



# Applied Dreams

...fondamentalmente workshop!

Laura Bordin

Giuseppe Cosmai

Ivan Provenzale

Maria Tasca

Valentina Venza

Monica Zambolin

# Analysis

children teenagers family people **very rich people** home  
cinemas cruise liner beach **boutiques** cafe clubs  
airports bazaar children vending machines shopping mall department stores  
projectors outside shops streetsellers conveyor belt photocells magnetic card  
mechanical components bar code readers **touch screen** fiducial  
speakers pressure sensors projectors touch screen table screens  
modelling software **finger print reader** 2D modelling software  
**drag and drop software** camera tracking lights rfid

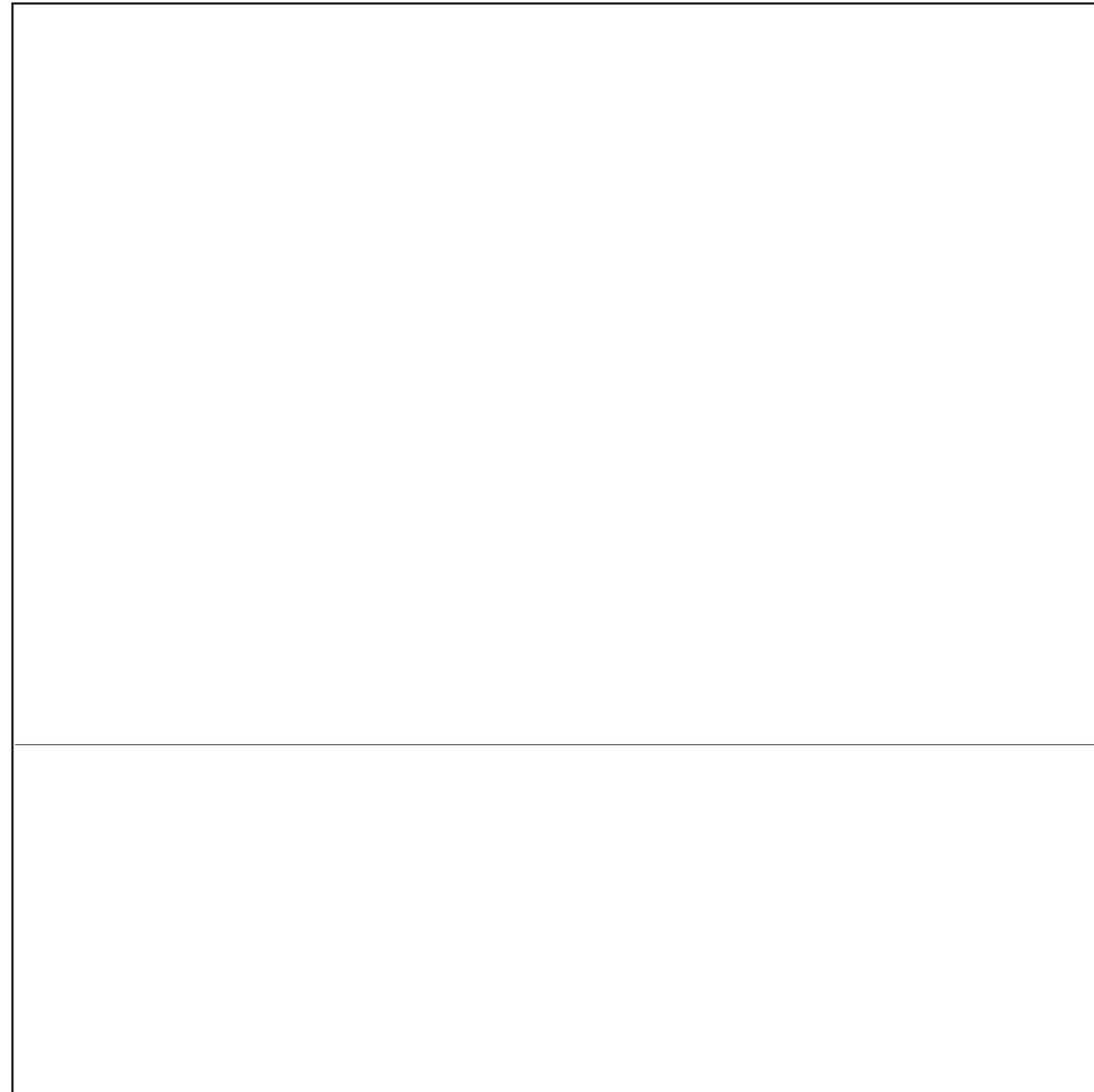
# Users / Children < 9 years old

They like

- toys
- playgrounds
- robots
- dinosaurs
- dolls
- games
- football
- dance
- cute characters
- to be like adults
- monsters
- jingles
- physical things



# Project 1 / Softwall



# Project 1 / Softwall



# Project 1 / Softwall



# Project 1 / Softwall



# Project 1 / Softwall

## **Mood:**

- funny
- playful
- physical approach

## **Shop:**

- shopping mall
- attractors outside shops
- beach



# Project 1 / Softwall

## Info Customers:

- products depending on the measures

## Info Shop Owners:

- children preferences (no mums)

# Project 1 / Softwall

## Technologies:

- pressure sensors / camera tracking
- touch screen
- 2D modelling software

# Users / Teenager

Have

- time
- money
- fantasy

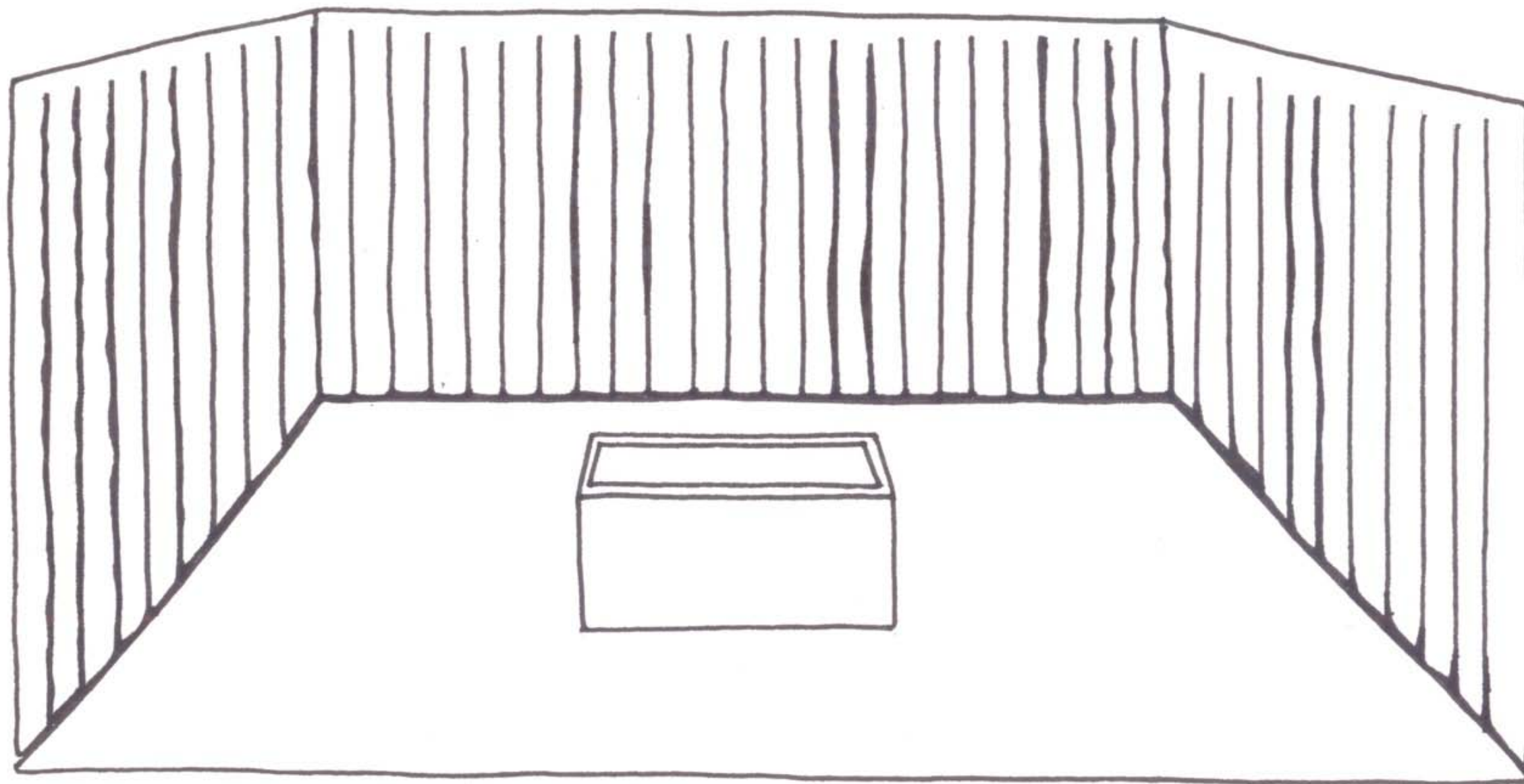
Boys want to be like other boys

Belong to a group:

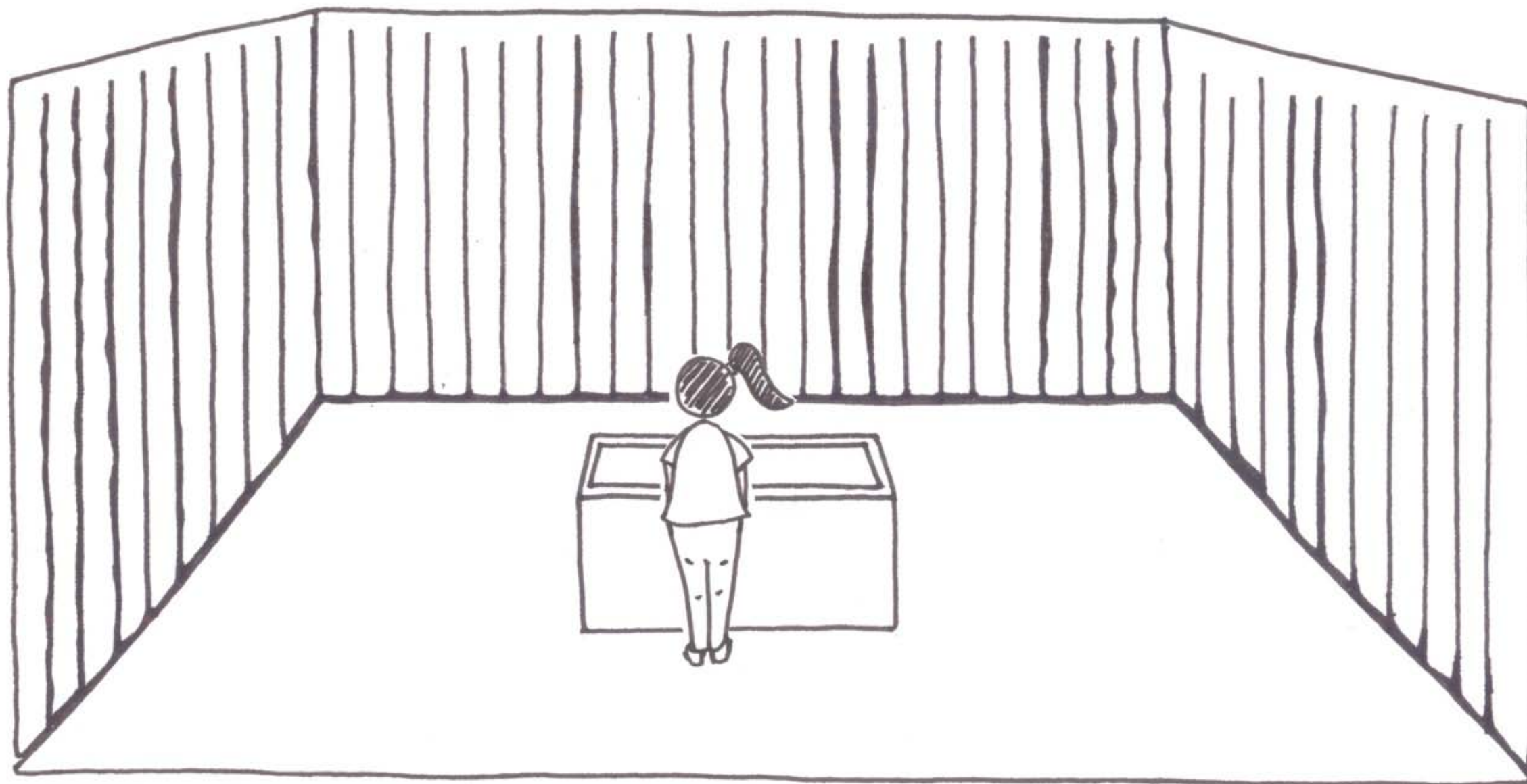
- emo/punk
- chic
- casual
- sporty



# Project 2 / Immersive trend



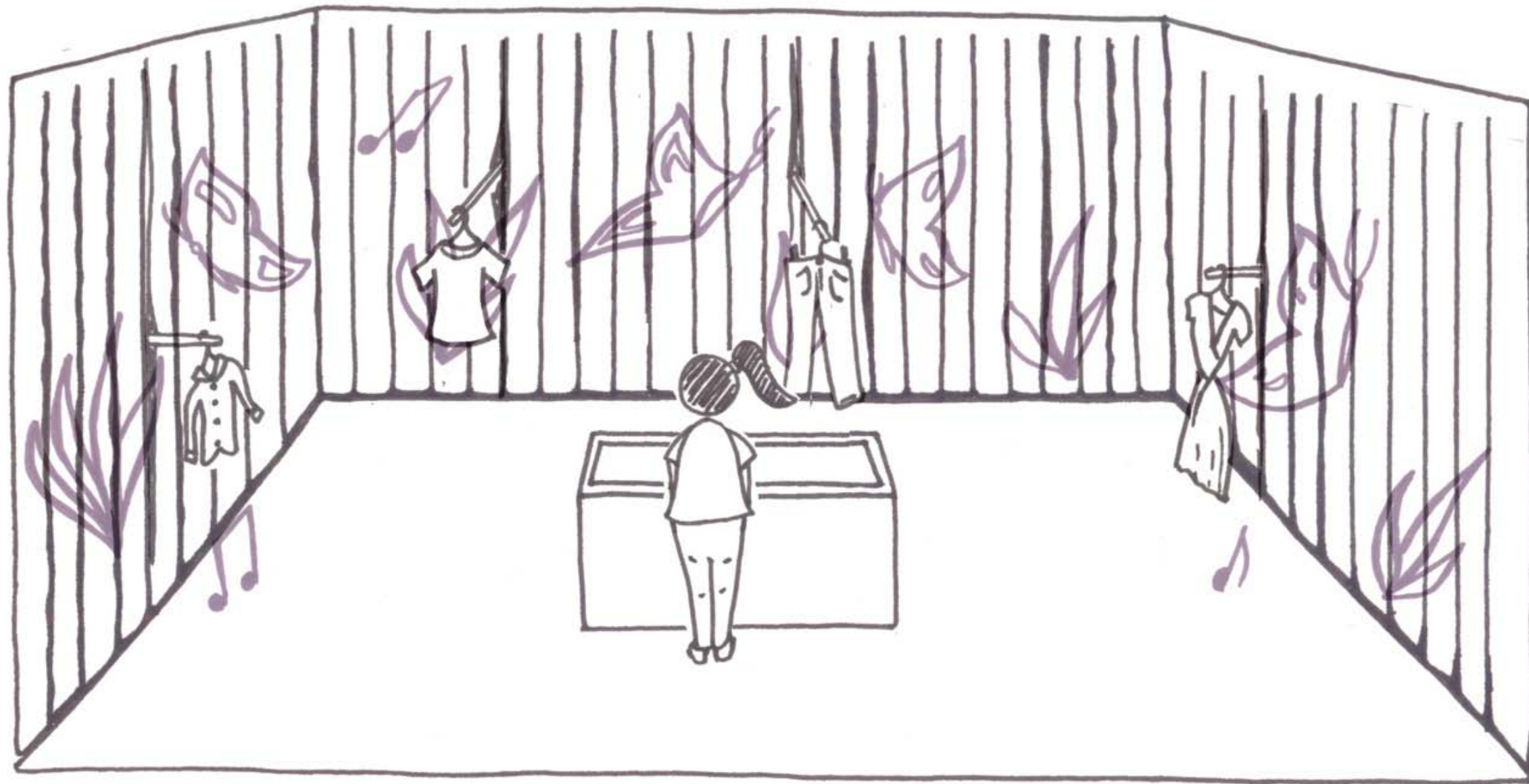
# Project 2 / Immersive trend



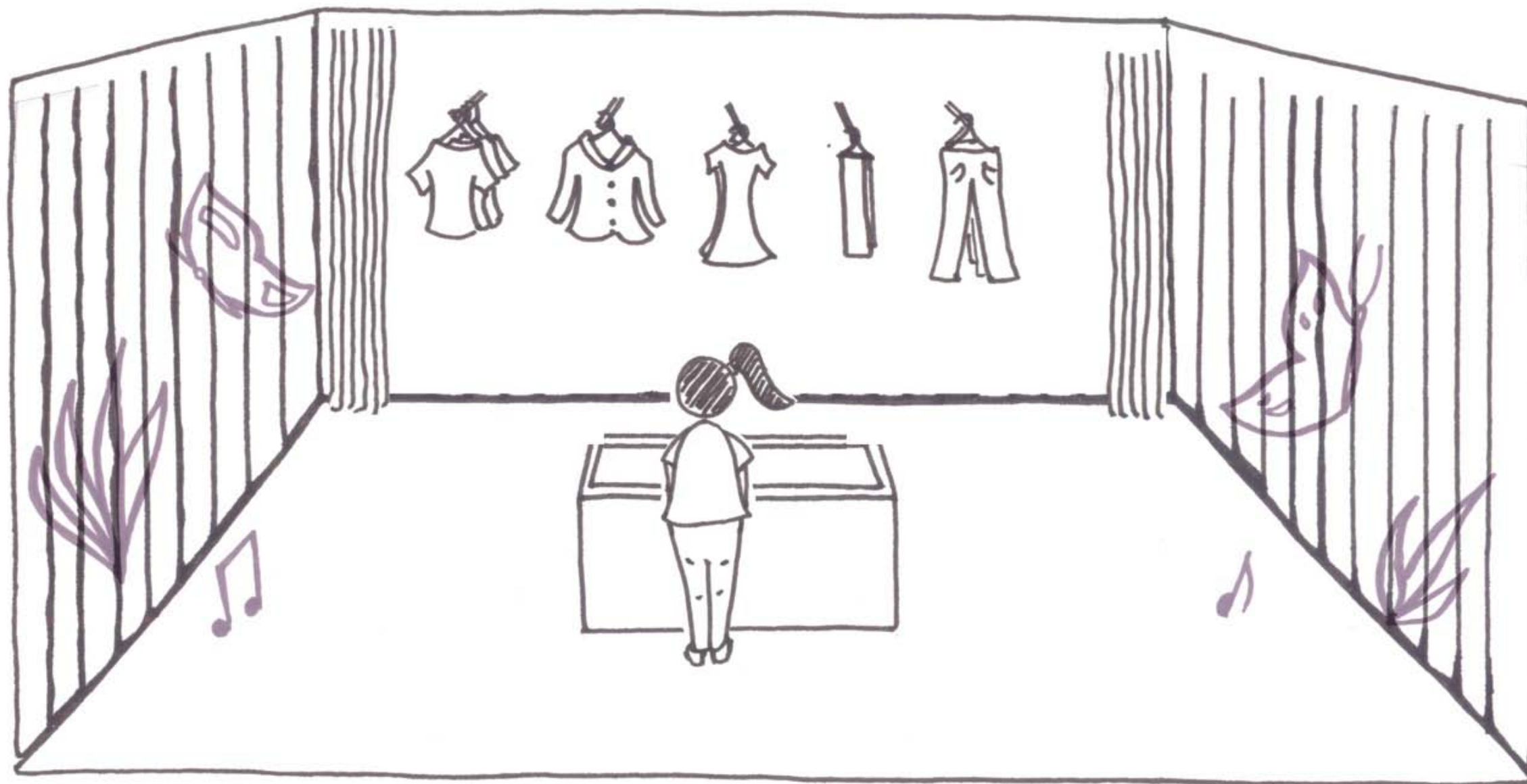
# Project 2 / Immersive trend



# Project 2 / Immersive trend



# Project 2 / Immersive trend





# Project 2 / Immersive trend

## **Mood:**

- funny
- involving
- empathetic

## **Shop:**

- attractors outside shops
- airports
- beach

# Project 2 / Immersive trend

## Info Customers:

- trend you belong to
- new fashion products
- combinations

## Info Shop Owners:

- % of teenagers belonging to a certain group
- most wanted clothes

# Project 2 / Immersive trend

## Technologies:

- touch screen table
- projectors
- speakers
- mechanical components
- barcode reader

