

Intel ICG Kiosk Software Application
v.1.0: 4/30/04

solutions document



1732 NW Quimby Street | Portland, OR 97209
ph 503.223.6794 | fax 503.223.2430 | cmdpdx.com

Project Requirements

1. Project Goal

The goal for the ICG booth is to market and provide sales leads for Intel supercomputing products.

2. Project Objectives

The objectives for the kiosk that will allow us to meet the project goals are to:

- Identify prospects' for Intel supercomputing products
- Determine each prospect's specific interest(s) for Intel supercomputing products
- Collect email addresses of interested prospects
- Send interested prospects more information about their identified interests

3. Project Strategy

In order to meet the goals and objectives for the kiosk, CMD will:

- Deliver touch-screen kiosk software capable of being user-driven for lead generation and prospect interest identification purposes.
- Collect prospects' email addresses and specified product interests in a database attached to the kiosks
- Identify each prospect's specific product interests
- Send information about each prospect's interests to the prospect via email shortly after the tradeshow concludes

4. Key Requirements

The most significant, decisive project requirements are:

- Communicate interest-peaking information and images about each of the 32 products featured on the booth wall
- Peak prospects' interest in Intel products featured at the booth
- Permit prospects to identify themselves and request emailed information about each product of interest
- Maintain the excitement and stimulation of the tradeshow by making the kiosk experience part of the larger ICG booth
- Communicate the Intel brand with all kiosk screens
- Make the kiosk a quick, easy, intuitive experience for the user

5. Creative Treatment

The creative treatment of the kiosk screens will support the overall design and functionality of the booth and its other elements.

6. Look and Feel

The screens on the kiosk will use color and line placement to create a visual connection that allows the viewer to easily relate products portrayed on the screen to physical products displayed on the booth wall. In addition, branding elements and

color palette will be used to tie the kiosk screens to the other booth elements. As much as possible, the look of the kiosk screens will:

- Follow established guidelines for color and logo usage
- Display prominent navigation and functionality triggers on each screen, as appropriate
- Permit easy, intuitive user-driven pacing and functionality
- Copy the wall setup on the Main Menu, if product selection and wall locations can be determined and locked by the client to permit development time
- Encourage users to easily navigate the screens and get at the information that is relevant to them
- Move users to identify themselves as prospects by recording their email addresses and product interests

3. Solution 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.

4. Information Architecture Overview

Information, and access to it, are the two key elements of the kiosk user's experience. To make the kiosk as easy and intuitive to use as possible, CMD will use the following architecture:

Main Menu

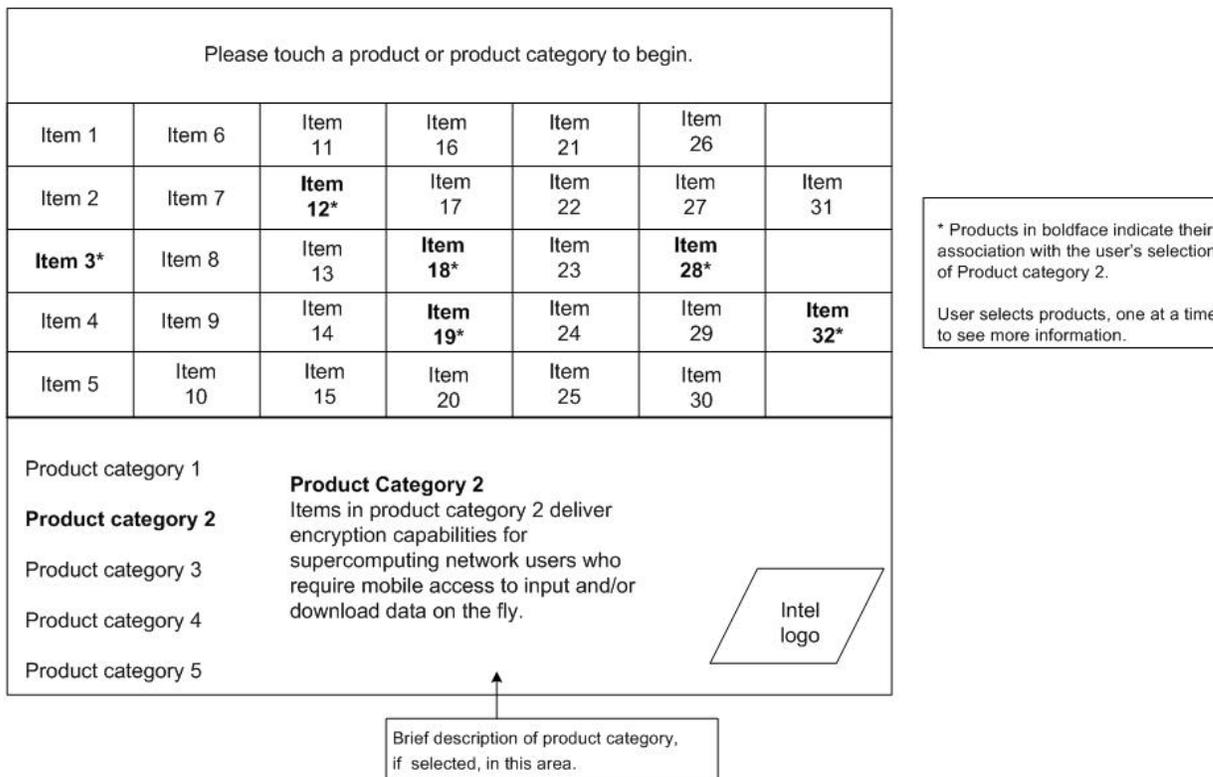
(The initial and 'default' screen between users.)

