

BOEHRINGER INGELHEIM

AR // DIGITAL LEAFLET

Spiolto // Respimat // 22.08.2018



USER JOURNEY

USER JOURNEY

THE PATIENT

The patient has just been prescribed the all new RESPIMAT. The prescribing doctor already mentions the new Digital-Leaflet and the existence and the benefits of an incorporated Augmented-Reality-Manual.

At the pharmacy the patient fills in his prescription. Ideally the pharmacist calls attention to the digital leaflet and the incorporated Augmented-Reality-Manual again. Maybe there is a Digital-Leaflet-Icon on the packaging, indicating the availability of new feature. With a few simple words and a demo-leaflet the pharmacist explains how it works.

At home the patient unpacks his RESPIMAT and unfolds the printed leaflet. Recalling what the doctor and the pharmacist explained and reminded again by a featured segment on the leaflet, he aims his mobile-device at QR-Code and the Digital-Leaflet opens.

Inside the Digital-Leaflet he learns about the possibilities of AR and starts AR-Mode.

USER JOURNEY

THE PATIENT

As instructed in the Digital-Leaflet, he places the packaging of his RESPIMAT in front of him and aims with the camera of his mobile device. Probably more unambiguously than in any other existing media the use of the RESPIMAT is explained to the patient.

A perspicuous voice guides him through the experience.

He learns about the every day use of the inhaler and how to replace a cartridge.

After experiencing the Respimat and the „How-To“ in AR and putting the mobile-device down, the patient feels very comfortable and false use can nearly be ruled out.

He unpacks the real RESPIMAT and it almost feels like he has used it before.

USER JOURNEY

THE SALES-REP

For the Sales-Rep the AR-Experience is a highly effective sales-tool. It offers a guideline for the sales-pitch, making sure important selling-points are addressed.

The Sales-Rep arrives at the doctors' office. In situation that is often dictated by time pressure he has something new to offer: Something to intrigue the doctor, catch his undivided attention. He places a RESPIMAT package on the doctor's desk and encourages him to use his smartphone (or offers his own device, configured for best performance) and aim it at that target. The 3D-RESPIMAT appears and together they look at it in AR.

The unambiguous instructions combined with a perspicuous voice-over provide the doctor with even more confidence to prescribe the RESPIMAT. He understands the use in almost no-time and knows his patients, who trust his recommendation, will do too. Ultimately this means the possibility of failure of the therapy by false use of the inhalator can be almost ruled out. The doctor knows his patients are taken care of and that he has a new tool at his hands that facilitate his daily work.

USER JOURNEY

THE DOCTOR

The doctor prescribes the RESPIMAT to a patient. He explains the use of the RESPIMAT with a real device. To reassure the patients and take away their fear of dealing with a new device he can rely on the AR-Experience. In the surroundings of a doctor's office patients are sometimes nervous and don't feel comfortable asking too many questions. The doctor shows the patient how the AR-Experience works and that he will be able to use it at home until he feels confident to use the inhalator.

Sometimes maybe there is not enough time for that: the doctor is able to delegate the detailed explanation completely to the AR-Experience with a clear conscience.