# Users / Family people

Have

- less time

- less money

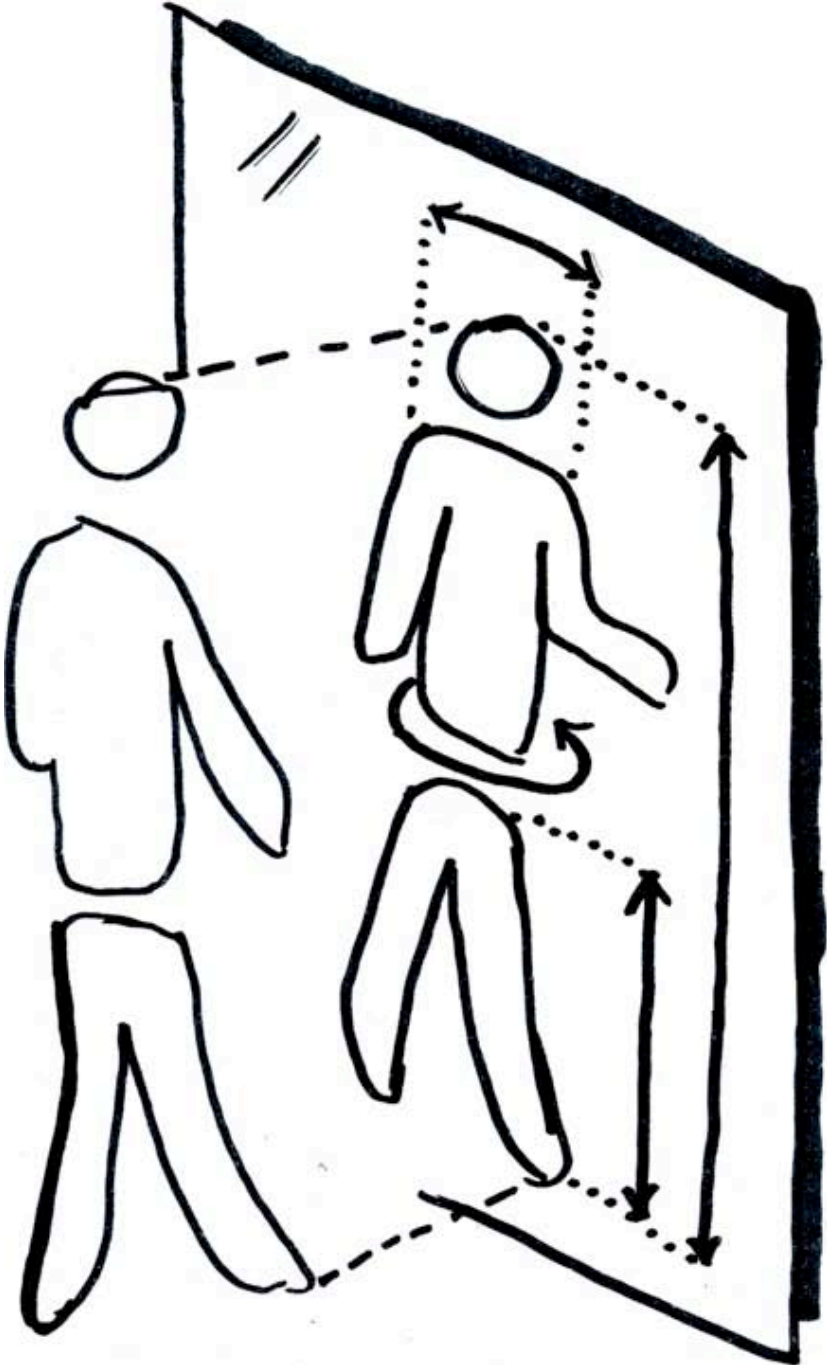
Middle class

Fast shopping

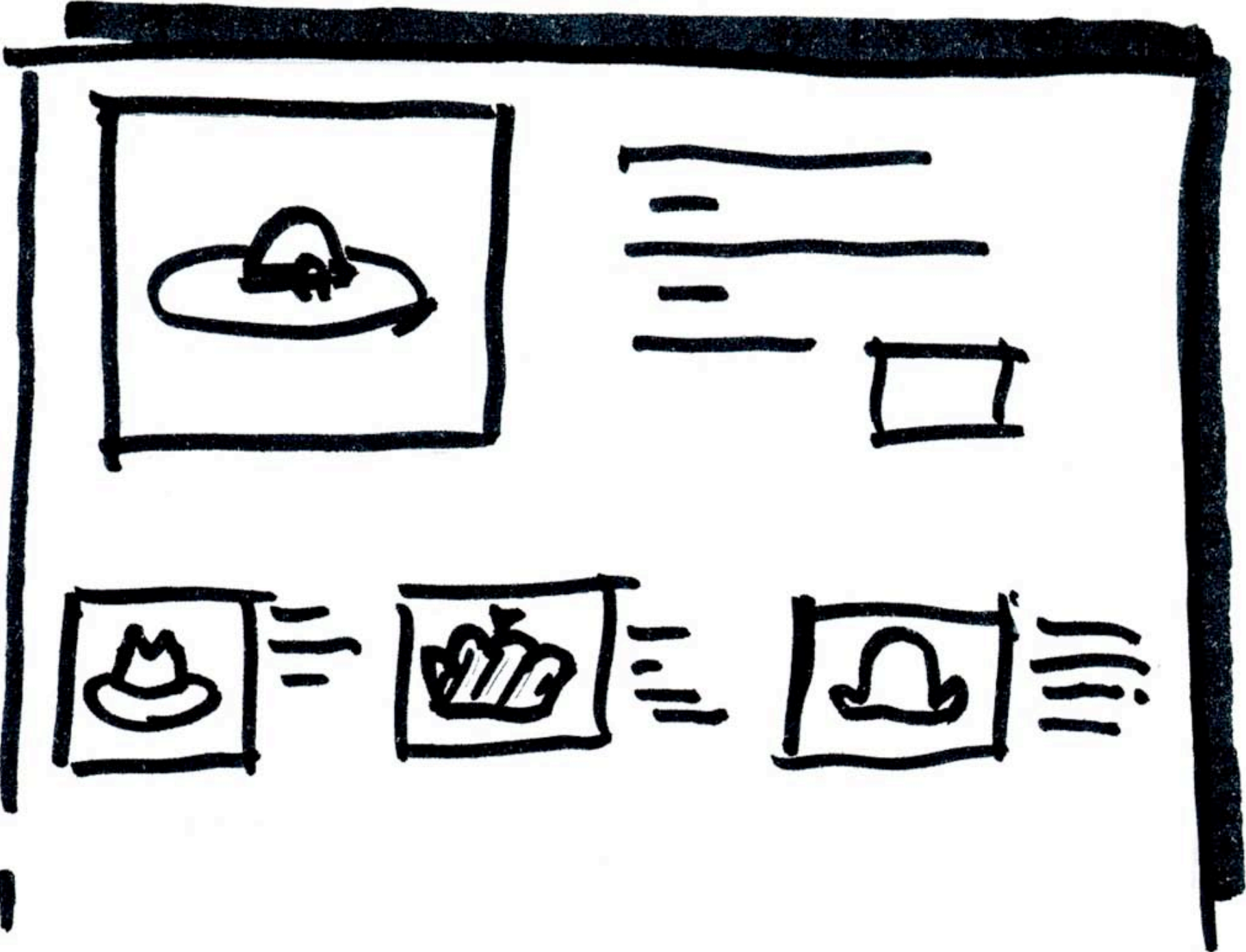
Look for good quality at good price



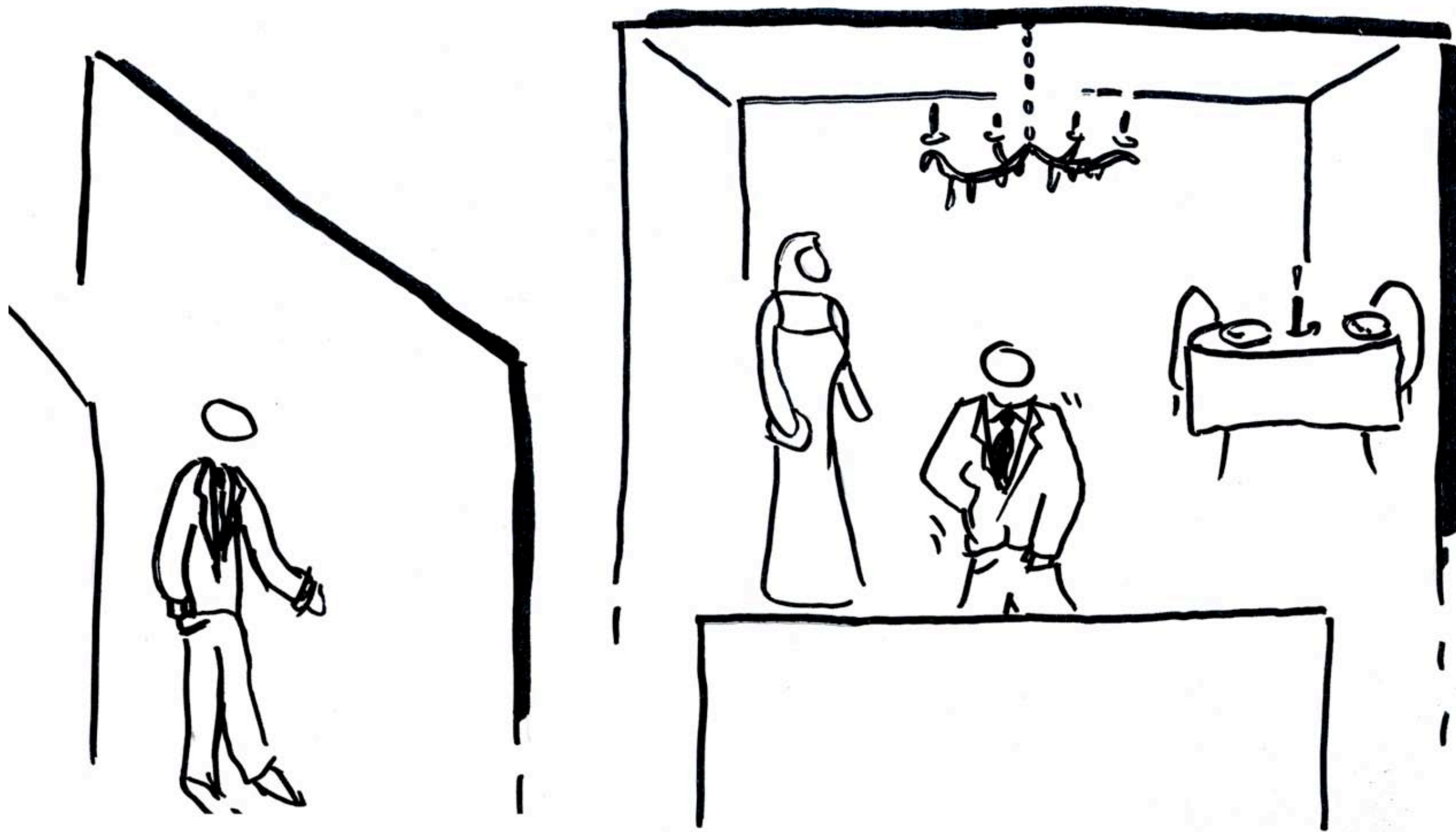
# Project 3 / Magic Mirror



# Project 3 / Magic Mirror



# Project 3 / Magic Mirror



# Project 3 / Magic Mirror

## **Mood:**

- funny
- involving
- empathetic
- acquainting

## **Shop:**

- department stores
- shopping mall
- clubs



# Project 3 / Magic Mirror

## Info Customers:

- products' genre
- colours
- sizes
- combinations
- prices
- label informations

## Info Shop Owners:

- favourite clothes
- tried clothes
- favourite genre

# Project 3 / Magic Mirror

## Technologies:

- touch screen
- camera tracking
- rfid / fiducial
- projector
- speakers

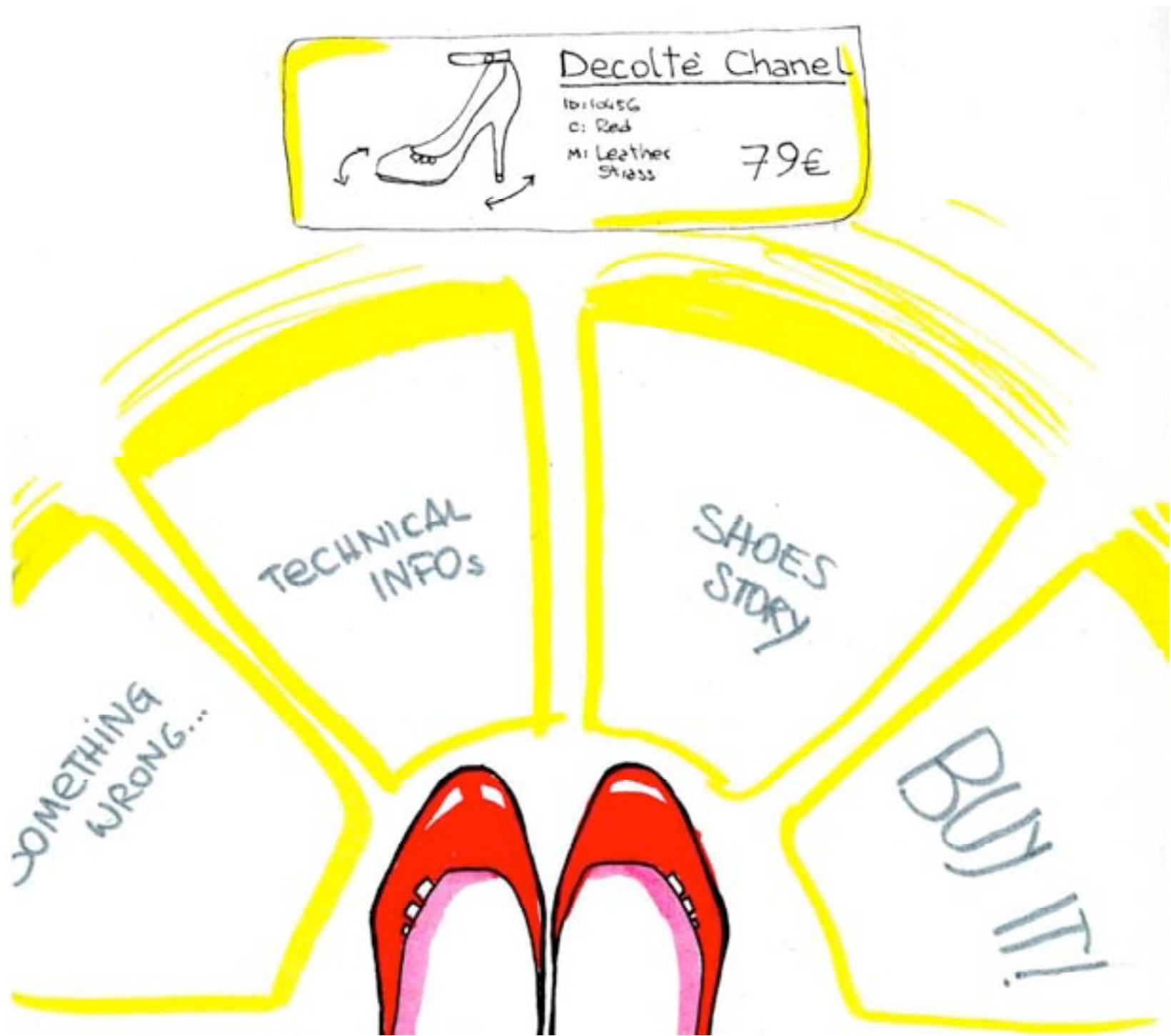
# Project 4 / Cinderella shoes



# Project 4 / Cinderella shoes

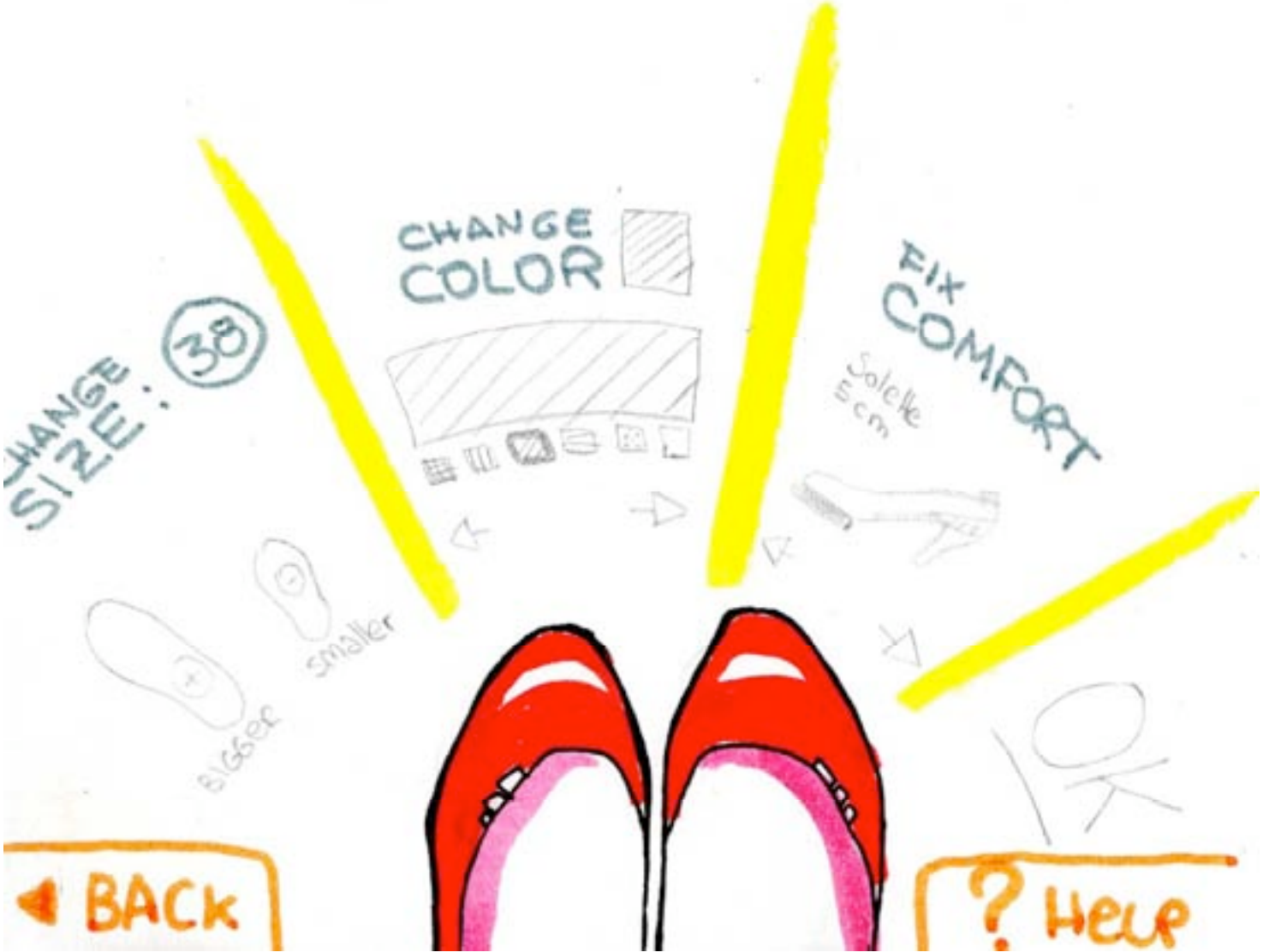


# Project 4 / Cinderella shoes



# Project 4 / Cinderella shoes

① Something wrong...



