

Pedal Power Interactive Case Study

Social software solutions.

Client: Telstra.



Requirements

Telstra approached nsquared looking for an engaging way to introduce and demonstrate their small business product range to clients and other investors who visit the Sydney Telstra Experience Centre. The software needed to demonstrate Telstra's leading edge approach and provide an engaging interactive experience for small businesses owners.

The Solution

Both Windows 7 Touch and Microsoft Surface options were discussed in detail. Telstra opted to purchase a Microsoft Surface device. With it's 360 degree interface, multi user and massive multi touch features that could be utilised to maximise the functionality of the Experience Centre, Telstra believed that Microsoft Surface was the obvious choice of hardware. **nsquared** was commissioned to provide the customised software that would provide the interest and engagement that Telstra sought for its visitors.

Hardware - Microsoft Surface

Microsoft Surface is first and foremost a meeting place. It is perhaps the first piece of hardware brought to market for the new social computing paradigm. It's clever design and operating system allows users to engage with each other and the hardware seamlessly. In fact, the hardware enhances the conversation. Its multi user, super multi touch 30-inch screen and coffee table form-factor make it an obvious gathering point and conversation starter. Its ability to blur the boundaries between the physical and virtual worlds only makes the experience more spectacular and memorable.



Software

Task.

The software's specific task was to provide a unique and engaging introductory presentation of Telstra's small business offerings. Preferably the presentation needed to be a multi-media one that provide relevant input and opportunities for each of the five human senses, excluding taste.

Challenge.

Telstra's project team was only too disappointed to point out that the required information was potentially overwhelming in terms of volume, and at the same time completely underwhelming in terms of content appearance.

Requirement

The new presentation needed to be dynamic and produce a very memorable WOW factor that educated visitors every time it was encountered. It had to present not only the information about the relevant technologies, but it had to do it in a way that communicated Telstra's mission and ethos with regards to their target market – small business owners.

Telstra's other requirement was that the small business showroom and the technology it contains would be useful for standard meetings and presentations. Along with the customised creation, Telstra selected one of nsquared's off the shelf products developed for Microsoft Surface – the **nsquared business pack**.





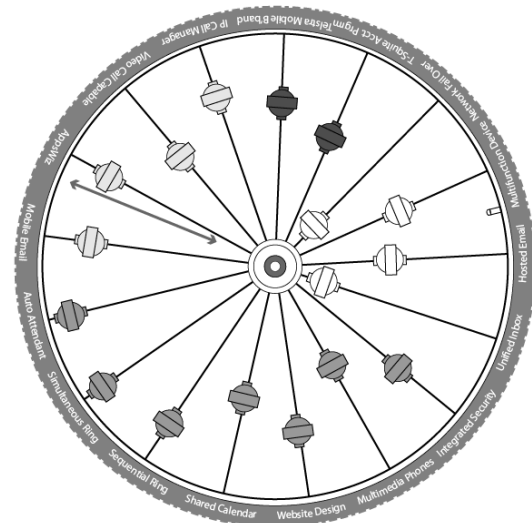
The Pedal Power Interactive application

Telstra's creative agency ABT proposed a bike shop concept as representative of small businesses, and the Pedal Power Bike Shop was filled with demonstrations of Telstra's capabilities, and offerings for small business owners and 'open for business' shortly afterward.

The Pedal Power store was divided into four representative zones, with Microsoft Surface positioned centrally at the hub, the store's layout and technical contents sent a clear message to everyone who walked in: - Telstra means business when it comes to providing reliable, relevant, responsive products and services for small business owners.

The Pedal Power interactive for Microsoft Surface used the bicycle wheel metaphor to bring Telstra's information to life.

By using the 360 user interface feature of Surface, visitors to the Pedal Power store are encouraged to interact and discuss the content that they're exploring.

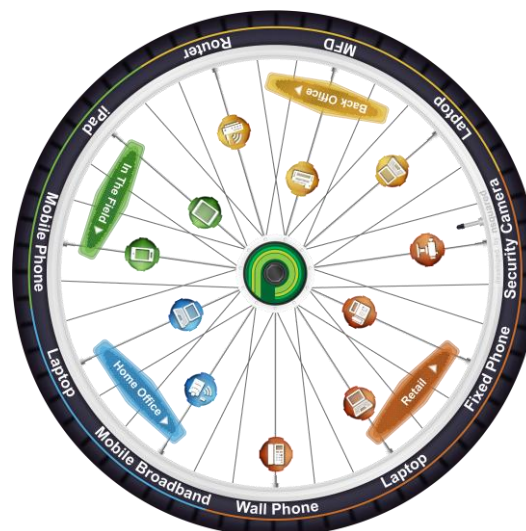


The bike wheel image operates much like a lazy susan, with three menu zones. In each corner of the discovery space, a gear cog provides the opportunity for users to explore and learn more about each of the products and services represented on the bike wheel. The intimacy of the space provides the perfect environment to encourage visitors to converse and collaborate throughout the discovery experience.

