interests from email address for this event
  - Expect Email Address, Event ID, and Booth ID
  - Query and return comma separated list of interest Ids if email address is found
- Set email address interests
  - Expect email address, Event ID, Booth ID, and comma separated list of interest Ids
  - Query and find attendee by email address for the event.
  - If attendee record exists for event update interests for attendee by Email address
  - If not, create a new attendee record and set interests for the attendee by email address

Technology Standards:

The follow list outlines assumptions for what technologies and systems will be used in the development of the tool.

Please note: the following technology assumptions are based on CMD preferred development environments and the most efficient development practices. If the assumed technologies for system requirements do not fall within Intel ICG's corporate standards this proposal will need to be revised based on the new requirements.

Expected Technical Expertise of Target User

- Minimum of a basic understanding on how to get around in Microsoft Windows 2000/XP
- Minimum of a basic understanding on how to use the Internet and Internet Browsers
- Minimum of a basic understanding on how to use a touch screen and keyboard

Expected Technical Expertise of Setup and Development User

- Intermediate understanding on how to configure and use Microsoft Windows Server 2003
- Intermediate understanding on how to use the Internet and Internet Browsers
- Expert understanding on how to use a touch screen and keyboard
- Intermediate understanding on how to script in Macromedia Flash MX 2004
- Intermediate understanding on how to use Microsoft Visual Studio .NET 2003
- Intermediate understanding on how to program in ASP.NET
- Beginner understanding on how to program using C#
- Intermediate understanding on how to setup and manage Microsoft SQL Server 2000

Target End User Environment:
End User Client Environment:
Operating System: Win2000/XP
Hard Drive Space Required: 0 Meg
Memory: 256 Megs of RAM Minimum (512 Megs of RAM recommended)
CPU Speed: 1.0-2.6 GHz minimum
Web Browsers: Internet Explorer 6.0+
Standard Features: Keyboard, Touch Screen Monitor
Network Requirements: 10/100 Mps Network Card or PCI Wireless B/G Card
Client Scripting Language: HTML, CSS, and JavaScript

Server Environment:
Operating System: XP Pro/Server 2003
Hard Drive Space Required: 5-10 Meg
Memory: 256 Megs of RAM Minimum
CPU Speed: 1.0-2.0 GHz minimum
Standard Features: CD-ROM, Keyboard, Mouse, Monitor
Network Requirements: 10/100 Mps network card or PCI Wireless B/G card
Server Programming Environment: ASP.NET, ADO.NET
Server Web Server: Microsoft IIS 6.0
Server Database Server: Microsoft SQL Server 2000

Languages
The Web pages will use: iso-8859-1
The system will support U.S. English only. The character set used will be iso-8859-1. Only minimal design considerations will be made to increase localization possibilities.

NOTE: CMD cannot guarantee that the program will function properly if the minimum platform requirements are not met.

Media Requirements

- Graphics: 8 bit (256 color), independent palette methodology (all graphics use individual pallets and a specified palette to prevent "palette flash" on lower end systems)
- Graphics: 24 bit (millions of color), in a compressed format (JPEG) where photo-realistic elements warrant increased color definition
- Text - External Documents: .PDF documents and Text files (if necessary)
- Text - Internal: Graphical text elements and text elements that are animated or menu-based (main menu text items, introduction text elements, etc.)

Compatibility
The web site does not require the use of any unusual or custom software on the client systems. However, CMD cannot guarantee performance if conflicting hardware or software is present on the delivery system.

Layout Requirements (Cascading Style Sheets)
When formatting text, font spacing and tables, CMD will use the CSS links and references supplied by Intel (if they exist). In the event standards do not exist CMD will define it.

Testing Requirements

CMD will perform primary compatibility testing on the platforms and browsers below. There will be some variation in the user's viewing experience between different platforms and browsers. CMD will test for basic compatibility over a sampling of platforms and browsers. CMD does not currently support Unix testing. If Unix testing is necessary, further discussion is required.

