

# AXIS Communications Touch-Table UI

**PROJECT:** design a touch-table UI to rapidly intake new potential clients and link them with specific vendors and products for later follow-up, relationship-building, and sales

**CLIENT:**



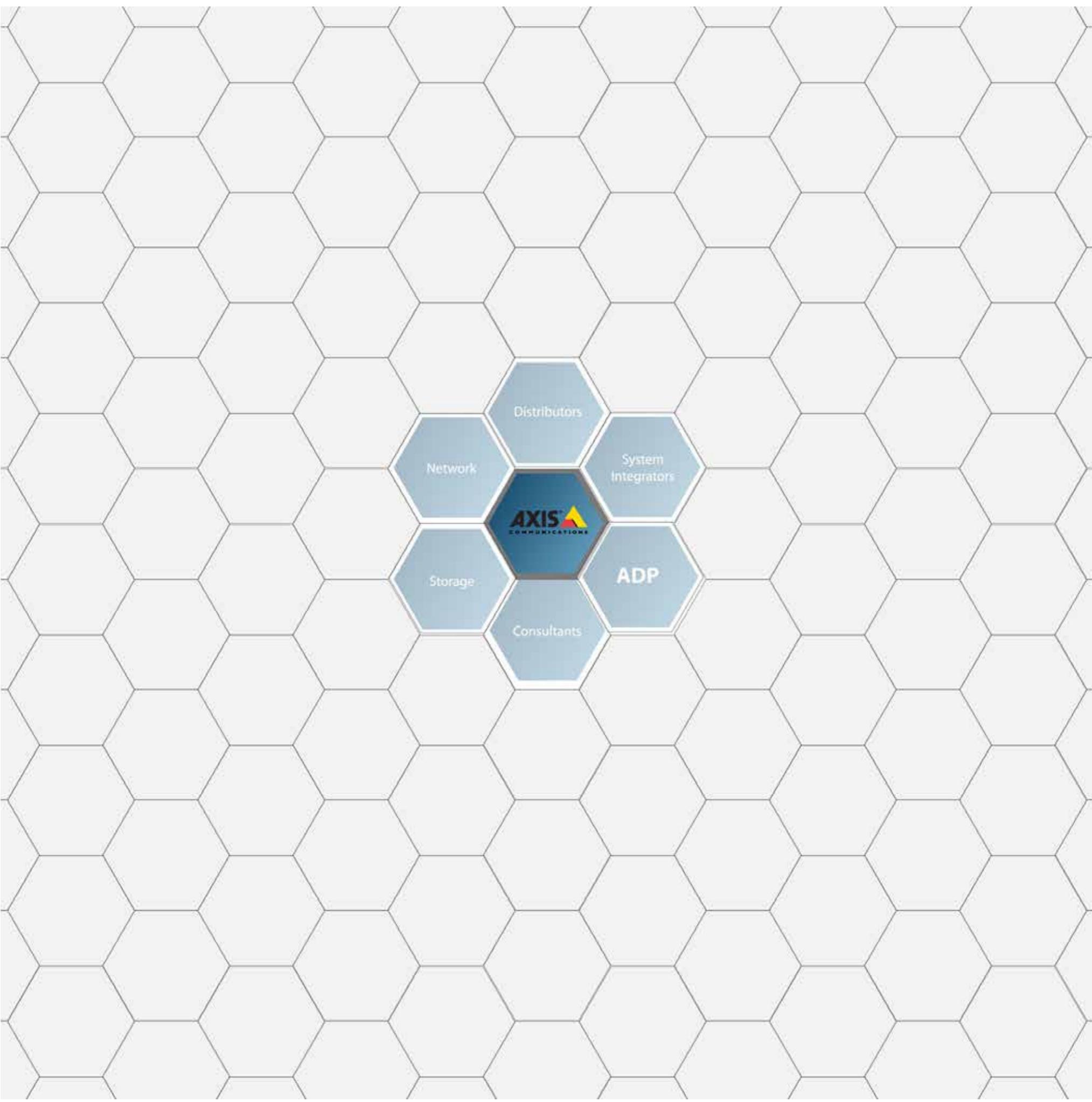
**ROLE:**

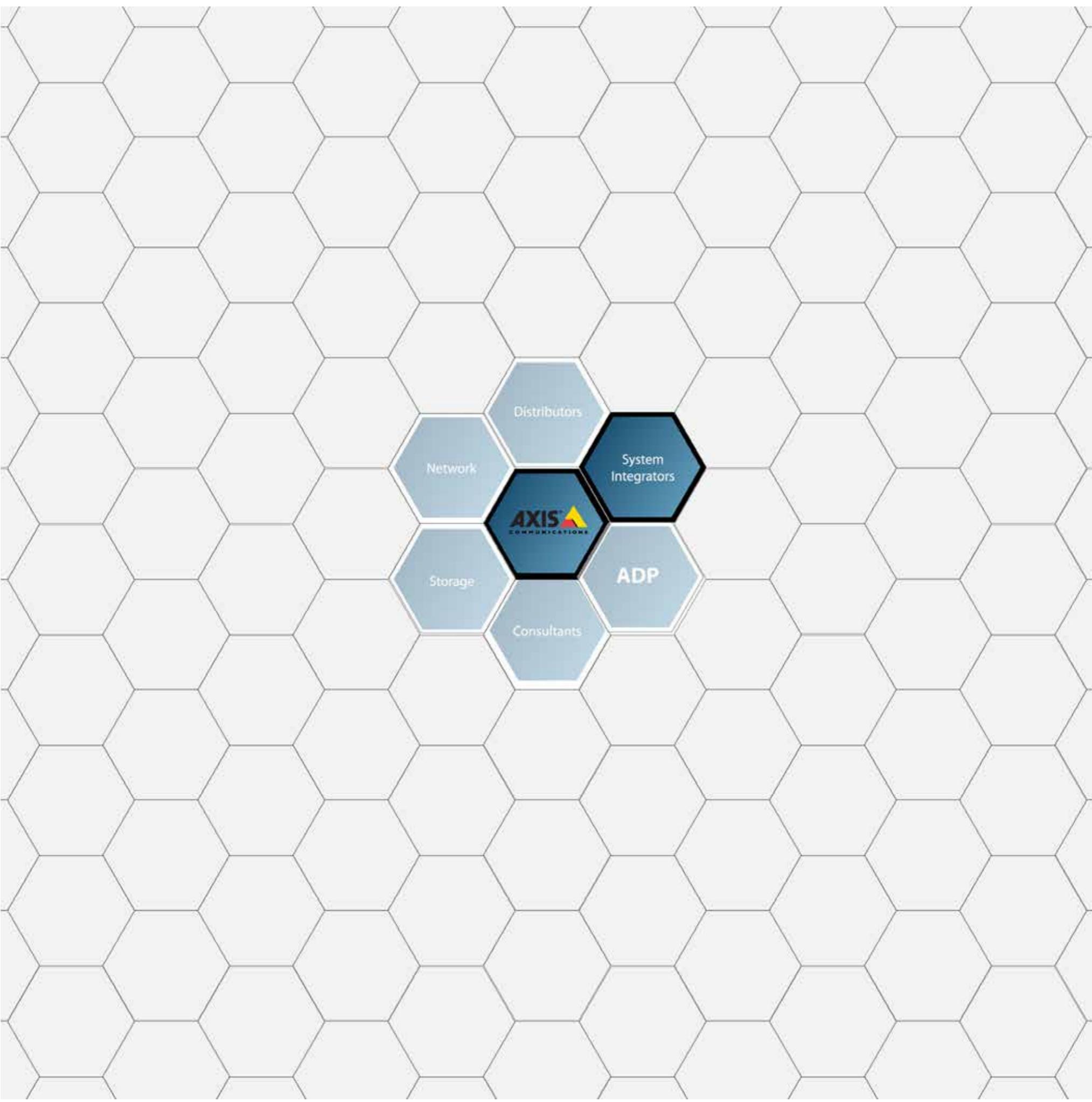
design an innovative interface to provide targetting to sales when following up leads generated at convention kiosks

