

CASE STUDY: Interactive Educational Kiosks

Summary: Production of 17 Interactive educational touch screen Kiosks. Six of the kiosks teach the concept of racing to people of three separate age levels and the remaining eleven kiosks feature video documentaries on the history of specific cars and the people that were involved with them.

Client: Unser Racing Museum

Objective: 1) To teach racing concepts to three age-specific groups
2) To create video presentations from new and historic footage for each of the cars in the museum

Strategy: Kamazar defined the scope of the project and broke the information into categories of learning. Educators gave recommendations to insure that the information was age appropriate.

We researched and developed the programs, while meeting with experts, educators, and racing personnel to gather content. We researched the latest technologies for media delivery solutions that would be suitable for this client's environment.

Treatments for scripts and concepts were consistently presented to the client for review and approval throughout the process to ensure that the final project would meet their desires.

Media acquisition and pre-production for video, design and animation required team members to travel all around the country to study the sport and interview 85 experts.

We programmed a custom database application to organize and create scripts that were made accessible to the entire team via the internet.

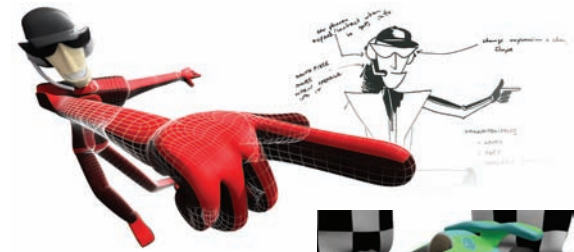
3 user-levels would best teach the broad audience of users. Level 1 (grades K-2), Level 2 (grades 3-6), and Level 3 (grades 7 through adult). All included lesson examples and interactive games. We designed the levels with age appropriate characters, music and teaching approaches.

For each of the levels we took the following approach:
RESEARCH > CONSULT > DESIGN > ALPHA TEST > FOCUS GROUP > EVALUATE > MODIFY > ALPHA TEST > CLIENT TEST > FINALIZE > LAUNCH

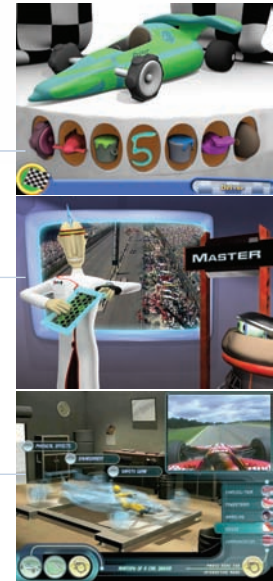
For the video kiosks, we researched the history of the cars and interviewed people that had been involved with them. From there, the interviews were transcribed and assembled into a story line. Kamazar then edited the final videos and designed and programmed a customized playback interface for the kiosk presentations.

From the focus groups, we evaluated the users comprehension and made improvements, adjustments, modifications, and deletions based upon the analysis we collected.

Result: In just 13 months the project was successfully completed and integrated in the museum. The kiosks are in use today with individuals and school groups with positive feedback, including children "not wanting to leave the museum once they begin."



Character Development



1) Educational Interactive Kiosks

2) Video Kiosks

