



Interactive Prototypes for the Retail of the Future



Who we are



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Felix
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Your Task

Explore how how artificial intelligence (AI) and interactive technologies in the area of Human-Computer-Interaction (HCI) can augment offline shopping experiences in retail stores.

Based on the assigned topic

- Develop a concept
- Implement a working prototype
- Present your work

3 Topics

to express your interest in - we'll give our best to assign you to your favorite one.

<https://forms.gle/nyG794yQRgPho3qZ8>

The Virtual Reality Product Shelf

Not all products in all its variances are available to touch and look at.

By using a VR headset and a tracking module attached to the chosen product, customers can interactively customize and inspect their preferred product before ordering.



The Multitouch Storytelling Table

When placing a product on the surface, a conversational AI engages with an interactive dialogue about the product.



Interactive Carrera Race Track

Attracting foot traffic through an interactive window shopping installation.

Pedestrians can race against each other by controlling a car with their phones.



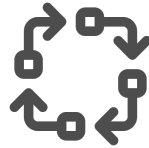


Tasks to complete



Conceptualization

Which **aspects** will you **focus on**? What does the **user interaction** look like?
Which **technologies** will you be using?



Prototyping

Come up with a solution for your concept and **create a working prototype** for it.






Presentation

Present your work **during** and **at the end of the seminar** to your peers and us.



Hand Ins & Deliverables

all are mandatory*, some are graded**, and we will provide templates***

- Written Concept 
- Mid-project presentation of the prototype
- Final Presentation of the prototype 
- Hand-in of the (documented) prototype as well as a description why the prototype is able to solve the task that your group wanted to target 

*if one is missing, you will fail the seminar

**we will let you know how

***if applicable



Important Dates

24.04.2024	Kickoff meeting	IRL <small>Innovative Retail Laboratory</small>
24.04.2024, e.o.d	Vote for your favorite topic	
25.04.2024	Group assignments	
03.05.2024, e.o.d	Hand-in of concepts	
16.05.2024	Deadline HISPOS / LSF registration	
12.06.2024	Mid-project presentation meeting	IRL <small>Innovative Retail Laboratory</small>
24.07.2024	Final presentation meeting	IRL <small>Innovative Retail Laboratory</small>
31.07.2024, e.o.d	Hand-in of documentation material, source code, etc.	

Working at the IRL

Every Wednesday from 9am to 3pm

Exceptions:

- 01.05.2024
 - 15.05.2024 - just until noon
 - 22.05.2024
 - 12.06.2024 - only midterm
 - 19.06.2024
 - (10.07.2024) - TBA
-

Important

You have to write an e-mail at the latest **on tuesday at noon before the following wednesday** to make sure someone of us is present.

Vote for Topics



<https://forms.gle/nyG794yQRgPho3qZ8>



Interactive Prototypes for the **Retail of the Future** - Topic Preferences

Not shared



* Indicates required question

E-Mail Address *

Your answer

Firstname *

Your answer

Lastname *

Your answer

Matriculation Number *

Your answer

Next

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Vote for Topics



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Topic Preference

Please choose three topics that are of most interest for you, sorted descending, starting with the topic that you would like to explore the most.

1st Topic Preference *

Choose ▼

2nd Topic Preference *

Choose ▼

3rd Topic Preference *

Choose ▼

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Questions?

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