# Project 4 / Cinderella shoes

2) Technical Infos



# Project 4 / Cinderella shoes

③ Shoes Story





# Project 4 / Cinderella shoes

④ BUY IT!



THANK YOU!!

YOUR SHOES ARE  
READY AT CASH #3!



# Project 4 / Cinderella shoes

## Mood:

- funny
- acquainting

## Shop:

- shopping mall
- department stores
- cruise liner

# Project 4 / Cinderella shoes

## Info Customers:

- colours
- sizes
- combinations (accessories)
- prices
- technical informations (materials, ...)
- products' stories

## Info Shop Owners:

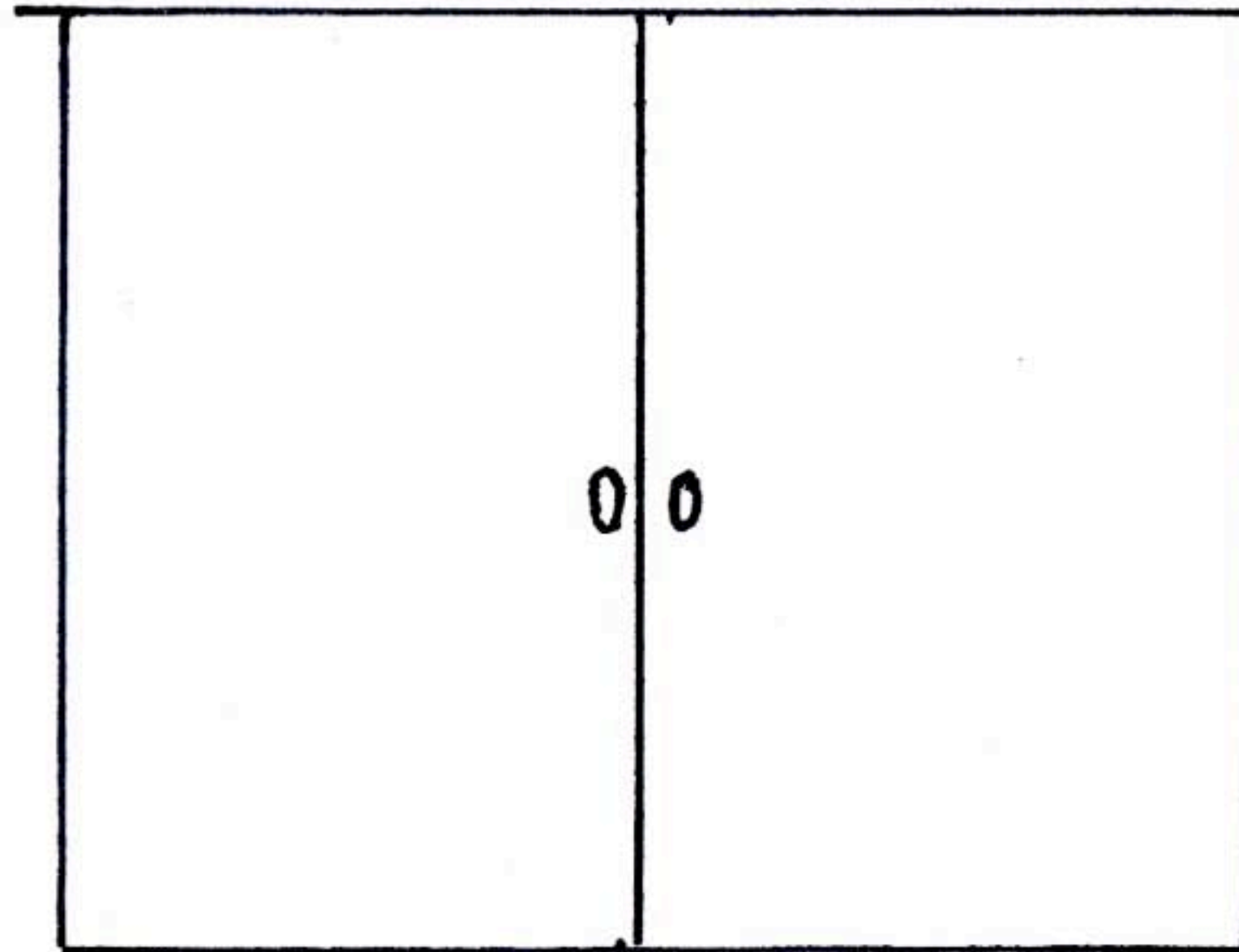
- favourite products
- tried products
- favourite genre
- most sold

# Project 4 / Cinderella shoes

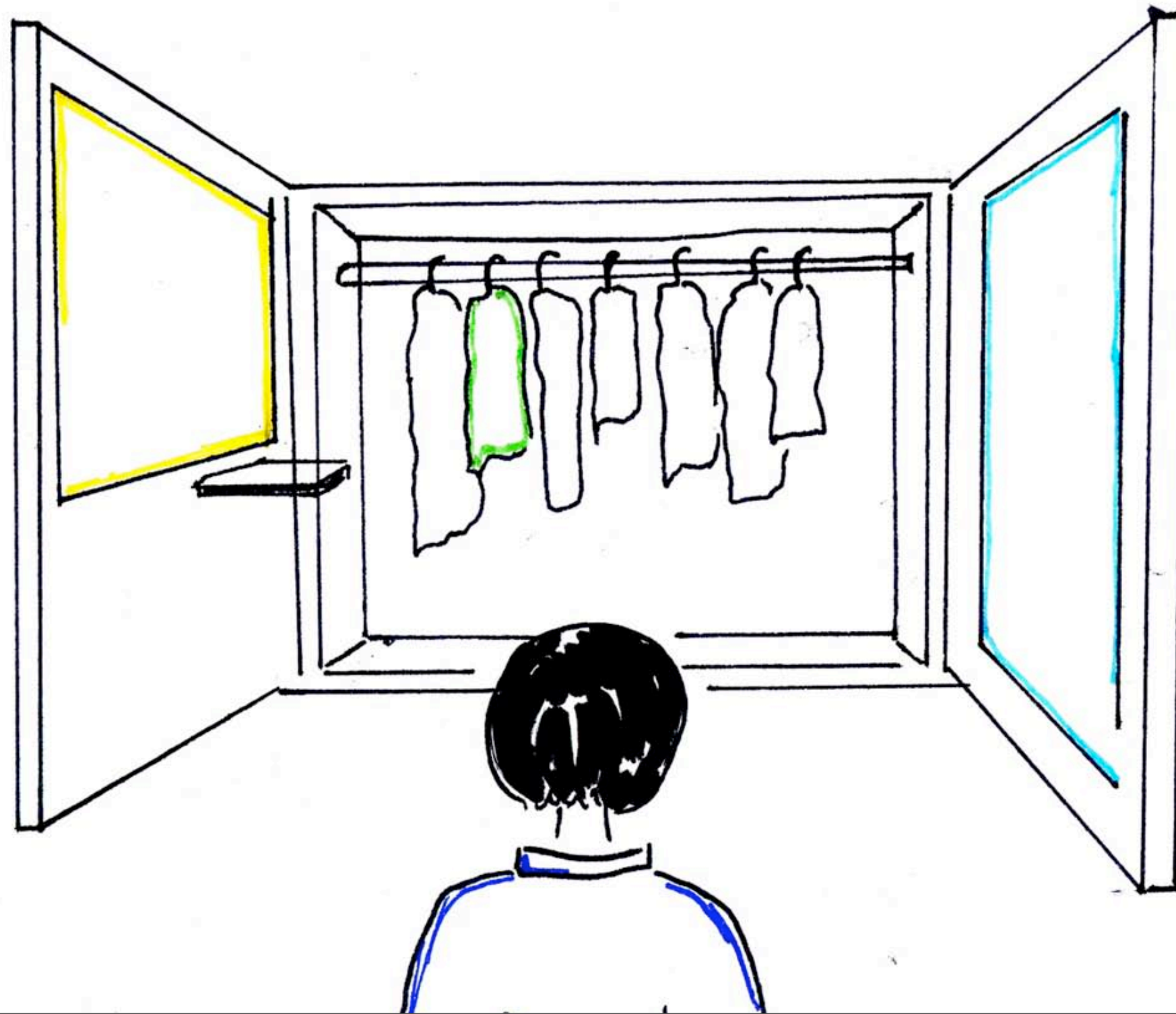
## Technologies:

