

SUPSI

Stouch

System architecture, scenarios
and design of the Stouch Point



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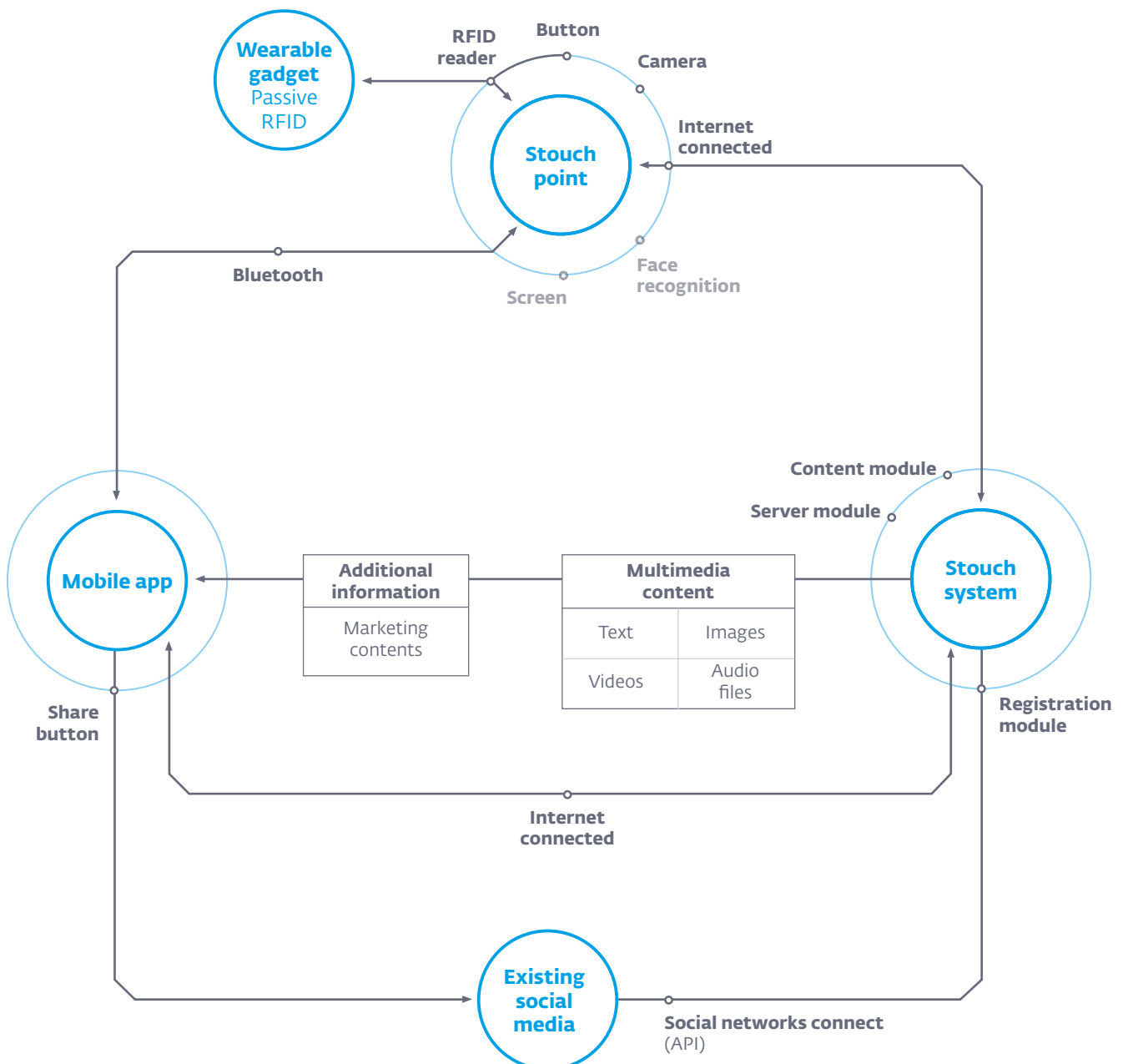
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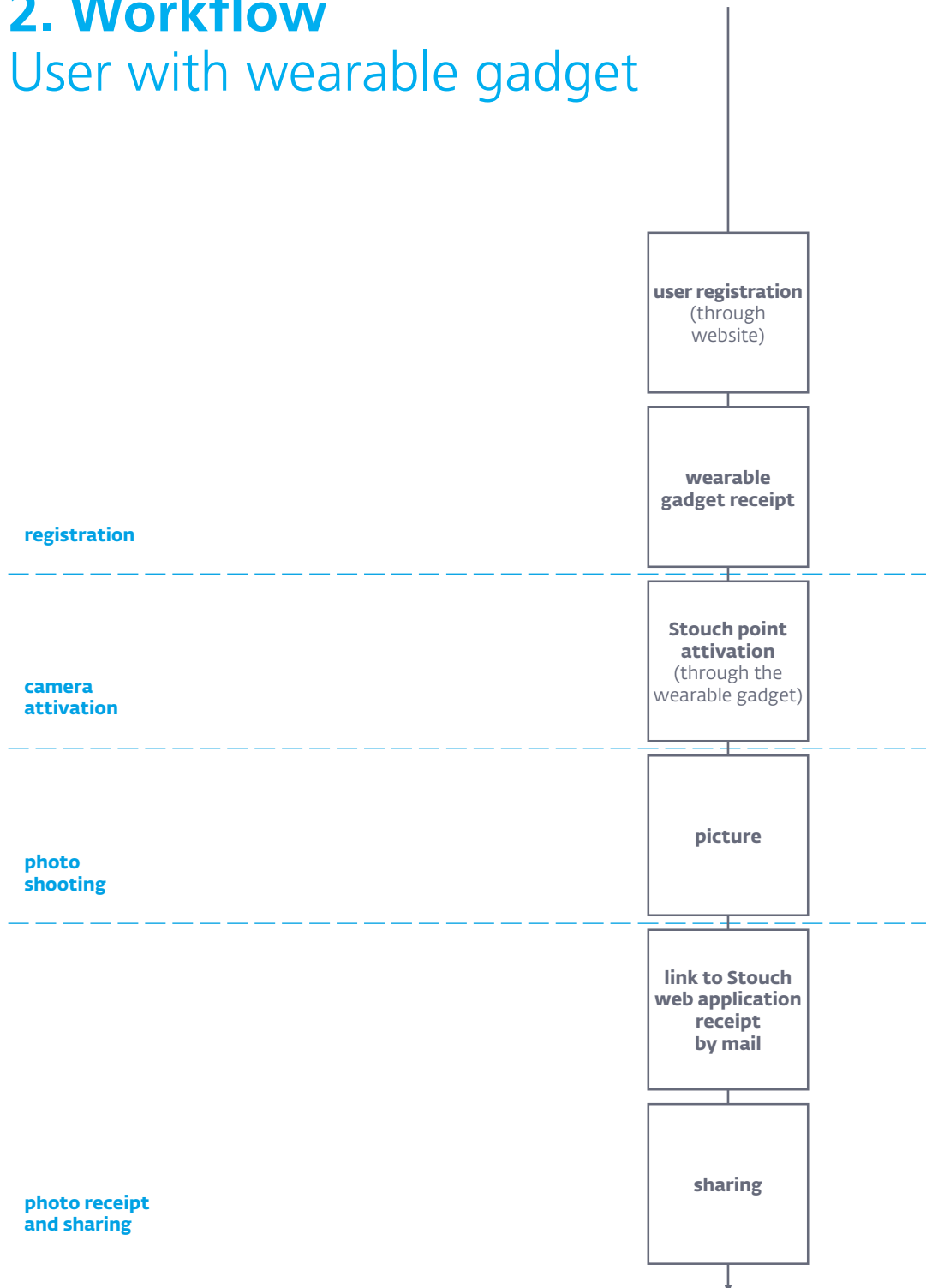
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1 System architecture

