Creating one of a kind interactive technology solutions
*for* forward thinking companies

6 PAGES

# BUILDING AN INTERACTIVE EXPERIENCE FROM SCRATCH

**BY SPINTOUCH**

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spinTouch
interactive solutions

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# BEFORE YOU SPEC IN
# ANY INTERACTIVE TECHNOLOGY

## START BY LOOKING INWARDS

*Evalute Your Core Marketing Objectives*

So you are starting to see interactive technology become more and more mainstream and you are probably asking yourself, "How can my company get in on this action?" You may be looking to build out an interactive experience for your company's headquarters to engage clients, your next tradeshow to promote your brand, or perhaps you have an exhibit that you want to engage people at a whole new level. Rest assured that a plethora of highly engaging technology exists and there are many users that are both willing and excited to be engaged.

Most people think that if they can wrap their heads around the technology and talk to enough vendors they will eventually arrive at a solution that achieves their business objectives while taking their brand to the next level. Unfortunately this process of "solution exploration" is not ideal in the early phases of interactive experience building. While compiling quotes on various hardware and software technologies might satisfy the needs of the IT team, it doesn't begin to answer the questions that help define an interactive experience focused around your core marketing objectives and your ideal users.

# STEP #1
## IDENTIFY THE CURRENT PROBLEM

### COLLABORATE WITH YOUR TEAM

*Evaluate Goals and Objectives*

Early on the most prudent thing to do is invite key members from your management, marketing, and IT teams to a round table meeting to identify the underling goals and objectives of this experiential initiative. Don't shy away from addressing some of the problems that may exist with the current solution you have in place. Perhaps static signage and brochures aren't quite cutting it anymore? The more you can dissect some of the shortcomings or problems that exist today, the easier it will be to find a remedy for connecting with your audience.

*Key Take Away*: Before you can find the right interactive solution, first understand why you are looking for this solution in the first place. Identify the problem(s) you are looking for the technology to solve.

# STEP #2
# BRAINSTORM HIGH-LEVEL SOLUTIONS

## BENEFITS FOR YOUR CLIENTS

*Creative Problem Solving*

After you have collected a consensus from your team during the problem definition exercise you should begin to brainstorm a high level solution to address those problems. Try not to focus on any one particular type of technology, but rather on the benefits for your users and your brand. If your clients seem to leave your office a bit confused while trying to understand your more complex solutions, consider using this opportunity to further educate them through a simplified interactive learning experience. Perhaps your exhibit guests are one timers that rarely return because they felt they have already seen everything and have little incentive to come back. Get them excited about up and coming events or perhaps offer them a social platform to share their visit while offering a giveaway for those who participate. Don't limit your early concepts and creativity to what you think the technology can only do, keep an open mind.

*Key Take Away*: Avoid getting caught up in technology specifications, focus on a few simple solutions to the underlying problems that truly benefit your clients and guests.

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# STEP #3
# ESTABLISH A BUDGET

## MORE THAN JUST AN I.T. SPEC

*Remembering the Benefits*

At this point you now have involved those members on your team who are influencing this project and more importantly the decision makers that manage each department's budgets. Next step is to establish a preliminary budget. Common practice would have been to establish the budget back on Step #1, so why is it just being addressed now? Mainly because until your team starts to see the business benefits of this interactive experience, it is easy to under value the technology solution and have it be seen as just another IT spec. In many cases the value of this interactive experience is spread across multiple departments of your team, thus providing an opportunity to illicit more resources and funding.

*Key Take Away*: Create a preliminary budget for your interactive experience while keeping in mind the underlying business benefits it provides.

# STEP #4
## CONTACT INTERACTIVE SOLUTION PROVIDERS

Finally it is time to get on the phone and reach out to a handful of interactive experience companies. At spinTouch we always recommend starting with the software first, since this is where the application design and experience building begins. Nothing screams "bad experience" louder than a poorly developed application, so consider investing more of your budget on the ideal software while getting less hung up on the hardware. If interactive providers are quoting you solutions where touch monitors or interactive video walls take up more than half of your budget, proceed cautiously.

*During your search here are a few types of "interactive" providers you may come across:*
**Web Developers** – These companies will offer to build you an interactive web application. This is probably the most affordable route to go but by no means will your users appreciate a web like interactive experience. Even your free iOS and Android Apps provider better user experiences.
**Digital Signage Companies** – With these providers you will find solutions more aligned with your interests, but depending on your particular requirements this may or may not be ideal. These companies have a very stock lock and feel that is more geared towards advertising and large scale signage platforms and less towards experiential marketing.
**DIY Interactive Design Platforms** – Think of Photoshop for interactive applications. If you have a strong UI/UX background and have time to learn a new design platform this might be worth considering. A few draw backs being poor visual continuity, lack of responsiveness, and cumbersome content management tools.
**Experiential Marketing Providers** – spinTouch falls into this category. We focus solely on interactive experience building. This means understanding the ins and outs of the interactive hardware such as multi-touch, gesture, augmented reality, projection mapping, and wearables while having a strong background in UI/UX for next generation application development. At spinTouch we offer both off the shelf licensed software applications and fully custom development. All wrapped up in the most intuitive and easy to manage content management systems.

# LET'S
# GET STARTED

### SELF ASSESSMENT

*spinVision Introduction*

Before you embark on your next interactive initiative we encourage you to take the proper steps in understanding the benefits you aim to offer to both your users and your business. This self-assessment process will set you in the right direction to building a highly valuable experience for your clients and guests. At spinTouch we kick off all of our interactive experiences with our client-assessment Q&A process called spinVision™. spinVision is a creative brief that your team collaborates on, providing a deep dive on the steps listed above.

Have an interactive concept in mind, or want to learn more about how interactive technology can serve our business? Email us at info@spintouch.com or give us a call at 714-662-2881

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