






MEDTRONIC - WE Summit Interactive Installation Brief

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Medtronic WE Summit Interactive Installation Brief

Project Overview

An interactive data visualization installation titled "The We Are Wall - A living snapshot of us" for the Medtronic WE Summit (July 8-9, 2025) that collects demographic and personal information from attendees via mobile survey and displays connections in a visually compelling way on an LED wall. The visualization will also be featured during key moments in the main ballroom presentations.

Client Information

- **Client:** Medtronic
- **Agency:** Full Swing Productions
- **Event:** WE Summit - DEI Conference
- **Theme:** "WE: Include, Inspire, Innovate"
- **Location:** Hyatt Regency Minneapolis, 1300 Nicollet Mall, Minneapolis, MN 55403
- **Dates:** July 8-9, 2025

- **Estimated Attendance:** 600 people

Project Goals

- Create an interactive experience that visually represents diversity and connections among attendees
- Demonstrate both unique differences and shared characteristics of participants (key message: "We are different, but we are also similar")
- Provide an engaging, accessible experience that all attendees can easily participate in
- Create a visual artifact that serves as a reminder of the event's message throughout the year
- Support the event theme: "WE: Include, Inspire, Innovate"

Survey Details

The mobile survey will collect the following data points:

1. **Q1: How many years have you been in Medtronic?** (Determines string color)
 - Data type: Integer ranges
 - Options: <3 years (150 expected), 3-5 years (150), 5-10 years (150), 10-20 years (100), 20+ years (50)
2. **Q2: What's your preferred learning style?**
 - Data type: Categorical
 - Options: Visual, Auditory, Reading/Writing, Kinesthetic (Doing), Interactive/Collaborative
3. **Q3: What shaped you the most growing up?**
 - Data type: Categorical
 - Options: Family Traditions, Community or Neighbors, Religion or Spiritual Practices, Education or School Environment, Sports or the Arts, Personal Challenges or Adversity, Travel or Exposure to Different Cultures

4. Q4: Based on your personality, when do you feel you're at your peak performance?

- Data type: Categorical with multiple dimensions (personality type × time of day)
- Options include:
 - Extrovert, Morning: "I enjoy collaborating and brainstorming early in the day"
 - Extrovert, Evening: "I find myself energized at night for group projects and social discussions"
 - Introvert, Morning: "I prefer to start my day quietly, focusing on tasks without distractions"
 - Introvert, Night: "I'm most productive at night, working independently on complex tasks"
 - Ambivert, Morning: "I thrive in the morning, balancing independent work and social interaction"
 - Ambivert, Night: "I work best at night when I can choose between focusing alone or collaborating"
- Includes definitions for personality types

5. Q5: What drives you or motivates you now?

- Data type: Categorical
- Options: Making a difference, Achieving personal goals, Learning and growth, Building strong relationships, Leading or mentoring others, Finding balance or peace, Exploring new possibilities

6. Open-ended question: What makes you unique?

- Full prompt: "There are all wonderful aspects of who you are - What makes you unique? Or what skill or attribute do you admire most about yourself? Try to summarize in 1-2 sentences."
- Data type: Free text (1-2 sentences)
- Purpose: Will be used for AI-generated poems or stories at end of session

Data Visualization Concepts

To emphasize "We are different, but we are also similar":

1. **Connected Constellations**

- Individual nodes represent each attendee
- Lines connect people with similar responses in specific categories
- Clusters form naturally around common responses
- Color-coding by years at Medtronic (Q1)
- Visualization can be rotated to highlight different dimensions

2. **Woven Tapestry**

- Each response creates a thread in a larger fabric
- Individual threads show unique paths, but together create a cohesive pattern
- Thread thickness increases when multiple identical responses exist
- Different views can emphasize either individual stories or collective patterns

3. **Dynamic Network**

- Interactive web of connections that shifts based on which question is being highlighted
- Animations show how the same group reconfigures when viewing different dimensions
- Emphasizes that we group differently based on which aspect of identity is in focus

4. **Flowing Rivers**

- Sankey diagram-inspired visualization where participants flow through different response categories
- Shows how people with one commonality (e.g., similar motivation) might diverge in learning styles

- Visually demonstrates both individual journeys and common pathways

Technical Specifications

User Experience Flow

1. Attendees scan QR code to access mobile form
2. Form collects information through 5 multiple-choice questions and 1 open-ended question
3. Submissions generate visualizations on the LED wall with animations
4. Different views of the data can be displayed at scheduled times
5. Aggregate visualizations exported for ballroom presentations
6. Open-ended responses collected for AI-generated content

