

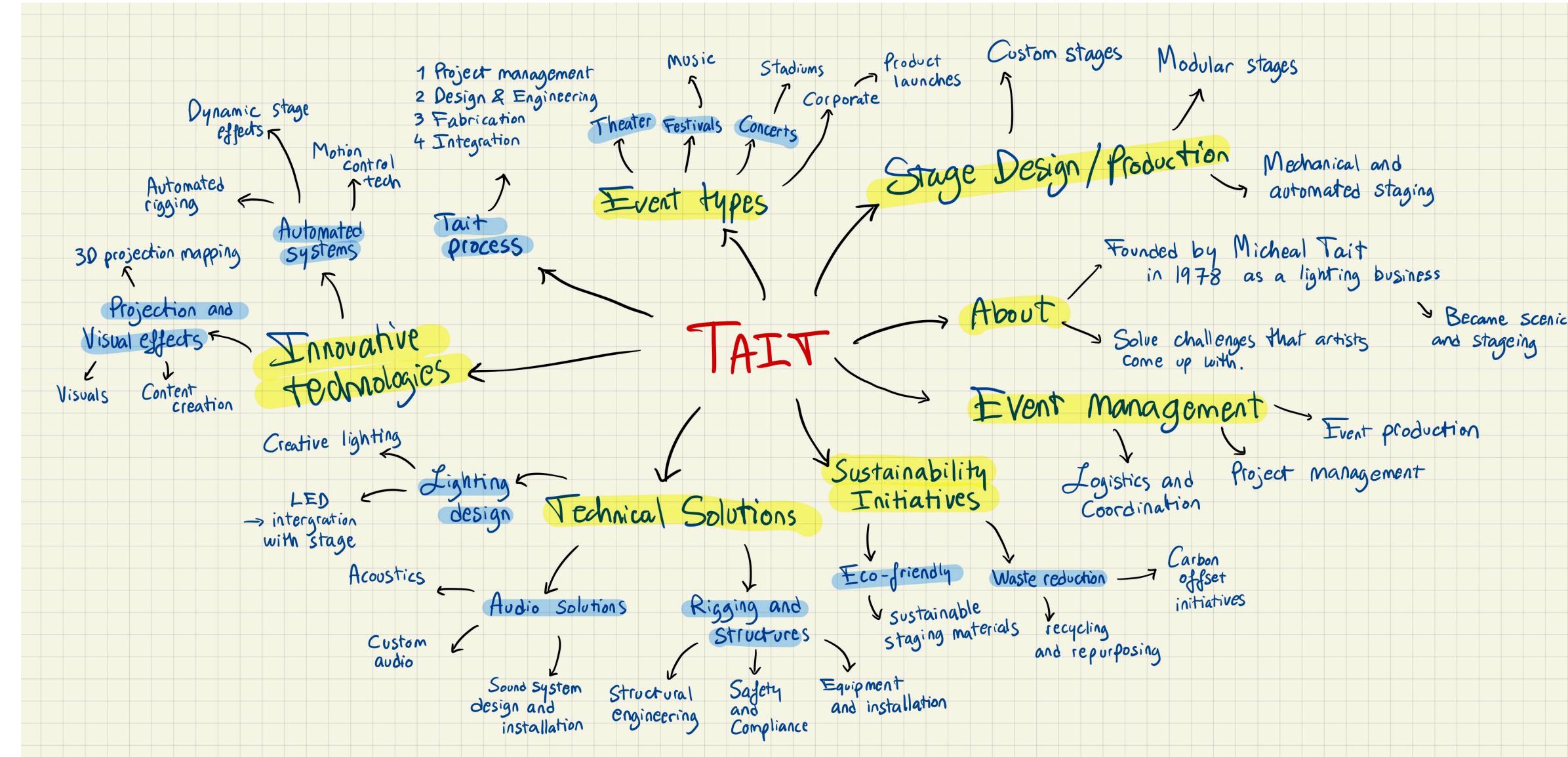
Introduction.

Concepts to help
User Needs for Tait.

Summary:

- | | |
|------------------------|-------------------------------|
| 1- Company & Product | 2- User Needs and Competitors |
| 3- Problem Definitions | 4- Concept Development |
| 5- Concept Development | 6- Concept Development |





Company & Product.

01

TAIT specialises in the design and manufacture of staging and production for a variety of different events.

Tait's Main Clientele:

- Event Organisers (2012 London Olympics)
- Artists and Performers (The Rolling Stones)
- Theater or Production (Cirque du Soleil)
- Corporate Clients (Nike NBA Uniform Launch)

User needs and Competitors.

