

Out of Box Experience Design

The Out of Box (OOB) experience is what the user sees upon opening the box, through initial power on, during setup/WiFi connection, account sign up, and first profile creation.

The document below details the OOB experience from box open to account creation

EXECUTIVE SUMMARY - Einstein Robot Start-Up

1. Turn Robot on - Tech Support voice plays
 - a. Prompts user that (FAKE) DOWNLOAD command is active
2. (FAKE) DOWNLOAD - prompts user that TUNE is necessary
 - a. User Tests motors with EYES, TONGUE, ARM, BLINK, etc. commands
 - b. After all diagnostics are cleared - user tries (FAKE) DOWNLOAD again
3. User uses WAKE command
 - a. Robot is in "Safe mode" not linked to app
4. User downloads/runs app.
5. User creates account.
6. App Start Screen - looks for Robot over network
 - a. Find Einstein on network, enter default password (genius)
 - b. Enter Home SSID / PW > passes this info to Robot?
 - c. Success = "App connected" mode
7. Create Einstein user account in app
 - a. Success = "Cloud connected" mode
 - b. Tech Support voice moves to app.
8. User creates profiles in the app

SCRIPT

Once the user has powered up the robot for the first time, an audio "preshow" will play. This will be executed via pre-recorded VO and SOUND FX.

The user will be guided through the set up process by the narrator "T.S." (or tech support).

The set up process includes the fictional downloading of Einstein's personality into the robot, a brief diagnostic test, a "wake up" call for Einstein and abbreviated instructions on Stein-O-Matic online set up.

At one point, the two personalities (TS and Einstein) will share some brief banter. Both parts are called out in the script, but only Einstein's parts are reflected in the Dragon page #Outofbox (<https://einstein.dragon.ai/stack/intent.edit/outofbox>)



Einstein Dialogue_OOB_v2.xlsx

DETAIL

The user purchases a robot companion, opens the box and finds inside a 12-inch robot that resembles famed theoretical physicist Albert Einstein.

Also in the box is a folded *tech sheet* with the warning:

*"BEWARE - the doors to the universe, once opened can never be closed.
The secrets contained herein may lead to extended bouts of inspiration, fits of clarity and flashes of genius. Proceed with caution."*

The user opens the tech sheet and finds instructions in the form of old-timey blueprints (of the robot) with words like 'EYES,' 'TONGUE,' 'ARM' ("BLINK," "EXPRESS," "POINT," etc) tagging specific parts on the robot schematic. Additionally, a numbered initiation sequence on the sheet indicates that the user should: (1) activate the robot (power on), (2) download genius persona, (3) download Stein-O-matic (download instructions), (4) Sync robot to Stein-O-Matic, (5) Enjoy!

- Einstein is in Inactive MODE

1) ACTION The user follows the first, most obvious instruction and powers on the robot.

1. SET EINSTEIN TO **outofbox/01-waiting-for-power-on** - waiting for DOWNLOAD keyword

A fast-talking, 50's style voice – TECH SUPPORT (T.S.) – comes from the motionless robot and tells the user to use the 'verbal command' to download Einstein's intellect and bring the robot to life.

1. PLAY **01_01_TSintro** VIA ROBOT

vLOOP: T.S. enters an inactivity loop, repeating a phrase every 15s until the DOWNLOAD keyword is heard.

1. PLAY every 15s **01_02_downloadinstruct_nudge1** VIA ROBOT

2) ACTION The user speaks the DOWNLOAD command.

When the DOWNLOAD key word is heard and download sound comes from the robot, but then a warning sound takes over. Tech Support cancels the download, and tells the user to run some diagnostics by speaking the diagnostic tags that can be found on the printed tech sheet (or by simply giving the command AUTOTUNE.)