- rfid / fiducial
- projector
- pressure sensors
- screen

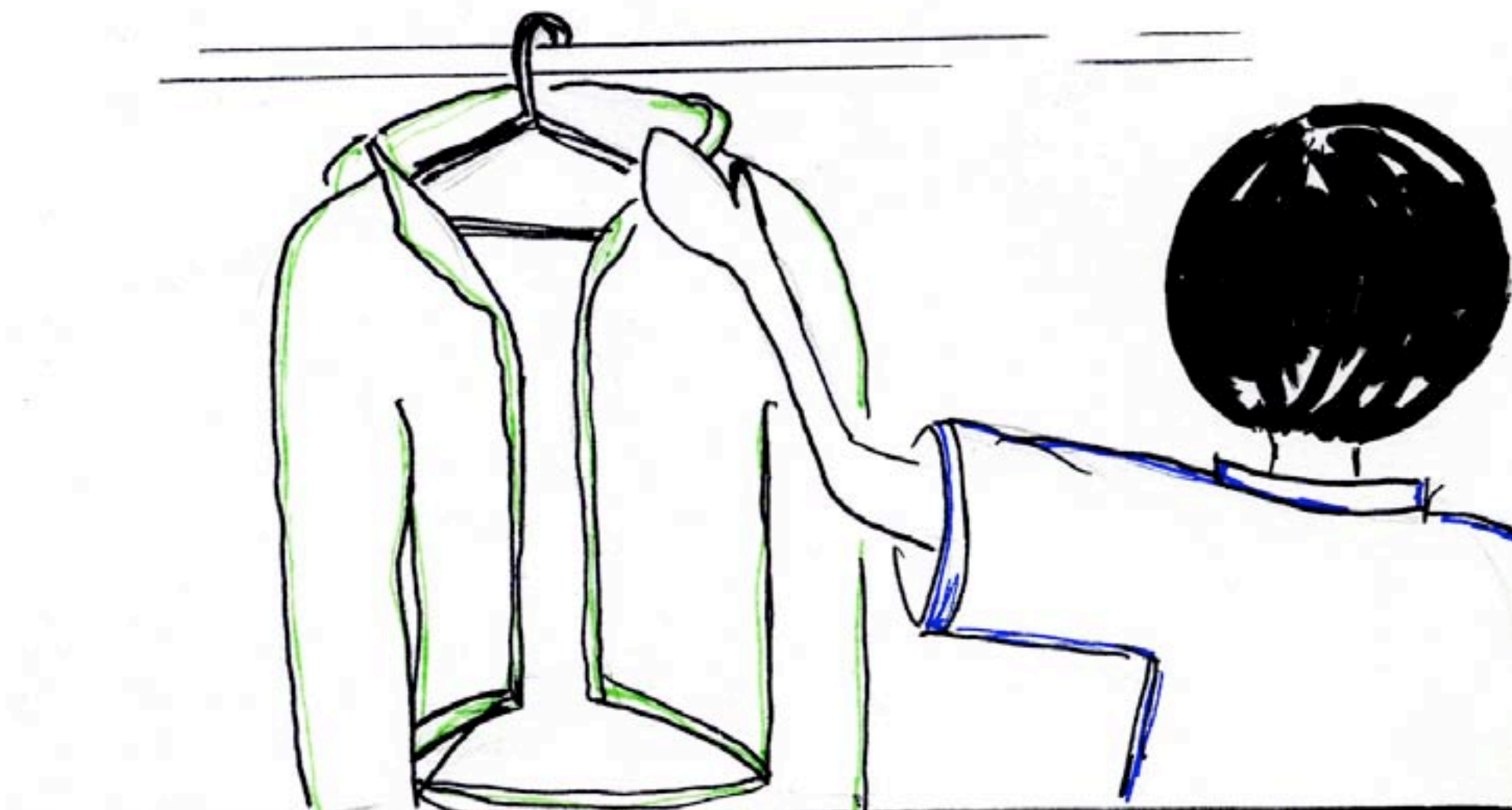
# Project 5 / Magic Wardrobe



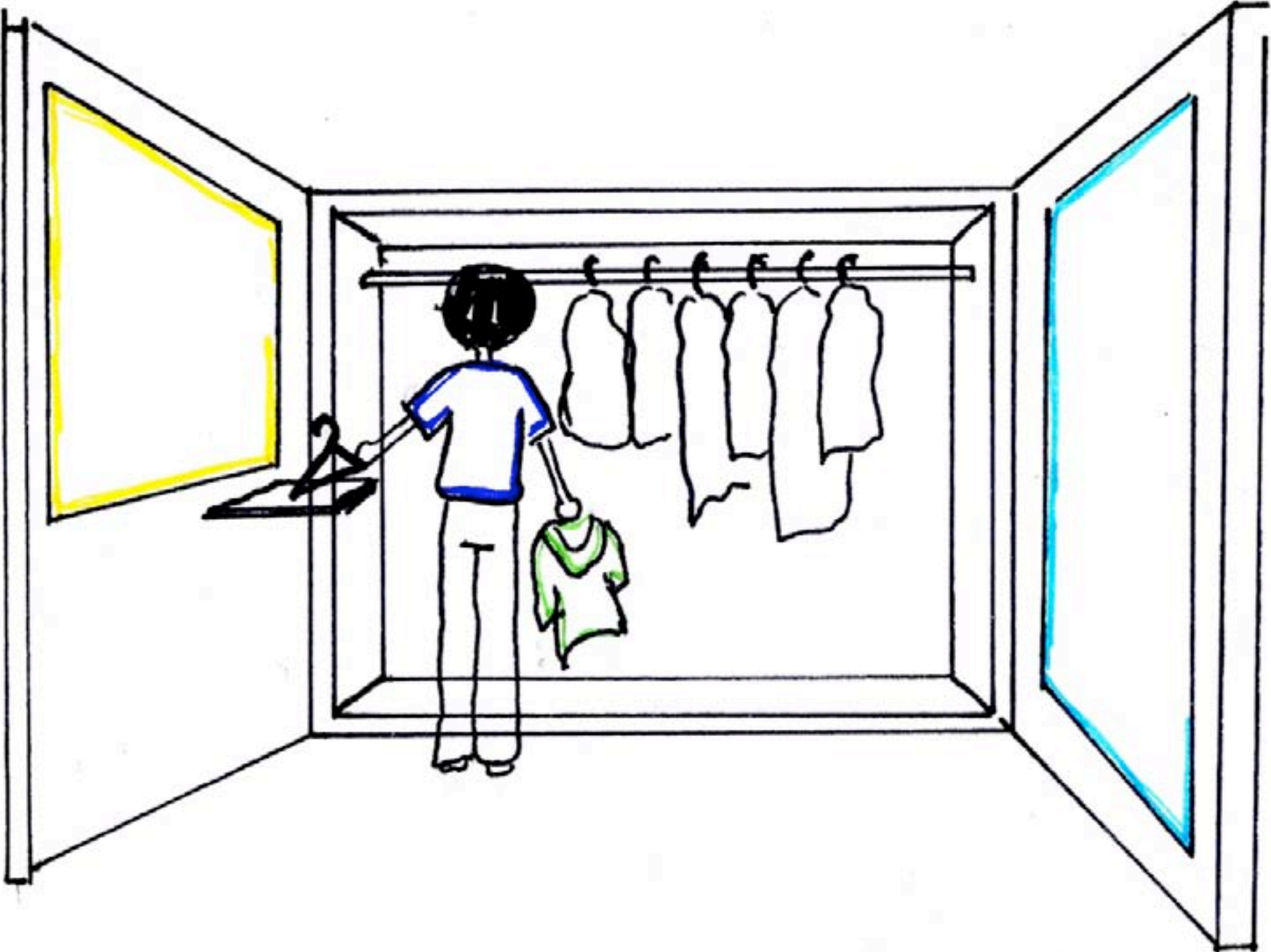
# Project 5 / Magic Wardrobe



# Project 5 / Magic Wardrobe

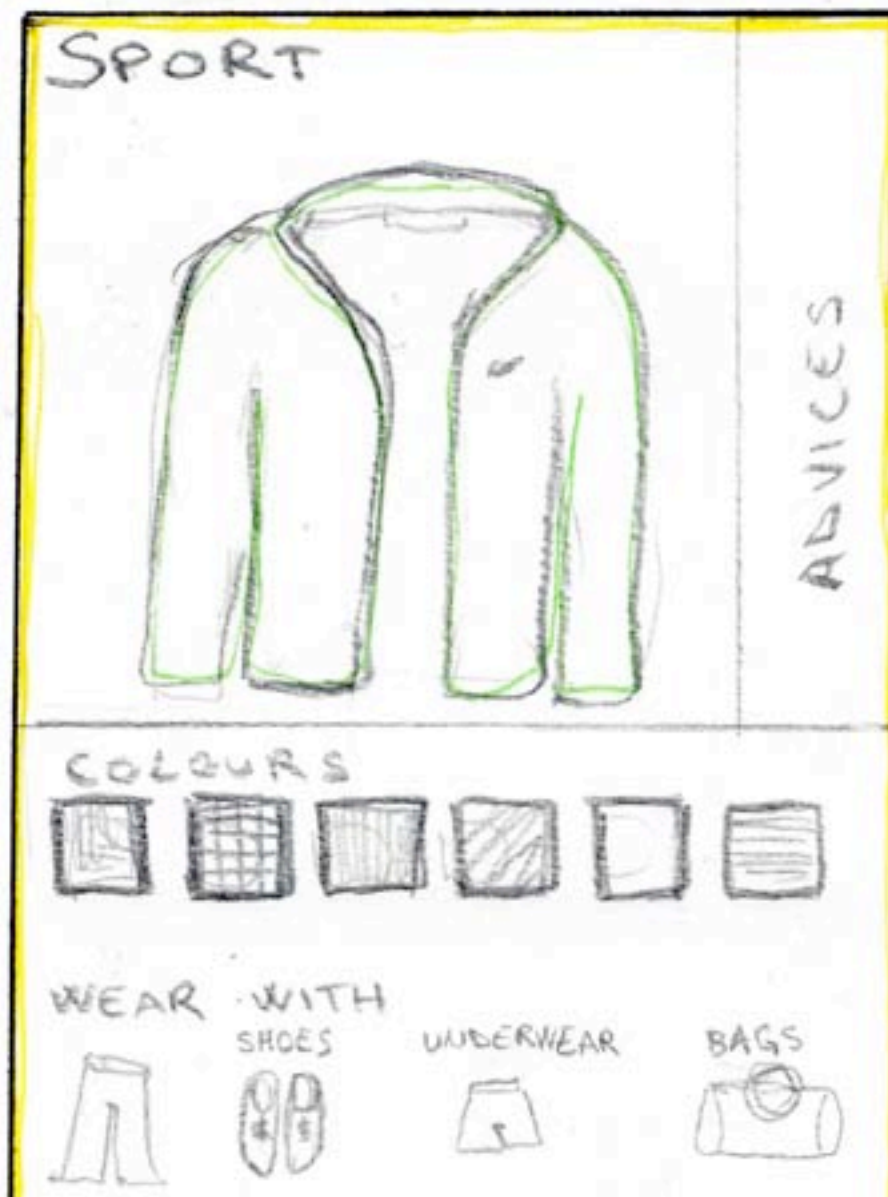


# Project 5 / Magic Wardrobe

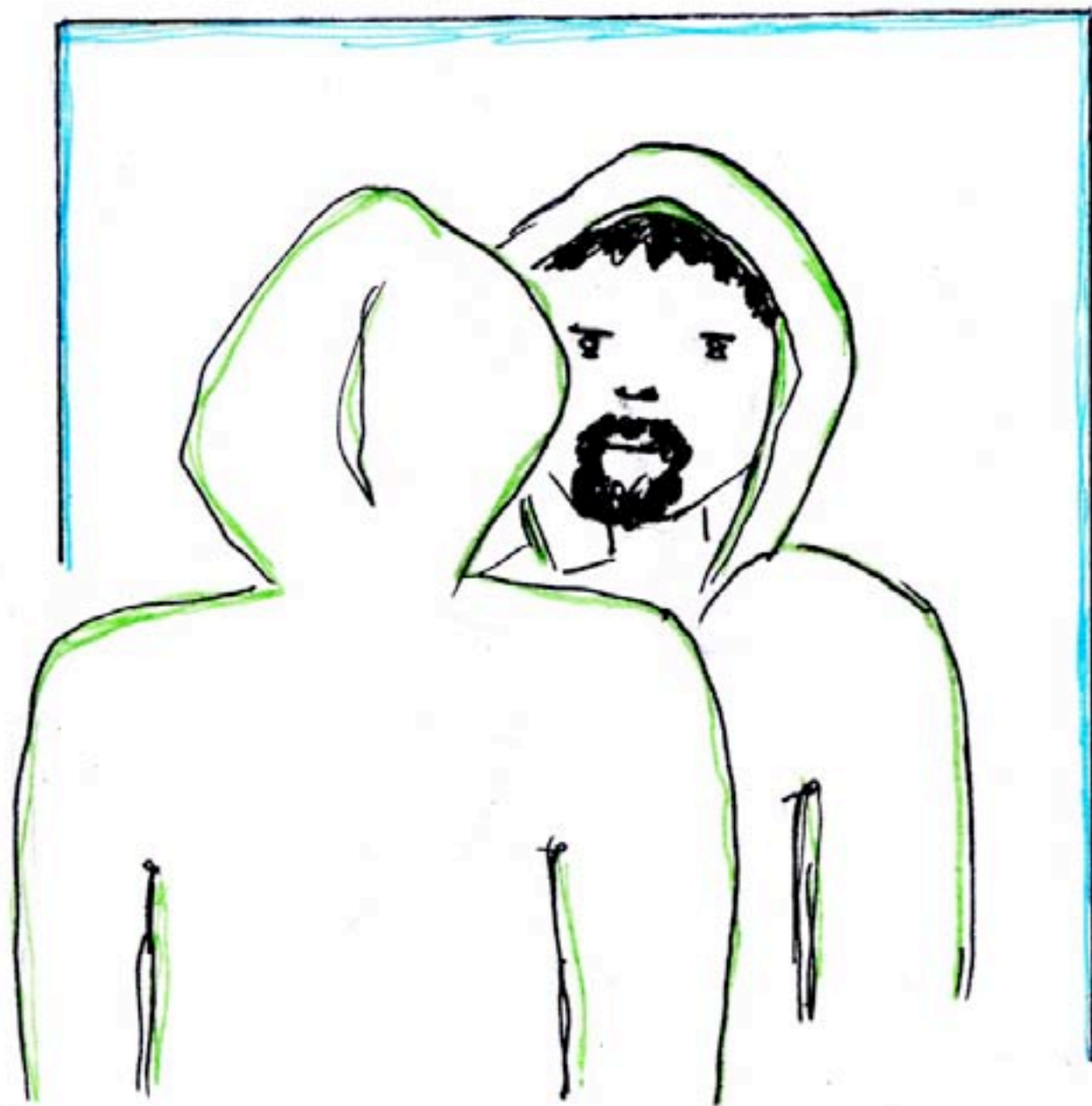




# Project 5 / Magic Wardrobe



# Project 5 / Magic Wardrobe



# Project 5 / Magic Wardrobe

## Mood:

- funny
- surprising
- empathetic

## Shop:

- attractors outside shops
- airports
- boutiques
- cruise liner
- department stores

# Project 5 / Magic Wardrobe

## Info Customers:

- products' genre
- colours
- sizes
- combinations
- prices
- label informations
- products already bought

## Info Shop Owners:

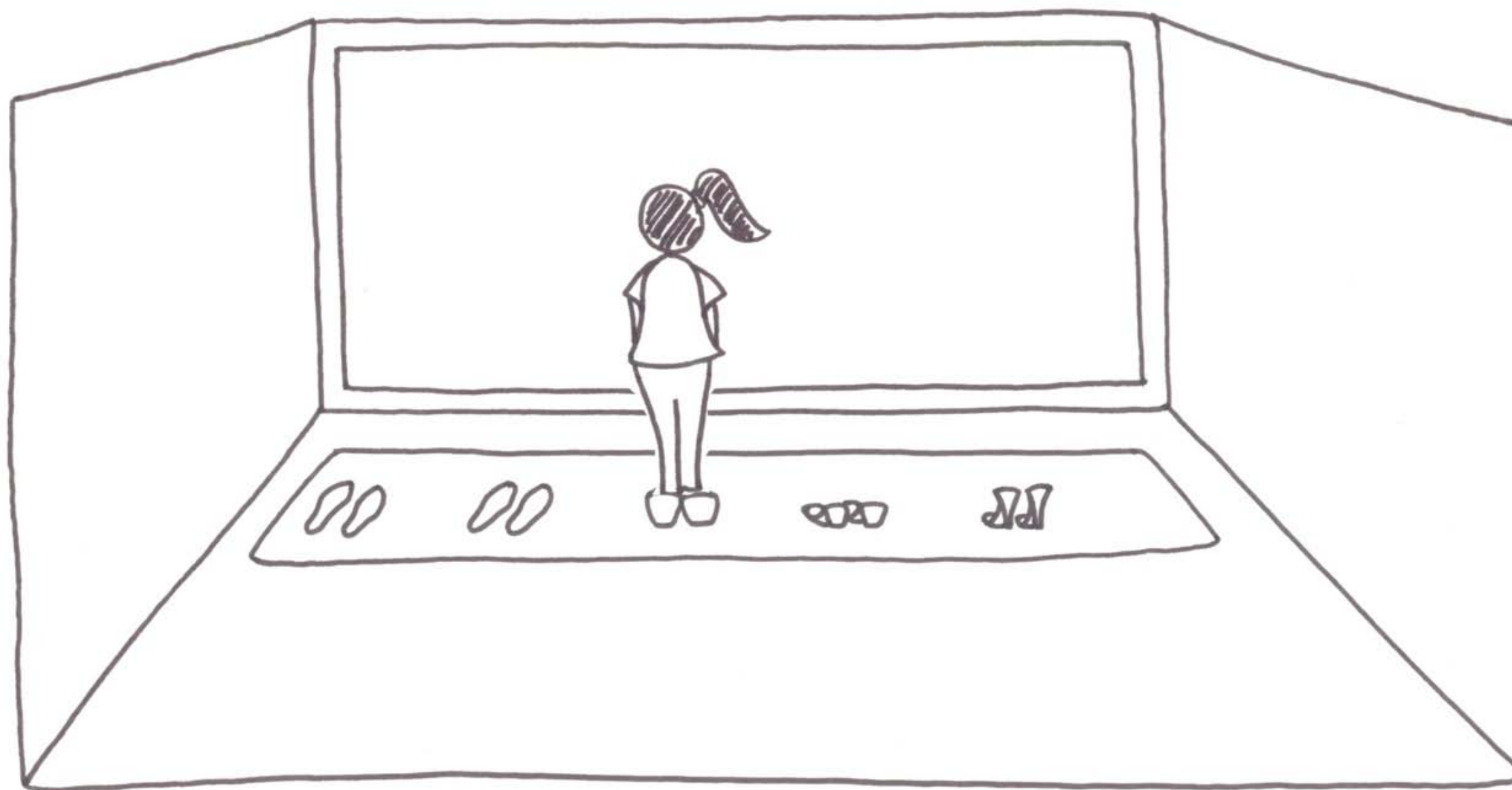
- favourite clothes
- tried clothes
- favourite genre

# Project 5 / Magic Wardrobe

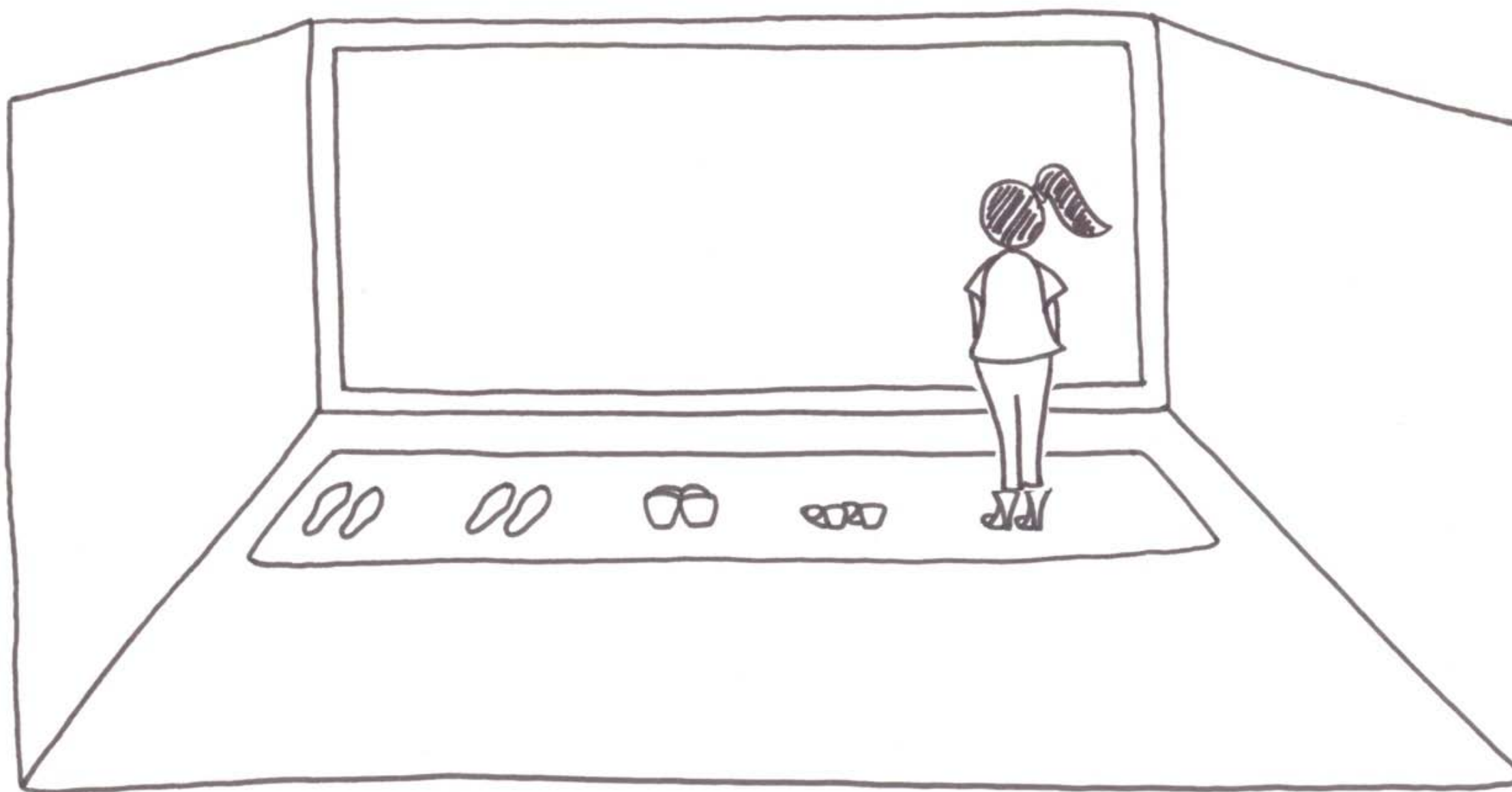
## Technologies:

- rfid / fiducial
- screen
- camera tracking
- infrared / pressure sensor
- mechanical components
- magnetic card

# Project 6 / Feet it!



# Project 6 / Feet it!

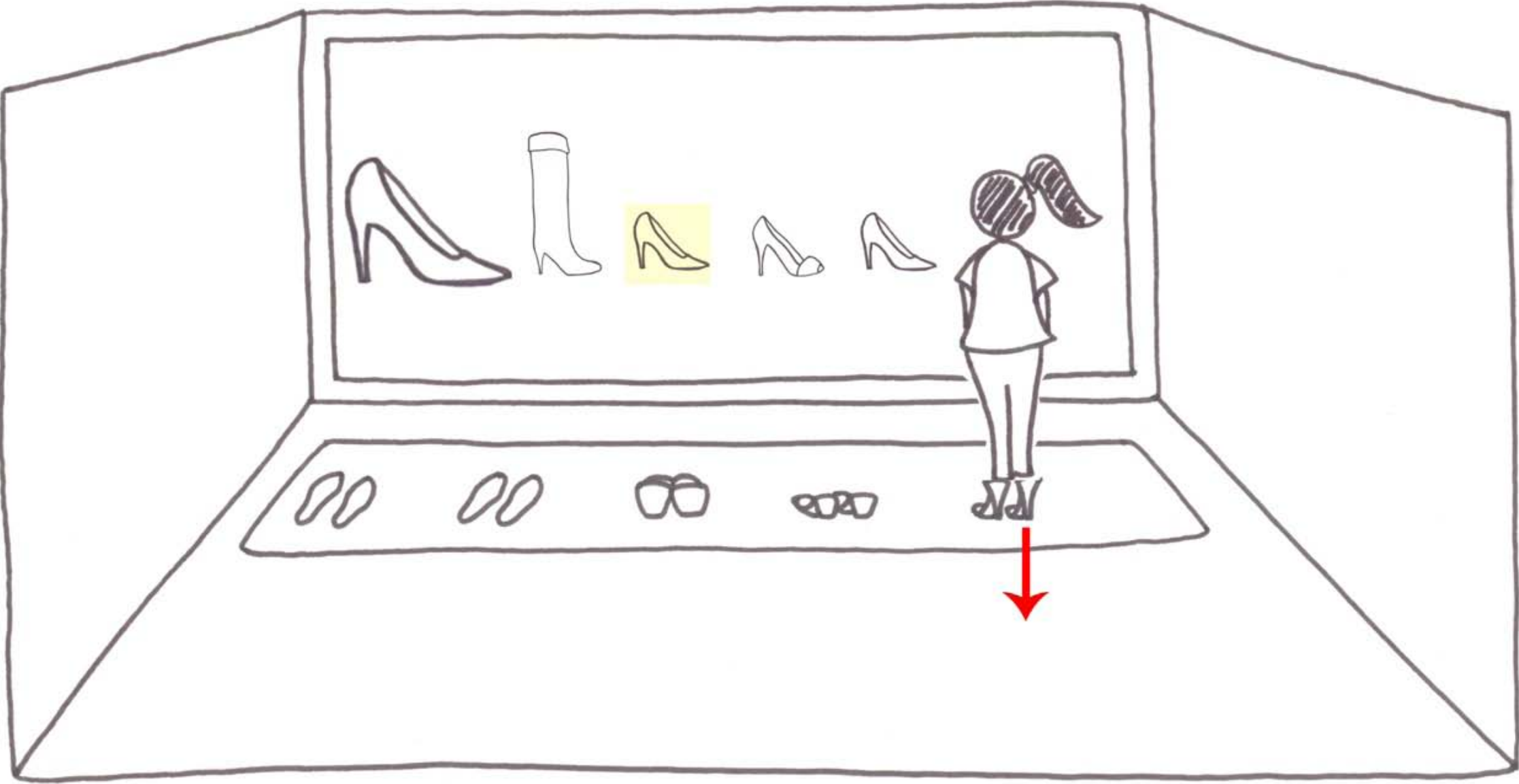


# Project 6 / Feet it!





# Project 6 / Feet it!



# Project 6 / Feet it!

## **Mood:**

- funny
- involving
- active

## **Shop:**

- attractors outside shops
- department stores
- boutiques

# Project 6 / Feet it!

## Info Customers:

- colours
- sizes
- combinations (accessories)
- prices
- technical informations (materials, ...)
- products based on the sole shape