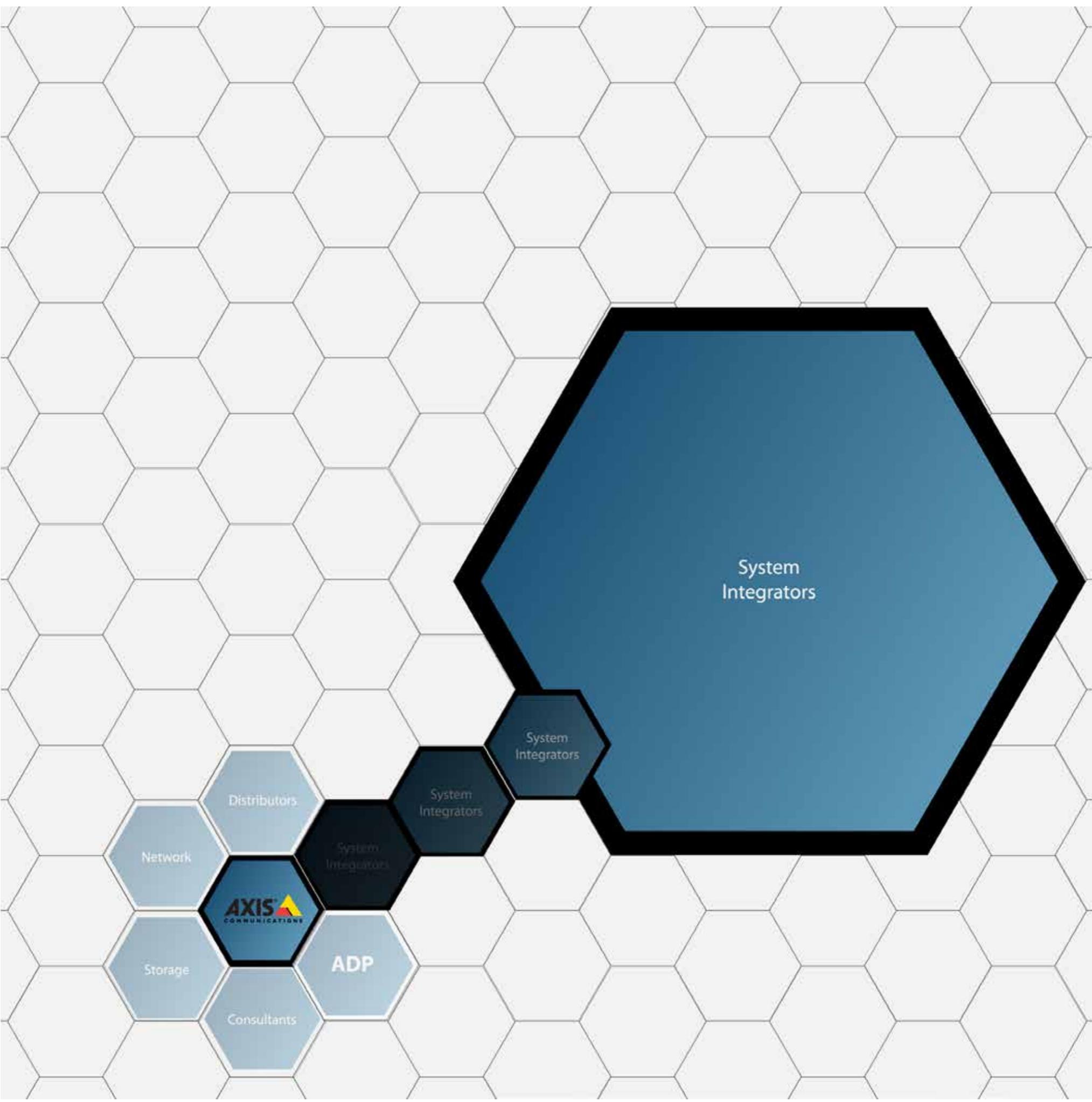
**CHALLENGE:**

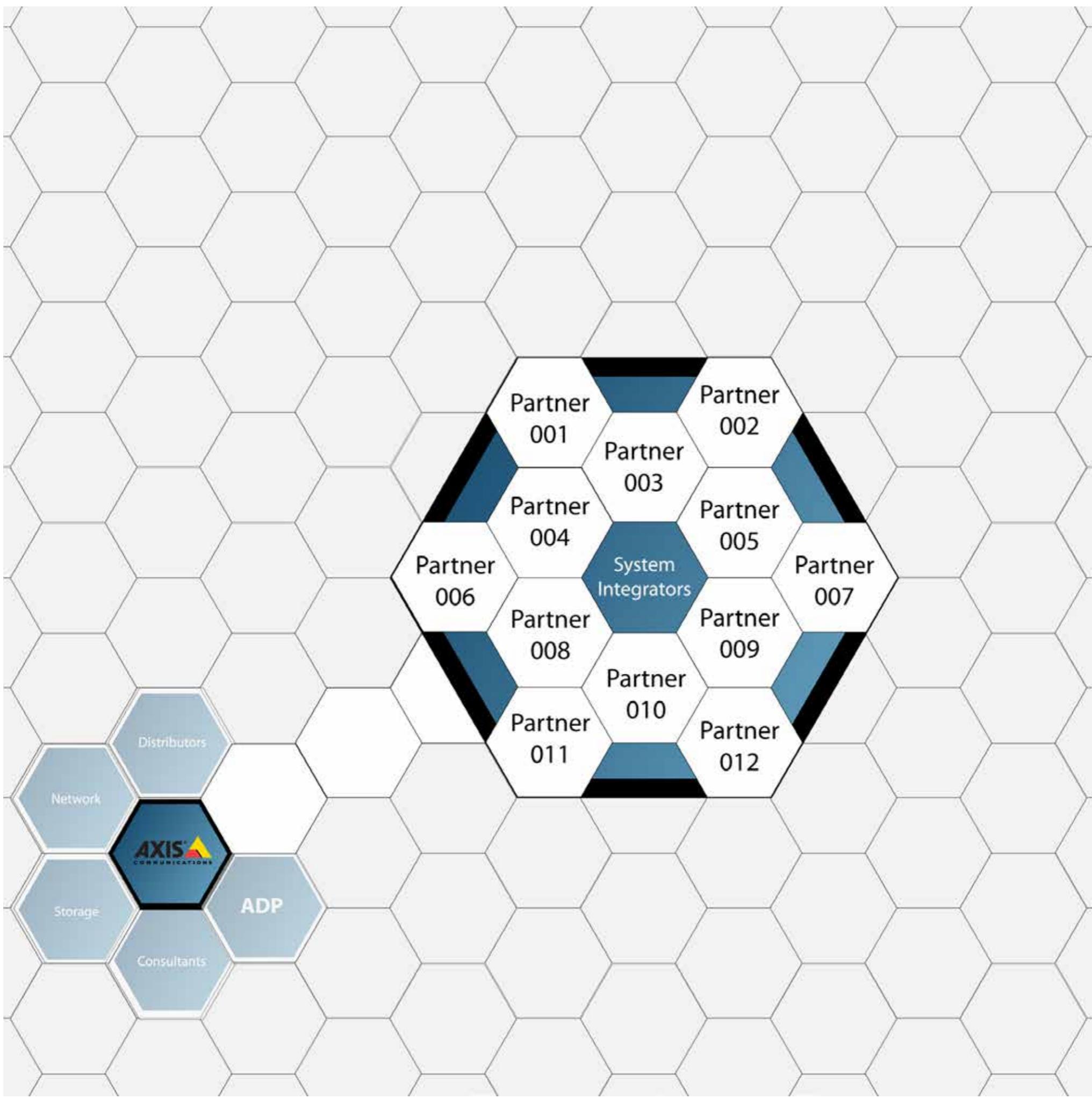
Leads generated at conventions often resulted in a cold-call, because there was no method for linking convention participants with their specific interest in AXIS products and vendors.