1. PLAY **02_01_downloadererror** VIA ROBOT + SET EINSTEIN TO ***motors going crazy**
2. PLAY **02_02_errorexplained** VIA ROBOT
3. PLAY **02_03_disgnostic instruct** VIA ROBOT
4. PLAY **02_04_autotuneinstruct** VIA ROBOT
5. SET EINSTEIN TO - waiting for AUTOTUNE or [diagnostic] keywords

A) ACTION User consults tech sheet and speaks any of the tagged diagnostic words. *Motors can be triggered in any order, and T.S. responds after each command. After the third diagnostic, the problem is 'fixed'. Alternatively, the player can simply give the AUTOTUNE keyword command and the problem is immediately fixed.*

List of Diagnostic Intents:

EYE

1. SET EINSTEIN TO **outofbox/02-waiting-for-diagnostic/eyes** - waiting for AUTOTUNE or [diagnostic word] keywords.
2. If 3rd diagnostic, then transition immediately to 'fixed', otherwise PLAY **02_05_tunedialogue01** VIA ROBOT

MOUTH

1. SET EINSTEIN TO **outofbox/02-waiting-for-diagnostic/mouth** - waiting for AUTOTUNE or [diagnostic word] keywords.
2. If 3rd diagnostic, then transition immediately to 'fixed', otherwise PLAY **02_05_tunedialogue02** VIA ROBOT

HEAD

1. SET EINSTEIN TO **outofbox/02-waiting-for-diagnostic/head** - waiting for AUTOTUNE or [diagnostic word] keywords.
2. If 3rd diagnostic, then transition immediately to 'fixed', otherwise PLAY **02_05_tunedialogue03** VIA ROBOT

ARM

1. SET EINSTEIN TO **outofbox/02-waiting-for-diagnostic/arm** - waiting for AUTOTUNE or [diagnostic word] keywords.
2. If 3rd diagnostic, then transition immediately to 'fixed', otherwise PLAY **02_05_tunedialogue04** VIA ROBOT

LEGS

1. SET EINSTEIN TO outofbox/02-waiting-for-diagnostic/legs - waiting for AUTOTUNE or [diagnostic word] keywords.
2. If 3rd diagnostic, then transition immediately to 'fixed', otherwise PLAY 02_05_tunedialogue02 VIA ROBOT

AUTOTUNE

1. SET EINSTEIN TO outofbox/02-waiting-for-diagnostic/autotune + PLAY 02_05_autotunedialogue VIA ROBOT
2. Transition immediately to 'fixed'

FIXED

1. PLAY 02_06_downloadinstruct + SET EINSTEIN TO outofbox/03-waiting-for-wakeup - waiting for WAKEUP keyword

T.S. indicates that the robot is now in working order, and tell user to give Einstein the WAKEUP keyword command

LOOP - T.S. will now go into a pre-active loop in which he reminds the user to speak the wake up command. TS will repeat his inactivity dialog every 30s until Einstein is awake.

1. PLAY LOOP \SNORE RobotSoundFX\ VIA ROBOT
2. PLAY every 30s 02_08_preactiveloop VIA ROBOT until WAKEUP keyword is recognized.

3) ACTION User speaks the WAKE UP command

Einstein will perform a wake up sequence. The robot, now with the voice and mannerisms of Einstein, wakes up. He seems a bit confused and glitchy, but happy to meet the user nevertheless. The most important user action is to download and connect Einstein to the Stein-O-Matic.

1. SET EINSTEIN TO outofbox/03-waiting-for-wakeup/wakeup
2. PLAY 03_01_wakeup VIA ROBOT
3. SET EINSTEIN TO outofbox/03_02_wakeup
4. PLAY 03_03_wakeup VIA ROBOT
5. PLAY 03_04_wakeup VIA ROBOT

LOOP - T.S. and Einstein will now go into a 'crazy' loop in which the player is reminded constantly to download the Stein-O-MaticApp before Einstein's glitches cause him permanent damage.

After each delay of 30s - 45s, and until we detect that the player has activated Einstein as an Access Point, play an intent/audio pair one at a time. Play in order, repeat the list if necessary.