A main menu screen that visually mimics the wall display serves as the kiosks' 'default' screen. If time constraints require, the interface will display as a grid with 32 products. 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.
- **Option if development time permits: Secondary access:** Products are visually displayed on the screen as they are on the wall. In a defined area of the screen is a list of three to eight keywords or phrases (up to 20 characters each, including spaces), such as "Enterprise Networks," "Wireless System," or "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 product's Item Screen.

Main Menu Screen



Item Screens

The purpose of the Item Screen is to move the user to ask for more product information via email. To motivate the request for information, each item's screen will display three 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. **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 if development time permits and usable assets already exist: 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 an enlarged view of [the product]" with a button that launches the graphic element in a pop-up window. The optional graphic on a item screen could be any of these elements:

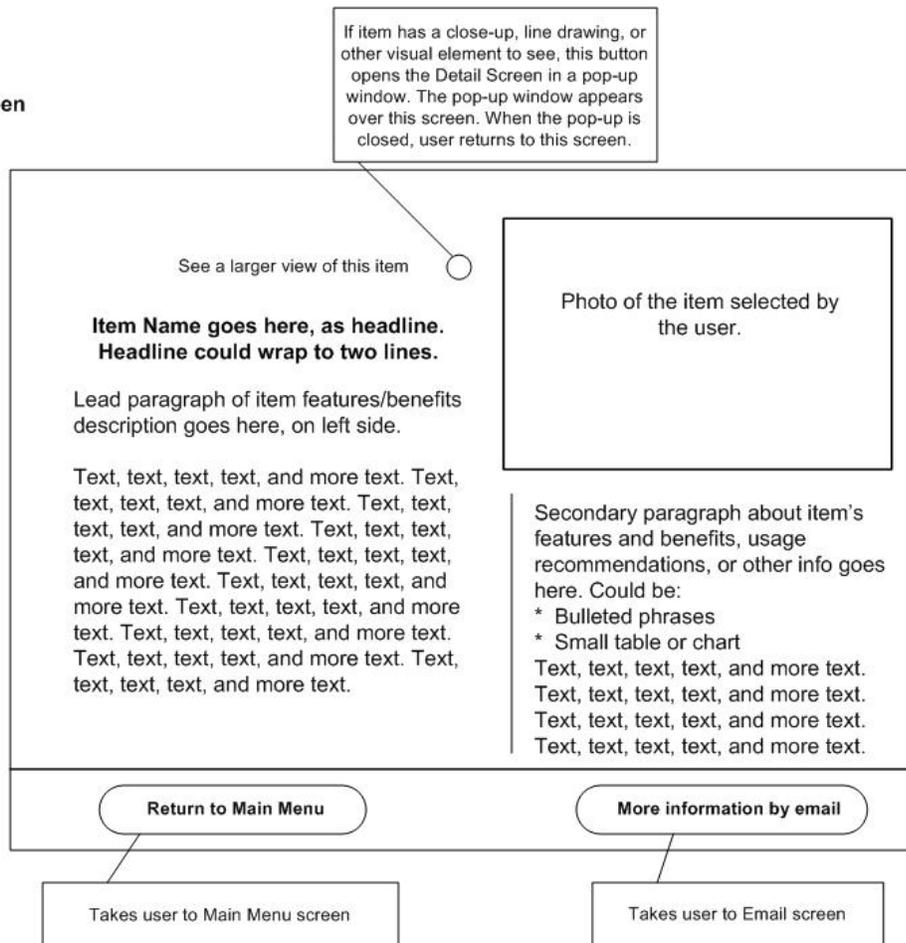
- close-up/enlarged photo
- line drawing/illustration