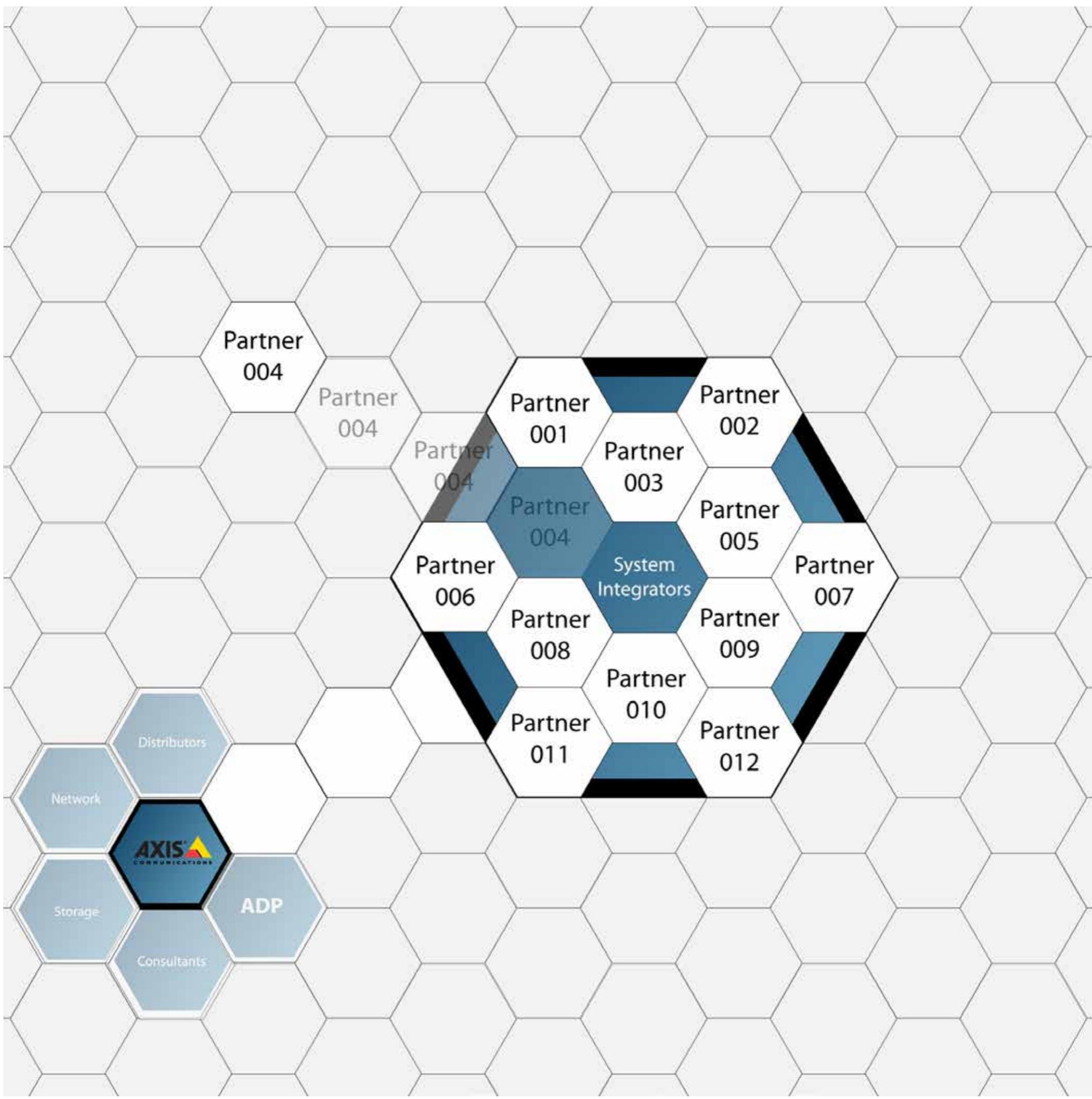
**SLIDES:** 11

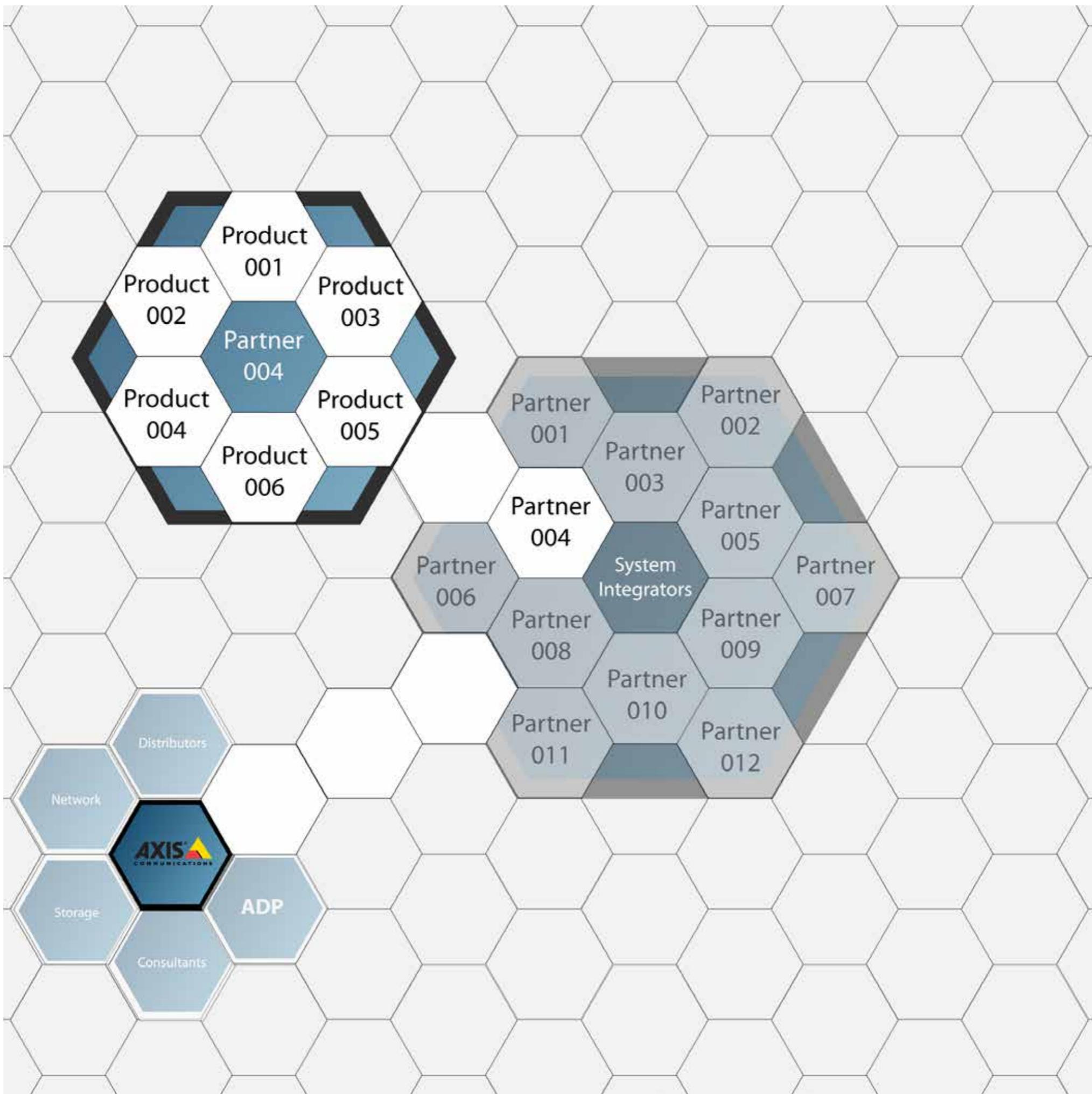


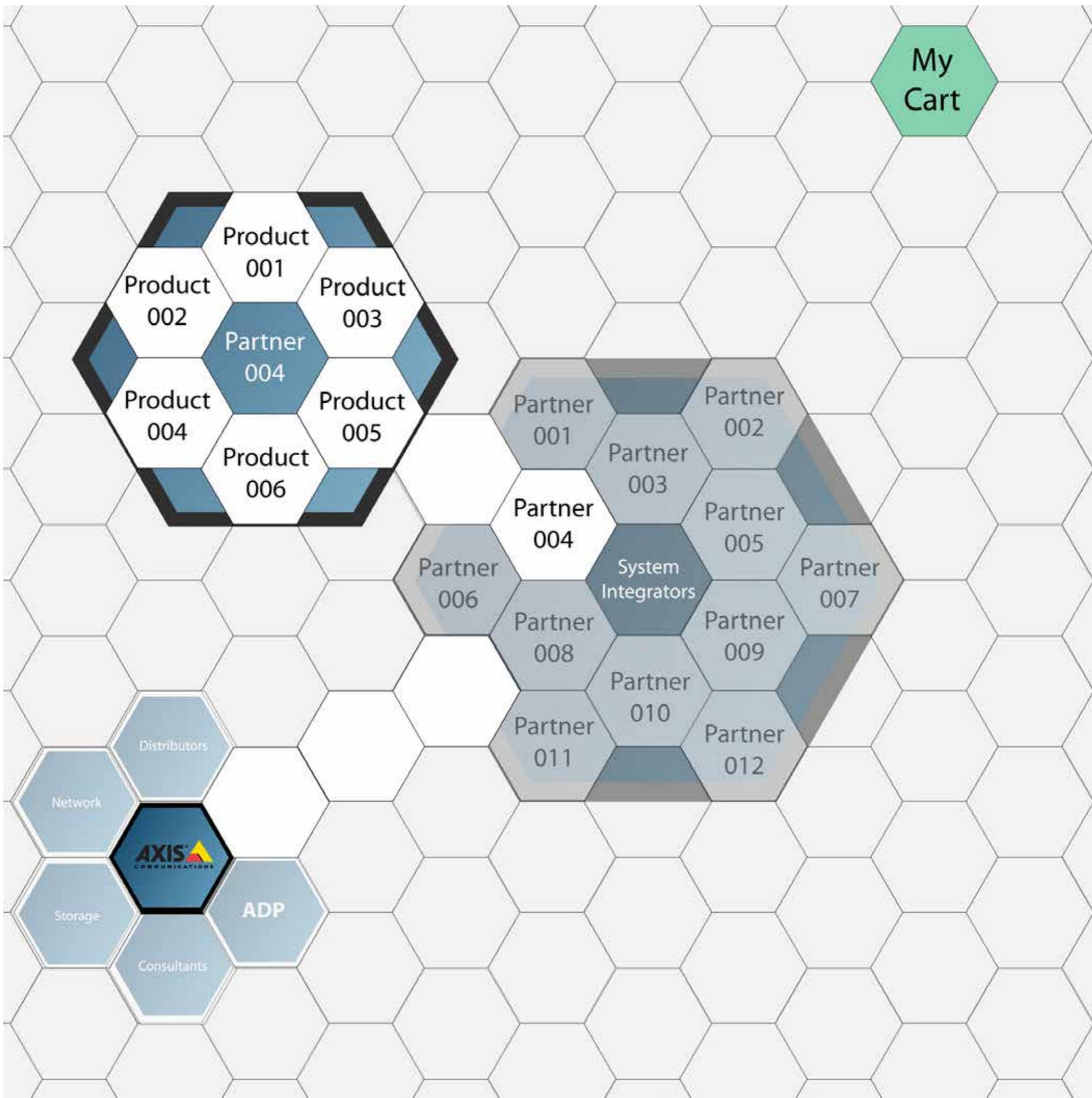


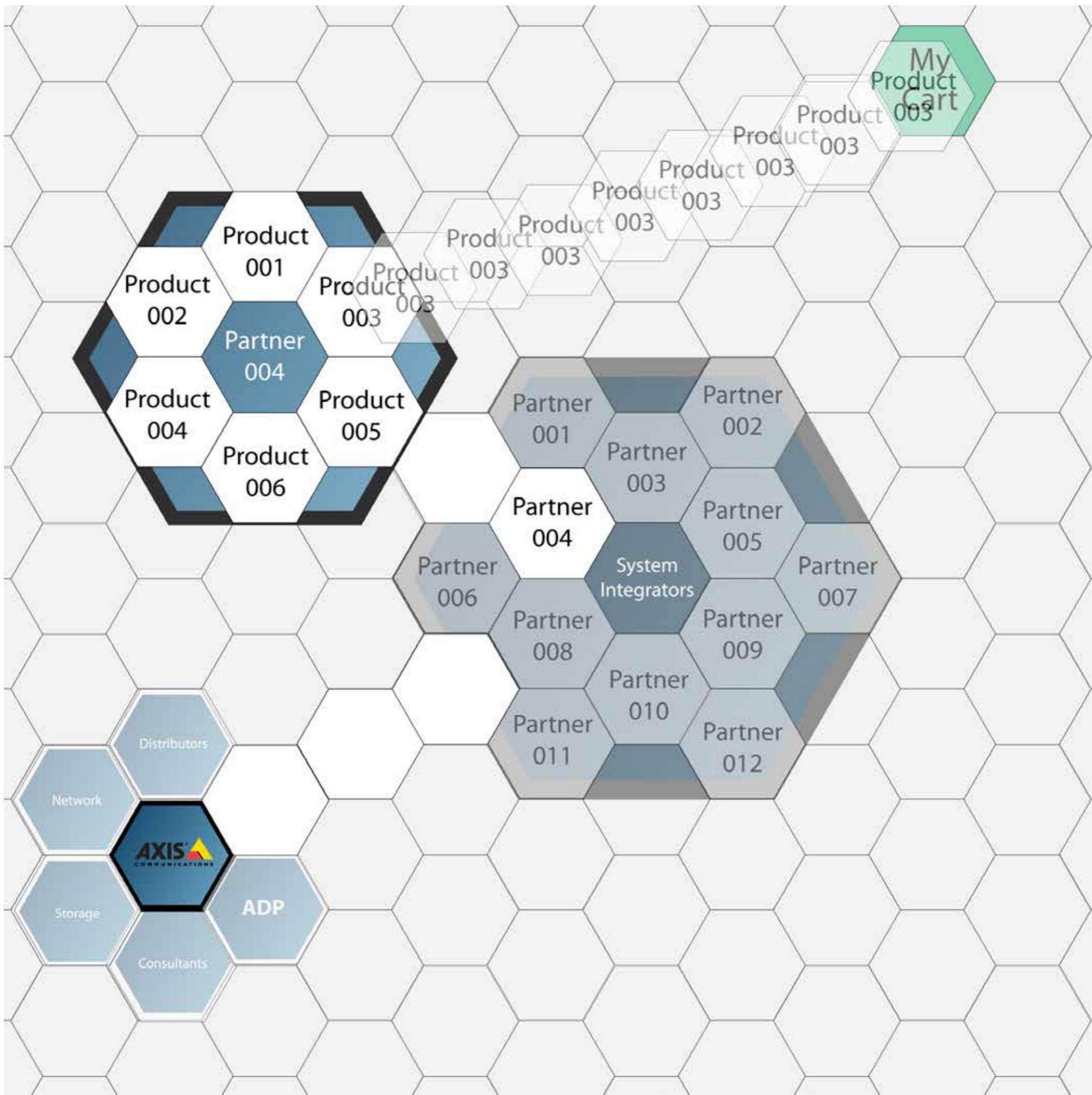


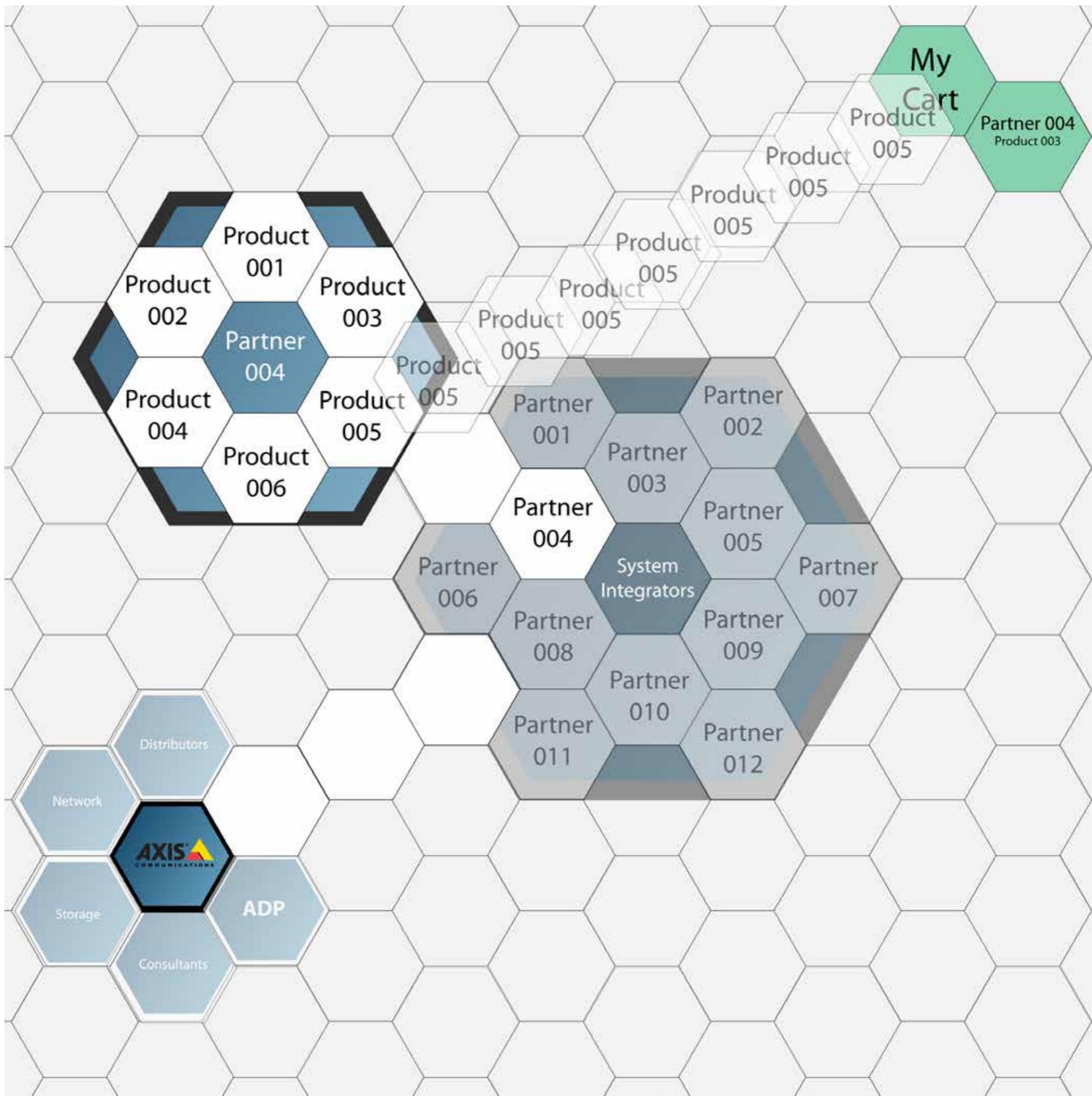


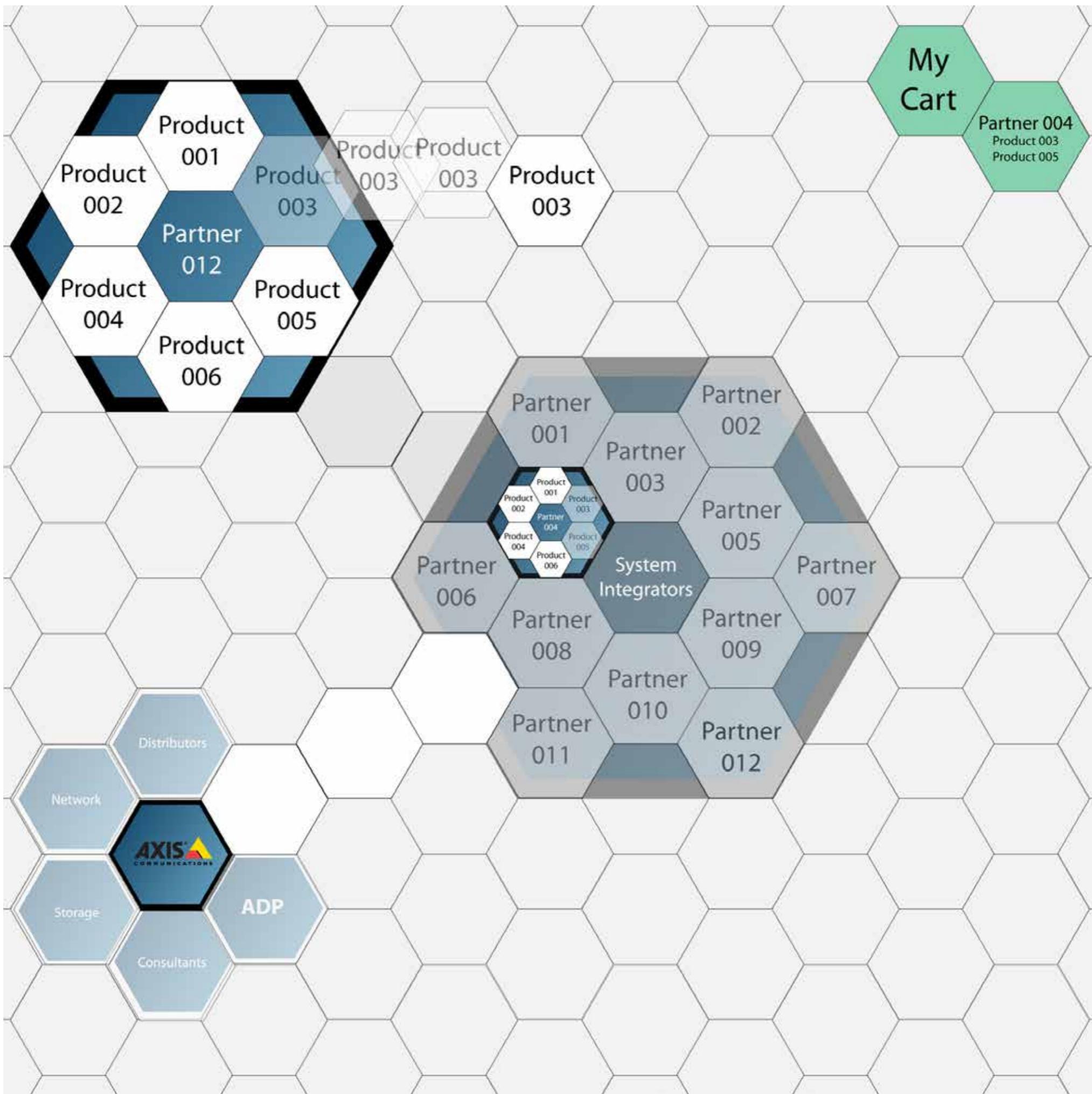