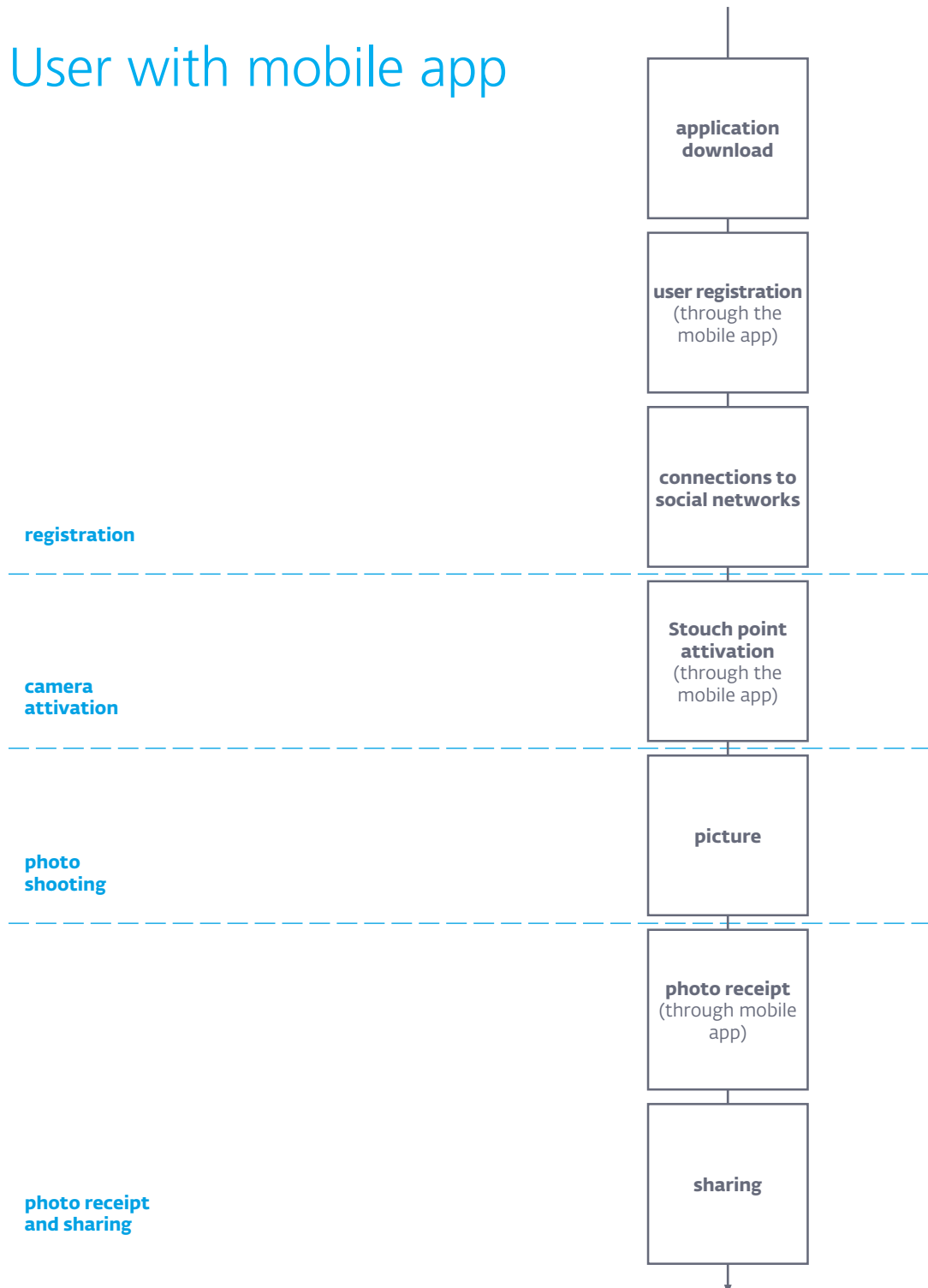


2. Workflow

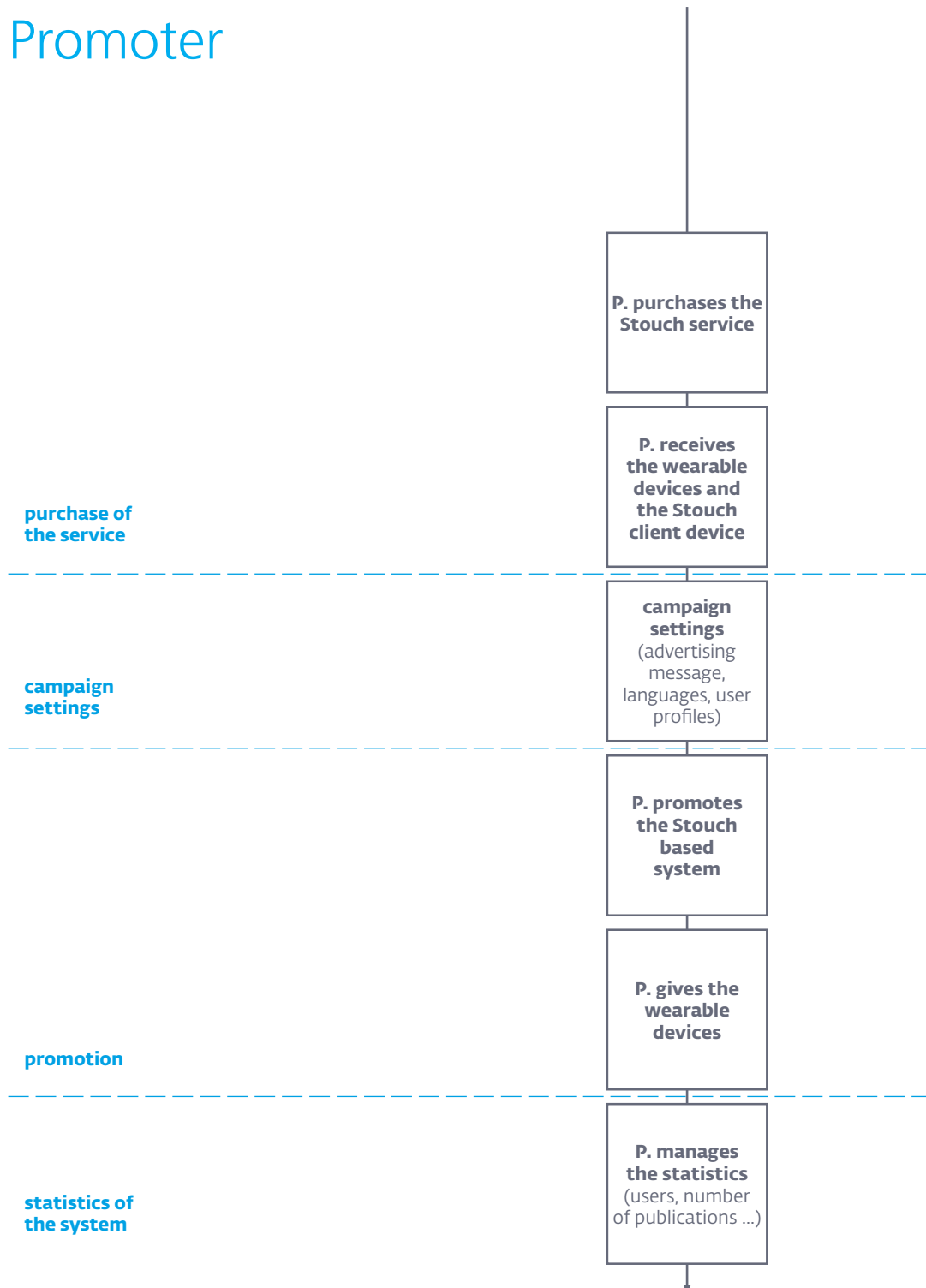
User with wearable gadget



User with mobile app



Promoter



3. Personas



Maria, 56 years old

BACKGROUND

- City: Madrid
- Job: housewife
- Passions/hobbies: cooking
- Why she is in Lugano: she is on vacation with her nephews for few days
- Use of social network: just Facebook profile

GOALS

- Sharing the experience of Longlake with her friends and relatives



Andrea, 38 years old

BACKGROUND

- City: Lugano
- Job: doctor
- Passions/hobbies: jazz music
- Use of social network: many social network profiles

GOALS

- Sharing the experience of Longlake with his friends



Maria, 30 years old

BACKGROUND

- City: Beijing
- Job: teacher
- Passions/hobbies: travelling and art
- Why she is in Lugano: he is on vacation for one month with your husband
- Use of social network: she uses Instagram and Pinterest

GOALS

- Sharing the experience with her friends and getting discounted entrance tickets to museums and art gallery, ecc.