## Info Shop Owners:

- favourite products
- tried products
- favourite genre
- most sold

# Project 6 / Feet it!

## Technologies:

- pressure sensors
- screen

# Users / Very rich people!

They want to feel

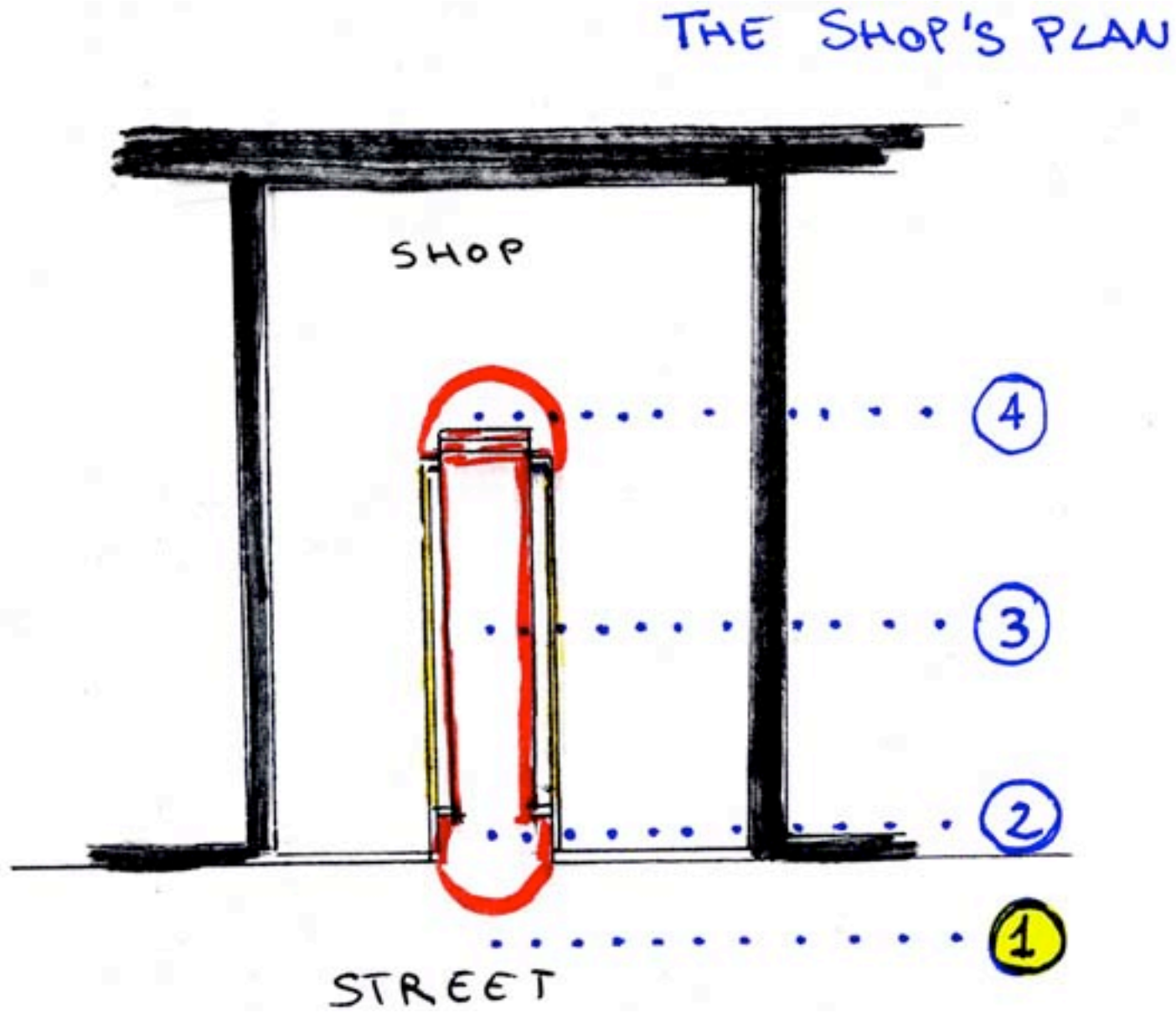
- individual/special
- in command
- cuddled

They like

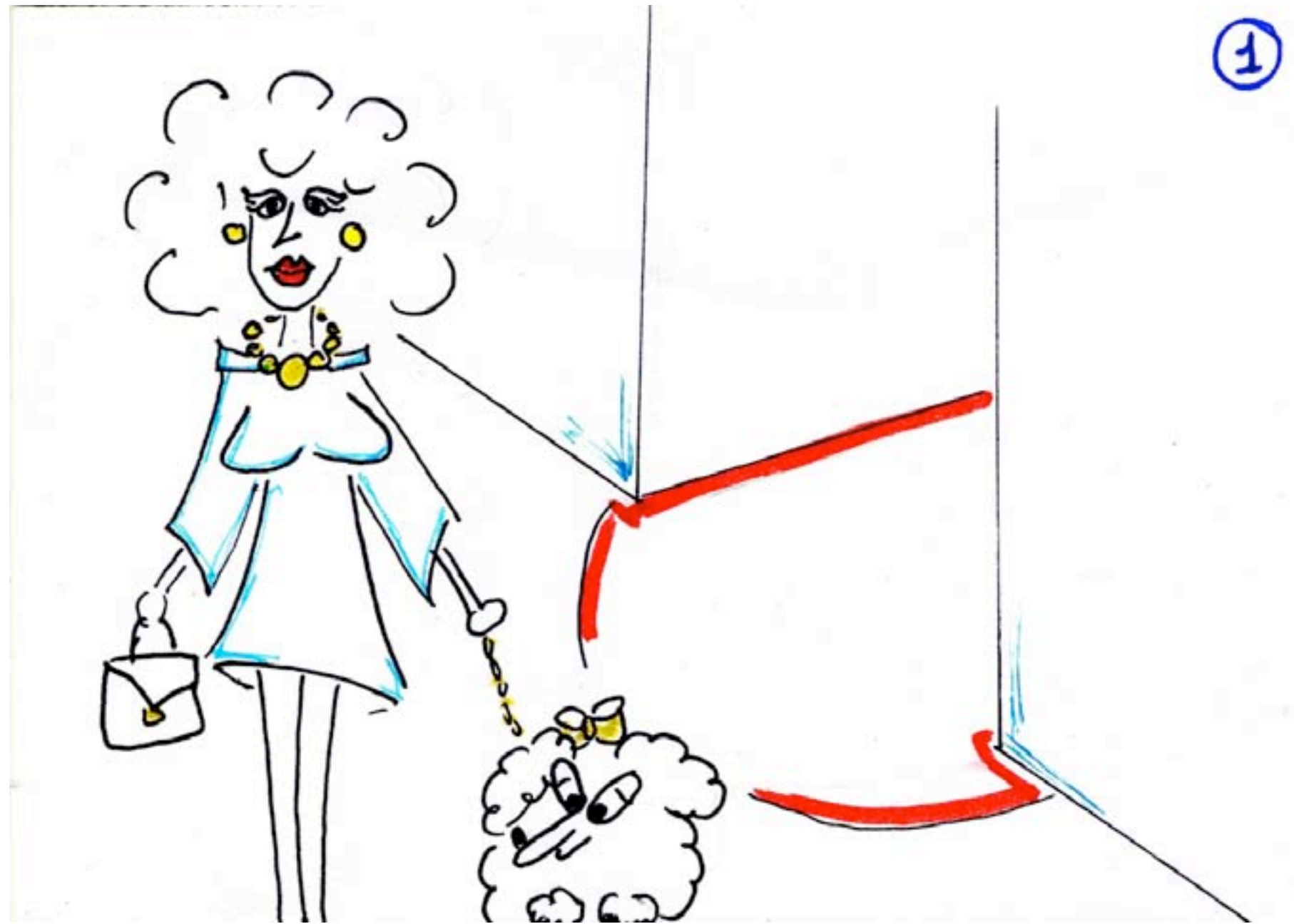
- slow shopping
- high design qualities
- unique items
- personal relationship with the shop assistant
- luxury