GENERAL

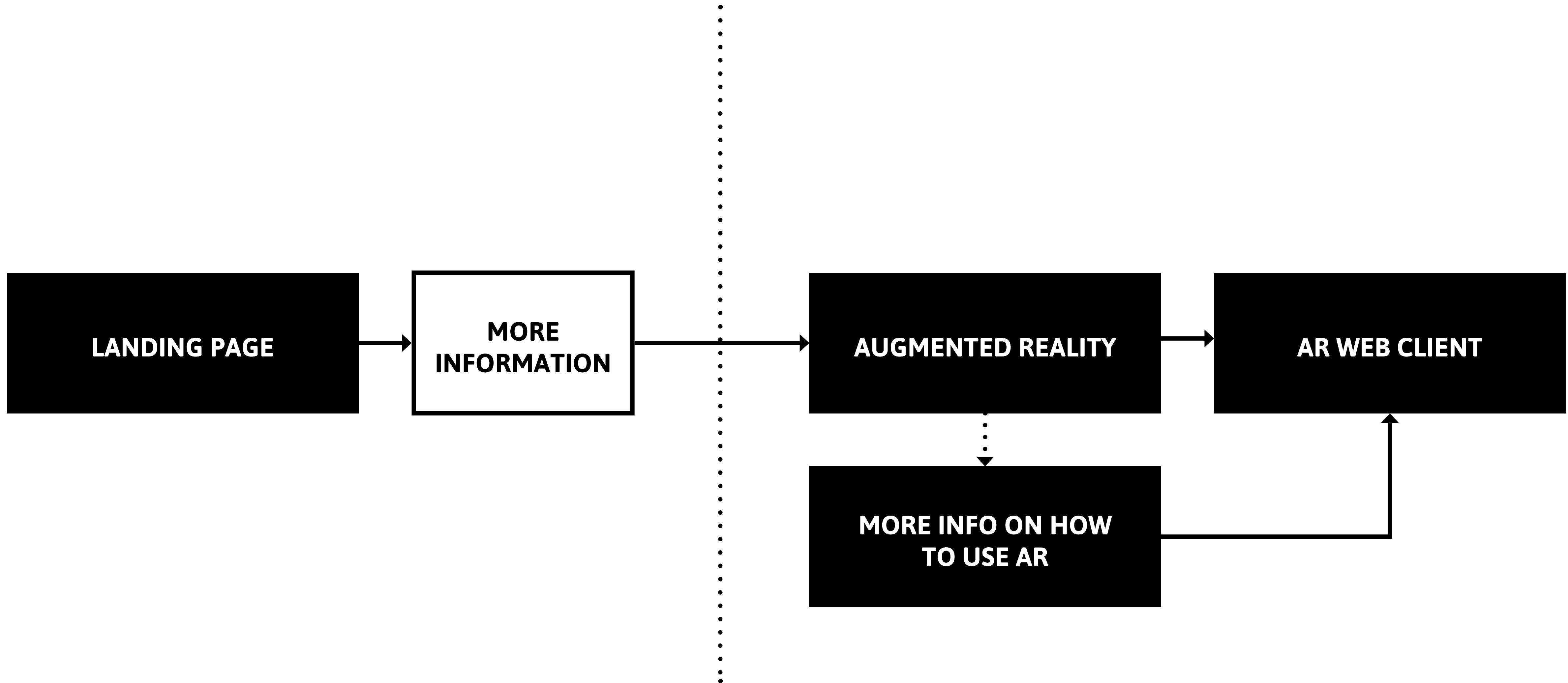
For the AR-Experience our recommendation is to use a Image-Target instead of a QR-Code.

Using the SPIOLTO-Logo on the packaging as target, keeps the powerful visual equity of the brand in plain sight at all times, functioning as a brand-consistent „backdrop“ to the AR-Experience while not distracting from the AR-Content at the same time. A QR-Code on wrinkled recycled paper as backdrop is visually rather unpleasant.

With the proper Introduction on the website on the use of the image-target, false use can almost be ruled out.

If needed, additional image-targets can be uploaded to trigger the experience.

SITEMAP



The background of the slide features a complex, abstract network structure composed of numerous white lines and glowing circular nodes. These nodes vary in size and intensity, creating a sense of depth and connectivity. The overall effect is reminiscent of a starry sky or a microscopic view of a cellular network.

LANDING PAGE

UX APPROACH

The patient scans the QR-Code on the printed leaflet and the Digital-Leaflet-website opens on the mobile device.

After choosing a language he is forwarded to the LANDING PAGE accordingly.

Under MORE INFORMATION is a link to the Augmented-Reality site.

AUGMENTED REALITY

SHORT DESCRIPTION

WHAT IS AR?

WEBSITE TEXT

Experience a new way on how to use your RESPIMAT.

AR-technology uses your phone or tablet to create a bridge between the digital world and the physical one. It renders 3D Objects on top of the real world, making flat images three-dimensional.

SHORT DESCRIPTION

GIF (RUNNING IN A LOOP)

WEBSITE TEXT

A short GIF showing the mockup of a mobile device.

In AR-Mode the packaging of the RESPIMAT/SPIOLTO is placed in the field-of-view in the camera. A 3D-Respimat appears on top of the packaging.

Place your RESPIMAT-Packaging in front of you and **Start AR-EXPERIENCE** or get **more information on how to use AR**.



**MORE INFORMATION ON HOW
TO USE AUGMENTED-REALITY**

DETAILED DESCRIPTION

HOW DO I HAVE THE BEST AR EXPERIENCE?

WEBSITE TEXT

Make sure you are in a well-lit area, with room in front of you.

Place the packaging of your RESPIMAT/SPIOLTO on a plain surface in front of you.

- To get a closer look, move your mobile device towards it. You can tilt your mobile device down and up too. (Pinching your screen to zoom won't do anything.)
- Be aware of your surroundings as you move around the 3-D rendering.
- Do not use while in motion, like on a train or in an elevator.
- Don't be alarmed if your phone gets warm during use. This can happen with certain technology.

DETAILED DESCRIPTION

HOW DO I HAVE THE BEST AR EXPERIENCE

WEBSITE TEXT

Why do I need to allow access to my camera?

Your camera allows us to render 3-D images in the space in front of you. We do not have the ability to peer through your lens, to track your location or even to save what you're viewing. For more information, see our privacy policy and terms of service.

Start AR-EXPERIENCE.