- 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.

- **More information by email:** Kiosk users become sales prospects when they touch the prominent graphic button labeled MORE INFORMATION BY EMAIL, which displays the Email Screen.

Item Screen



Email Screen

The email screen is regarded by the user as the conclusion of their kiosk experience, and by the client as the payoff screen. On this screen users become prospects, identify their specific product interests, and provide email addresses in order to receive further information.

The screen will display all 32 products featured on the booth wall and the user can select the products of specific interest by touching their onscreen triggers. Once touched by a user, the item's representation on the screen changes state, to indicate that it has been selected. A simple prompt field captures the user's email address and ties the address to the selected products of interest in the database when the user touches a SUBMIT REQUEST button.

Once the user submits his/her email address and product interests, a "Thank You" confirmation message displays on the screen and the user is prompted to return to the Main Menu. In the event that the user does not select RETURN TO MAIN MENU, the kiosk screen will automatically revert to the Main Menu after a 15-second delay.

Email Screen

Please select items of interest and enter your email address.
Information about items of interest will be emailed to you.

Item 01	Item 17
Item 02	Item 18
Item 03	Item 19
Item 04	Item 20
Item 05	Item 21
Item 06	Item 22
Item 07	Item 23
Item 08	Item 24
Item 09	Item 25
Item 10	Item 26
Item 11	Item 27
Item 12	Item 28
Item 13	Item 29
Item 14	Item 30
Item 15	Item 31
Item 16	Item 32

Please select items for which you would like to receive information.

Enter your email address:

Submit request

Sends user's selections and email address to database.
Upon selection, the user receives a "Thank You" message on the right-side of the screen, with a "Return to Main Menu" button.
Touching the button, or a 15-second delay, returns the kiosk to the Main Menu.

5. Look & Feel (color comps)

Color comps for the proposed creative treatment options were under development and review at the time of this writing. They will be agreed upon outside of this document.

6. Technical Specifications (Robert)

Technical Specifications for the product are as follows:

Related Documents

In addition to this document, the project's Requirements and Design documents contain additional information about program design, schedules, budgets, and assumptions that are related to this project.

General Characteristics

This section introduces the *Intel SuperCOMM Kiosk* and describes the features and limitations affecting the site and its requirements.

Purpose of the System

The purpose of *INTEL SUPERCOMM KIOSK* is to provide information for the event attendees during the SuperCOMM event. The Kiosk will be a proof of concept system designed to integrate with the Intel ICG Event Management System. The kiosk will provide product and marketing information for event attendees that will correspond with physical products and media provided at the SuperCOMM event.

User Characteristics

The primary users will be OEMs, business personnel, and developers that will be attending the event. The primary users will be assumed to be technically savvy and familiar with Internet technologies and touch screen interfaces.

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

The secondary users of the system will be Intel Development staff. The development staff will conduct configuration and customization of the system before and during the event.

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

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.

Program Characteristics

In general, the kiosk client will consist of several types of content and media:

- Text;
- Graphics;
- Multimedia presentation using Macromedia Flash MX 2004 Pro
- Flash based forms for gathering user information

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

Screen Resolution: 1024X768 at 32-bit

Network Requirements: 10/100 Mps Network Card or PCI Wireless B/G Card

Client Scripting Language: HTML, CSS, JavaScript, and Macromedia Flash MX 2004 Pro

All source code and media will be centrally stored on the event management server. No individual installations will be required on each of the target kiosk PCs.