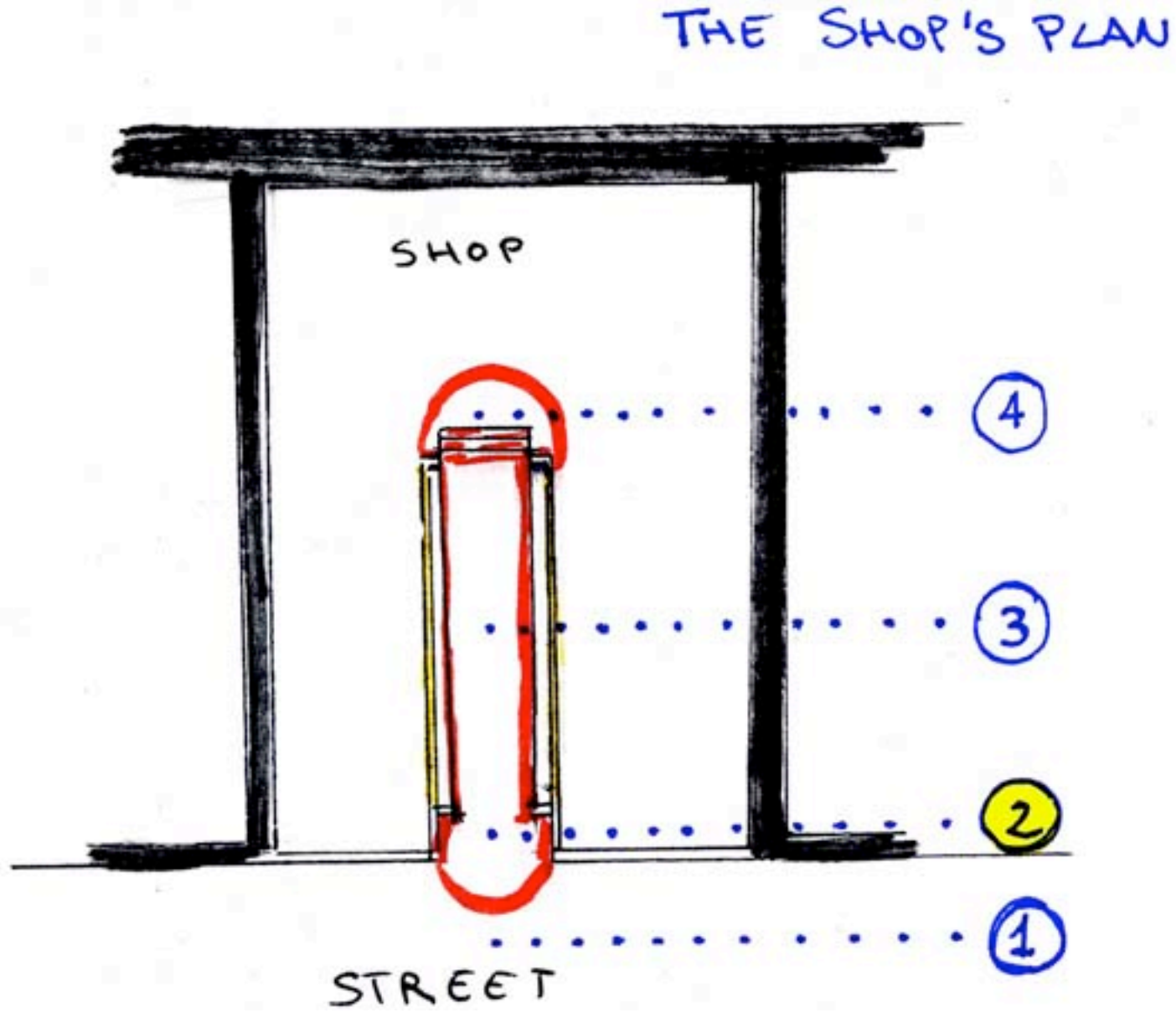
# Project 7 / Red Carpet



# Project 7 / Red Carpet

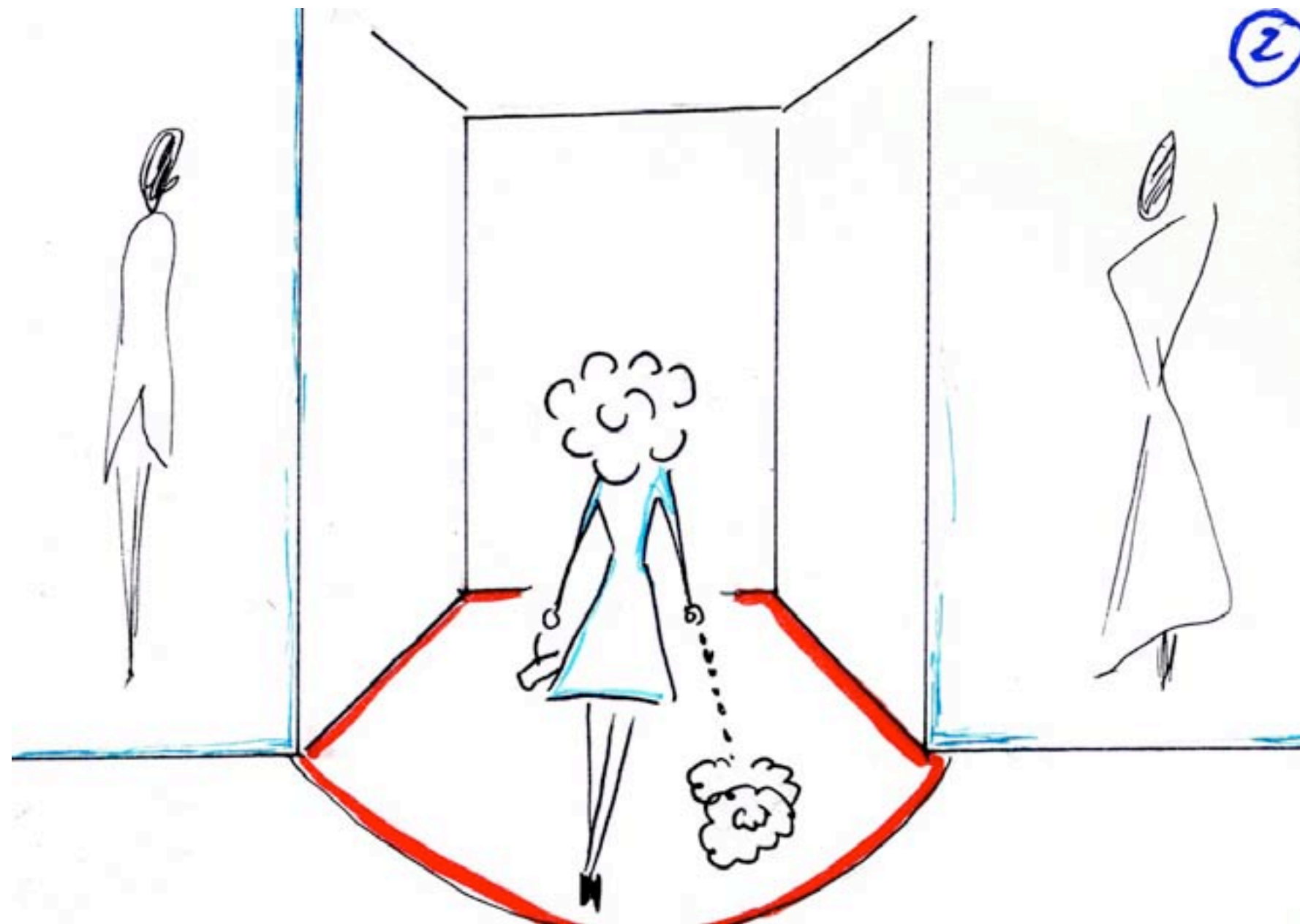


# Project 7 / Red Carpet

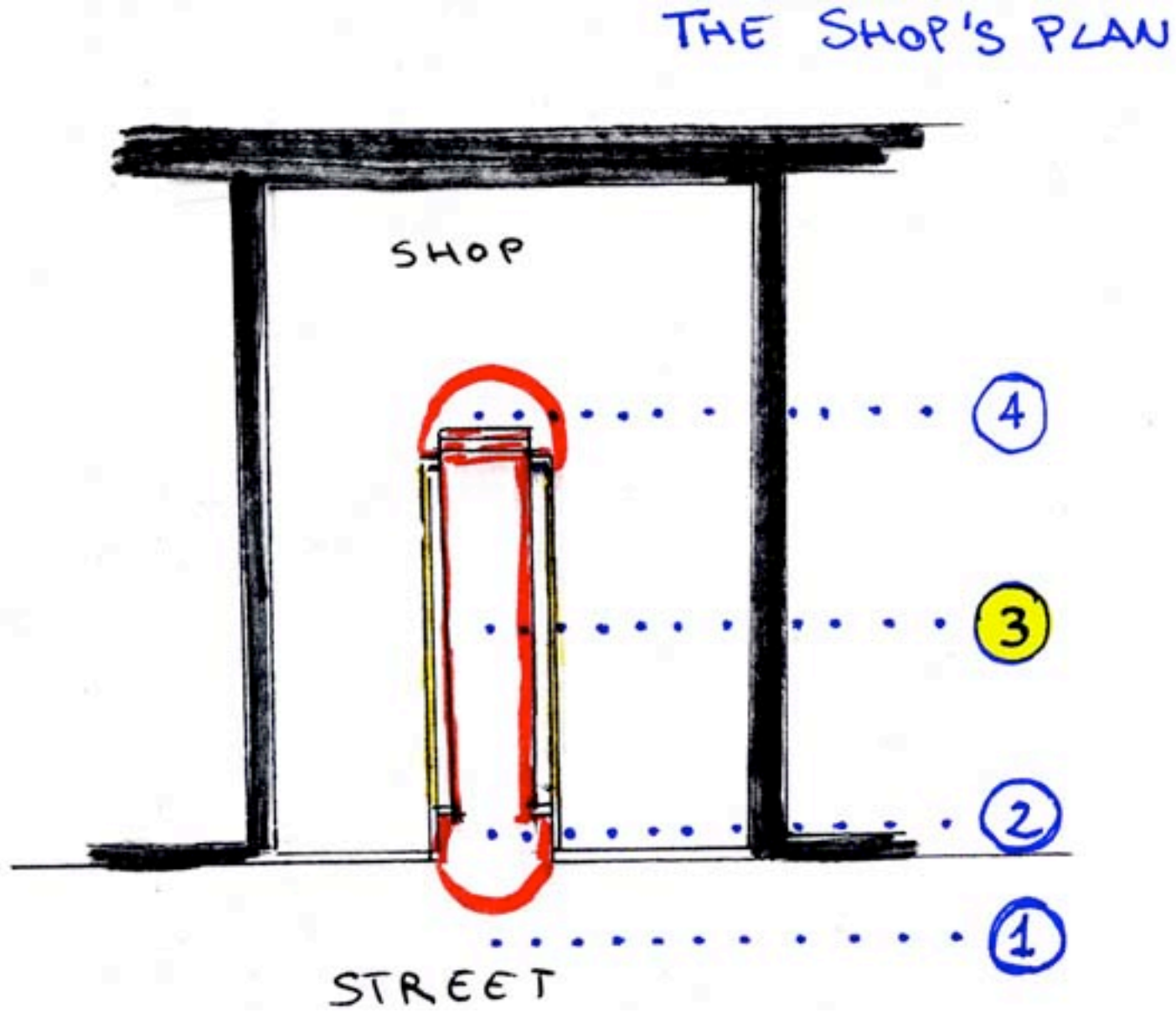




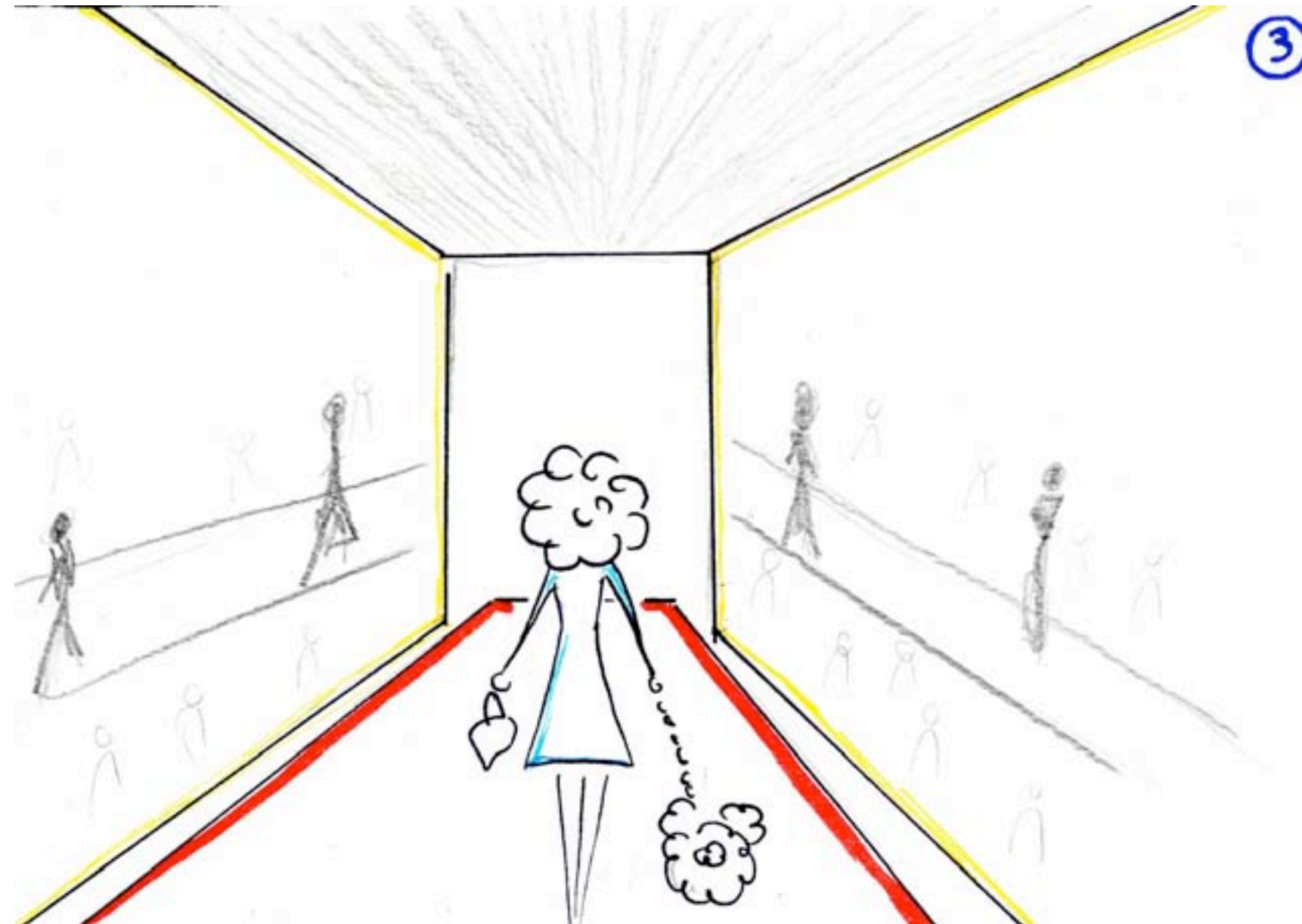
# Project 7 / Red Carpet



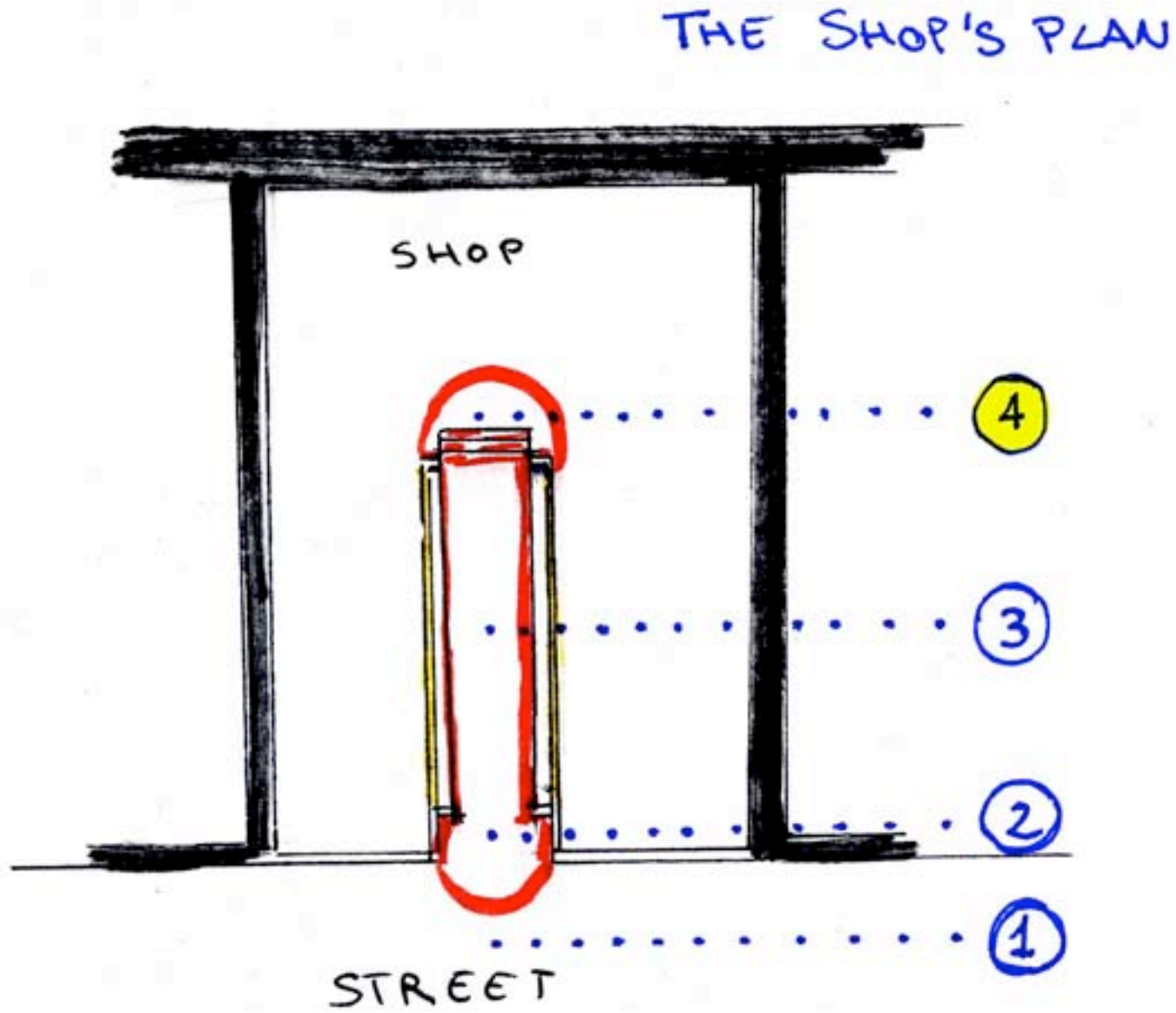
# Project 7 / Red Carpet



# Project 7 / Red Carpet



# Project 7 / Red Carpet



# Project 7 / Red Carpet



# Project 7 / Red Carpet

## **Mood:**

- fashionable
- immersive
- charming

## **Shop:**

- boutiques
- clubs

# Project 7 / Red Carpet

## Info Customers:

- last fashion news

## Info Shop Owners:

# Project 7 / Red Carpet

## Technologies:

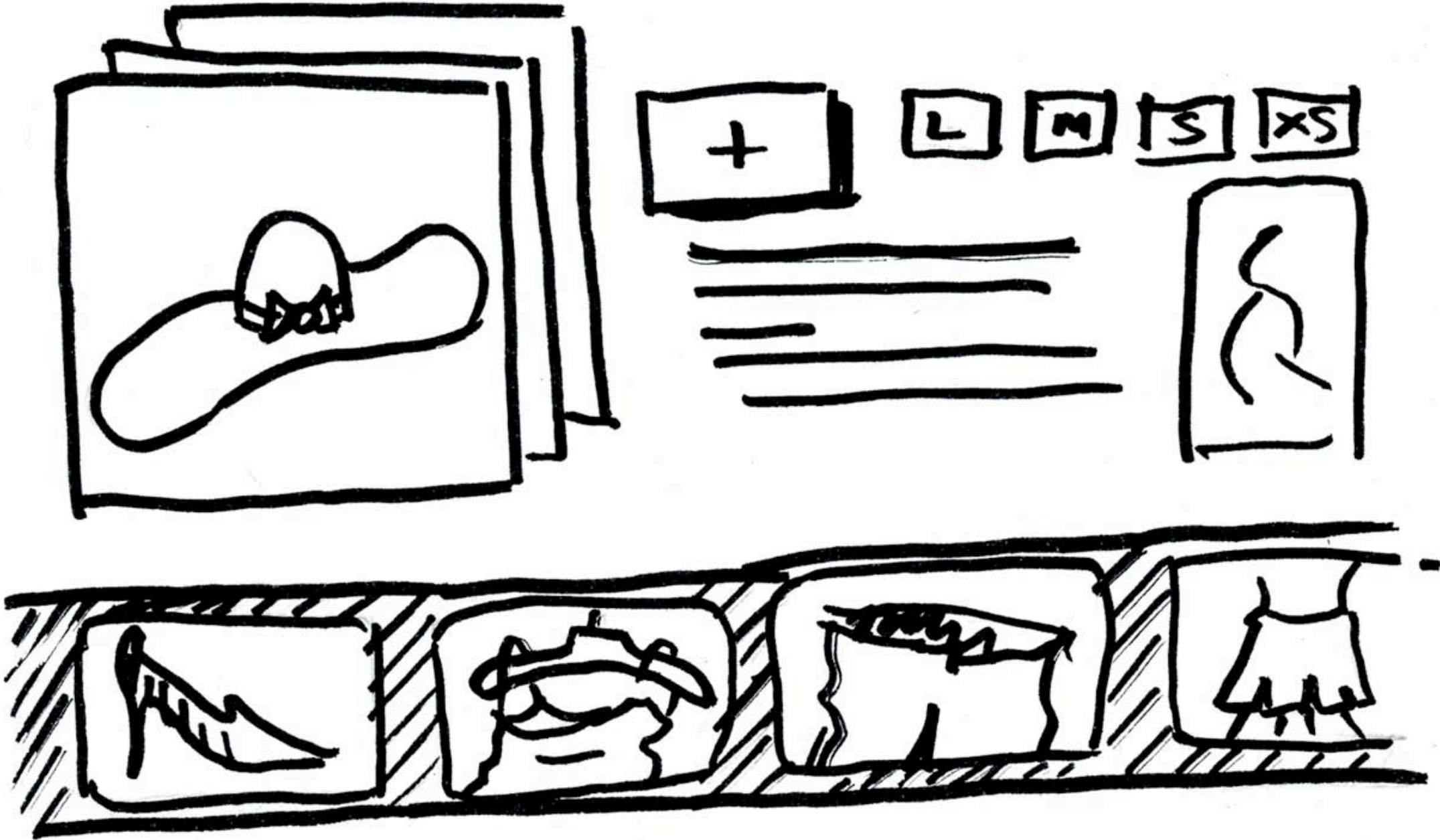
- camera tracking
- projectors / screens
- speakers
- photocells



# Project 8 / Coffin



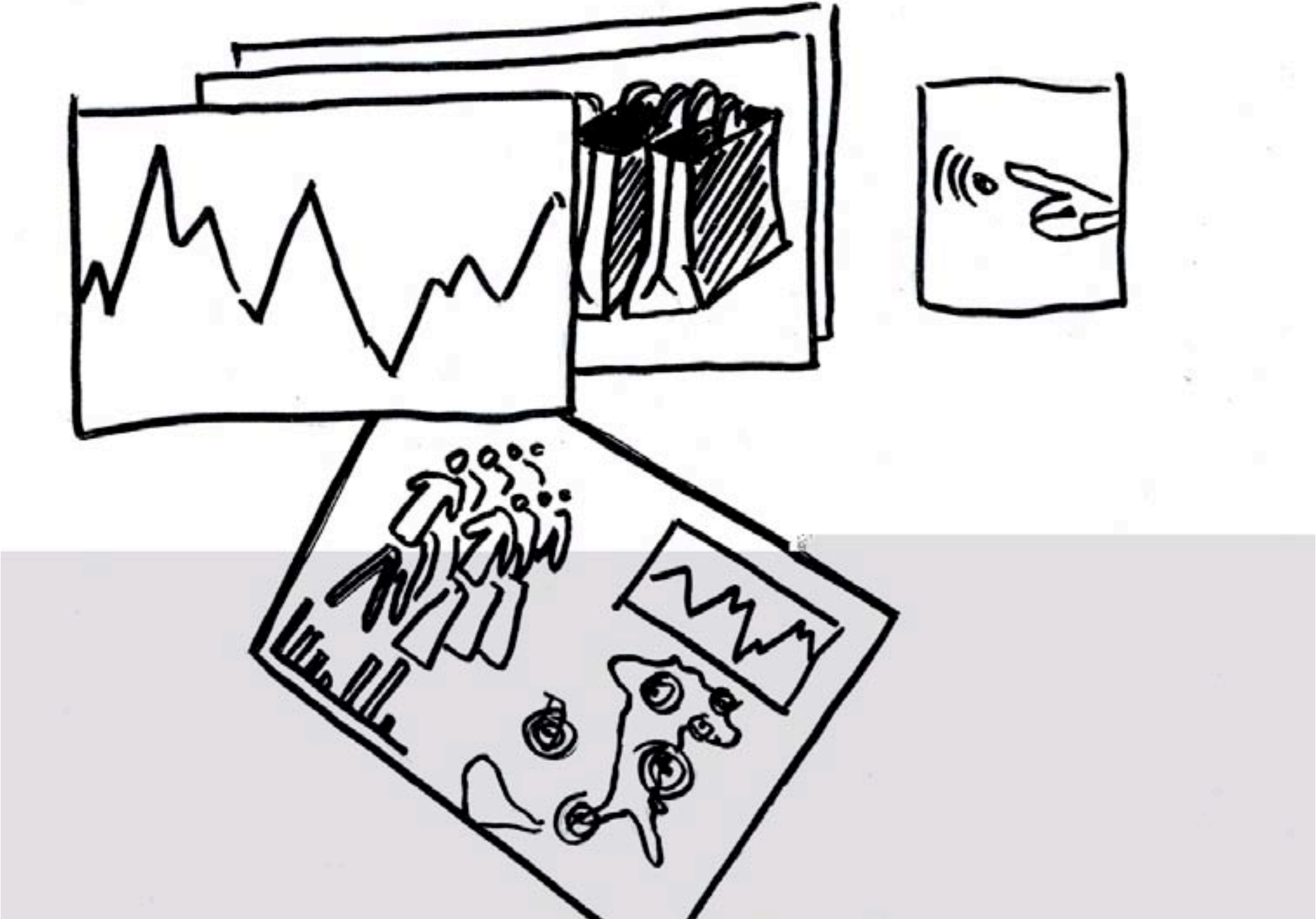
# Project 8 / Coffer



# Project 8 / Coffe



# Project 8 / Coffer



# Project 8 / Coffer

## Mood:

- charming
- power
- precious

## Shop:

- boutiques

# Project 8 / Coffer

## Info Customers:

- catalogue
- combinations with product you already bought

## Info Shop Owners:

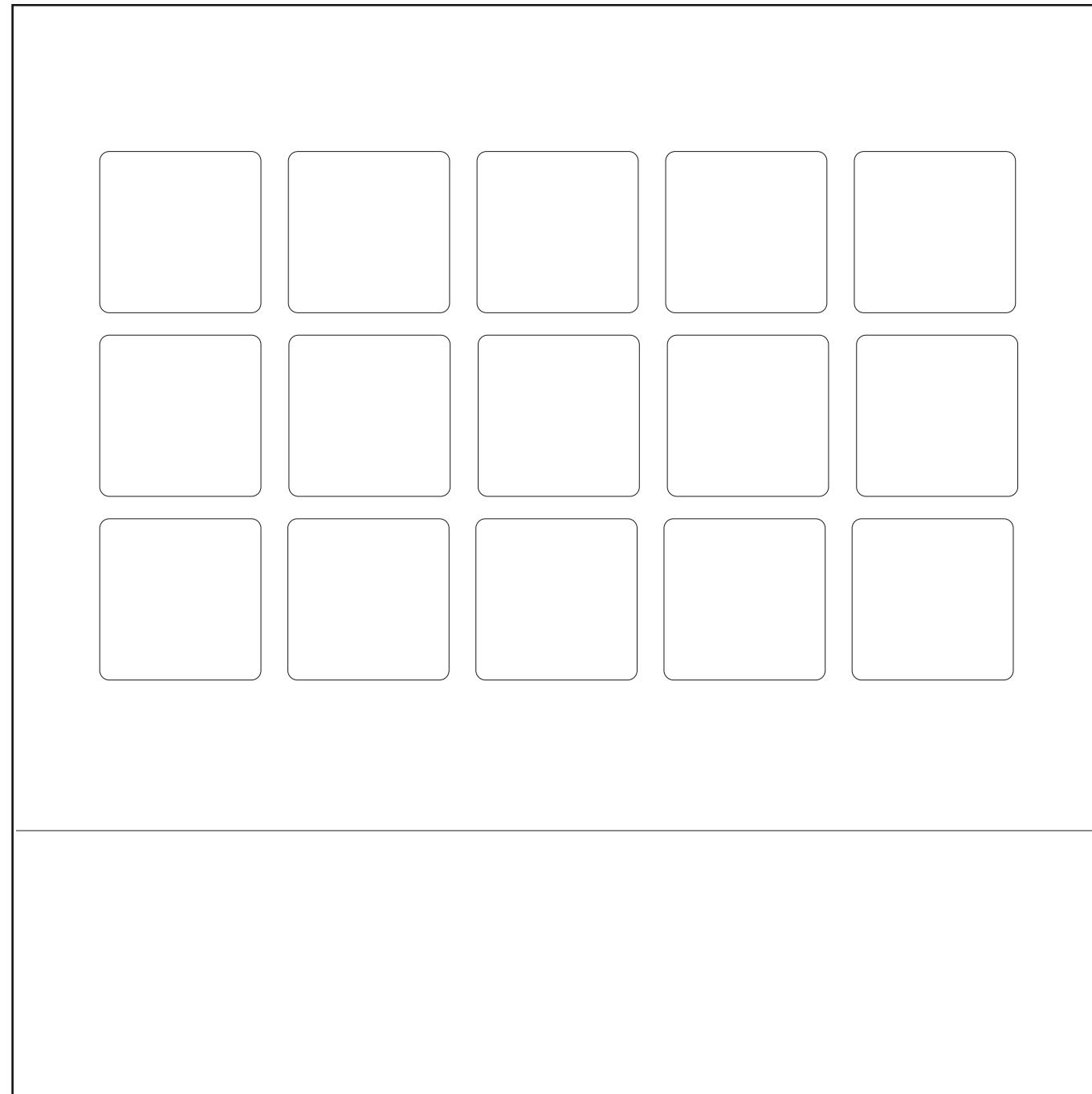
- favourite products
- tried products
- favourite genre
- most sold
- shopping frequency

