THE CHALLENGE
To translate the sense of taste into the digital world to help craft beer lovers explore, discover, & learn about new beers they didn’t know they wanted to love.

see the video at: http://vimeo.com/60924209#t=0s

CONCEPT
Design Principles
• encourage sharing and discovery
• create an experience
• allow consumers to give products meaning
• facilitate expression
• create authenticity + embrace local
• encourage the passions of consumers
• mature with consumers

RESEARCH
Field Observations
Ethnographic Interview
Interim Presentation
Workshop
Presentation

Secondary Research
Diary Research
Trends Research
Analysis
Synthesis + Evaluation

ANALYSIS
BE LOCAL
DISCOVER + SHARE
SHARE PASSIONS

BUILD + TEST
sign up
socialize
explore
save
build a profile
get reward points
discover

VALUE | REVENUE

Revenue Streams
Trend Data Sales
BrewMaster Accounts
Local Retailer Alliances
Monthly Club/Beer Sales
Click-through Revenues
Merchandise Revenue

Year 1
10,000 active users
Revenue $320,000
Expenses $525,000
Net Loss ($205,000)

Year 2
50,000 active users
Revenue $582,000
Expenses $375,000
Net Loss $207,000

Year 3
100,000 active users
Revenue $873,000
Expenses $550,000
Net Loss $323,000

MyTRAP
It's Time to Explore, Discover, & Learn

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THE CHALLENGE

How might we create an experience for call center agents that is optimized for their different roles, responsibilities, and tasks, and supports agents in providing the best possible service to our customers.

RESEARCH
Observe Users in their environment

Interview subject matter experts + relevant stakeholders

Understand the ecosystem
Develop User Profiles

ANALYZE + SYNTHESIZE
Identify Tasks + Workflows

SHARE INSIGHTS

CREATE
Collaborate with Dev team to Create + Plan

Create digital concepts
Review concepts against user needs
Plan development priorities

PLAN
Map out a digital plan with team

CS EXPERIENCE IMPROVEMENT
THE CHALLENGE
How might we use sensor technology to automate observation of people’s movements and behaviors as they inhabit an environment?

METHODOLOGY
• Evaluated existing monitoring systems
• Reviewed & evaluated off-the-shelf sensors
• Identified potential opportunities for use in tracking
• Evaluated limitations
• Collaborated with client on desired outcomes
• Developed protocols and design requirements
• Invented custom system (hardware + software)
• Built a working prototype for in-field use
• Tested design/prototype iterations
• Modified to accommodate evolving project goals

TECHNOLOGY APPLIED
Tracking in 3D space
• Horizontal mounted 3D space tracking
• Monitors body part movement/articulation
• Creates “heatmaps” of activity

APPLYING TECHNOLOGY
Utilized existing Xbox Kinect sensor technology

Kinect ergonomic body tracking
• Records 27 body points in 3D space
• Monitor up to 7 people at once
• Record dwell times & user actions
• Captures video, audio, & depth

APPLYING BIOLOGY
Ergonomic data algorithm
• Video + audio data available off-limits for privacy reasons
• Created algorithm utilizing ergonomics to categorize users
• Used to determine demographic data and eliminate non-humans
• Made system capable of identifying and tracking across units

PROTOTYPE BUILD
Big Data
• Captured 27 pts/person X every .01 second X up to 7 people
• Data used on multiple OS formats – Mac + Microsoft
• Users needed compiled data + details available for deep dive
• Client wanted interface flexibility to display viewer specific data
I have created a wide variety of workshop experiences that frame a problem, engage participants, and produce tangible, actionable insights and outcomes. Below are some typical client engagements, but are not exhaustive of all my workshops, brainstorms, and other managed events.

**Purpose**
To define the future of video game content 5-10yrs in the future. Create specific design drivers and product directions for new games aimed at specific user personas.

**My Role**
Event planner, coordinator, event liaison, workshop facilitator, researcher, and SME for specific topics; 1 of 3 core team that managed research/workshop

**Future of video gaming 10yrs out**

**Duration**
5 days of participatory workshop activities
3 weeks of global research to drive activities

**Participants**
14-16 total
SMEs - futurist, scenario expert, trend experts, Designers, strategists, researchers

**Outcomes**
A range of global console concept platforms
4 game content platforms based on futurist scenario personas

**Purpose**
To help ABInBev learn from “foodies” in order to be able to do business more like craft breweries.

**My Role**
Researcher, planner, and workshop facilitator

**Thinking like craft brewers**

**Duration**
1 day workshop with client
3-5 weeks of research to drive workshop activities

**Participants**
10-12 total
Clients (3)
Designers, strategists, researchers, marketers, product managers

**Outcomes**
A range of approximately 35-40 product concepts for new digital and service designs

**Purpose**
To help client design a new line of trolling motors for 2 different consumer markets

**My Role**
Researcher, planner, and workshop facilitator

**Redefining trolling motors**

**Duration**
1 day workshop with client
3-5 weeks of research to drive workshop activities

**Participants**
12-14 total
Clients (5)
Designers, strategists, researchers, marketers, product managers

**Outcomes**
A range of new product concept platforms for 2 distinct user personas/markets
Marketing strategy for addressing market needs

**Purpose**
New design concepts for two product categories: 1) new uses for the iconic zip-top bag 2) new insect repellent product concepts

**My Role**
Researcher, planner, and workshop facilitator

**Reinventing an icon**

**Duration**
1 day workshop with client

**Participants**
10-12 total
Clients (8)
Designers, strategists, researchers, marketers, product managers

**Outcomes**
Approx 150 total new product concepts/platforms (75/category) ranked and evaluated for commercial viability; marketing/advertising opportunities for addressing market needs

**Purpose**
To define areas for new technology R&D needed to facilitate a new military strategy for the soldier of the future, 10-15 yrs out

**My Role**
Event planner, coordinator, event liaison, workshop facilitator, researcher, and SME for specific topics; 1 of 3 core team that managed research/workshop; lead facilitator for several topic breakouts

**Protecting the soldier of the future**

**Duration**
3 day workshop with mini-workshop breakouts for different topic areas

**Participants**
60-65 total
Ph.D.s in physics, biology, material science, electronics, and emerging technology experts
Designers, strategists, researchers, engineers

**Outcomes**
A range of areas to focus concentrated scientific research and development for new technologies