CRAZY LOOP PAIR #1 - SET EINSTEIN TO outofbox/03_05_crazyloop_a - waiting for PASSWORD keyword + PLAY 03_05_crazyloop_b VIA ROBOT

CRAZY LOOP PAIR #2 - SET EINSTEIN TO outofbox/03_06_crazyloop_a - waiting for PASSWORD keyword + PLAY 03_06_crazyloop_b VIA ROBOT

CRAZY LOOP PAIR #3 - SET EINSTEIN TO outofbox/03_07_crazyloop_a - waiting for PASSWORD keyword + PLAY 03_07_crazyloop_b VIA ROBOT

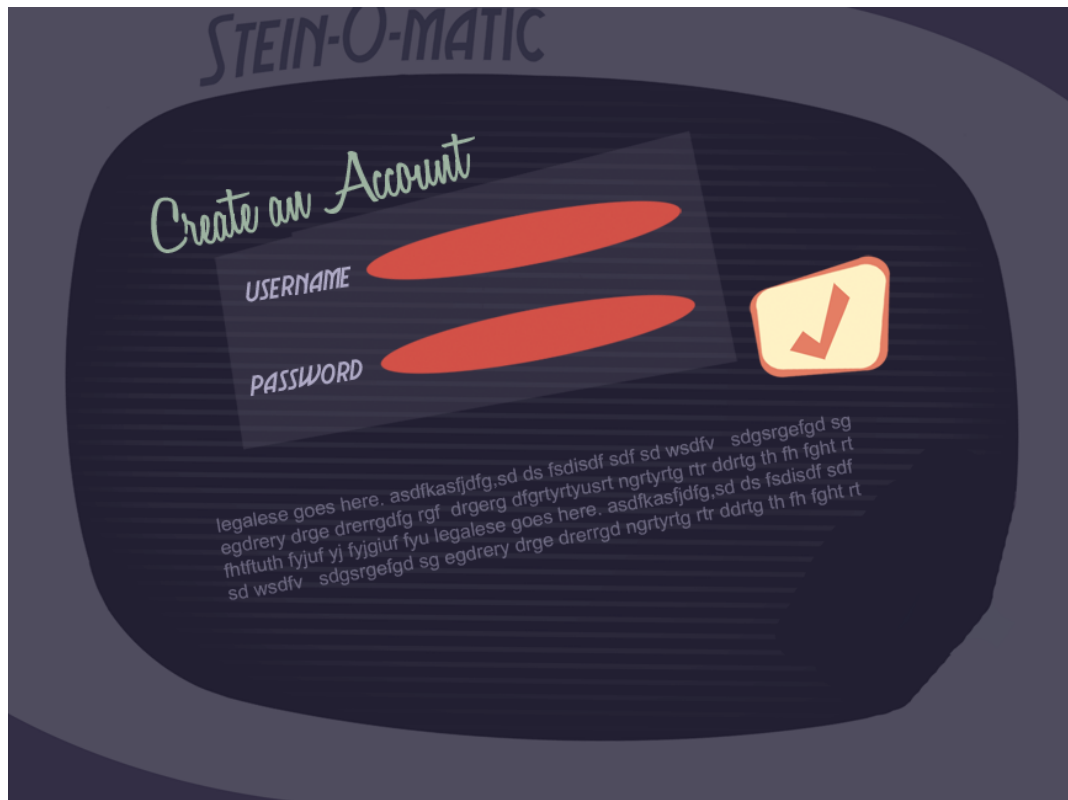
CRAZY LOOP PAIR #4 - SET EINSTEIN TO outofbox/03_08_crazyloop_a - waiting for PASSWORD keyword + PLAY 03_08_crazyloop_b VIA ROBOT

CRAZY LOOP PAIR #5 - SET EINSTEIN TO outofbox/03_09_crazyloop_a - waiting for PASSWORD keyword + PLAY 03_09_crazyloop_b VIA ROBOT

4) ACTION The User downloads the Stein-O-Matic and launches it for the first time

5) ACTION User (1) creates an Einstein Account, (2) receives instruction to prep robot to become an Access Point and (3) makes Einstein an AP