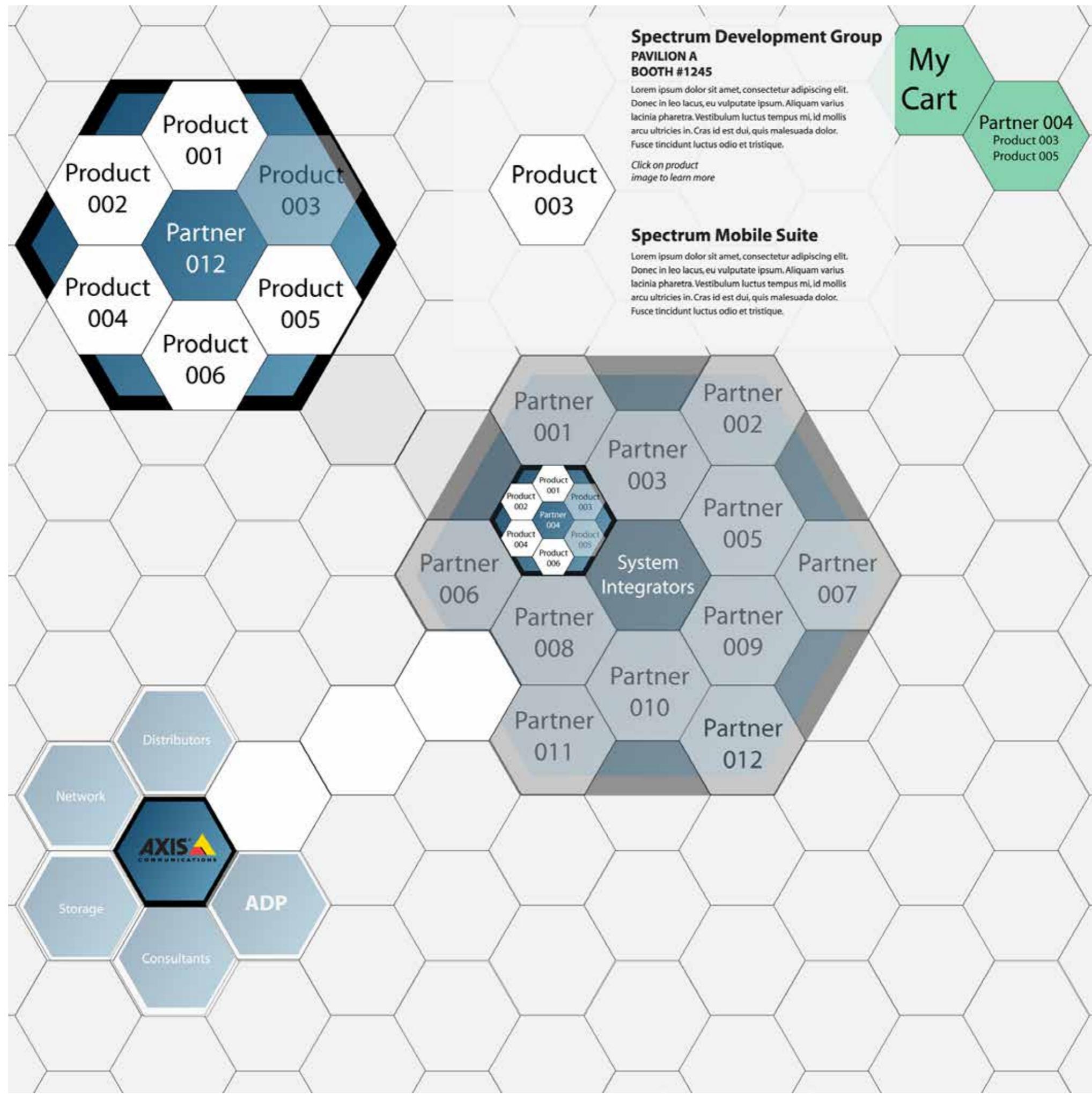












# **VERIZON CENTER content delivery system**

**PROJECT:** design a comprehensive content delivery system for the Verizon Center sports and entertainment complex in Washington, D.C