Client Testing

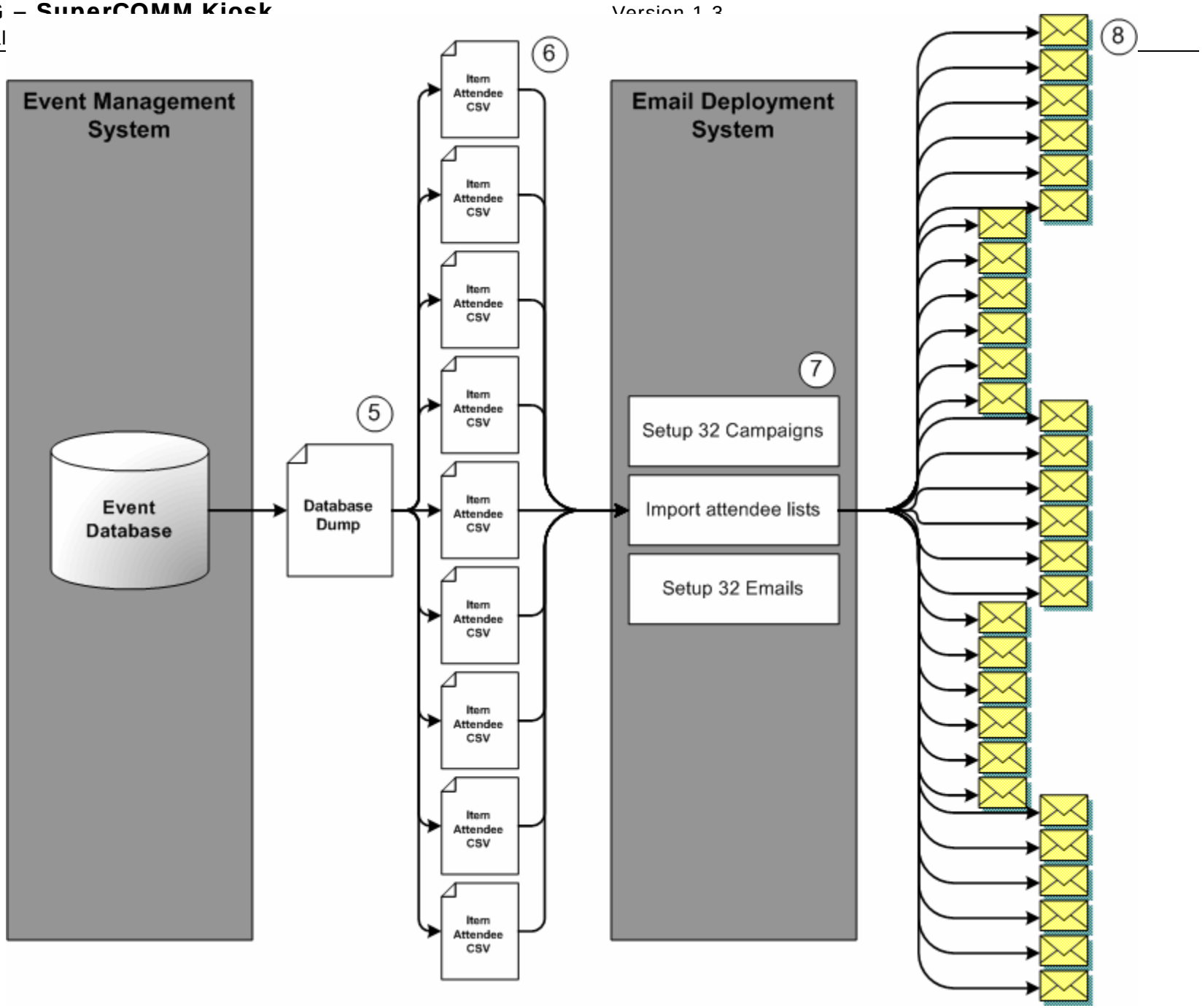
- Browsers: IE 6.0+ (JavaScript enabled)
- Platforms: Windows 2000, Windows XP

Server Testing

- Platforms: Windows Server 2003
- Database: Microsoft SQL Server 2000

Project Assumptions

- The home screen will be hard-coded in flash, requiring manual modification and re-export by a developer should content change.
- The graphic designer will layout the flash screens.
- The programmer will setup the screen to function and grab content.
- The programmer will setup the screens to integrate with the ASP.NET data adapter.
- All 3rd party flash files are required to be provided as the source .fla file or the swf file.
- All 3rd party .swf files will contain no outside links to the Internet.
- No 3rd party flash files will be supported if provided as an exe file.
- Intel will provide the following assets prior to information design development
    - Photo images in JPEG, PSD, fla or TIFF format.
    - URLs for each kiosk content element linking to further product specific content.
    - Body copy for kiosk products/components. CMD will provide word count.
- Project budget assumes Intel will provide all assets.
- Project will contain no stock video or photography.
- Intel will provide the physical Kiosk stations, hardware and monitors.
- Budget and scope assumes CMD will deploy one email two days after deployment.
- Intel will provide CMD final post show data dump after SuperCOMM event.
- Kiosk software application will require no additional modification at show, unless by technically skilled programmer or engineer.
- Kiosk server will run Windows server 2003.
- Project budget assumes CMD Internet Architect will train Fabio on event kiosk applications


Event Management System
Event Database
5
Database Dump
6
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Item Attendee CSV
Email Deployment System
7
Setup 32 Campaigns
Import attendee lists
Setup 32 Emails
8

SuperCOMM Post-Event Email Campaign Overview

Please refer to the diagram on page 12

The SuperCOMM post-event email campaign will take attendees by interest and send an email providing more information about the interest and where to obtain more supporting information

Item 5: Database Dump
After the SuperCOMM event a full dump of the database will be provided to CMD. The database dump contains all of the information required to setup the event and all attendee information gathered during the event.

Item 6: 32 Attendee by Interest CSV
CMD will process the data dump provided and create 32 separate CSV files of attendees gathered during the SuperCOMM event by the interest the attendees selected. CMD will conduct cleaning and formatting of the lists for import into the email deployment system.

Item 7: 32 Email Campaign Setup
CMD will conduct the process of setting up 32 separate campaigns for each email and import in each corresponding attendee CSV file into the email deployment system.

Item 8: Deploying 32 interest emails
CMD will then deploy all 32 interest emails to all attendees collected during the SuperCOMM event.