Luca, 22 years old

BACKGROUND

- City: Chiasso
- Job: student
- Passions/hobbies: videogames and rock music
- Use of social network: he is an advanced user of many social networks

GOALS

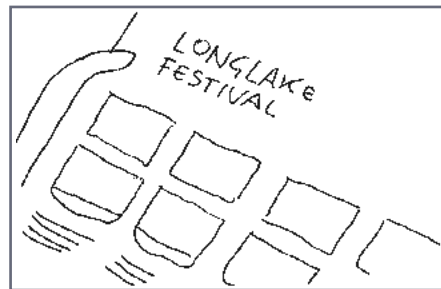
- Sharing his purchases at Fox Town and getting prizes

4. Scenarios

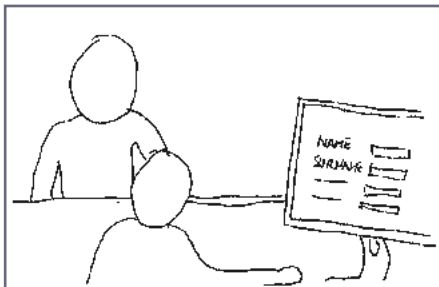
Temporary event - with wearable gadget Longlake Festival



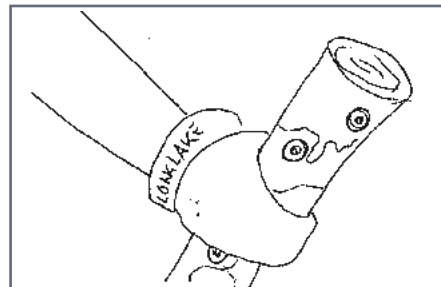
1. Maria gets to the office of tourism



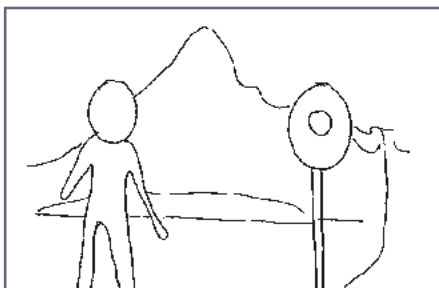
2. She looks at Longlake Festival program



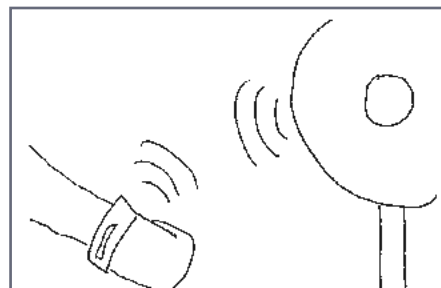
3. She registers at the info desk



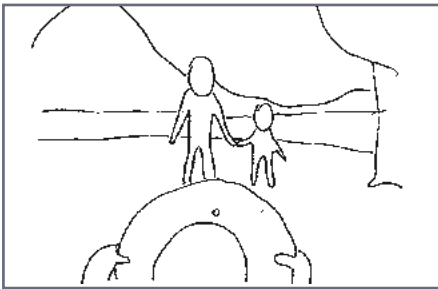
4. She receives the Longlake wearable gadget and additional printed map



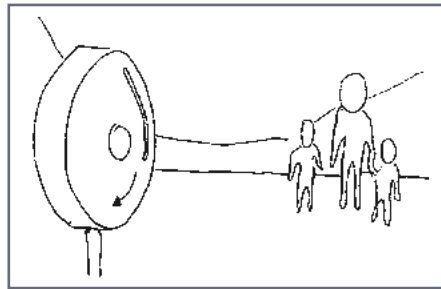
5. She gets to Parco Ciani and she stops in front of Longlake Stouch point



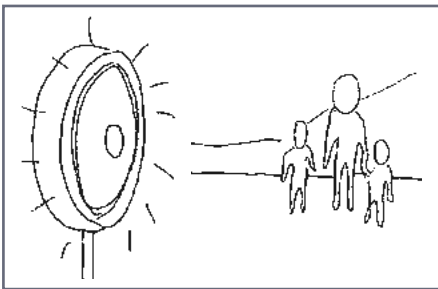
6. She activates Stouch point through the wearable gadget



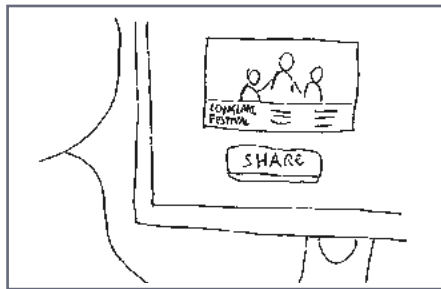
7. Maria's nephew frames and presses the button to take a picture



