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Project: Report

# Marketing Digital Outdoor with gesture interaction — Problem statement

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# List of Abbreviations

<b>Notation</b>	<b>Description</b>	<b>Page List</b>
API	Application Programming Interface	4
BN	Billions	2, 3, 9
CAGR	Compound Annual Growth Rate	3
COTS	Commercial off-the-shelf	5
CPS	Cyber—Physical Systems	1, 3, 8
DOOH	Digital Out-Of-Home	2
GIF	Graphics Interchange Format	2, 7
HW	Hardware	5, 8
MDO	Marketing Digital Outdoor	ii, 2, 8
PCB	Printed Circuit Board	5
R&D	Research and Development	3
SW	Software	5

# 1. Introduction

The present work, within the scope of the Embedded Systems course, consists in the project of a Cyber–Physical Systems (CPS), i.e., a system that provides seamless integration between the cyber and physical worlds [1]. The Waterfall methodology is used for the project development, providing a systematic approach to problem solving and paving the way for project's success.

In this chapter are presented the project's context and motivation, the problem statement — clearly defining the problem, the market research — defining the product's market share and opportunities, the project goals, the project planning and the document outline.

## 1.1. Context and motivation

COVID pandemics presented a landmark on human interaction, greatly reducing the contact between people and surfaces. Thus, it is an imperative to provide people with contactless interfaces for everyday tasks. People redefined their purchasing behaviors, leading to a massive growth of the online shopping. However, some business sectors, like clothing or perfumes, cannot provide the same user experience when moving online. Therefore, one proposes to close that gap by providing a marketing digital outdoor for brands to advertise and gather customers with contactless interaction.

Scenting marketing is a great approach to draw people into stores. Olfactory sense is the fastest way to the brain, thus, providing an exceptional opportunity for marketing [2] — “75% of the emotions we generate on a daily basis are affected by smell. Next to sight, it is the most important sense we have” [3].

Combining that with additional stimuli, like sight and sound, can significantly boost the marketing outcome. Brands can buy advertisement space and time, selecting the videoclips to be displayed and the fragrance to be used at specific times, drawing the customers into their stores.

Marketing also leverages from better user experience, thus, user interaction is a must-have, providing the opportunity to interact with the customer. In this sense, when users approach the outdoor a gesture-based interface will be provided for a brand immersive experience, where the user can take pictures or create GIFs with brand specific image filters and share them through their social media, with the opportunity to gain

several benefits.

## 1.2. Problem statement

The first step of the project is to clearly define the problem, taking into consideration the problem's context and motivation and exploiting the market opportunities.

The project consists of a Marketing Digital Outdoor (MDO) with sound and video display, and fragrance emission selected by the brands, providing a gesture-based interface for user interaction to create pictures and Graphics Interchange Format (GIF)s, brand-specific, and share them on social media. It is comprised of several modes:

- normal mode (advertisement mode): the MDO will provide sound, video and fragrance outputs.
- interaction mode: When a user approaches the device, the MDO will go into interaction mode, turning on and displaying the camera feed and waiting for recognizable gestures to provide additional functionalities, such as brand-specific image filters.
- multimedia mode: in this mode the facial recognition is applied, enabling the user to select and apply different brand-specific image filters and take pictures or create a GIF.
- sharing mode: after a user take a picture or create a GIF, it can share it across social media.

Brands can buy advertisement space and time, selecting the videoclips to be displayed and the fragrance to be used at specific times, drawing the customers into their stores. Customers can be captivated by the combination of sensorial stimuli, the gesture-based interaction, the immersive user experience provided by the brands — feeling they belong in a TV advertisement, and the opportunity to gain several benefits, e.g., discount coupons.

## 1.3. Market research

A Digital Outdoor is essentially a traditional outdoor advertising powered up by technology. The pros of a digital outdoor compared to a traditional one is mostly the way that it captivates the attention of consumers in a more dynamic way. It can also change its advertisement according to certain conditions, such as weather and/or time. Some researches tells that the British public sees over 1.1 Billions (BN) digital outdoor advertisements over a week [4], which can tell how much digital marketing is valued nowadays.

When talking about numbers, "At the end of 2020, despite the Covid wipeout, the Digital Out-Of-Home (DOOH) market was estimated to be worth \$41.06 BN, but by 2026, nearly two out of three (65%) advertising executives predict this will rise to between \$50 BN and \$55 BN. A further 16% expect it to be worth between

#### 1.4. Project goals

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\$55 BN and \$60 BN, and 14% estimate it will be even bigger” [5].



