

# The interactive showcase

Redesigning an interactive showcase to be used in a museum

This bachelor assignment was carried out at the company 100% FAT in Enschede. A company that designs and makes interactive media concepts. They want to redesign products that have already been designed for a specific customer in order to sell to multiple customers and thus create a more solid income. One of those products is the interactive showcase. Several copies of this case can be found in the Gallery on the campus of the University of Twente. It is a large installation with an object on a revolving plateau with behind it a screen with more information about the company that made the product. The platform can be rotated with hand movements above a Leap Motion sensor. By means of this sensor you can also use the interface of the screen. Here you can click on circles for more information.

The interactive display must be adapted so that it can be sold on a larger market. The first chosen market to redesign this showcase for, was the business fairs market. After market research, it was concluded that this is not the right market for this product. The research question of this assignment is therefore:

*How can the interactive showcase be improved to fit the market better?*

The new market became the museum market. A market where innovation in the field of exhibition is necessary in order to continue to attract visitors. After literature research and interviews with project managers and exhibition designers from different museums, a direction was chosen for the concept. This direction means that the interactive display is no longer a display, but only contains the essential parts. The components include the Leap motion, the screen, the software and the revolving platform. These parts will be delivered as a package and will be built into a showcase that the museum already has. The reason why there is no more casing around the product is because museum showcases are always tailor-made, often in the storage of the museum and there are many regulations concerning the protection of the object. As a non-specialized museum showcase builder, 100% FAT would not be successful on this market. They will have to collaborate with established museum showcase builders.

The new concept will still have the same functions as the old display case but without a casing. The use of the museum showcase will be different from that of the showcases in the Gallery. Through the Leap Motion you can find information about the smallest details of the object. The user can choose what they want to know. By using new technologies, interacting with the object and being able to choose what you want to know, this product will also attract younger visitors to the museum. The museum gets a modern twist, but still preserves the essence of conveying knowledge.

The answer to the research question is a new product that has been adapted to the manner of the museum. It is for a larger market than before because the package is available in different dimensions. The goal has been achieved by making a recommendation for further developments.



