Interactive Prototypes for the Retail of the Future
Who we are

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Felix Kosmalla
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Your Task

Explore 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

- 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

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

*if one is missing, you will fail the seminar
**we will let you know how
***if applicable
## Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>24.04.2024</td>
<td>Kickoff meeting</td>
</tr>
<tr>
<td>24.04.2024, e.o.d</td>
<td>Vote for your favorite topic</td>
</tr>
<tr>
<td>25.04.2024</td>
<td>Group assignments</td>
</tr>
<tr>
<td>03.05.2024, e.o.d</td>
<td>Hand-in of concepts</td>
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<tr>
<td>16.05.2024</td>
<td>Deadline HISPOS / LSF registration</td>
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<tr>
<td>12.06.2024</td>
<td>Mid-project presentation meeting</td>
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<tr>
<td>24.07.2024</td>
<td>Final presentation meeting</td>
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<tr>
<td>31.07.2024, e.o.d</td>
<td>Hand-in of documentation material, source code, etc.</td>
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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

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