Figure 1.1.: Example of a Digital Outdoor, withdrawn from [4]

Scent market is the art of taking a company’s brand identity, marketing messages, target audience and creating a scent that amplifies these values. That’s because “a scent has the ability to influence behavior and trigger memories almost instantaneously. When smell is combined with other marketing cues, it can amplify a brand experience and establish a long lasting connection with consumers” [6].

Ambient scent uses fragrance to enhance the experience of consumers with different purposes, whereas scents in scent branding are unique to each company’s identity. According to a Samsung study: “when consumers were exposed to a company scent, shopping time was increased by 26% and they visited three times more product categories” [7]. Also, “the digital scent technology market is expected to grow from \$1.0 BN in 2021 to \$1.5 BN by 2026, at a Compound Annual Growth Rate (CAGR) of 9.2%.” [8].

The market growth can be attributed to several factors, such as expanding application and advancements in e-nose technologies, increasing use of e-nose devices for disease diagnostic applications, emerging Research and Development (R&D) activities to invent e-nose to sniff out COVID-19, and rising use of e-nose in food industry for quality assurance in production, storage, and display.

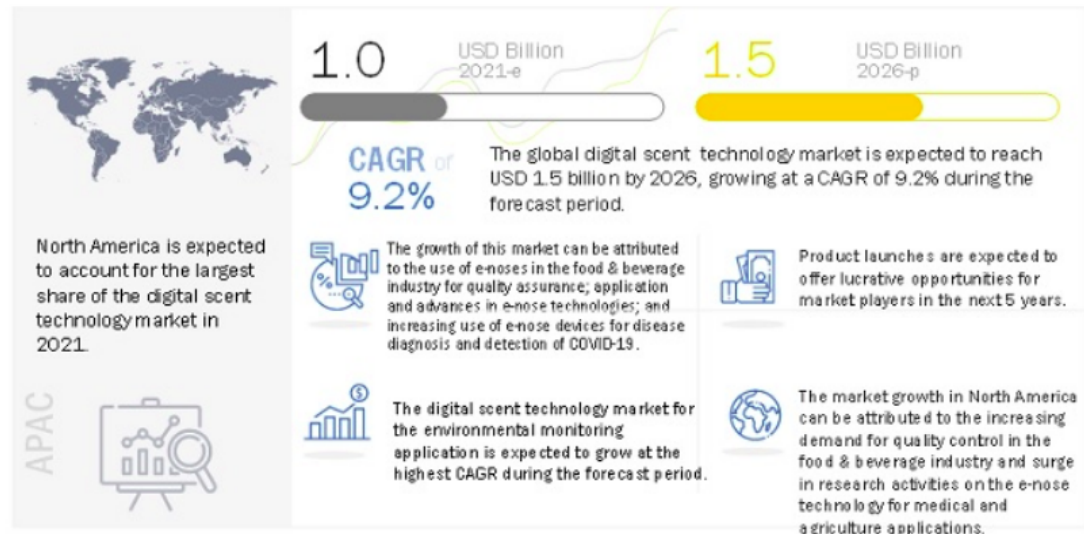
## 1.4. Project goals

The project aims to develop a CPS for multi-sensory marketing with contactless user interaction. The key goals identified and the respective path to attain them are:

1. devise a device with audio and video outputs, as well as fragrance diffusion: understand audio and video streaming and study fragrance nebulizer technologies.



## 1.5. Project planning



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Figure 1.2.: Attractive Opportunities in the Digital Scent Technology Market, withdrawn from [8]

2. create a contactless user interface based on gestures through computer vision: identify user gestures through computer vision and match them to interface callbacks; a virtual keyboard may be required for user input.
3. devise a distributed architecture to convey brand advertisement information to the local device: understand distributed architectures and apply them for optimal data flow; create a remote client-server model to convey information from the brands to the device through remote cloud database services; devise adequate data frames to convey information to the local device; create a local server to respond to the remote server requests.
4. apply facial recognition to the camera feed and subsequently apply image filters specific to each brand: understand facial recognition algorithms and apply them to the camera feed; apply image filters on top of the identified faces through a specialized Application Programming Interface (API).
5. enable image and GIFs sharing to social media for increased brand awareness: understand how to use social media APIs for media sharing.

## 1.5. Project planning

In Appendix A is illustrated the Gantt chart for the project (Fig. A.1), containing the tasks' descriptions. It should be noted that the project follows the Waterfall project methodology, which is meant to be iterative.