AR WEB CLIENT

AR EXPERIENCE

After tracking the image (SPIOLTO-Logo on packaging) the experience is triggered and a 3D-model of the RESPIMAT appears, start:

Scene 1 // Showcase

The 3D-RESPIMAT rotates above the marker. A voiceover-introduction similar to the one in the video starts. A subtle User-Interface appears with buttons for the different chapters:

Showcase/How to Use/Replace Cartridge/Exit AR

Scene 2 // How to use

A demonstration of the use of the RESPIMAT supported by a Voice-Over.

Scene 3 // Replace Cartidge

A demonstration of the replacement of a cartridge in the RESPIMAT supported by a Voice-Over.

EXIT AR

Closes AR-EXPERIENCE and takes the patient back to MORE INFORMATION.

DESIGN

For the experience running on a state-of-the-art phone under best-case-conditions, a photorealistic representation of the RESPIMAT is intended.

All used elements will be designed accordingly to the SPIOLTO Brand-Book.

In all scenes typography is used to identify the necessary parts.

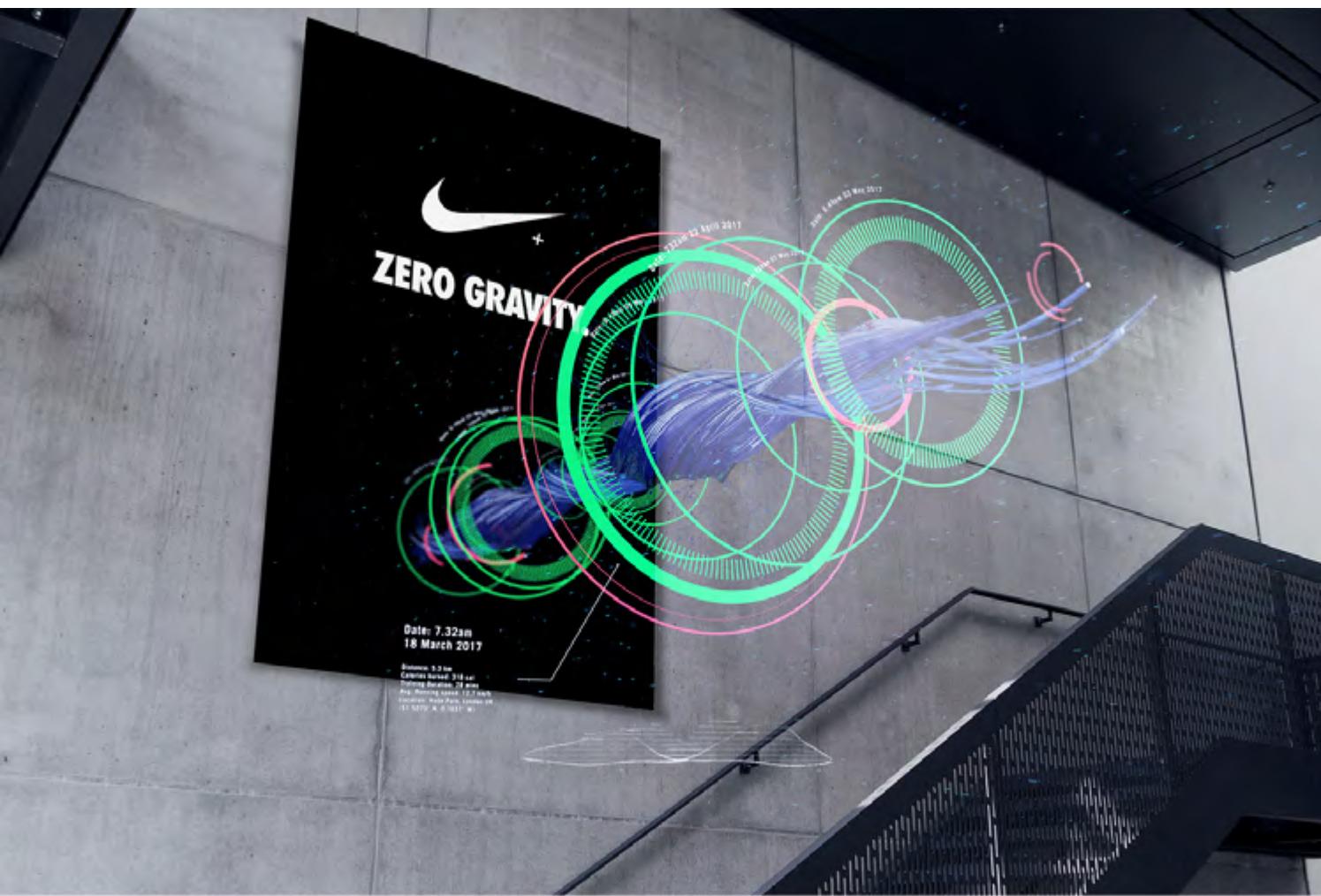
Motion-Graphics such as arrows are used to visualize the processes.

Outlook: Semi-transparent, computer-generated hands are used to precisely visualize the processes for the 1st person point-of-view.

MOODS



MOODS



VIELEN DANK!