**CLIENT:**

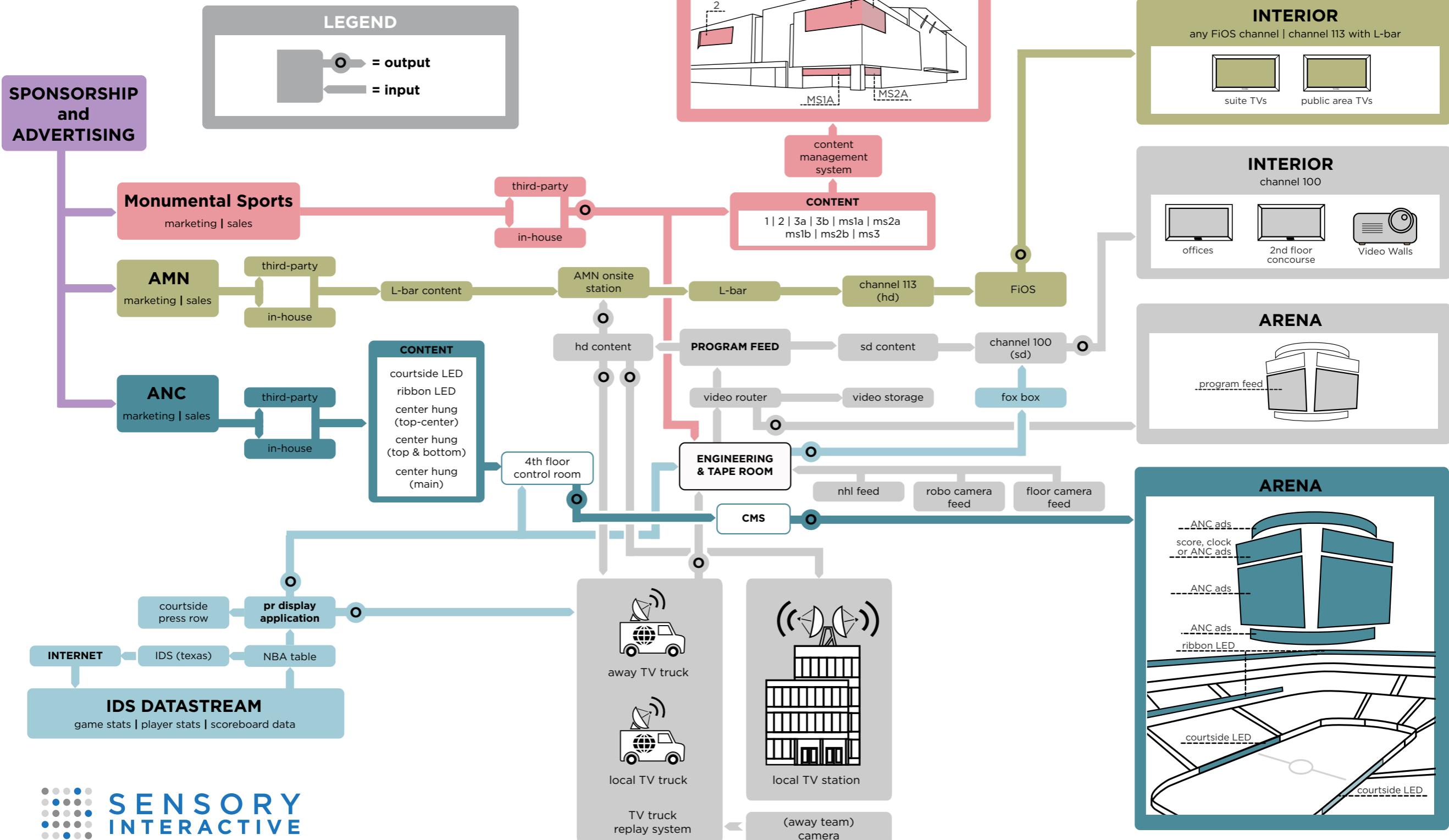


**ROLE:** create a map of current content flow, then design a content delivery system that improves content management and permits every screen in the complex to display a single source of content at the same time (an “exclusive moment”)

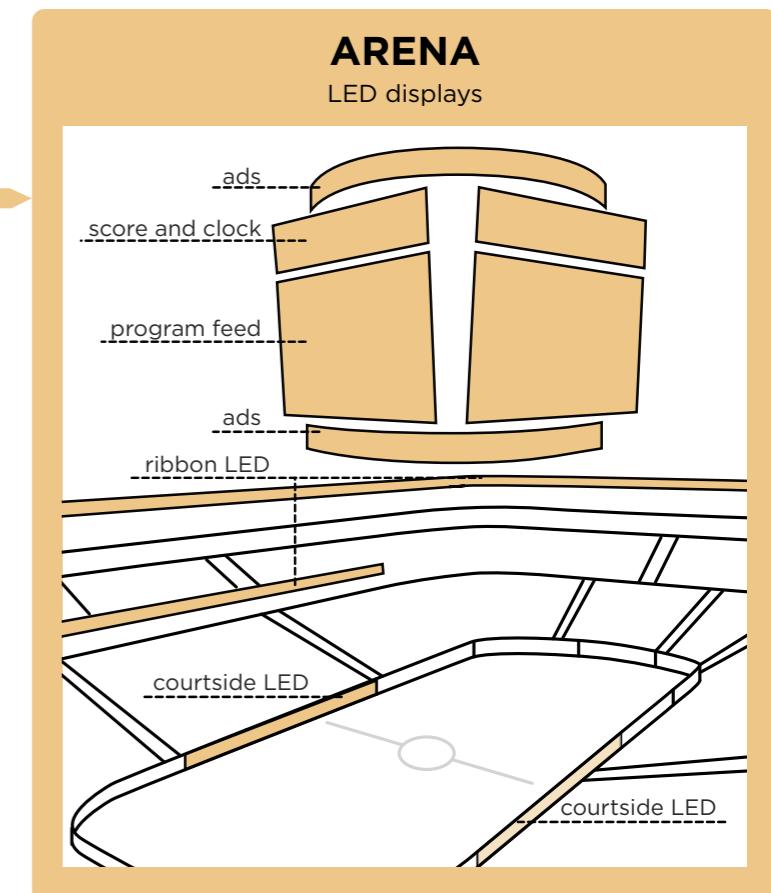
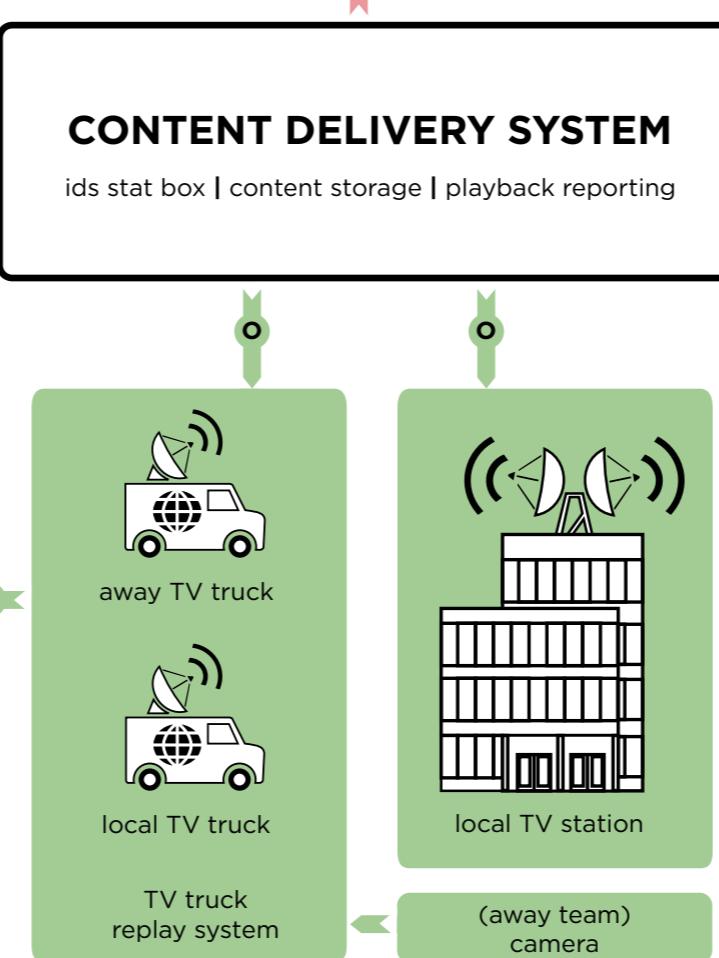
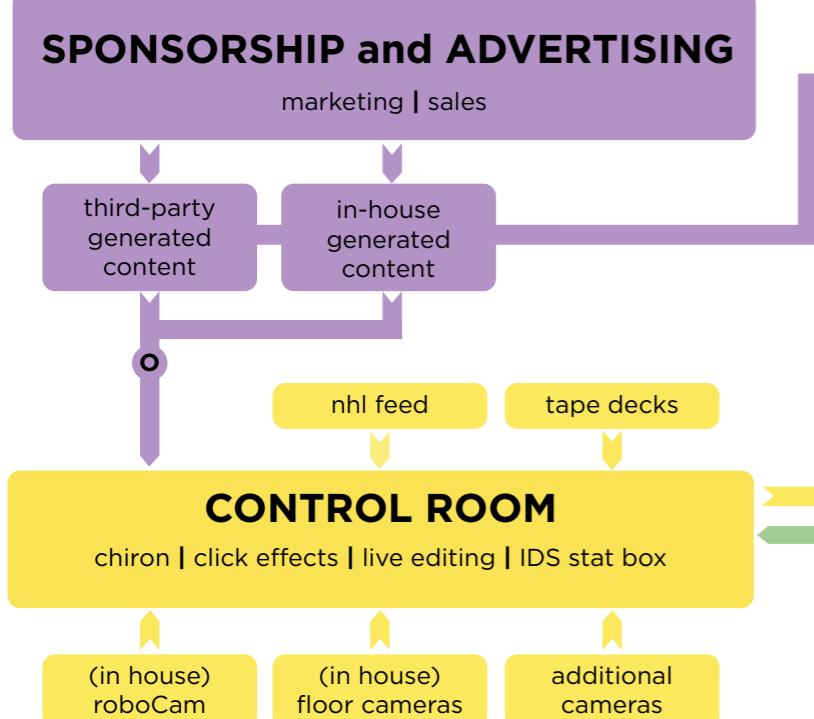
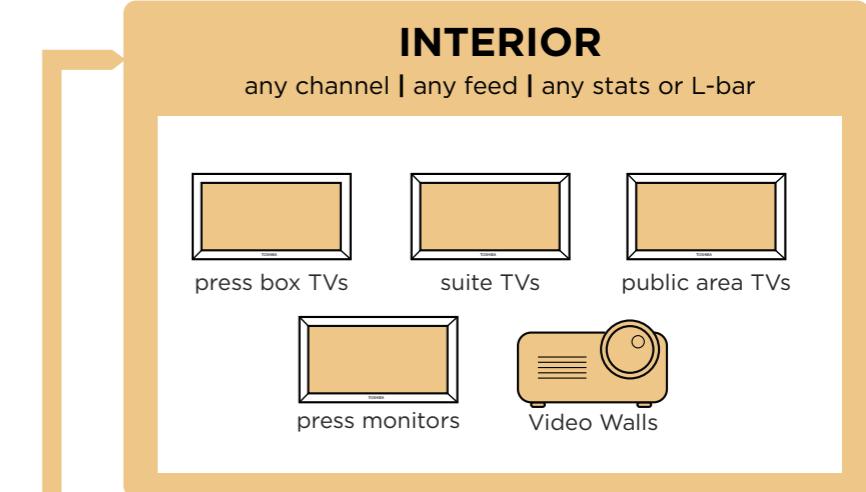
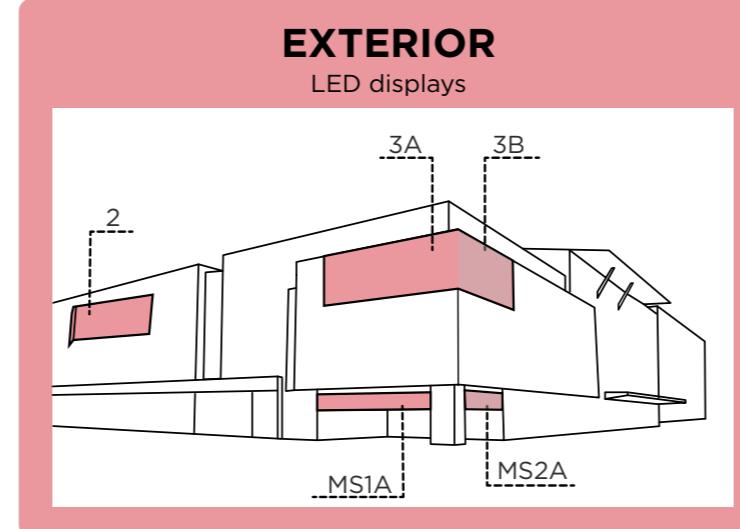
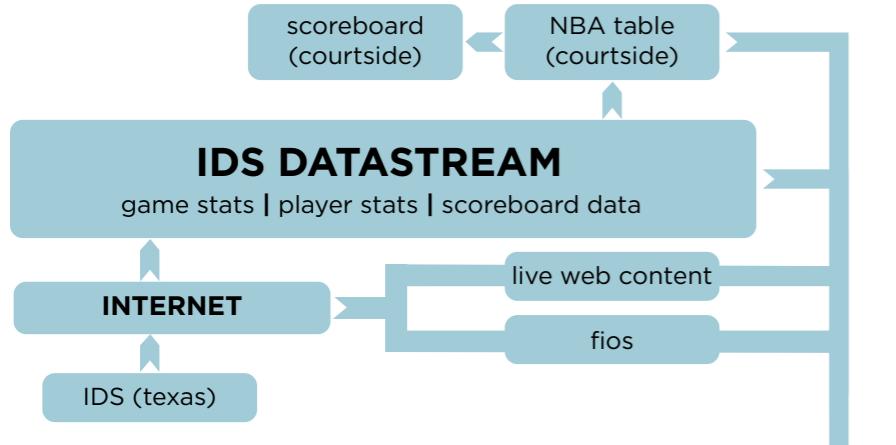
**CHALLENGE:** Remain vendor-agnostic; determine the best design that the existing hardware infrastructure can support