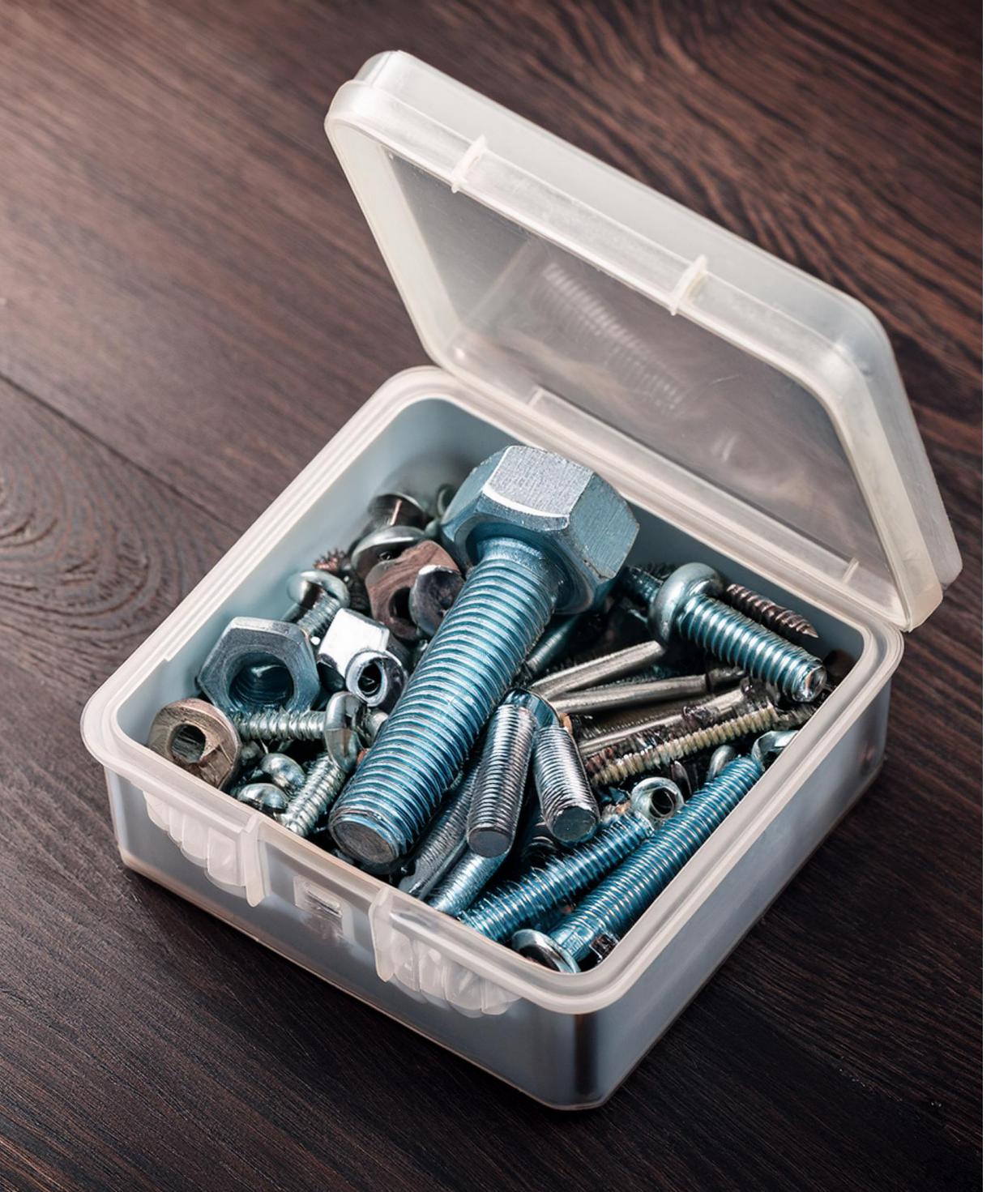
02



Phase	Steps	Feelings	Pain Points	Opportunities
Define Objectives & Themes	Ideation with the artist, define purpose, goals, themes, audience	Opportunistic, creative	Communication issues with artist/company, time consuming	Custom platform for artists/companies to communicate
Budget Planning	Allocation of funds for all aspects	Constraints	Lack of funds, difficulty accurately predicting cost	Asset allocation system, adjust automatically
Venue Assessment	Assess dimensions, capabilities, power supply, safety	Imagination	May be far away, need permission to visit, time-consuming	VR venue viewing platform.
Visualisations & Mockups	Modeling tools or drawings to visualize the stage	Creativity	May look different in real world, limitations to the detail of the environment	AR and VR for project demos
Source Technical Equipment	Coordinate with technical crews for setup and operation	Stressful, Focused	Multiple suppliers, waiting for delivery, lateness	Automatic communication with suppliers when stock is depleted