8. The nephew goes near his aunt



9. After few seconds Stouch Point takes the picture

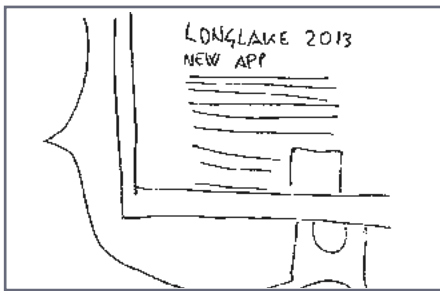


10. When Maria goes back home, she check her email box and she find email with link to sharing photo

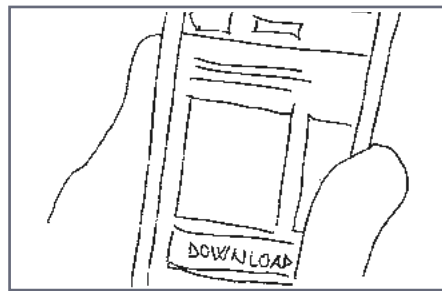


11. She shares the picture on Facebook

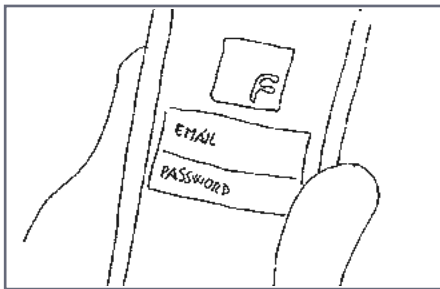
Temporary event - with mobile phone Longlake Festival



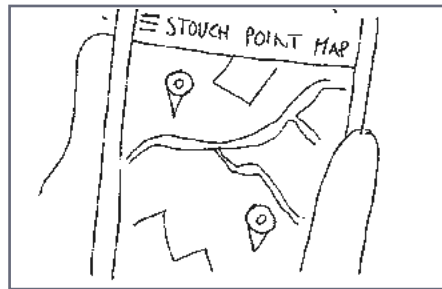
1. Andrea reads the poster of the new Longlake Festival app



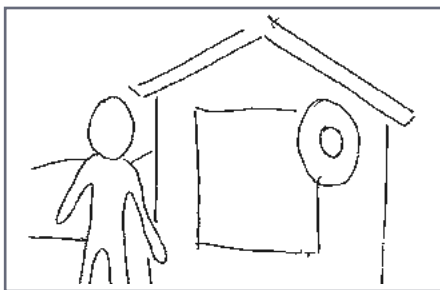
2. He downloads it



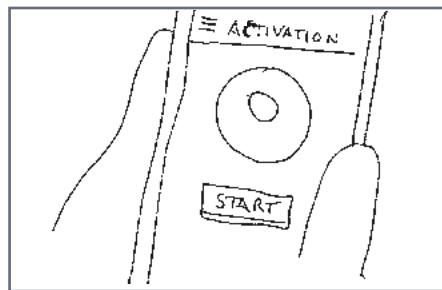
3. He signs up through Facebook connect



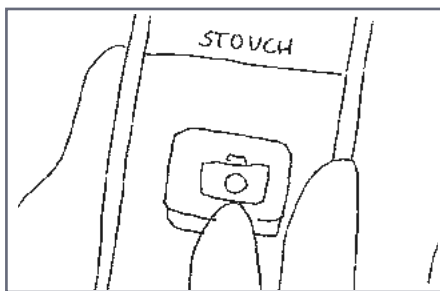
4. He looks at the Stouch points map



5. He goes to Park and Ride at Parco Ciani and he stops in front of Stouch point



6. He starts Stouch point through mobile app



7. He pushes the button of the mobile app to take a picture

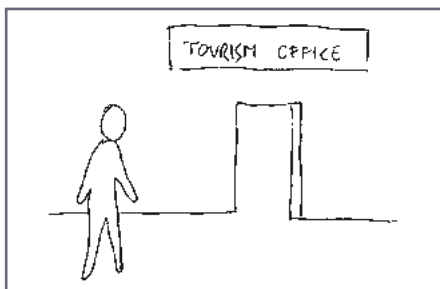


8. After a feedback, he receives the photo by app



9. He shares it

Permanent service - with mobile phone Ticino Turismo



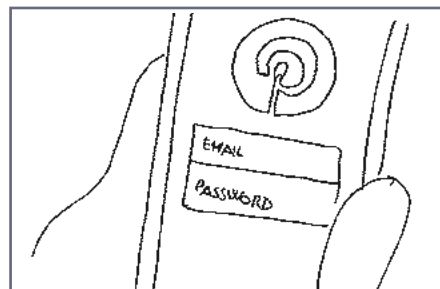
1. Miwa gets to the office of tourism



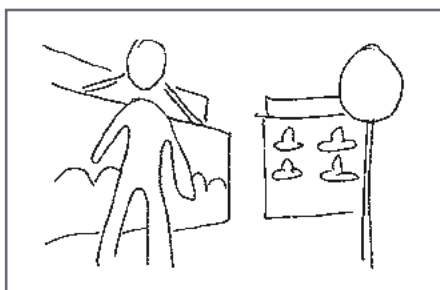
2. She looks at Ticino Turismo brochure (with the Stouch points map)



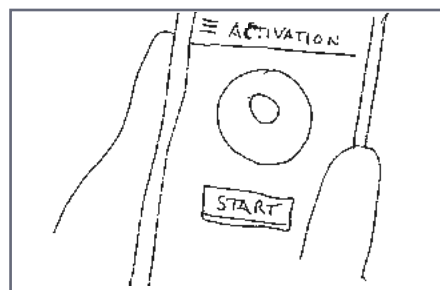
3. She downloads the Ticino Turismo mobile app



