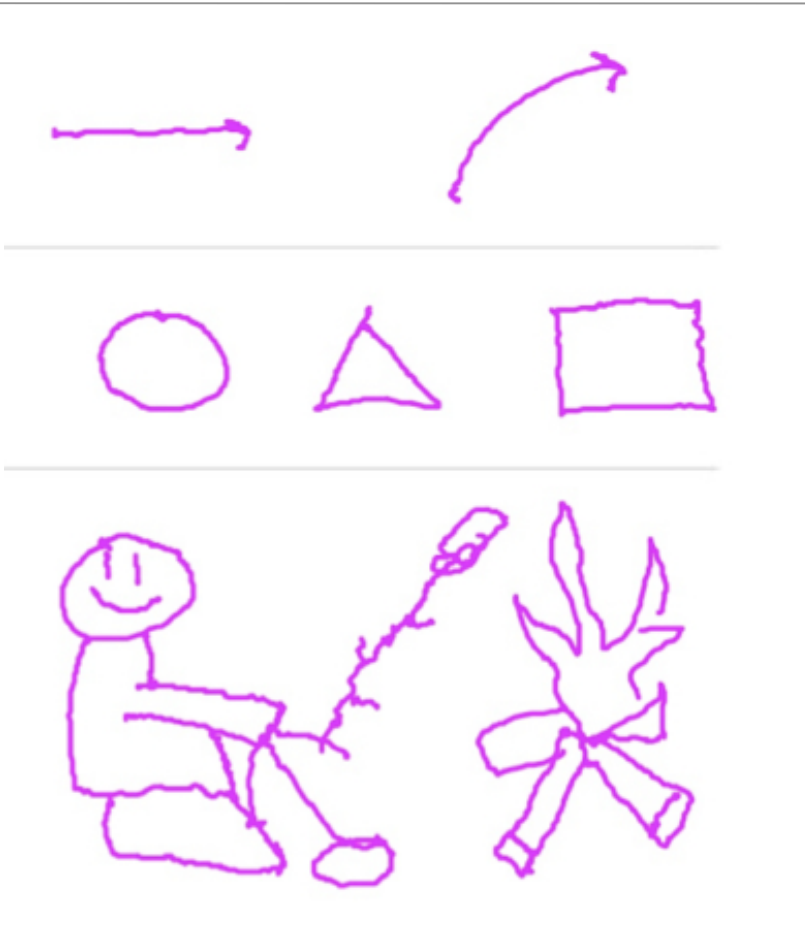




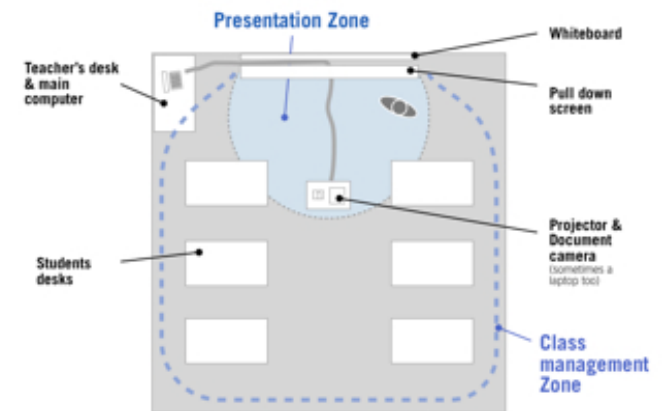
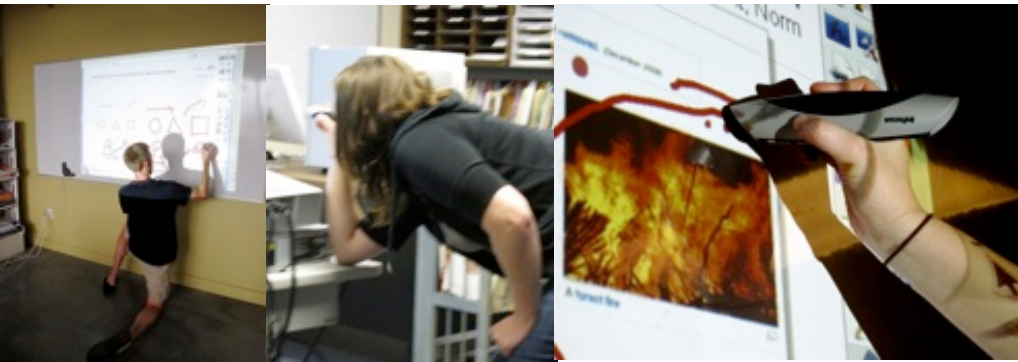
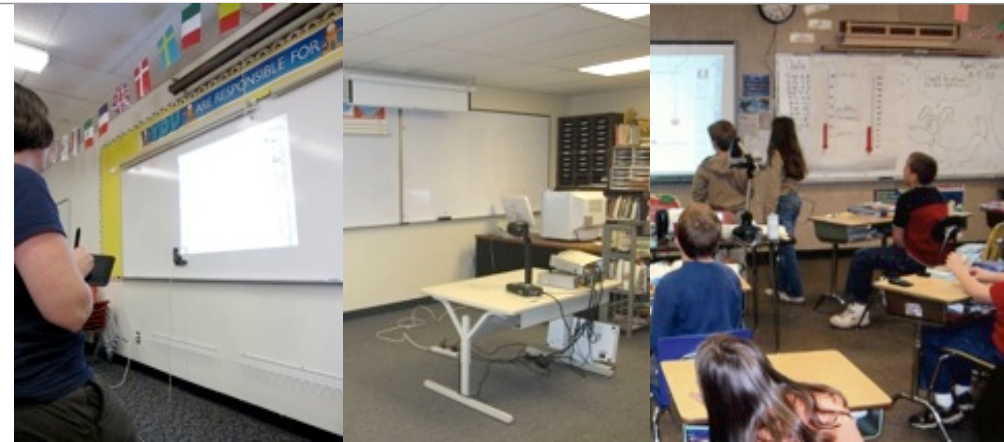
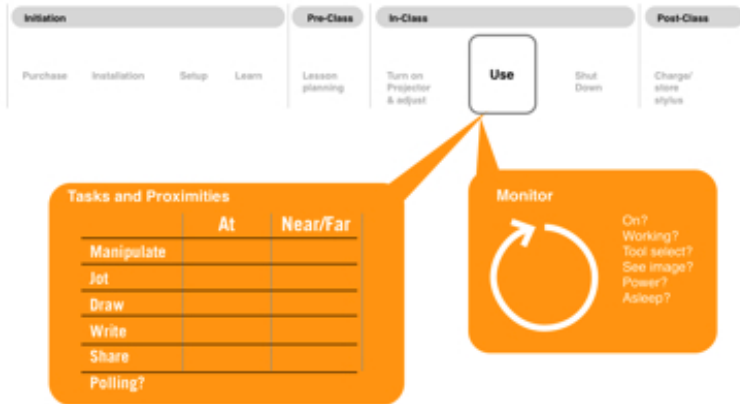
### **The Brief : Digital Ink + Projector = Classroom Revolution.**

Infocus is redefining the role of the projector by developing a wireless remote wand that lets teachers and students interact with projected classroom material. Tinder was asked to learn the needs of the educational market, evaluate the first-generation product, and provide detailed design recommendations for a successful large-scale launch.



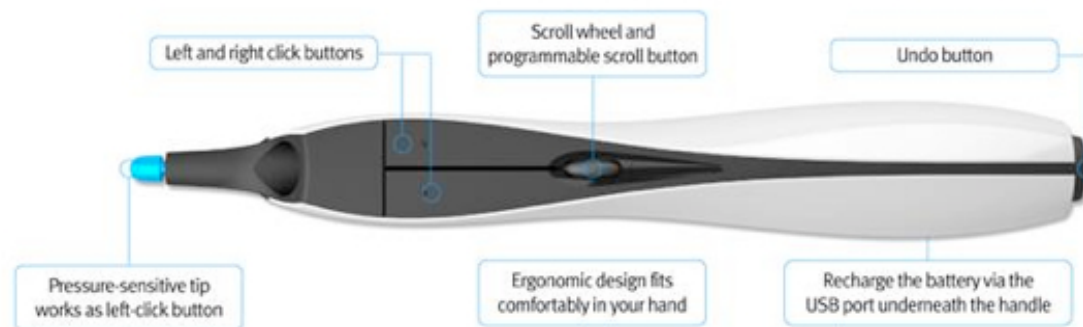
## Evaluation : The first generation product vs. the competition.

Our client's product was objectively compared against the offerings of a wide range of technology alternatives. Using a range of manipulation and drawing exercises, teachers and students put the devices through their paces both in-classroom and in our testing lab.



## Universal Design : How do we make it perfect for everyone?

Activity models and classroom environmental maps allowed the team to break down the needs of all user types and identify the critical refinements that would drive the next generation of design.



## Outcome : Next Generation Digital Whiteboard Revolution

Tinder leveraged the research insights to fuel focused concept exploration and scenario development that would enhance the product experience and ultimately drive the development of a significant re-design with sweeping usability enhancements.

The next-generation product was launched in the fall of 2010.