# Project 8 / Coffe

## Technologies:

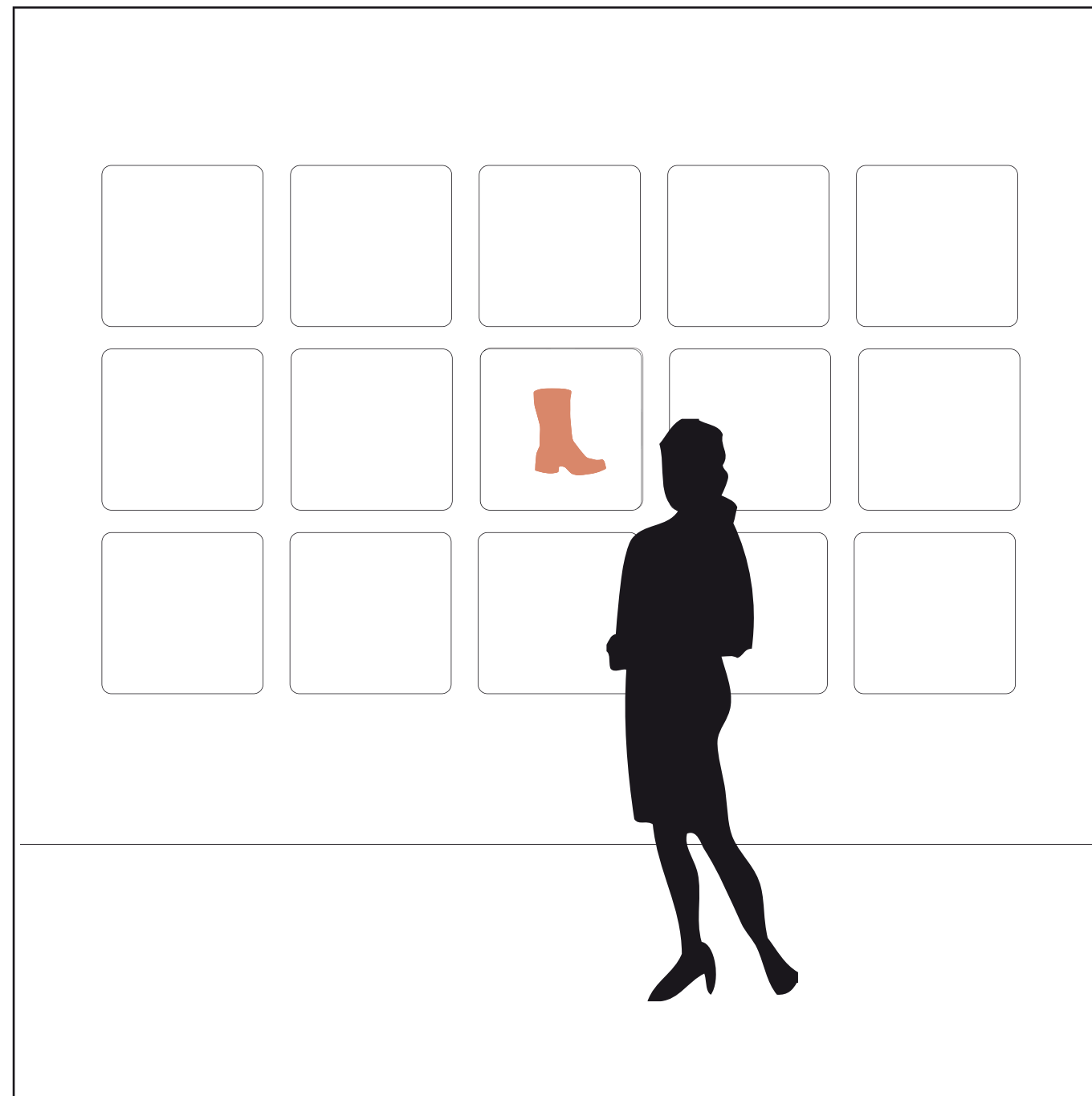
- finger print reader
- touch screen
- drag&drop software