The tasks are described as follows:

- Project planning: in the project planning, a brainstorming about conceivable devices takes place, whose viability is then assessed, resulting in the problem statement (Milestone 0). A market research is performed to assess the product's market space and opportunities. Finally, an initial version of the project planning is conceived to define a feasible timeline for the suggested tasks.
- Analysis: in this phase an overview of the system is conceived, presenting a global picture of the problem and a viable solution. The requirements and constraints are elicited, defining the required features and environmental restrictions on the solution. The system architecture is then derived and subsequently decomposed into subsystems to ease the development, consisting of the events, use cases, dynamic operation of the system and the flow of events throughout the system. Finally, the theoretical foundations for the project development are presented.
- Design: at this stage the analysis specification is reviewed, and the Hardware (HW) and Software (SW) and the respective interfaces are fully specified. The HW specification yields the respective document, enabling the component selection, preferably Commercial off-the-shelf (COTS), and shipping. The SW specification is separately performed in the subsystems identified, yielding the SW specifications documentation (milestone).
- Implementation: product implementation which is done by modular integration. The HW is tested and the SW is implemented in the target platforms, yielding the SW source code as a deliverable (milestone). The designed HW circuits are then tested in breadboards for verification and the corresponding Printed Circuit Board (PCB) is designed, manufactured and assembled. After designing the PCB, the enclosure is designed to accommodate all HW components, manufactured and assembled. Lastly, the system configuration is performed, yielding prototype alpha of the product.
- Tests: modular tests and integrated tests are performed regarding the HW and SW components and a functional testing is conducted.
- Functional Verification/Validation: System verification is conducted to validate overall function. Regarding validation, it is conducted by an external agent, where a user should try to interact with the designed prototype.
- Documentation: throughout the project the several phases will be documented, comprising several milestones, namely: problem statement; analysis; design; implementation; and final.

## 1.6. Report Outline

This report is organized as follows:

- In Chapter 1 is presented the project's context and motivation, the problem statement, the market research, the project goals, and project planning.

- Lastly, the appendices (see Section [2.2.3](#)) contain detailed information about project planning and development.

## **2. Analysis**

In the analysis phase, the product requirements are derived — defining the client expectations for the product — as well as the project constraints — what the environments limits about the product. Based on the set of requirements and constraints, a system overview is produced, capturing the main features and interactions with the system, as well as its key components.

Finally, the theoretical foundations are outlined, providing the basic technical knowledge to undertake the project.

### **2.1. Requirements and Constraints**

The development requirements are divided into functional and non-functional if they pertain to main functionality or secondary one, respectively. Additionally, the constraints of the project are classified as technical or non-technical.

#### **2.1.1. Functional requirements**

- Advertising through a screen and speakers;
- Have fragrance diffusion;
- Take pictures and GIFs;
- Detect a user in range of the device;
- Contactless user interaction through gesture recognition;
- Camera feed and facial recognition;
- Apply brand-specific image filters;
- Enable sharing multimedia across social media;
- Provide a remote user interface for brands to purchase and configure the advertisements;
- Provide a remote user interface for company staff to assess and control the MDO local system.

### 2.1.2. Non-functional requirements

- Low power consumption;
- Provide user-friendly interfaces;
- Have low latency between local system and remote server;
- Use wireless communication between the local and remote systems.

### 2.1.3. Technical constraints

- Use device drivers;
- Use Makefiles;
- Use C/C++;
- Use Raspberry Pi as the development board;
- Use compatible HW with the development board;
- Use buildroot;
- Social media APIs for sharing multimedia
- Image filtering through specialized APIs

### 2.1.4. Non-technical constraints

- Project duration: one semester (circa 20 weeks);
- Pair work flow;
- Limited budget.

## 2.2. System overview

The system overview presents a global view of the system, considering its main features, components and interactions. It is not intended to be complete, but rather provide a basis for the outline of the system architecture. Fig. 2.1 presents the MDO system overview.

Considering the system interactions, three main actors were identified:

1. Brand: represents the brands contracting the advertisement services;
2. Company staff: the development company staff, which can monitor and control the outdoor.
3. User: the user (the target audience of the advertisement) interacting with the system.