**SLIDES:** 4

# CURRENT CONTENT DELIVERY SYSTEM VERIZON CENTER, D.C.

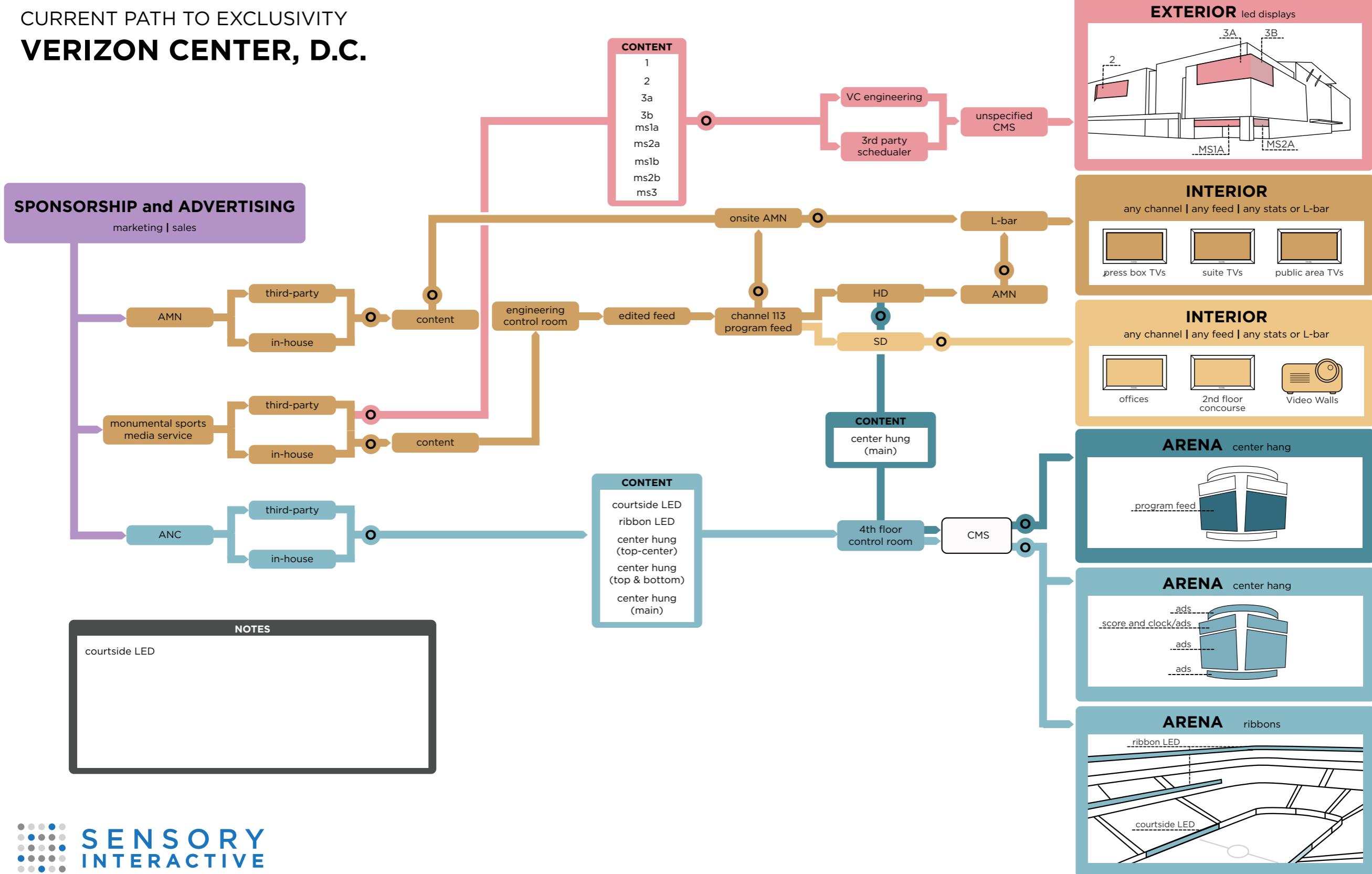


# PROPOSED CONTENT DELIVERY SYSTEM VERIZON CENTER, D.C.



**O** = output  
**I** = input

# CURRENT PATH TO EXCLUSIVITY VERIZON CENTER, D.C.



PROPOSED PATH TO EXCLUSIVITY  
**VERIZON CENTER, D.C.**

**SPONSORSHIP and ADVERTISING**

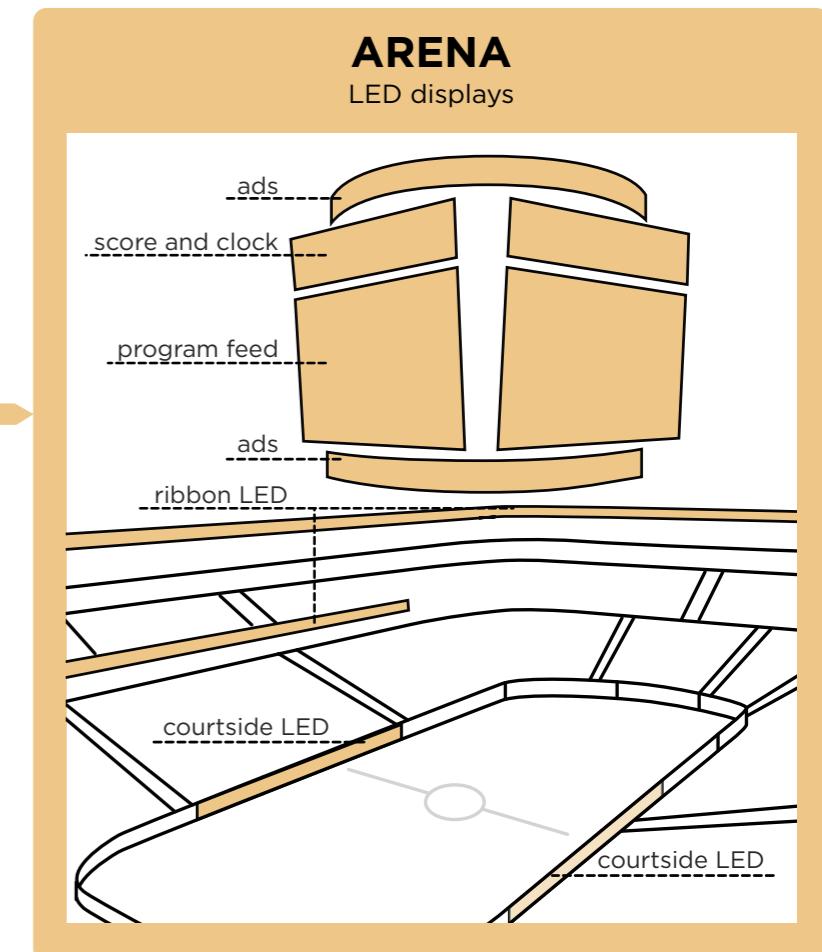
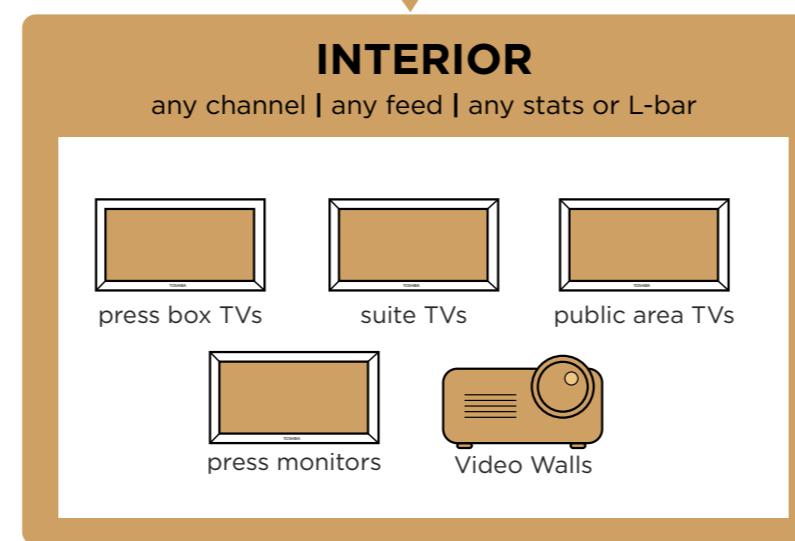
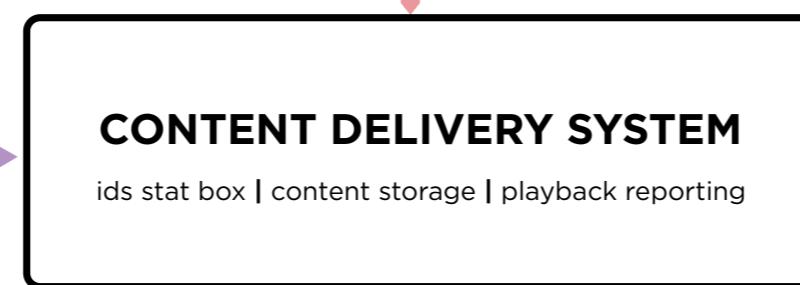
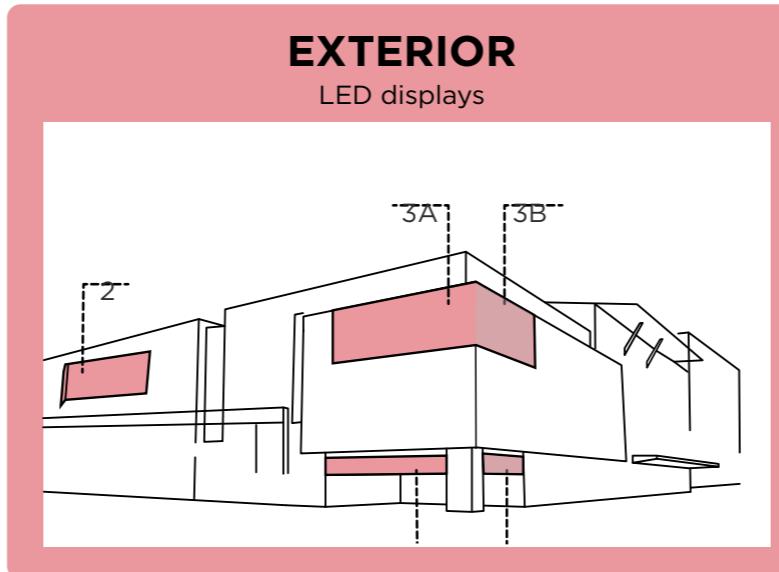
marketing | sales

media sales