Installation Components

1. Mobile Survey

- QR code access
- Multiple-choice questions with clear definitions
- First name input (with anonymous option)
- Terms acceptance with privacy notice
- Welcome message upon submission
- Accessible, user-friendly interface following Medtronic branding

2. Main LED Wall Visualization (16:9 ratio)

- Live, continuous display throughout the event
- Color-coded by years at Medtronic
- Multiple visualization modes that can be switched manually or on schedule
- Animated appearance for new submissions
- Thicker connections for identical responses
- Background graphics and quotes when inactive

3. Ballroom Presentation Visualizations

- Format: Screen captures or exported videos from main visualization
- Timing:
 - Day 1: After first keynote (approx. 10:00 AM)
 - Day 1: End of day before panel (approx. 4:00 PM)
 - Day 2: Before Geoff's presentation (8:30 AM)
 - Day 2: After lunch, before TED Talks (approx. 11:30 AM)

Technical Approach Options (Discovery Phase)

Option 1: TouchDesigner-Centered Approach

- **Frontend:** React web app for survey
- **Backend:** Node.js/Express for API and data management
- **Visualization Engine:** TouchDesigner for real-time data visualization
- **Pros:** Powerful real-time graphics, excellent for LED wall, highly customizable animations
- **Cons:** Requires specific hardware, less portable for future use
- **Best for:** Creating stunning visual impact, real-time transitions, complex animations

Option 2: Full Web Stack Approach

- **Frontend:** React with D3.js/Three.js for visualization
- **Backend:** Node.js/Express with MongoDB
- **Visualization Engine:** WebGL for graphics rendering
- **Pros:** Fully web-based, more portable, easier to repurpose
- **Cons:** May have limitations in animation complexity
- **Best for:** Future reusability, deployment flexibility, lower hardware requirements

Option 3: Hybrid Application Approach

- **Frontend:** React Native for cross-platform survey
- **Backend:** Firebase for real-time data synchronization
- **Visualization Engine:** Unity for visualization with WebGL export
- **Pros:** Strong performance, excellent for data persistence, good animation capabilities
- **Cons:** More complex integration points
- **Best for:** Balancing visual quality with future extensibility

Option 4: Low-Code Approach

- **Frontend:** Webflow or similar for survey
- **Backend:** Airtable or similar for data management
- **Visualization Engine:** Observable with D3.js for visualization
- **Pros:** Rapid development, easier client handoff, lower technical barriers
- **Cons:** Limited customization, potential scalability issues
- **Best for:** Quick turnaround, client editability, simpler visualizations

Detailed Workback Schedule

Phase 1: Discovery & Design (April 17-30)

- April 17-19: Technical assessment and approach selection
- April 20-23: UX/UI design for mobile survey
- April 24-26: Visualization concept design and mockups
- April 27-30: Client review and approval of approach

Phase 2: Development (May 1-31)

- May 1-7: Survey application development
- May 8-14: Backend and data storage setup

- May 15-21: Initial visualization development
- May 22-28: Integration of all components
- May 29-31: Internal testing and bug fixes

Phase 3: Refinement (June 1-27)

- June 1-12: Optimization and feature completion
- June 13: First client review
- June 14-17: Revisions based on feedback
- June 18: Feedback due back
- June 19-24: Final adjustments and polishing
- June 25: Final client review
- June 26-27: Final revisions and approval

Phase 4: Deployment & Event (June 28-July 9)

- June 28-July 1: System packaging and deployment preparation
- July 2: Final build goes live
- July 3-7: Pre-event testing and contingency planning
- July 8-9: On-site support during event

Budget

\$6,500 for development

Deliverables

1. Mobile survey application accessible via QR code
2. LED wall visualization system with multiple views/modes
3. Exported visualization videos for ballroom presentation (4 times)
4. Documentation for operating the system
5. Data collection mechanism for open-ended responses

6. Technical handoff for potential future reuse

Technical Considerations

- Ensuring smooth real-time data flow from submissions to visualization
- Creating a system that can handle 600 submissions over 2 days
- Developing engaging visuals that work well both as always-on display and as presentation moments
- Building in flexibility to sort and filter the visualization by different categories
- Ensuring the system can operate reliably throughout the entire event
- Creating a data export mechanism for the client to retain insights after the event

Open Questions

1. Are there specific Medtronic design elements that should be incorporated into the visualizations?
2. How to handle moderation etc.

Medtronic Tech Stack