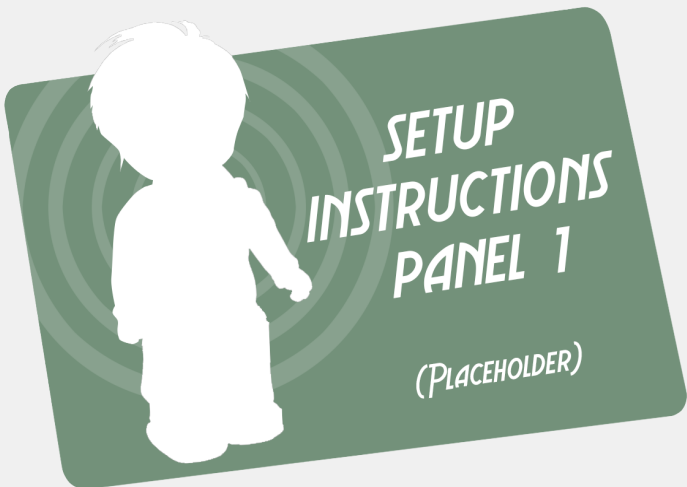
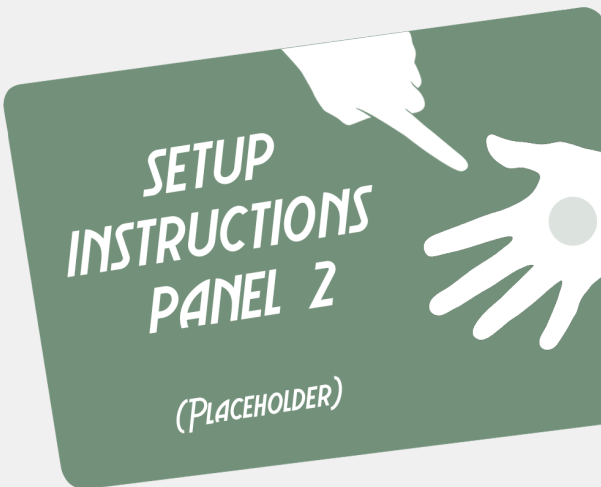
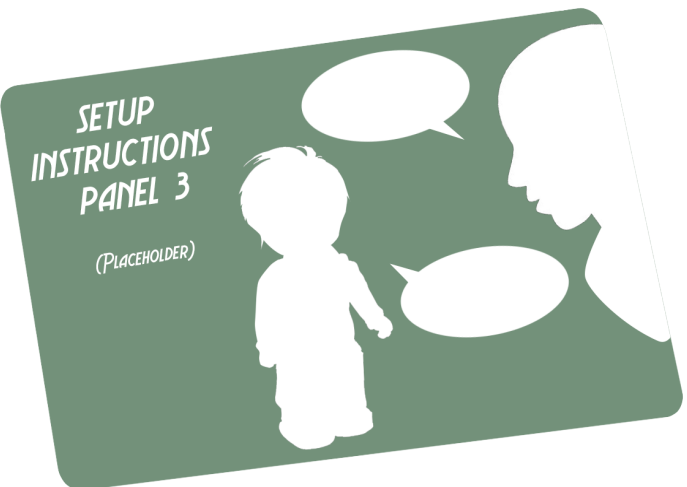
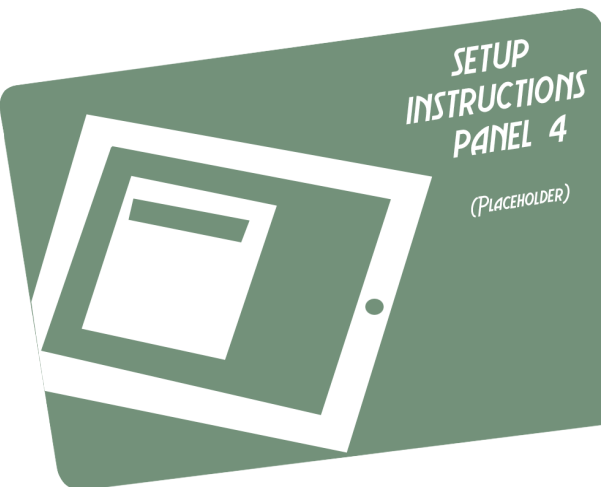
- 1) User provides a Username and Password to create their Einstein Account