Build Additional Stage Designs	Source and build artistic structures	Tedious	May be complicated structures	Automated storage system that monitors stock
Test & adjust	Rehearsal to test lighting, sound, and stage effects	Focused	Time-consuming, may look different from other perspectives	AR which helps with visual design, symmetry, Audio tuning system
Safety Checks	Check stage structure compliance, stability, accessibility	Focused	Different standards for events /countries. Time consuming	VR training, Tools which can assess failures, rather than manual testing
Execute & Monitor	Ensure design matches plan, monitor and adjust during event	Excitement, stress, busy	Lots of aspects to manage, can be confusing, fast paced.	Real time monitoring system with cameras and AI, make live adjustments
Post-Event Breakdown	Dismantle the stage and return/store equipment	Heavy work	Damaging to environment, noisy, transportation	Packaging, Modular transportation tools/ vehicles

Identified Problems.

- Storage and Organisation
- Stage Visualisation
- Sustainability



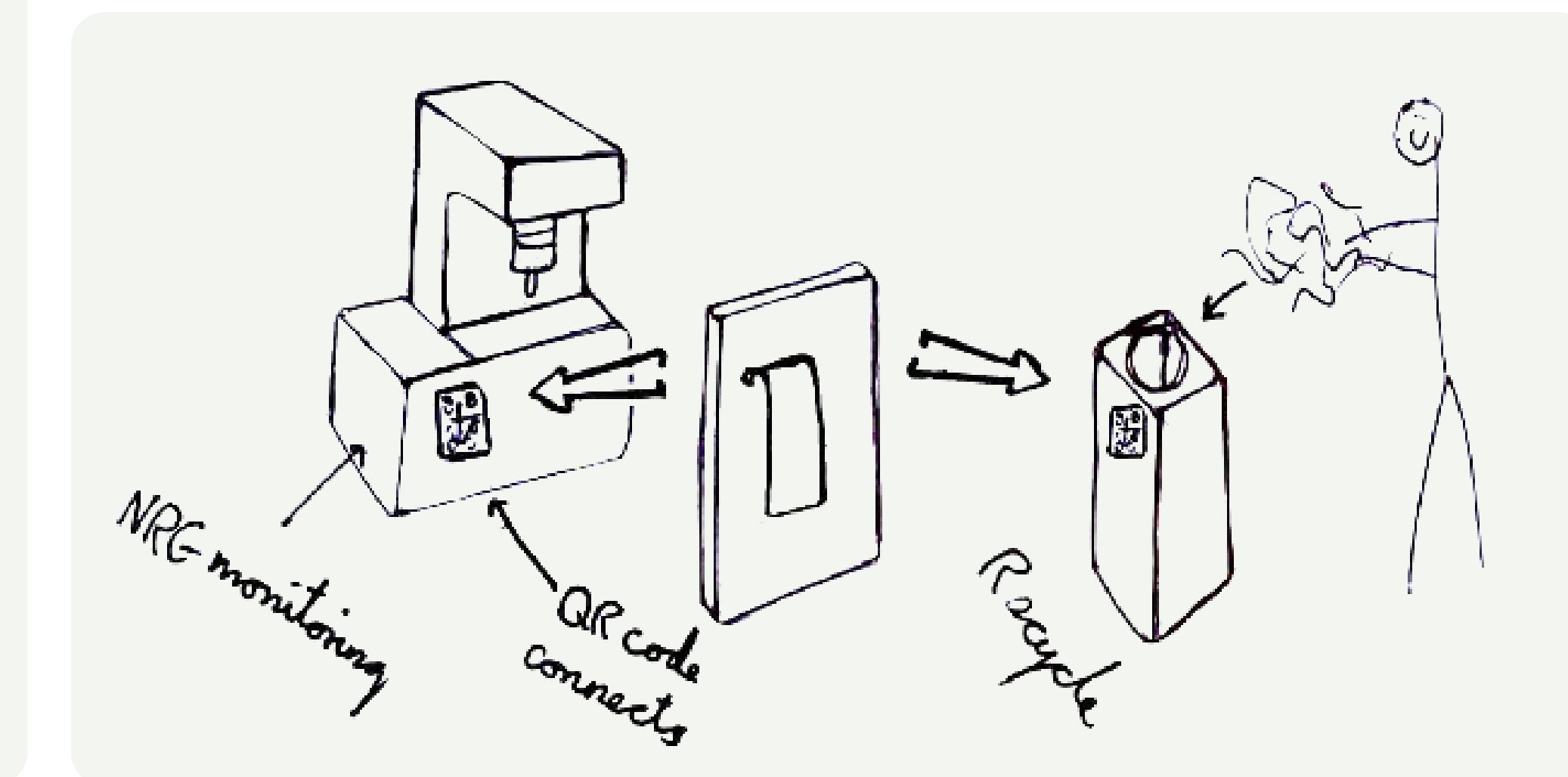
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Concept 1: Workplace Sustainability