third-party

in-house

content



}= output  
I= input

# Saint Luke's Hospital interactive History Wall

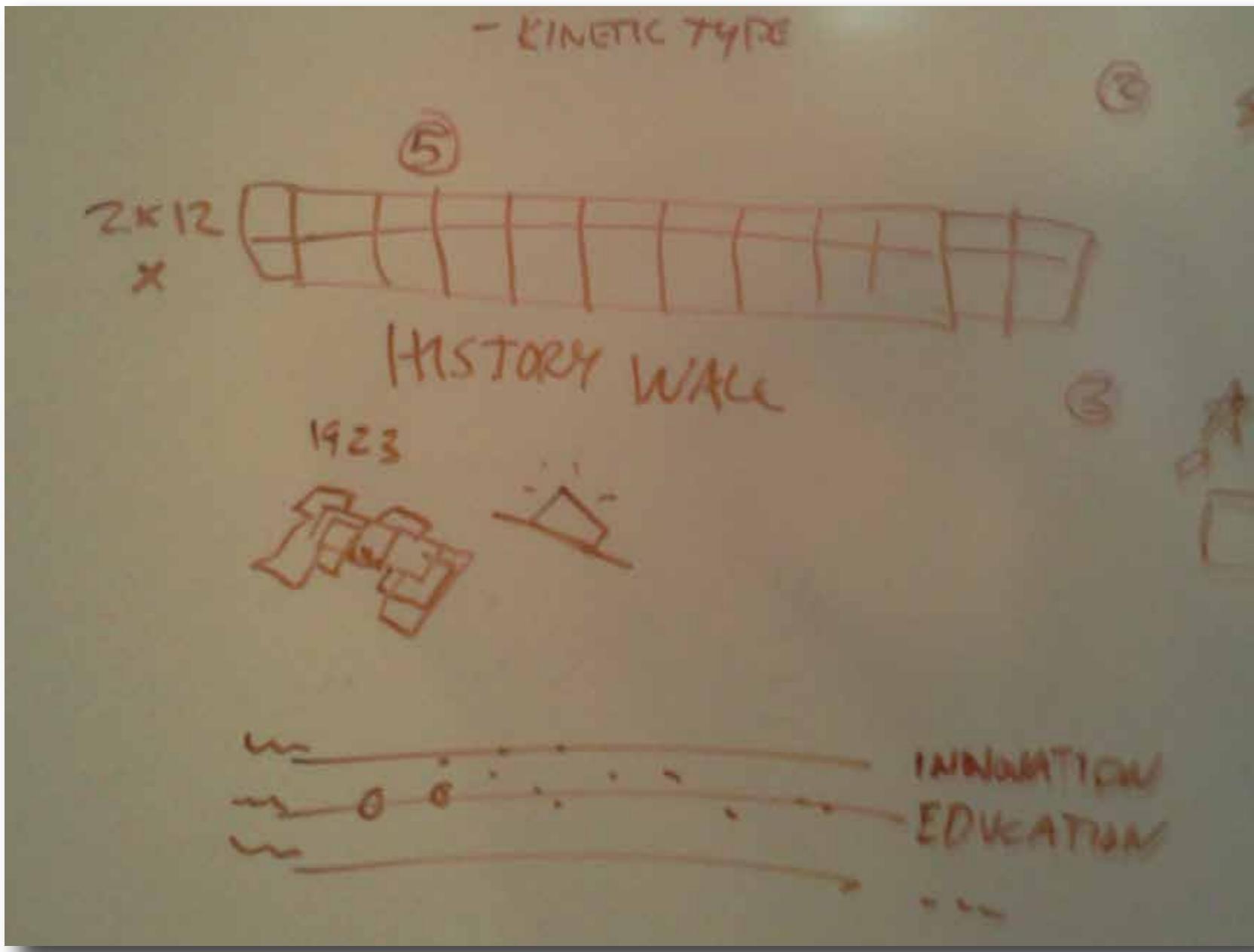
**PROJECT:** design an interactive, browsable user experience for a 4-foot high, 30-foot wide History Wall installation in Saint Luke's Hospital with matrixed content

**CLIENT:**  Saint Luke's Hospital

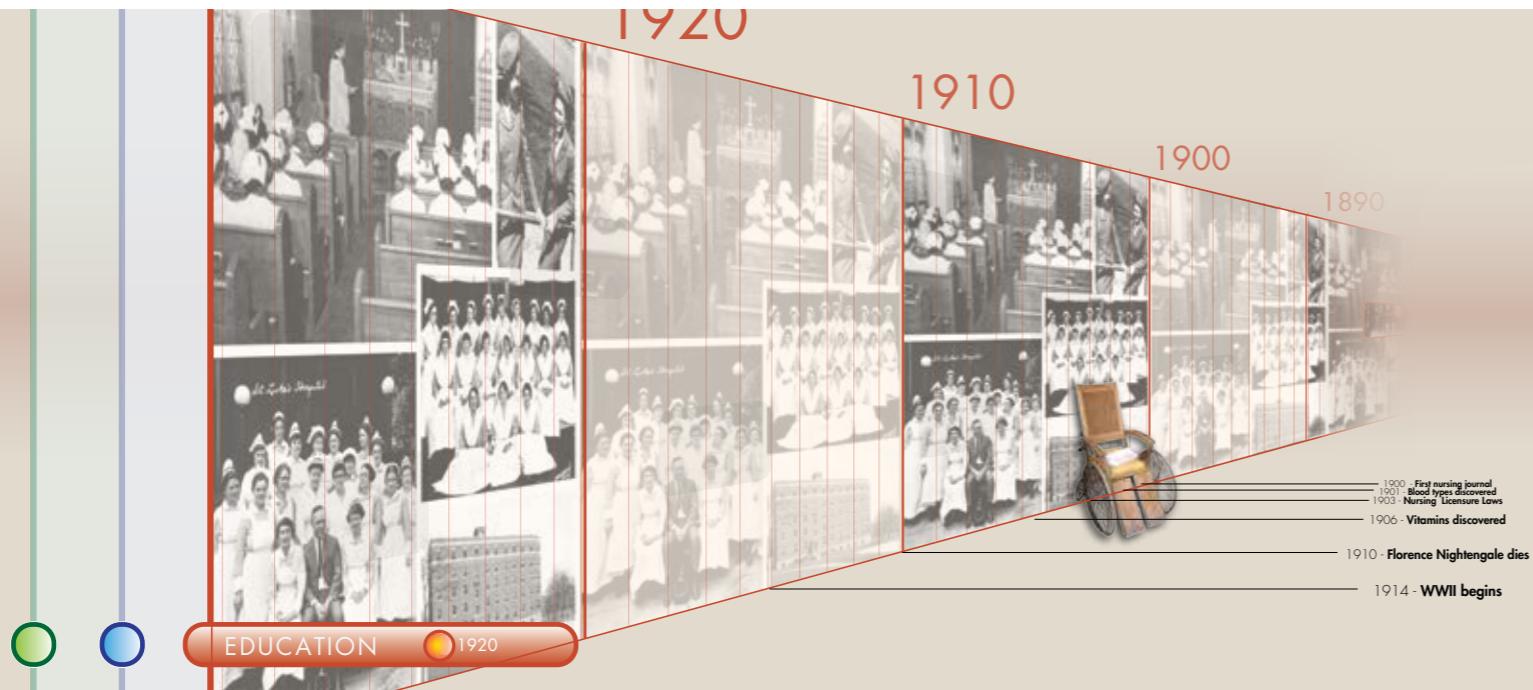
**ROLE:** design a UI for visitors to interact with and explore the history of Saint Luke's Hospital in both chronological and thematic pathways