## 2.2. System overview

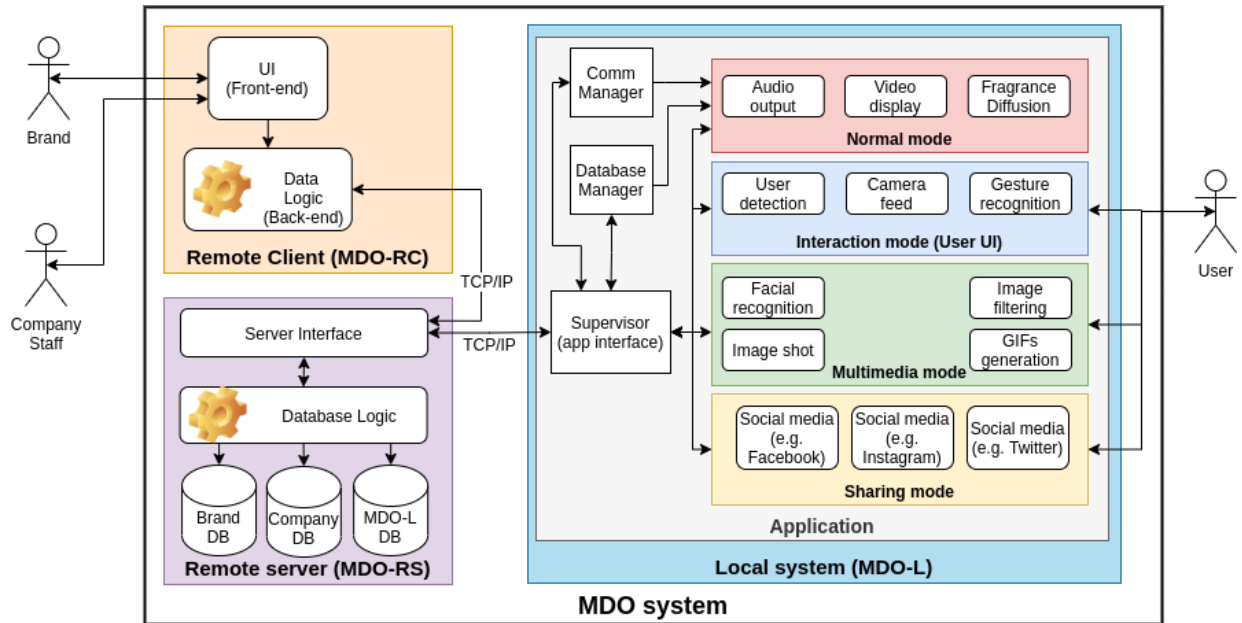


Figure 2.1.: MDO system overview

Considering the data flow across the **MDO system**, three main subsystems were identified: **MDO Remote Client (MDO-RC)**, **MDO Remote Server (MDO-RS)**, and **MDO Local system (MDO-L)**. The rationale behind this initial decomposition is explained next.

### 2.2.1. MDO Remote Client

The Brand and Company Staff members require a remote User Interface (UI) (front-end) to interact with the system: the former to configure the advertisements being displayed at the MDO and purchase them; the latter to remotely monitor and control the operation of the MDO. Thus, it is clear that an authentication mechanism must be provided for the remote UI.

The data is then dispatched to the back-end, where it is processed and feed back to the UI user and/or sent to the remote server, via Transmission Control Protocol/Internet Protocol (TCP/IP) comprising the data logic component of the UI.

### 2.2.2. MDO Remote Server

Although the MDO-RC could communicate directly with the MDO-L, this is not desirable or a good architecture mainly due to: communications failure could result in data loss, compromising the system's integrity; the remote client and the local system become tightly coupled, meaning the remote client must be aware of

all the available local systems; if the data storage in the local system fails, the remote client would have to provide the backup information.

Thus, a remote server component is included, providing the access and management of the system databases, pertaining to the Brand, Company, and MDO Local system. The first two provide the historical information of the **Brand** and **Company** entities, and the last one the information related to all of the **MDO-L** systems in operation.

The main functions of the **MDO-RS** are:

- UI requests responses: when a UI user requests/modifies some information from the database, the server must provide/update it.
- MDO-L monitoring and control: provide command dispatch and feedback to the **Company** staff for remote monitoring and control of the device.
- MDO-L update: periodically check for start times of each MDO-L device and transfer the relevant data to it.

The server interface is the responsible for managing the requests and respective responses from the remote client and for periodically send the update data to all MDO-L devices.

### 2.2.3. MDO Local system

The MDO local system (MDO-L) is the marketing device, interacting with the user to display multi-sensory advertisements. As aforementioned in Section 1.2, it is comprised of four modes:

- normal mode: the MDO provides sound, video and fragrance outputs. It is the default mode.
- interaction mode: When a user approaches the device, the MDO will go into interaction mode, turning on and displaying the camera feed and waiting for recognizable gestures to provide additional functionalities, such as brand-specific image filters. This is the **User UI**.
- multimedia mode: in this mode the facial recognition is applied, enabling the user to select and apply different brand-specific image filters and take pictures or create a GIF.
- sharing mode: after a user take a picture or create a GIF, it can share it across social media.