Server Platform Description

Intel will host the server environment at the event.

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

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

Media Requirements

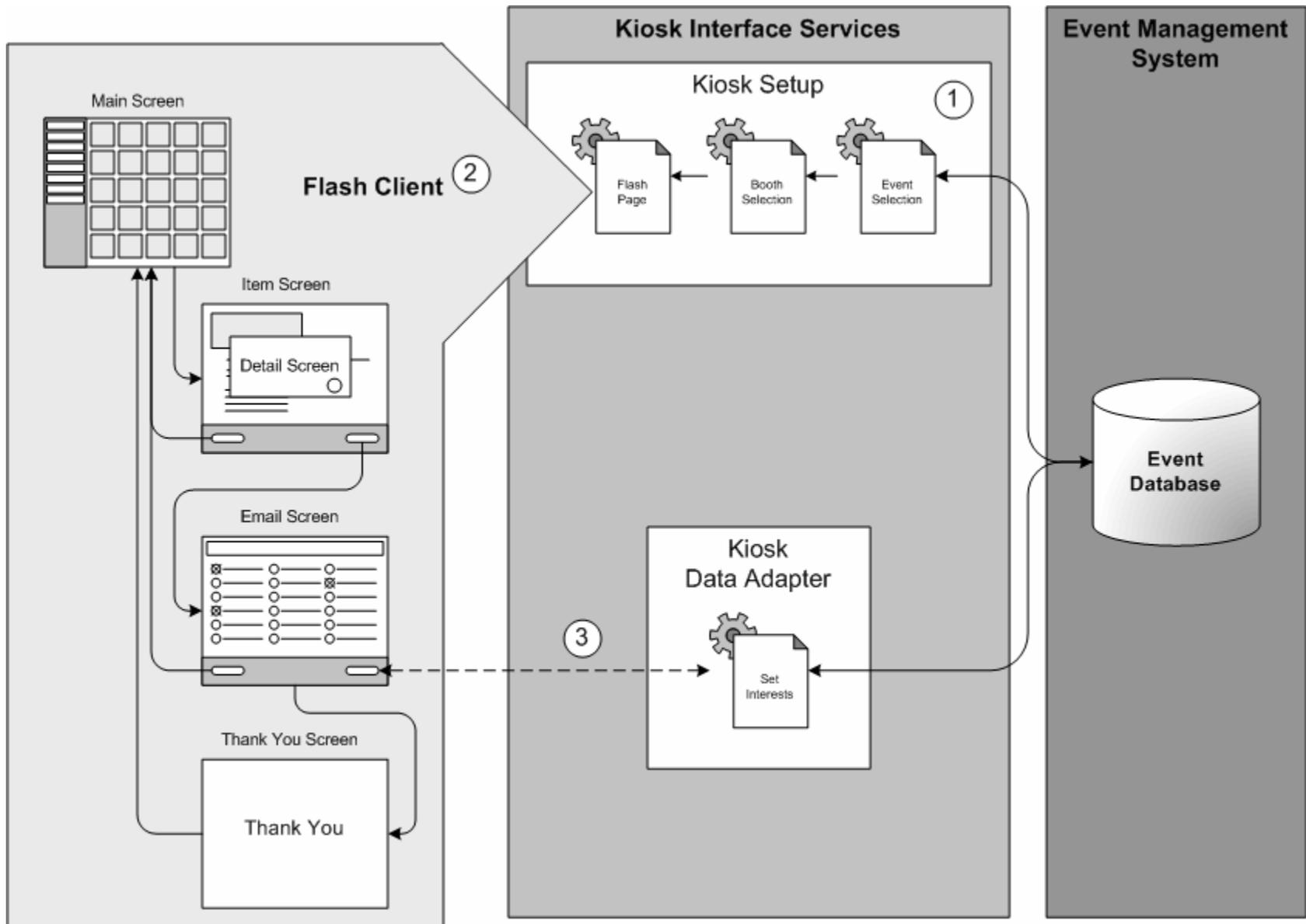
- Graphics: 8 bit (256 color), independent palette methodology (all graphics use individual pallets and a specified palette to prevent "palette flash" on lower end systems)
- Graphics: 24 bit (millions of color), in a compressed format (JPEG) where photo-realistic elements warrant increased color definition
- 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.