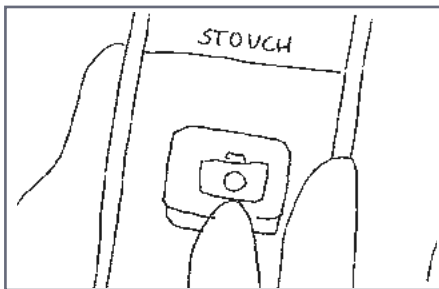
4. She synchronizes her social network profile



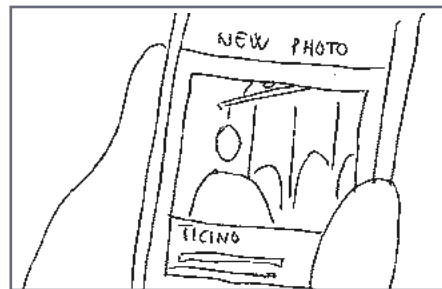
5. She gets to Piazza Riforma, In Lugano, and she stops in front of Ticino Stouch point



6. She starts Stouch point through the mobile app



7. She pushes the button of the mobile app to take the picture



8. After a feedback she receipts photo by app

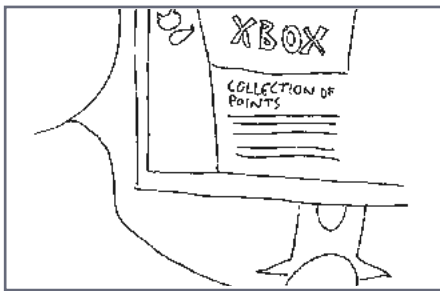


9. She shares it

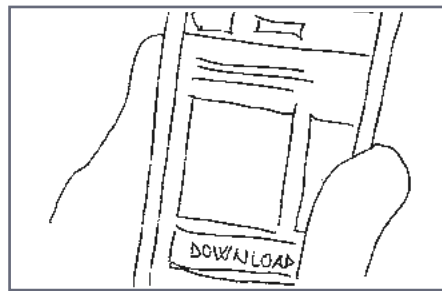


10. She receives one discount coupon for the Museo Cantonale di Lugano

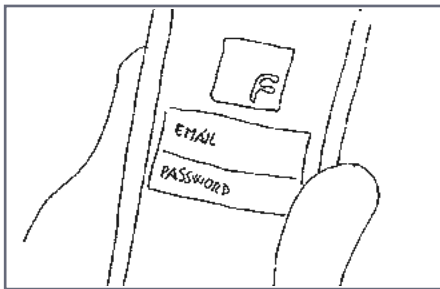
Advanced marketing - with mobile phone Fox Town



1. Luca reads the promotional post about the collection of points for receiving one Nintendo Xbox



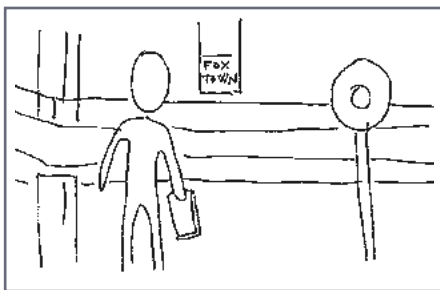
2. He downloads the Fox Town mobile app



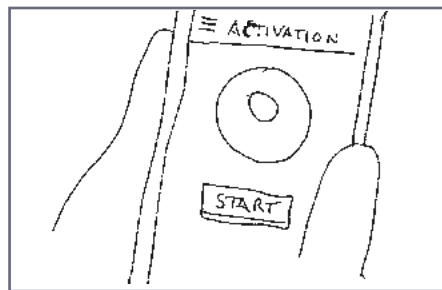
3. He registers through Facebook connect



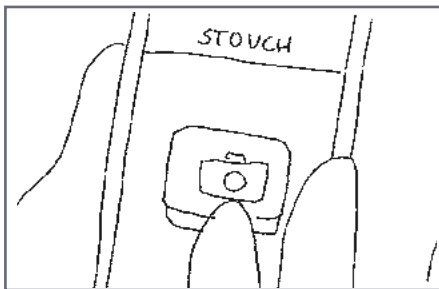
4. He goes to Fox Town and purchases one videogame



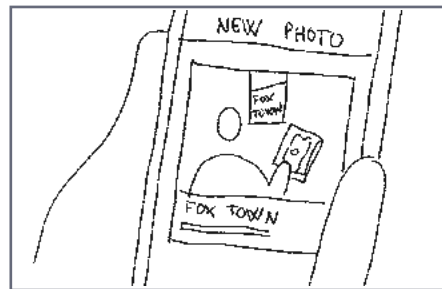
5. He goes in front of Stouch Point



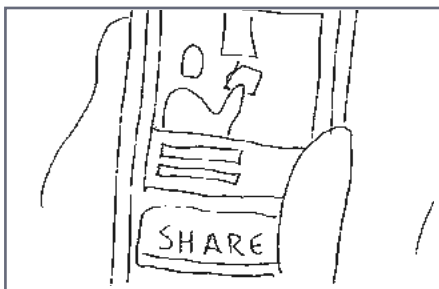
6. He starts Stouch point through the mobile app



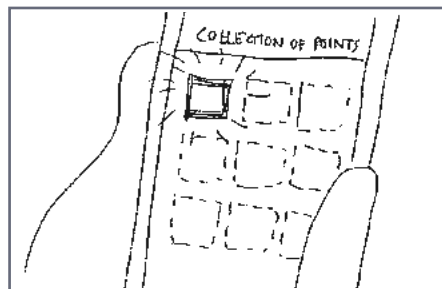
7. He pushes the button of the mobile app to take the picture