# Project 9 / Frozen\_Steam

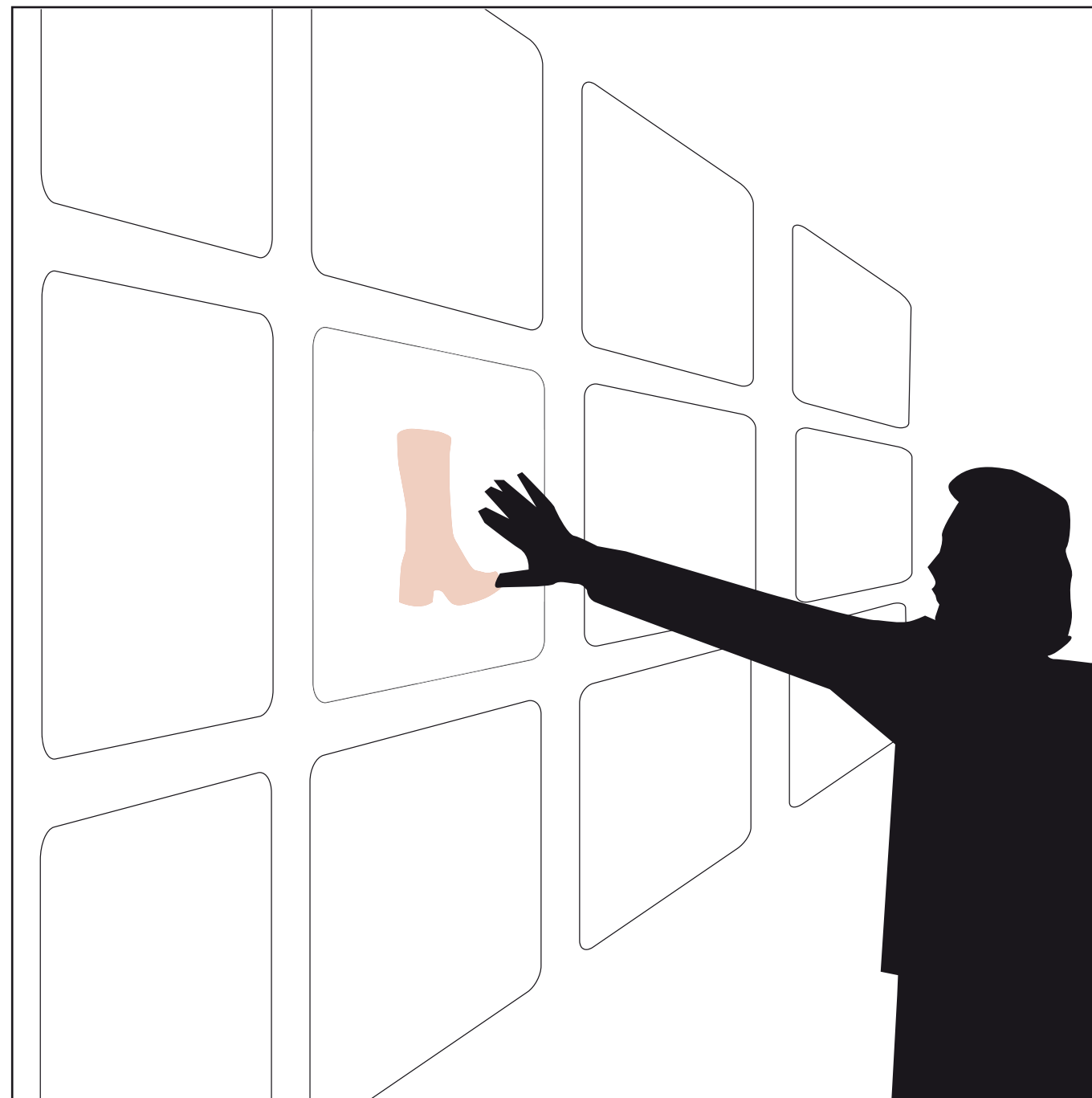




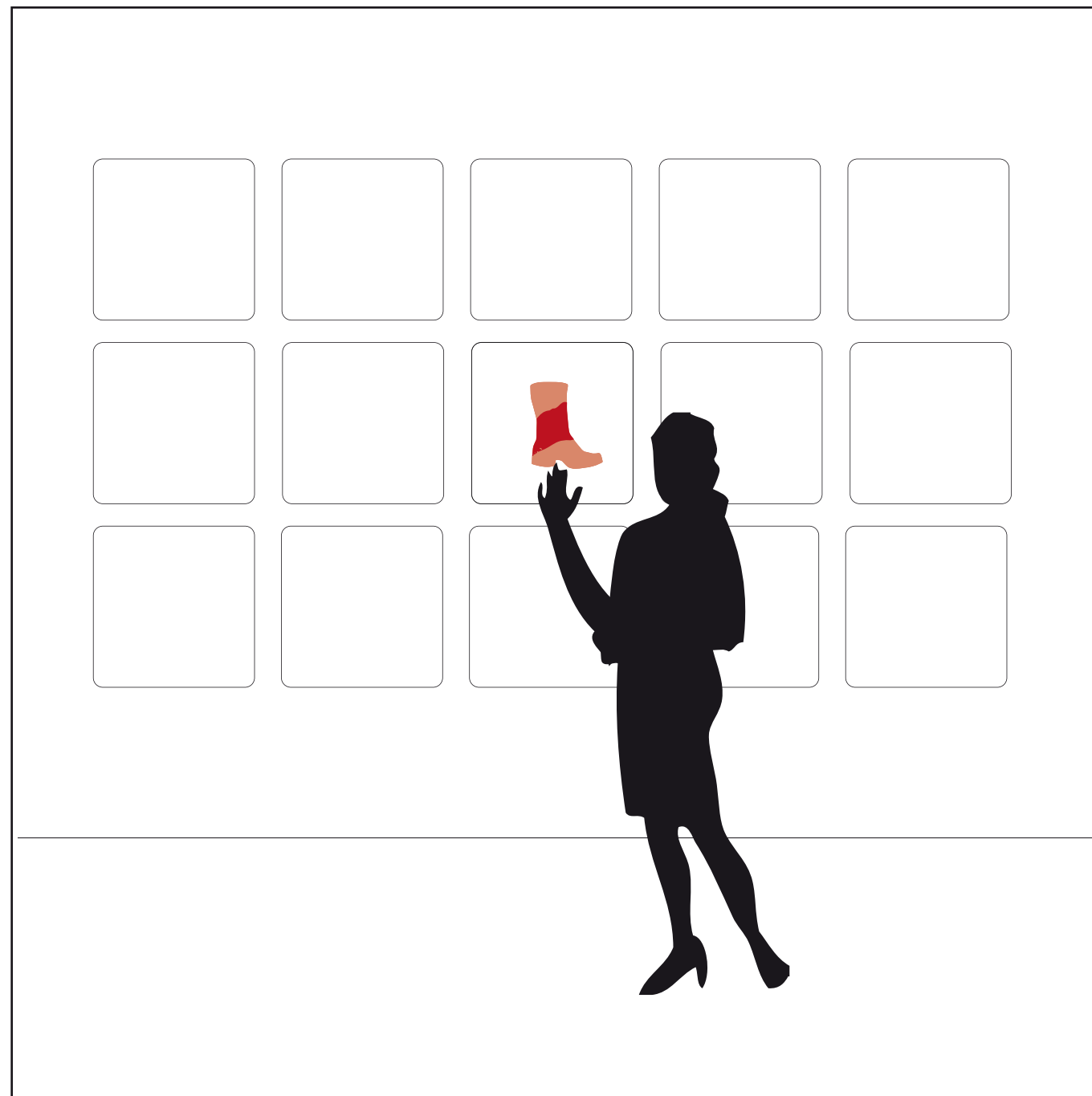
# Project 9 / Frozen\_Steam



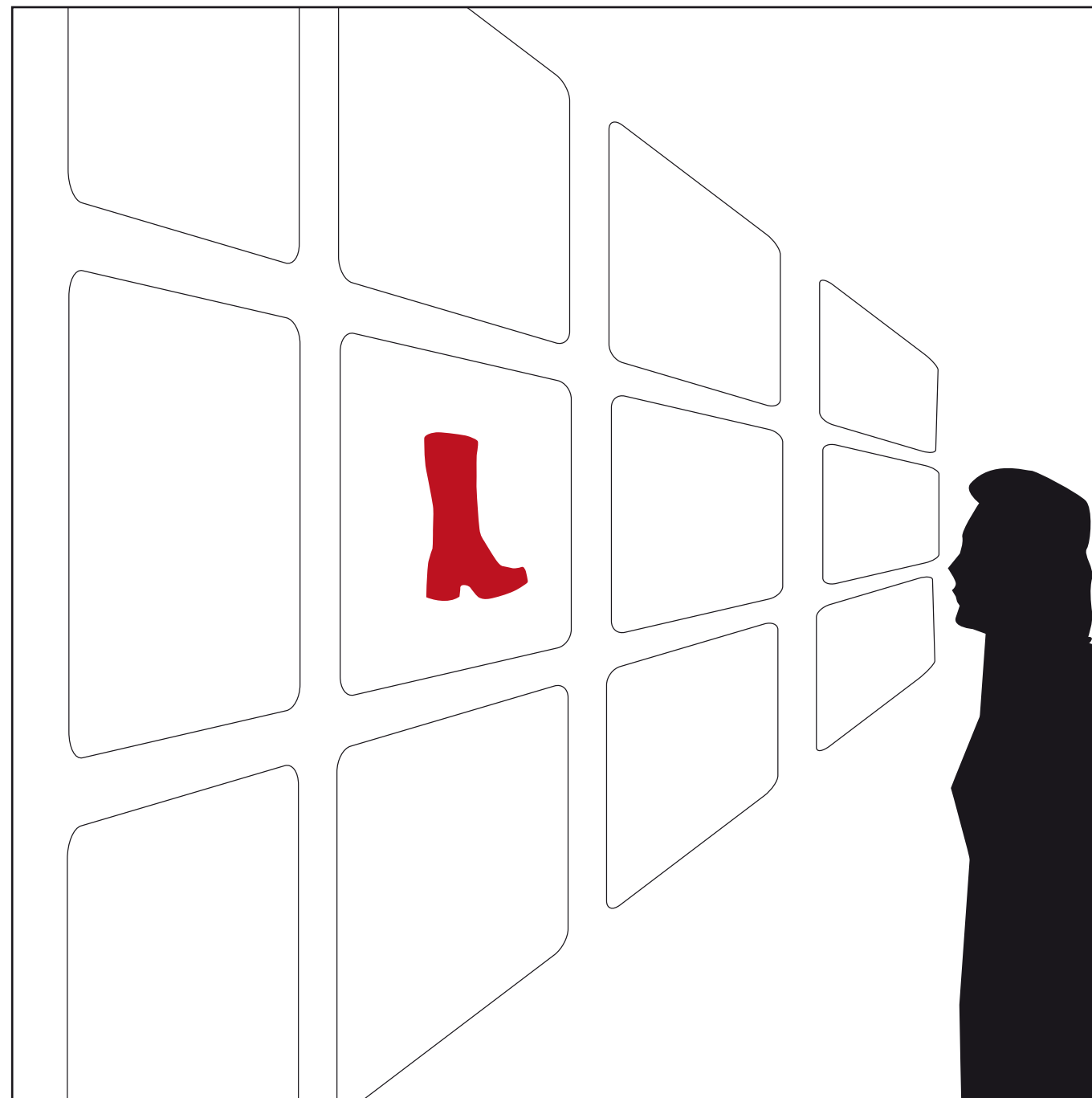
# Project 9 / Frozen\_Steam



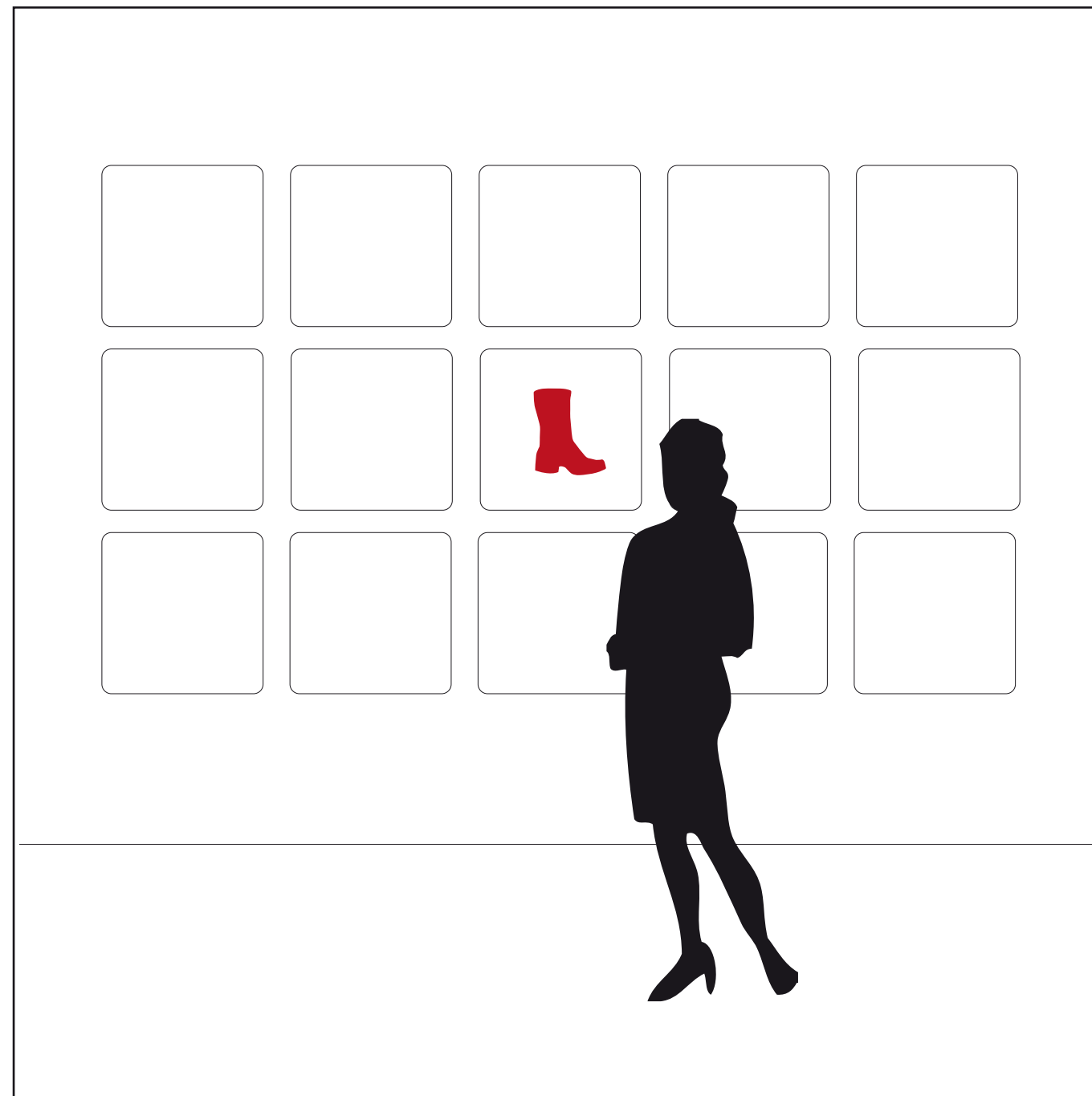
# Project 9 / Frozen\_Steam



# Project 9 / Frozen\_Steam



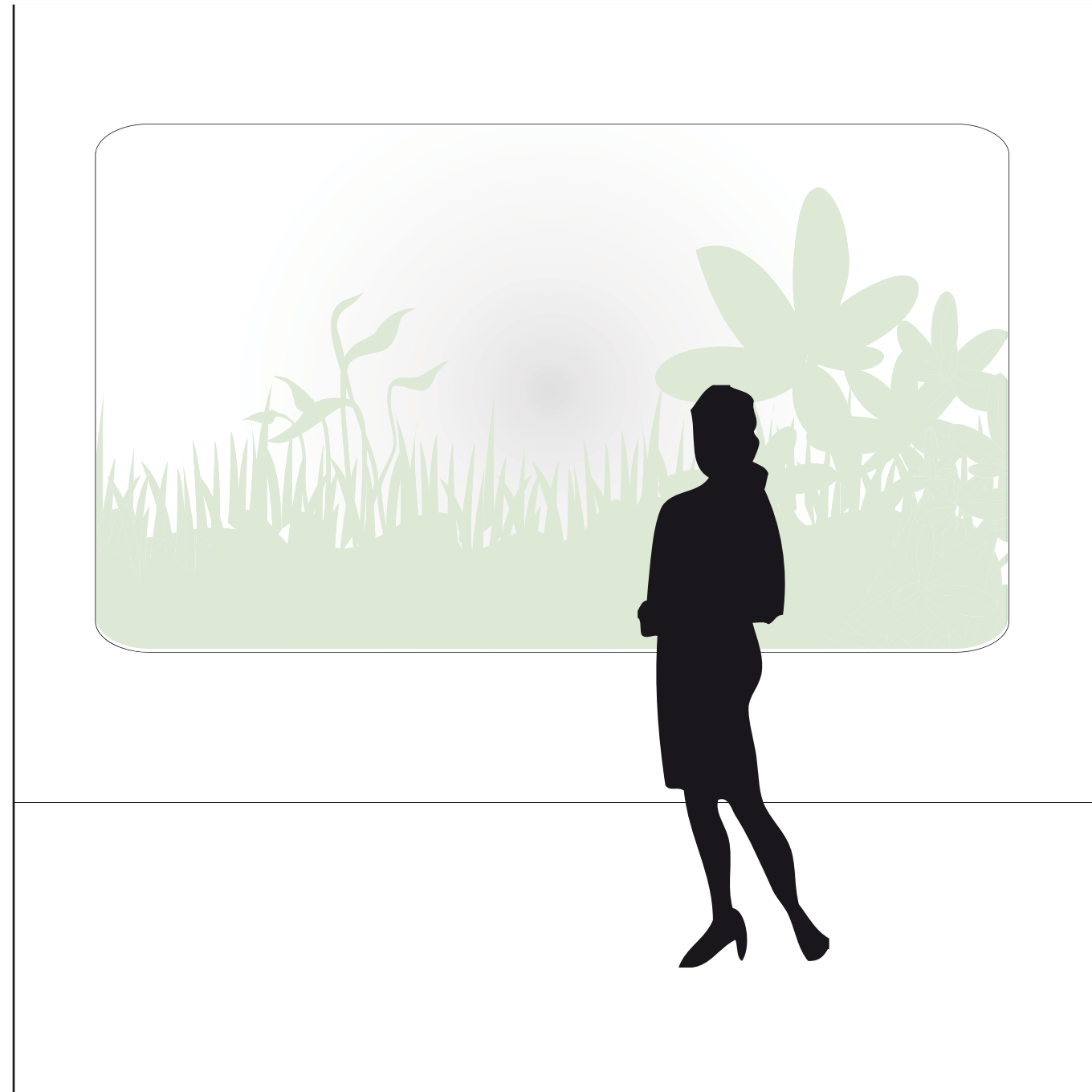
# Project 9 / Frozen\_Steam



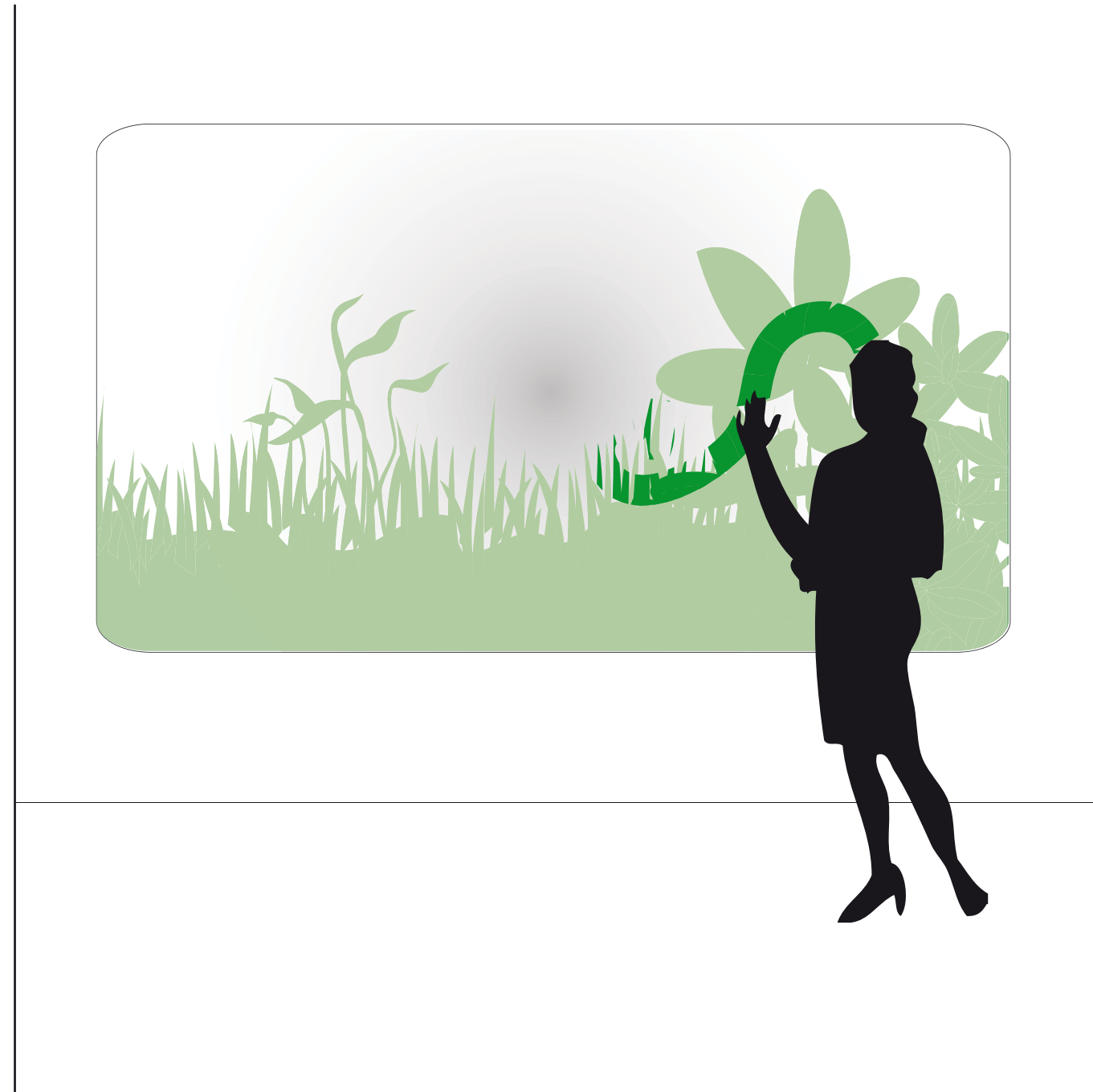
# Project 9 / Frozen\_Steam



# Project 9 / Frozen\_Steam

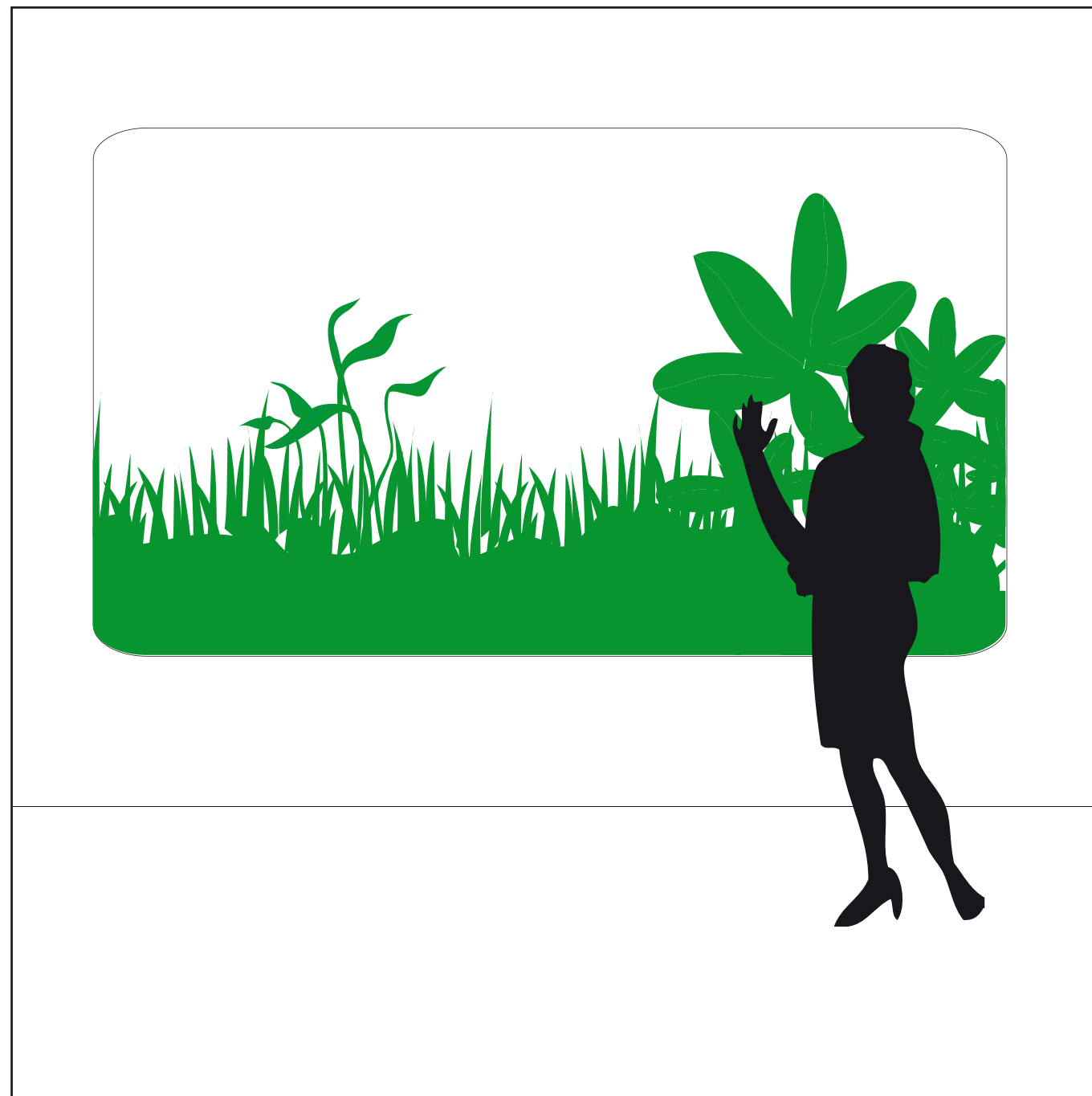


# Project 9 / Frozen\_Steam





# Project 9 / Frozen\_Steam



# Project 9 / Frozen

## **Mood:**

- magic
- immersive
- precious

## **Shop:**

- attractors outside shops
- boutiques

# Project 9 / Frozen

**Info Customers:**

**Info Shop Owners:**

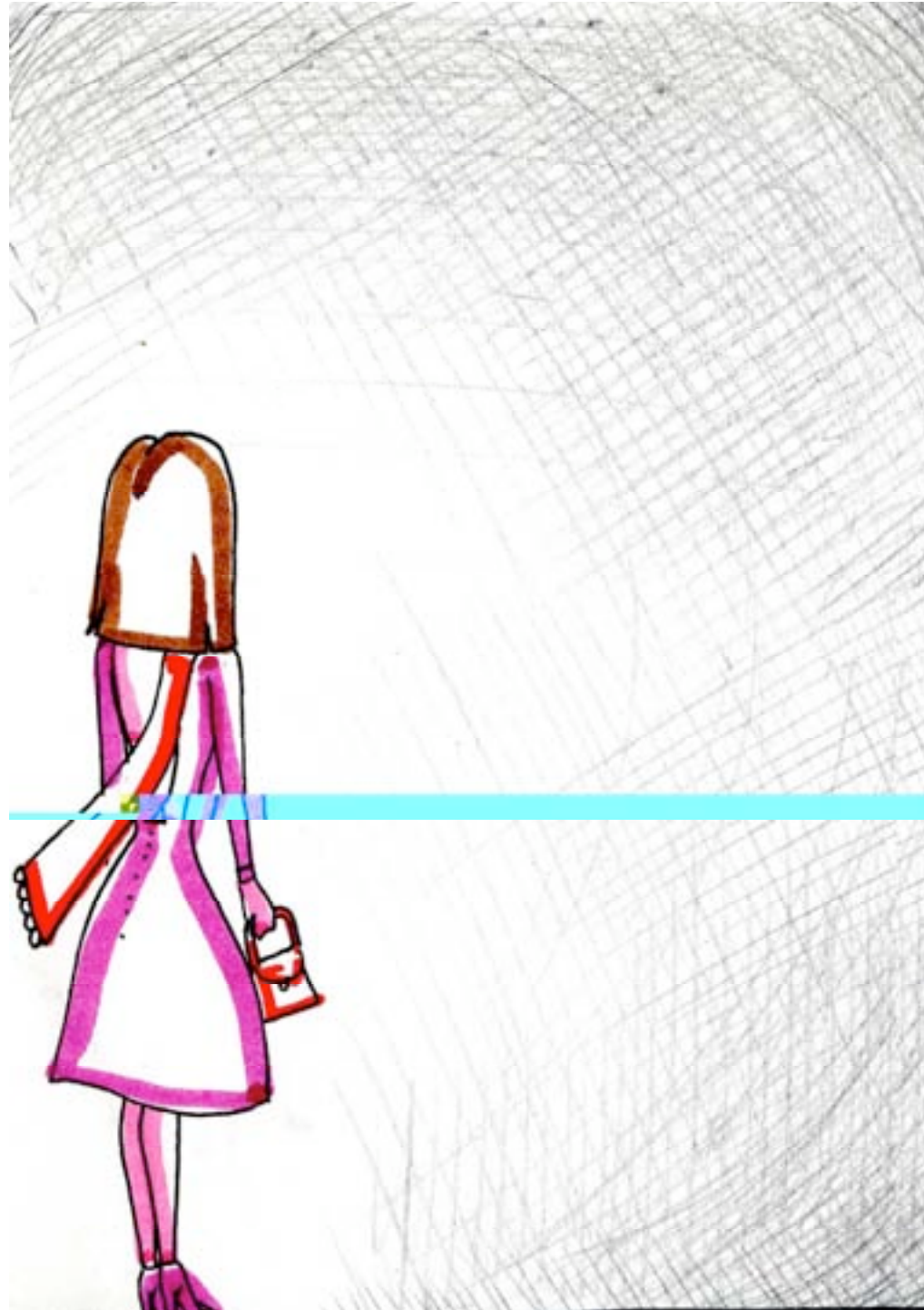
- most seen products

# Project 9 / Frozen

## Technologies:

- touch screen
- projector
- speakers
- camera tracking

# Project 10 / Golden Path



# Project 10 / Golden Path



# Project 10 / Golden Path



# Project 10 / Golden Path





# Project 10 / Golden Path



# Project 10 / Golden Path



# Project 10 / Golden Path



# Project 10 / Golden Path

## **Mood:**

- mysterious
- precious
- immersive

## **Shop:**

- attractors outside shops
- boutiques

# Project 10 / Golden Path

## Info Customers:

- kinds of products
- main models
- combinations

## Info Shop Owners:

- favourite products
- tried products
- favourite genre
- most sold

# Project 10 / Golden Path

## Technologies:

- projectors
- pressure sensors
- lights

Thank you!