SuperCOMM Kiosk Technology Overview

Please refer to the diagram on page 9

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

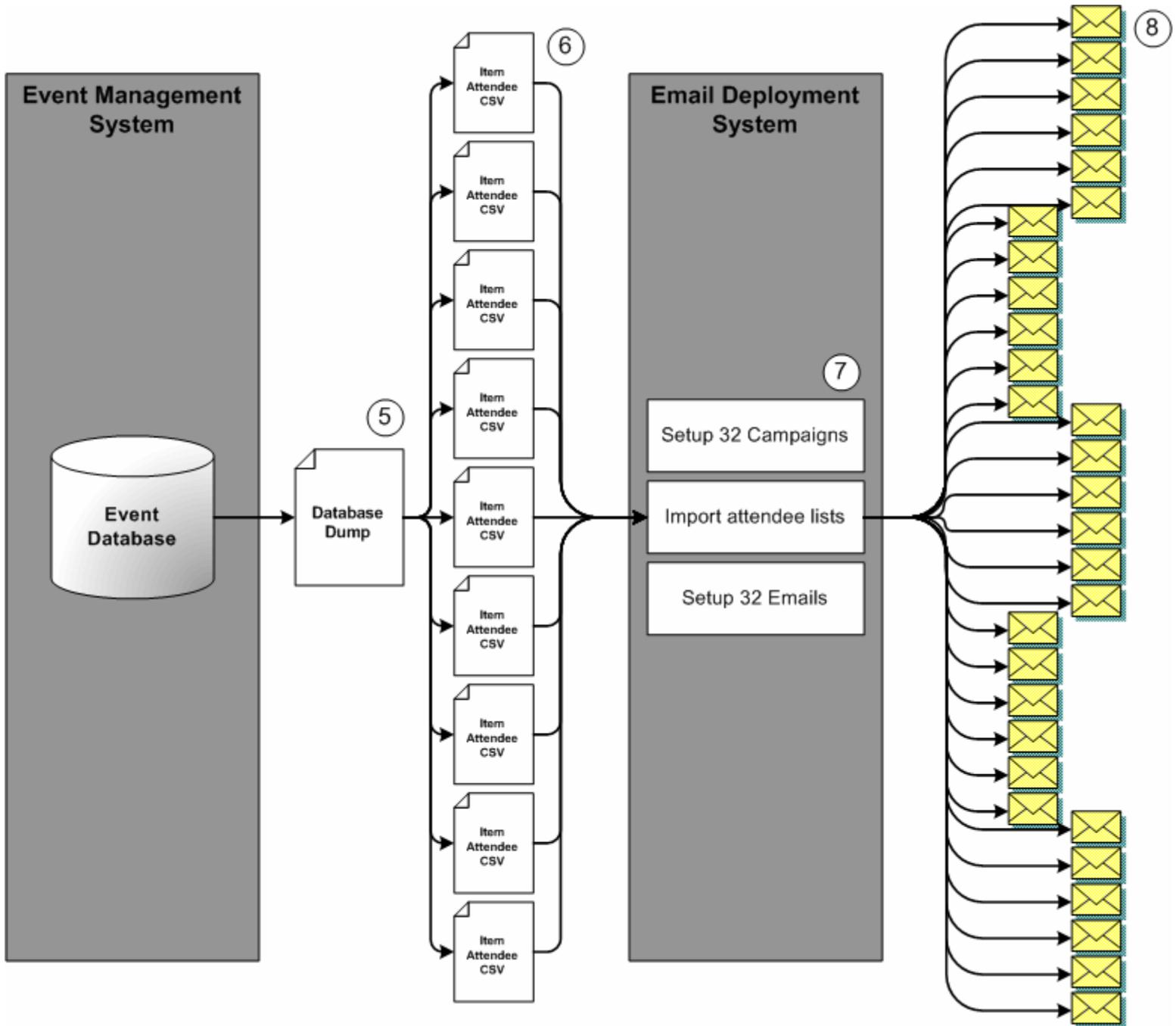
The Kiosk setup section will consist of three screens. The first screen requires the user to select the event that should be setup. The second screen will display kiosk booths that are to be used for an event. And the last page will launch and run the flash client.

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.



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.

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