8. After a feedback he receives the photo by app



9. He shares it



10. He starts the collection of points to receive one Nintendo Xbox

5. Requirements User

Registration

User registration	
through the app	through website
<ul style="list-style-type: none"> - ability to sync with many social network user profile -ability to see a list of social networks connected -ability to see the Stouch point map - ability to setting languages and Stouch profile 	<ul style="list-style-type: none"> - ability to enter email and personal data -ability to see the Stouch point map

Camera attivation

Stouch point attivation	
through the app	through the wearable gadget
<ul style="list-style-type: none"> - ability to activate Stouch point through mobile app (via Bluetooth) 	<ul style="list-style-type: none"> - ability to activate Stouch point through RFID passive inside the wearable gadget
Stouch Point must recognize the user	Stouch Point must recognize the user

Picture

Picture
<ul style="list-style-type: none"> - ability to take a picture by physical button or app interface - ability to take more than one picture in the same session
<p>Stouch Point must give a feedback when it takes a picture, it should illuminate the set and recognize faces</p>

Photo receipt and sharing

Photo receipt	
through the app	through link by mail
<ul style="list-style-type: none"> - ability to see the photo - ability to see all pictures 	<ul style="list-style-type: none"> - ability to see the picture

Camera activation

Sharing	
through the app	by website
<ul style="list-style-type: none"> - ability to share photo on social networks - ability to add further information 	<ul style="list-style-type: none"> - ability to share photo on social networks - ability to add further information - ability to create Stouch account

Promoter

Purchase of the Stouch System

Purchase
by website
<ul style="list-style-type: none">- ability to select the type of service- ability to pay the service by credit card

Campaign setting

Campaign settings
by website
<ul style="list-style-type: none">- ability to create a new campaign- ability to add various advertisign message- ability to create a calendar of events- ability to set various kinds of user- ability to customize mobile app

Promotion

Launch of the campaign
<ul style="list-style-type: none">- ability to add Stouch registration module on your own website

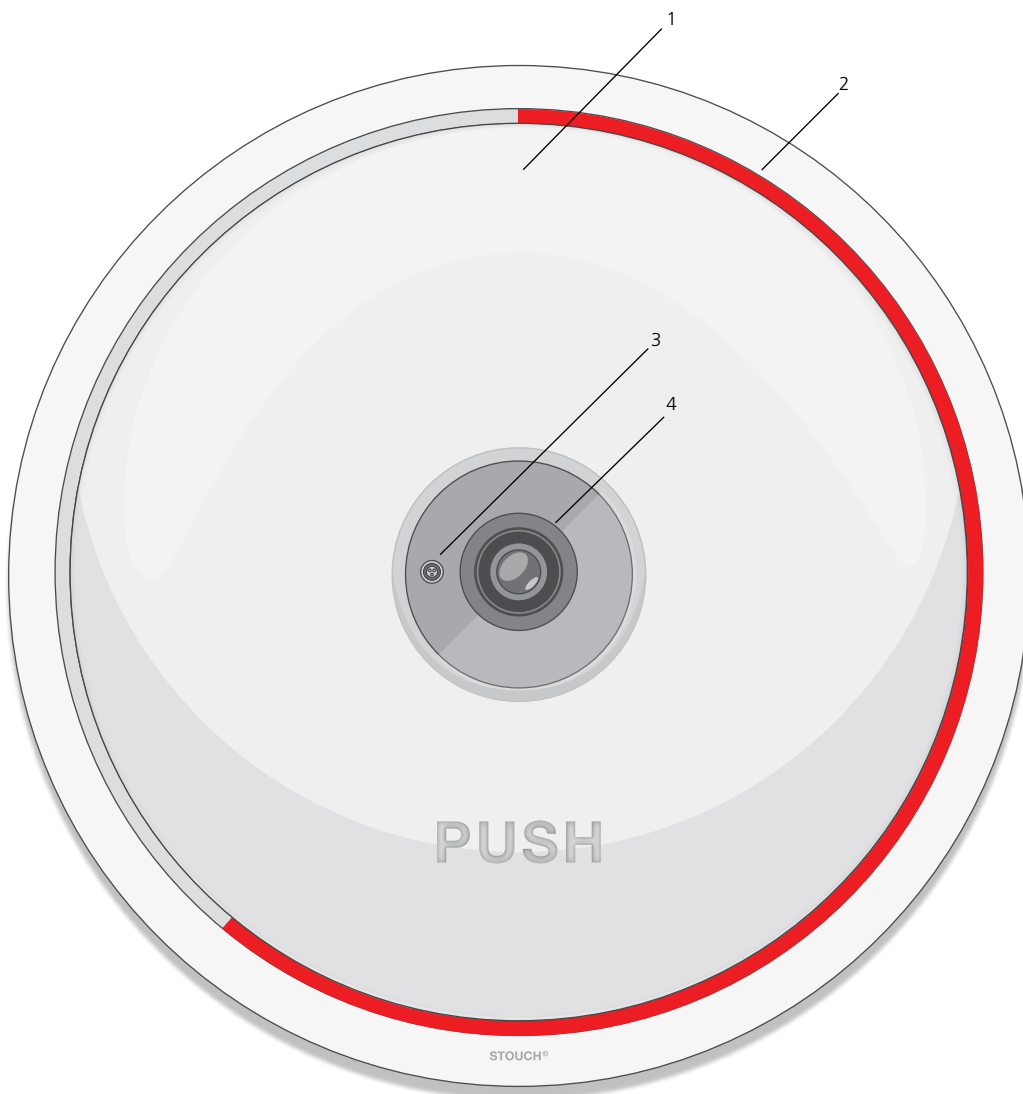
**Registration of user
without mobile phone**