The user interaction is considered to be a higher priority activity than the advertisements, so when a **User** interacts with the system, the **normal mode** is overridden by the **Interaction mode**, thus, halting the advertisements.

The MDO-L application communicates with the remote server (**MDO-RS**) through the **Supervisor** via TCP/IP to handle requests from **Company staff** members to monitor and control the device through the **Supervisor** or to update the advertisements. Additionally, the **Supervisor** oversees the application mode and the communication (**Comm Manager**) and database (**Database manager**) managers to handle system

events.



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# Appendices

## **A. Project Planning – Gantt diagram**

In Fig. [A.1](#) is illustrated the Gantt chart for the project, containing the tasks' descriptions.

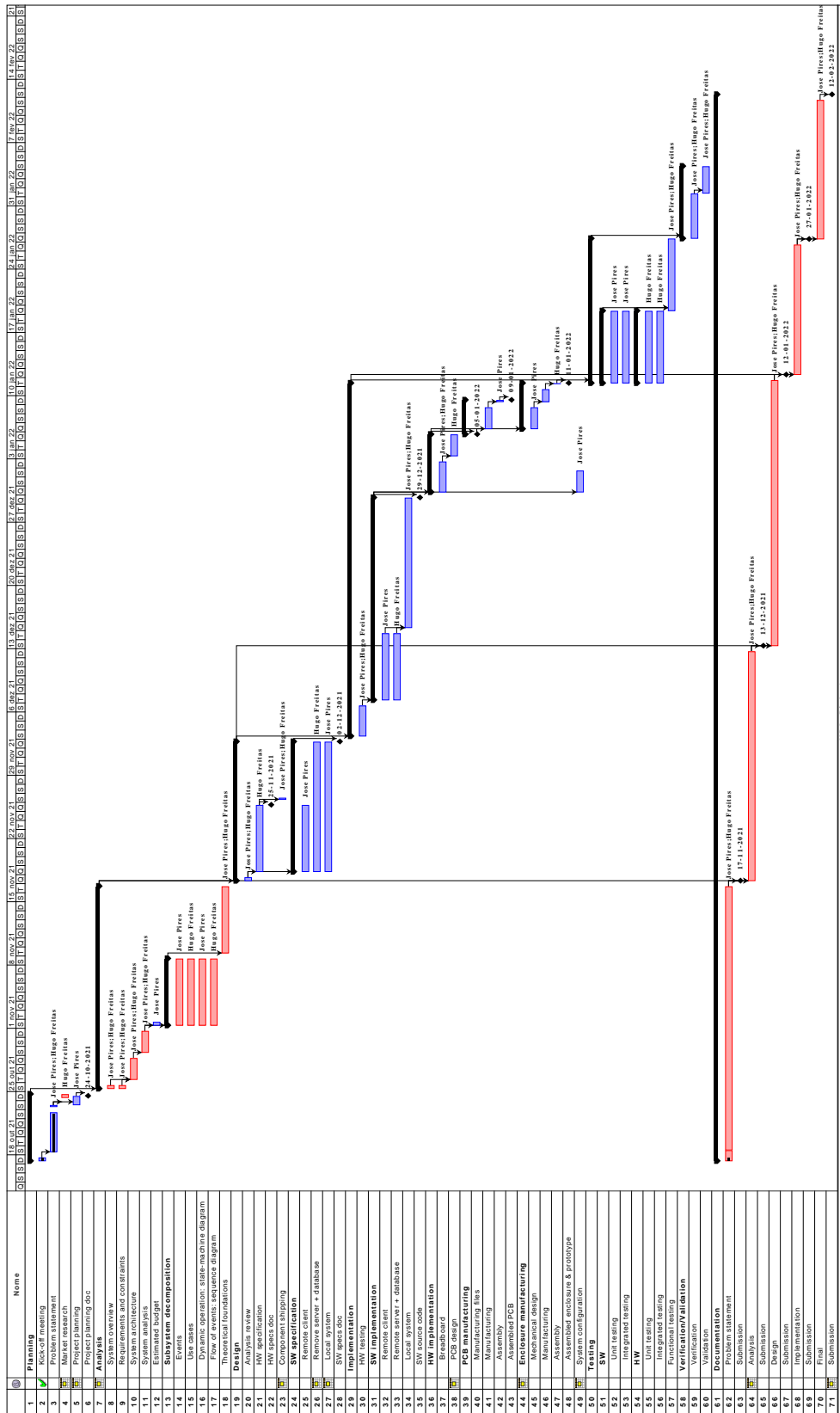


Figure A.1.: Project planning – Gantt diagram