In the first zone, products are identified with icons disguised as virtual "spokey dokes" on the bike wheel. The spokey dokes were chosen to inject some fun, invoke nostalgia, and therefore increase engagement and connection of the target market. They can be moved up and down the spokes of the bike wheel with familiar touch and drag gestures. When the wheel is spun, the 'spokey doke' icons behave just as real spokey dokes, moving to the outside the wheel circumference. When touched

and dragged up and down the spokes of the wheel, the icon instructs the visitor to move it to the nearest gear cog to find out more.

The four coloured reflectors placed around the wheel at approximately 90 degrees to each other form the second information zone on the wheel. The wheel reflectors represent the four different zones of the Pedal Power store and when touched, can be dragged into any one of the gear cog viewing spaces so that visitors can hear and see what other small business owners have to say about the technology they're using. To limit auditory interference, only one video plays at a time, while any others that have been dragged into a gear cog are cued, providing users with time until video play' information. This feature allows each user to absorb the information provided in the video without the interference that would be caused by all four videos playing at the same time.



The text around the perimeter of the wheel corresponds to the product icon on the spoke immediate above it and provides another zone from which to glean information on Telstra's products and services for small business owners. To let visitors know that they can be interacted with, and draw attention to them, the product names pulse intermittently.

While visitors explore the Pedal Power interactive amongst themselves, Telstra staff members have the opportunity to answer questions. Where even more detail is needed and when the customer is ready to investigate the options available in a more planned manner, Telstra experience guides have the opportunity to utilise the features of the **nsquared business pack** applications. In most cases, **nsquared documents** and **nsquared thoughts** prove useful to display more information in a relaxed and collaborative format. **nsquared documents** provides an easy way to display Microsoft Office documents on Surface. The application keeps pages of the document in order and provides the opportunity for everyone around the table to interact and manipulate the pages so that they can be read from any direction. **nsquared thoughts** allows Telstra staff and visitors to collaboratively plan product and service installations by using the free form mind mapping capabilities of the application.



"It really keeps the conversation and ideas flowing".
- Telstra

Summary

Feedback from the Telstra Experience Center team is that from day one of its opening, the Pedal Power store has consistently grabbed the attention of all of its visitors.

*“Thanks for your enormous efforts in bringing together a successful room which has exceeded expectations!
– Nicole Birbas, Telstra Business.*

Visitors, who are both prospective Telstra customers and those with longer-term relationships with Telstra, are intrigued and captivated by the presentation. Prospective customers often express their amazement at the range and suitability of products and services. Long-term customers and investors have been known to apologise for not being more aware of the products and services on offer prior to their visits and engagement with the Pedal Power interactive application.



*“.....The Digital Business demonstration in the Telstra Experience Centre created a mini sensation at the Investor Day / Analyst Day events this week. It provided a great opportunity to bring to life how our Digital Business solutions will help our small business customers make the switch to digital.....The feedback from hardened financial investors, journalists and global industry analysts was very positive, with many asking when they could buy it for themselves!”
- Deena Shiff Group Managing Director, Telstra Business*

The common thread with all visitors to the Pedal Power store, is that the times taken to initiate contact with Telstra Sales staff have decreased, while the length and returns for each engagement have increased. The team at Telstra has attributed most of the change directly to the hands on engagement that visitors have with Microsoft Surface and the Pedal Power interactive application.

“With the Pedal Power interactive application and the nsquared business pack, Surface gives us amazing opportunities to talk with our customers. Surface provides the perfect place for them to talk and learn in a relaxed, social setting. When they have questions, we bring up nsquared documents or thoughts and show them more information, or map out a plan for them. We can talk to them all at the same time and everyone is involved.”

About nsquared

Touch based collaborative computing is one of the fastest growing areas of software and nsquared has been one of the pioneers in this field for the last three years. Director Dr. Neil Roodyn is the world's first Microsoft Surface Most Valuable Professional having trained over 100 Surface developers worldwide.

Get in touch for more information or to discuss how collaborative software solutions could help your business.

www.nsquaredsolutions.com or email Surface@nsquaredsolutions.com