2) Setup help is provided through standard slide show help panel system. (see panels below)



'Setup help' panel details

	
<p>"First, make sure your einstein robot is powered on!"</p>	<p>"Next, locate and press the connect switch on einstein's hand."</p>
<p>string ID: INTROHELP1</p>	<p>string ID: INTROHELP2</p>
	
<p>"Now, ask einstein, "What's your password?" Be sure to write it down. You'll need it soon!"</p> <ol style="list-style-type: none"> 1. SET EINSTEIN TO 05_01_password 2. LOOP: Go back to crazy loop logic after 45s 	<p>"On the next screen, select 'einstein' from the list of networks, then the password. Click the checkmark button when you're ready."</p>
<p>string ID: INTROHELP3</p>	<p>string ID: INTROHELP4</p>

3) Device's Wi Fi settings screen is opened AUTOMATICALLY (and a Back to Stein-O-Matic link should be provided.)

The player needs to use their device's wifi connect screen to locate the Einstein access point and connect to it.

A) ACTION - Find the network labelled 'EINSTEIN' and then enter the password 'genius' followed by the four digit number einstein provided to the player when asked for his password. *eg genius2754.*

Clicking the os supplied 'Back to stein-o-matic' link will return to the app

If EINSTEIN AP is not connected, and the 'Back to Stein-o-Matic' link is selected, play returns to the help instructions (2) screen, on panel 1.

If EINSTEIN connected, the connect flow continues with 6) below AS the following occurs:

Einstein is 'feeling better' and T.S. mentions that it's "it's getting crowded in here and moves to the Stein-O-Matic where he stays for the rest of the Einstein experience. From this time point forward, if T.S. is heard, he's coming from the app, not the robot and Einstein provides all further game instruction.

If we can communicate with the robot then:

1. PLAY **05_02_online** VIA ROBOT
2. PLAY **TransitionOutSFX** VIA ROBOT, then overlap the end with the beginning of PLAY **TransitionInSFX** VIA STEINOMATIC
3. PLAY **05_03_online** VIA ROBOT
4. SET EINSTEIN TO **outofbox/05_04_online**

NOTE: If flow is broken before Einstein becomes an AP, Stein-O-Matic will always start at the help instructions (2) point on panel 1.

6) ACTION - Connect Robot to Home Network

Upon returning from the device network connection screen, user is presented a method to locate (or enter directly) his/her home network SSID followed by the network password.

1. PLAY **06_01_cloud** VIA STEINOMATIC
2. SET EINSTEIN TO **outofbox/06_02_cloud**

B) ACTION - Enter home/local WiFi SSID + password.

App needs a list of networks from robot.



When the correct network and password is entered, the following activity takes place:

1. PLAY **06_03_cloud** VIA STEINOMATIC

The robot will reboot.



Einstein is REBOOTED

- Einstein is in Cloud (Fully Connected) MODE

1. PLAY [06_03_cloud](#) VIA STEINOMATIC
2. PLAY [06_04_cloud](#) VIA STEINOMATIC
3. SET EINSTEIN TO [outofbox/06_06_profile](#)

4. SET EINSTEIN TO outofbox/06_07_profile
5. SET EINSTEIN TO LISTEN MODE: {profile.name}

LOOP - Einstein will enter a loop in which he repeats steps 4 and 5 (above) every 30s until the player speaks his/her name or enters it via the onscreen keyboard.

7) ACTION - Player speaks

Whatever NAME Einstein hears the player say will be displayed in the profile name entry field and can be corrected.

1. SET EINSTEIN TO outofbox/07_01_profile - Waiting for YES, NO keywords

YES - SET EINSTEIN TO outofbox/07_01_profile/yes

NO - SET EINSTEIN TO outofbox/07_01_profile/no

Continue on to Genius Profile creation