Wearable device that can track individual workers contribution to sustainability.



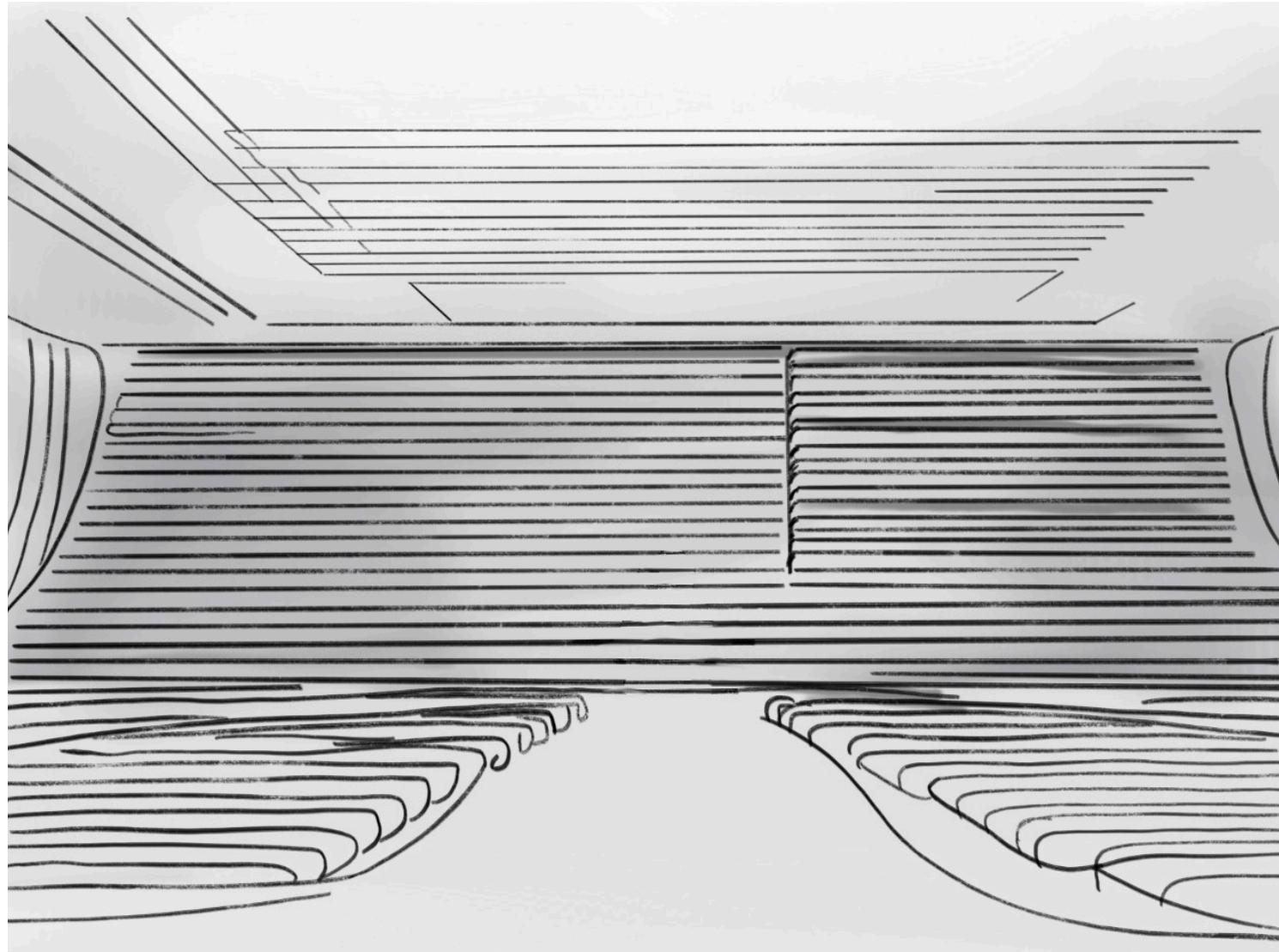
- Tracks workers sustainability
- Provides feedback
- Incentivises + informs workforce