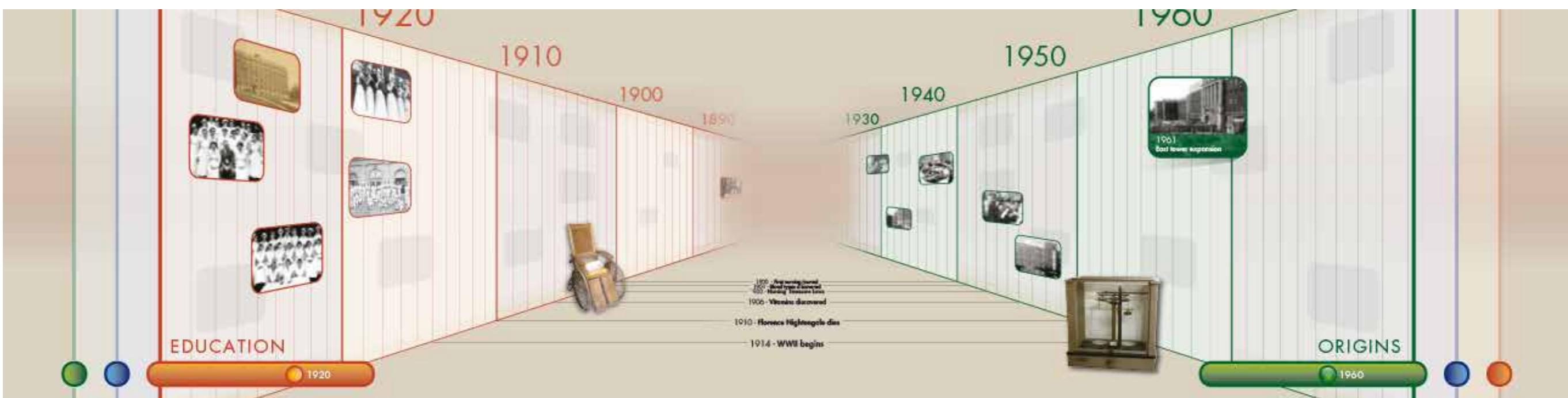
**CHALLENGE:** large-format touchscreen requires users to stand close to a larger-than-viewable screen; up to three users at once; content pathways may be thematic or chronological, and differs per user

**SLIDES:** 6

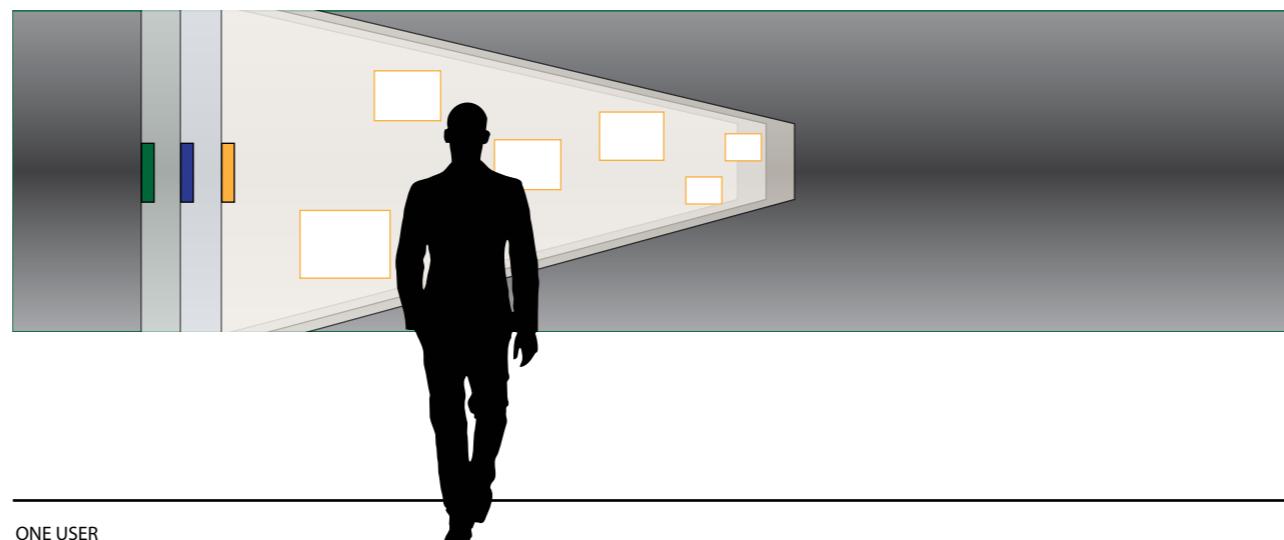


INNOVATION  
 - EDUCATION ————— NOTHNG MEDICAL EDU.  
 CORIGINS ————— FAULTED FAITH STATISTICS  
 PEOPLE ABSTRACTS



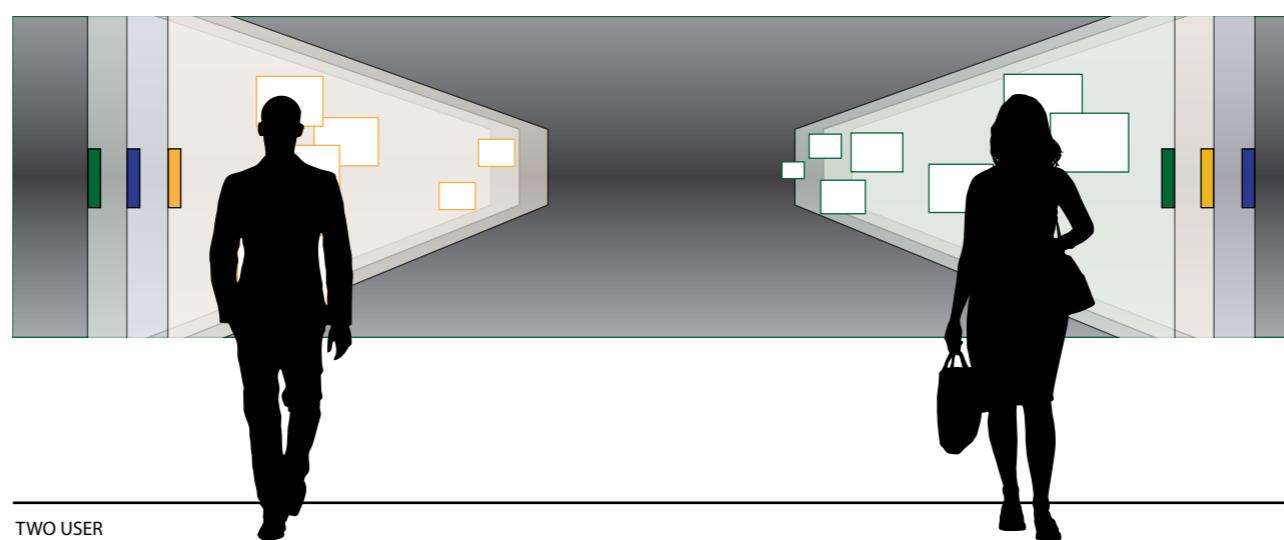


10 FT



ONE USER

8 FT

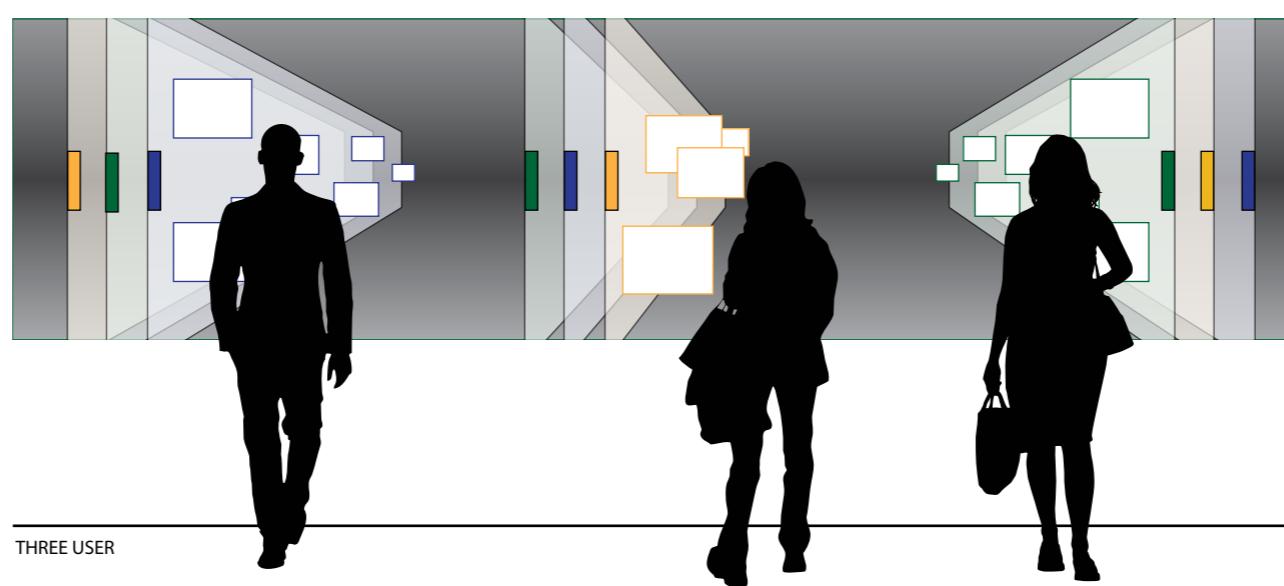


TWO USER

5 FT

5 FT

5 FT



THREE USER



TOUCH TO  
**EXPLORE.**

Pull the timeline towards you or push it away  
to explore the full range of Saint Luke's History

