

Public summary

This thesis is aimed at answering the research question “How can the new inspiration centre include interactive demos that showcase Accenture’s and VanBerlo’s joint capabilities in an appealing and interactive way to its clients?” Simply put, the inspiration centre is a physical brand space for the IX department which aims to sell digital transformation and generate (sales) opportunities. The Industry X Inspiration Centre in Eindhoven aims to showcase Accenture’s Industry X offerings (Accenture, retrieved 2021) , not only from a technical perspective, but also from a business case perspective. To answer the research question themes like use cases, user appeal, target group and client interaction are explored as central and guiding research questions.

There are two companies involved in the development of the inspiration centre: Accenture and VanBerlo. Recently, Accenture acquired VanBerlo which is an Industrial Design company, with a focus on physical products. (VanBerlo Agency, retrieved 2021) The challenge is that both companies need to showcase their products in the inspiration centre. While Accenture is more focused on the business case, VanBerlo is very interested in showcasing demos that are visually appealing.

The focus of the concept development lies on the customer journey through the inspiration centre and the overall mission and vision. Three physical dimensions of the intervention are distinguished: an area of the inspiration centre that is not yet built, refreshing the existing demonstrator wall, and using an empty room as a VR space. The demos are targeted at Accenture’s and VanBerlo’s clients yet should also be appealing to internal visitors. The concept development is approached from an applied research point of view: first understand the points of interests and then work towards a concept direction and finally, a conceptual solution is presented.

Visualized in figure 1, the customer journey is re-designed to become more customer centric and communicate the added value of the collaboration between Accenture and IndustryX. Before the visit, the client is informed about the inspiration centre through an interactive video rather than a static slide deck. During the visit, the client is presented with a wide range of demonstrators showcasing the capabilities of both companies through various exhibits but also by using virtual reality to create an immersive experience. One of the key changes is that the clients are not only coming for a short tour, but instead prolonging their visit to have a design thinking session or workshop. Lastly, after the visit the journey is concluded through a personalized follow up.

The new inspiration centre can thus showcase Accenture’s and VanBerlo’s capabilities in a visually appealing and interactive way to their clients by ensuring that the exhibits are flexible so that all the information is relevant. Besides flexibility, it is important to ensure that clients can have some hands-on interaction with the demonstrators and moments where open conversations are facilitated, for instance through a workshop. Finally, two immersive components are introduced (the experience cube and the VR room) to interactively present the two companies’ capabilities and have the inspiration centre become truly inspiring. The interventions are presented as a first interpretation of the research results into more tangible concepts. Therefore, further iterations and specifications are needed to make realization possible.



Figure 1 - updated customer journey