



InnoWindow

Shweta Phull
Fiorenza Marani
Inka Vahakuopus
Dimitrinka Slavtcheva

Minno® Innovation Project 2015



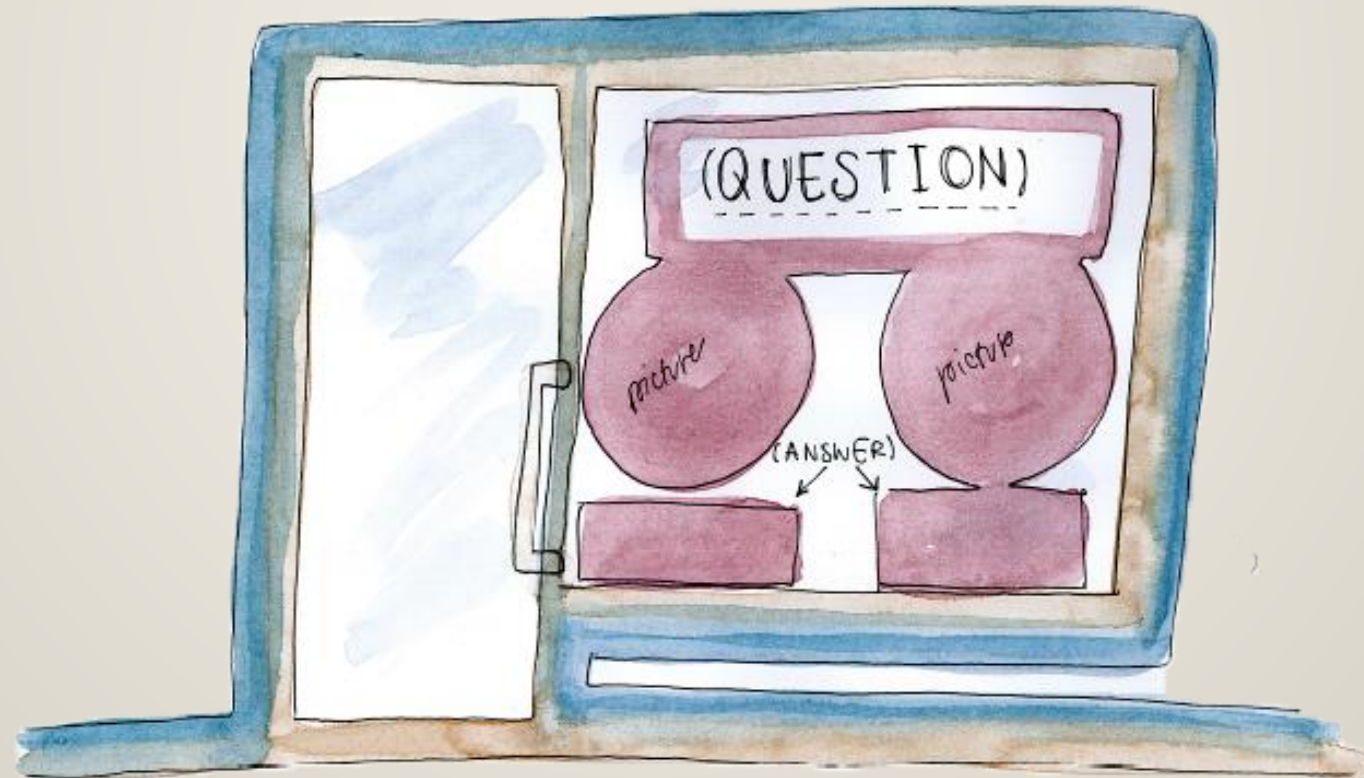


The InnoWindow Concept

The InnoWindow is an idea of using interactive window displays which provoke pedestrians for answers, feedback, ideas generation, opinion gathering or voting. The novelty is in using the windows of shops and offices as means of communication and interaction between businesses and the randomness of passersby. The concept can be used as a “street sourcing” - crowd sourcing at the streets.

The InnoWindow Process

1. Ask a question passersby can easily answer



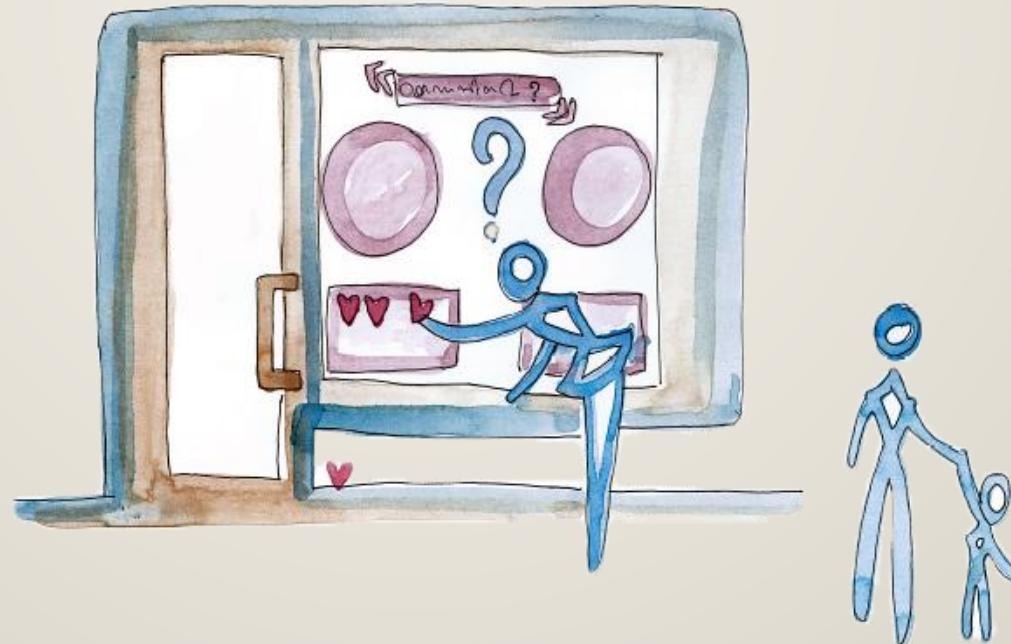
The InnoWindow Process

2. Attract attention to the shop/office display window (balloons, red carpet, etc.)



The InnoWindow Process

3. Action - passersby interacting through touch screen technology or low tech option (post-it notes, markers, etc.)





The InnoWindow Process

- Example: to have a survey on youth's interest for your research purposes in games you can ask a question through the InnoWindow to the passersbys (for instance “What do you enjoy more: a video game or a real game?”);
- Materials needed: window, projector, post-it notes, markers; and then different ideas to attract people (balloons, as shown in the pictures).



InnoIV Group

didi.slavtcheva@gmail.com
fiorenza.marani@gmail.com
inka.vahakuopus@gmail.com
shwetaphul@gmail.com