

Dorothy

A new system for tradeshow registration

In collaboration with QRS and designer Adam Vincent-Garland

Dorothy is a response to a real market need by QRS customers, to provide a new system of tradeshow registration, more efficient and economical than the current (postal) solution. The kiosk employs online registration and its modular structure allows simple transportation between shows.

'Dorothy', the code name for the terminal, was developed by Final Year Design student Adam Vincent-Garland, made a successful debut at the MADE IN BRUNEL June 2008 exhibition, faultlessly registering over 250 visitors.

Brief

QRS is a service provider whose primary business is to increase the attendance at tradeshow and exhibitions, which offer the perfect opportunity to showcase products and services. Their service deals primarily with the registration for visitors attending shows, including all the touch-points that a visitor may experience before entering the tradeshow or exhibition. These may include email invites, printed badge or even a personal welcome on arrival at the show. QRS highlighted a need for a cheaper and more reliable solution to the registration process.

QRS spotted the potential of self-service terminals in their business. Furthermore, great synergy was achieved by combining QRS's need for product development with the need for visitor registration at the annual MADE IN BRUNEL exhibition.

QRS envisaged a solution whereby the visitor registers to visit the show online. They are then presented with an email invite, which they must print and bring to the show. The invite includes a barcode. Following arrival, the visitor presents the invite to Dorothy which is a freestanding kiosk. Upon recognition of the barcode, the visitor's badge is printed and they may enter the show.

Approach

The aim was to propose a highly portable self service registration solution. Starting with an in-depth review of the company QRS and its market, the project moved on to assess the wider benefits of Self Service applications. The use of analytical tools allowed for in-depth investigation and understanding into the needs of the service to be provided.

Further attention was then directed towards the success and failure of previous kiosk projects with an aim to learn from these as case studies. Constant close contact with industry suppliers provided expert advice towards the selection of the best hardware components, which proved decisive in determining the most economic way of manufacturing the end product.

Theories of ergonomics have been applied to the project to create a truly human centred solution. The process of design development is then carried throughout the project and realised through the application of extensive modelling techniques and design for manufacture. Investigations into the various methods of scanning, which tested the difficulty of barcode input and output, aided interpretation of the validating ergonomic data. Testing of the overall kiosk's ergonomics enabled the height and tilt angle of the display to be determined, offering the most comfortable solution for the user.



Result

Extensive human factors research addressed important, initial aims of tackling size and transportation issues. Furthermore, Vincent-Garland provided leads and set up meetings with manufacturers to discuss the viability of commercial manufacture which eased the process once QRS decided to give the green light for production.

The final design proposal offered a unique, portable kiosk solution with a planned batch manufacture that began in July 2008. Dorothy made a successful debut at the MADE IN BRUNEL exhibition, faultlessly registering over 250 visitors. With further development from QRS, Dorothy became the only self-service terminal in the industry to read 1D and 2D barcodes and prints badges in full colour.



"We have always prided ourselves on the inventive approach we take to shows that have special registration requirements and everything we do is focussed on what each individual organiser actually needs. We are a dedicated and friendly team and it only felt right that our new kiosk should have a personality too. Pilot shows have run with Dorothy over the last few months and the name is already becoming known in the industry."

David Harington, Managing Director of QRS Ltd