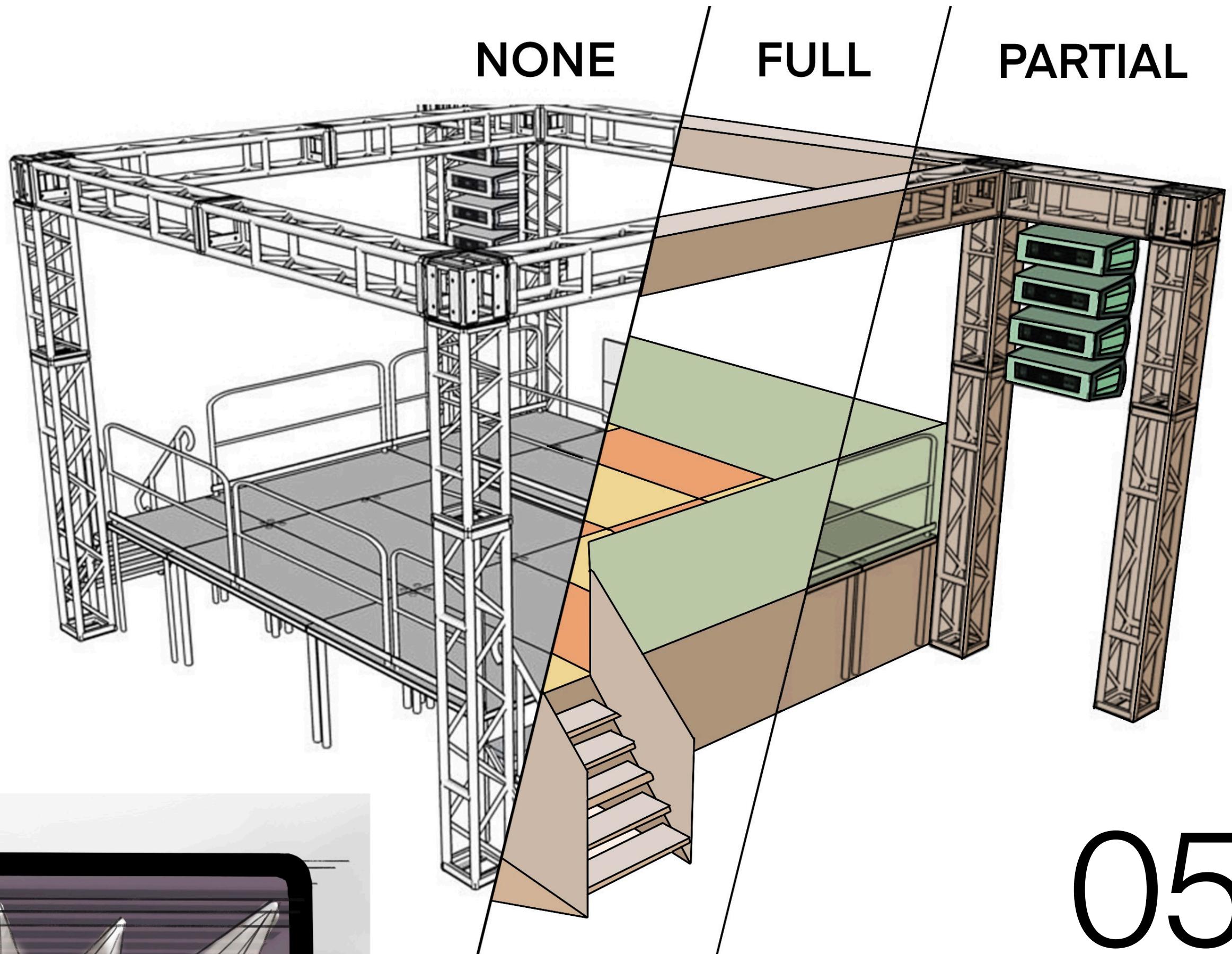
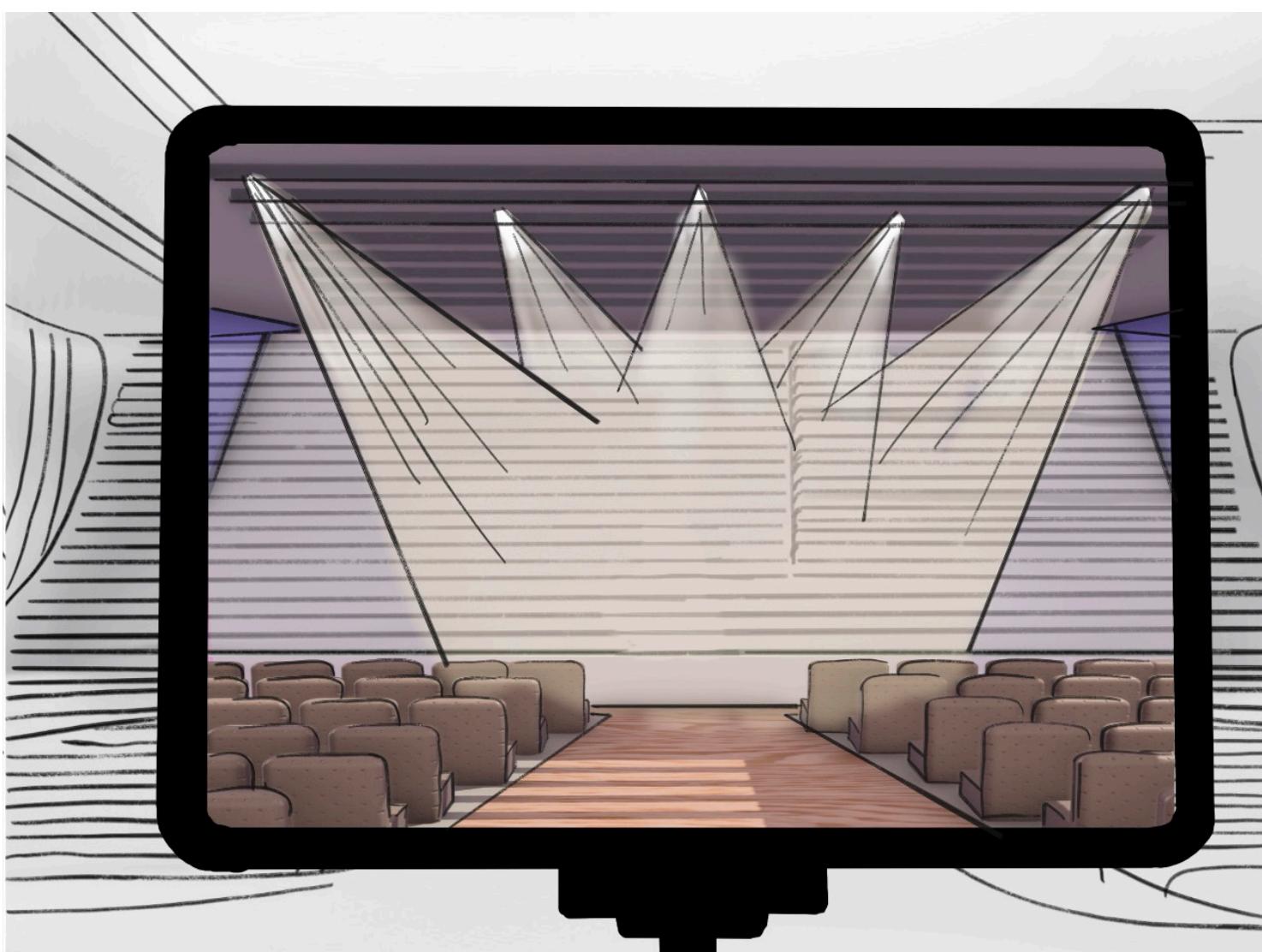
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Concept 2: AR

AR software for preliminary Stage Visualisation and for aiding the building process.



Symmetry and Alignment
Spatial Awareness and Proportions
Component Placement
Material Simulation and Texture
Lighting and Effects Simulation



05

Stage Safety and Stability
Audience Perspective Simulation
Collaboration Between Teams
Efficiency and Error Reduction
Real-Time Adjustments

Concept 3: Automated warehouse storage

- Uses mass to record the number of parts in stock
- Automatically alerts a central system when stock is low and more of a part needs to be ordered
- Removable part trays which snap into place
- Can be adapted to larger parts