Registration
by website
<ul style="list-style-type: none">- ability to add email and user data- ability to connect user and wearable gadget

Statistics of the system

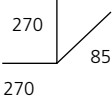
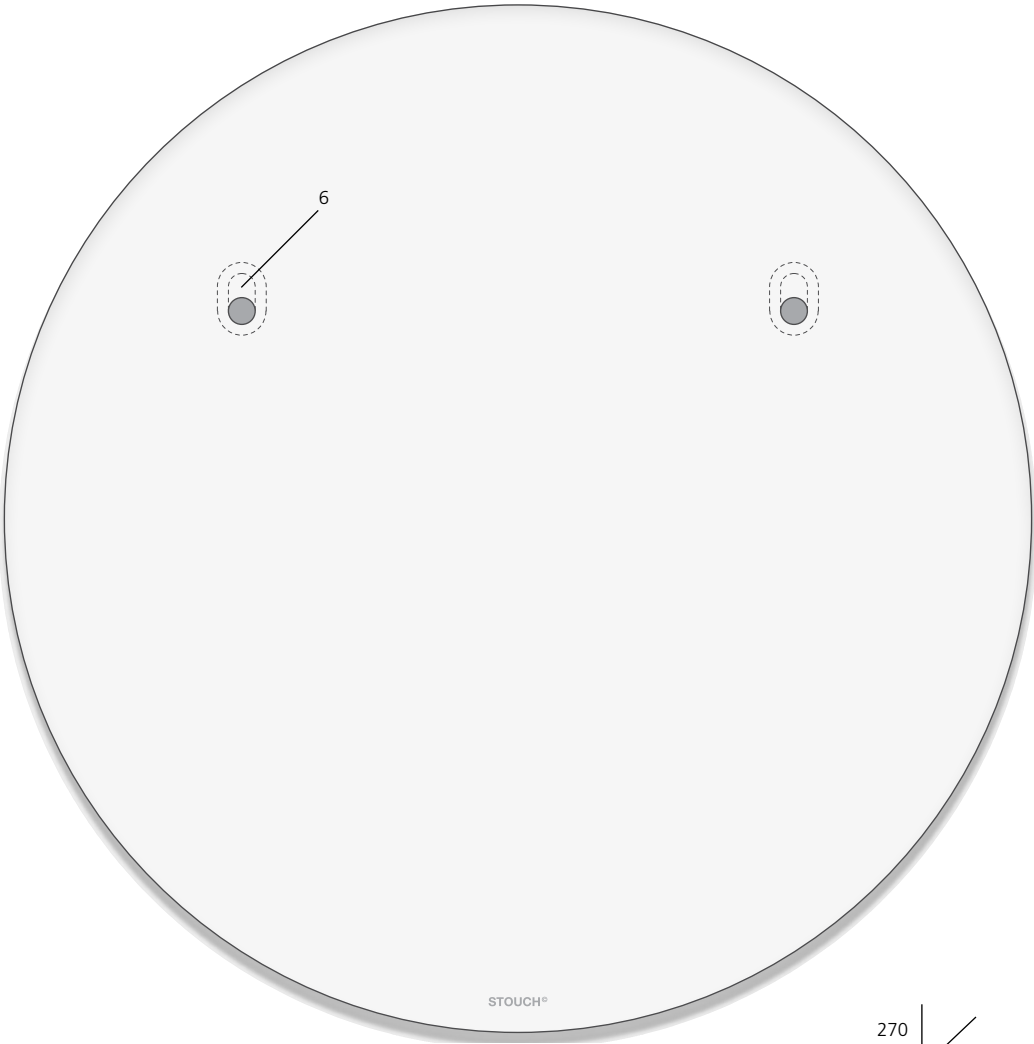
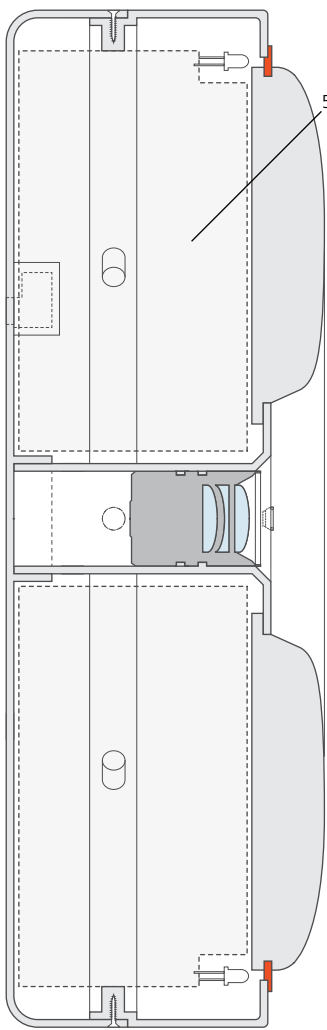
Managing statistics
<ul style="list-style-type: none">- ability to see statistic like: number of users, number of sharing, social networks, etc.

6. Stouch point



- 1. Button
- 2. Leds
- 3. Flash
- 4. Camera
- 5. Electronic components
- 6. Dowel hole

Scale 1:2
Measures in millimeters



Stouch

System architecture, scenarios and design of the Stouch Point

Interaction Design Lab

SUPSI-DACD LCV

Campus Trevano

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