CASE STUDY

Phaseforward :: interactive kiosk sales tool

Phase Forward Incorporated, the leading provider of clinical and safety solutions for drug development, is dedicated to helping pharmaceutical, biotechnology and medical device companies bring needed drugs and therapies to market faster.

challenges

Phase Forward needed a trade show sales tool to illustrate the benefits of Internet-based clinical trials over traditional paper-based clinical trials for the pharmaceutical development process. The sales tool had to:

- Generate interest in their Internet based software solution
- Display information in an educational and interactive manner
- Creatively engage people attending the show and entice them to stop and interact with the presentation

solution

The technical strategy focused on developing a functional interface that attendees could physically interact with in order to navigate the presentation. Flash animation combined with touch screen navigation provided the platform of interaction.

The creative strategy focused on drawing the client to the interactive with the use of a hand seemingly reaching out from the depths of the screen and leaving a fingerprint on the inside of the glass. This invited the viewer to do the same - touch the screen. The strong urge to reciprocate the movement of the hand engages the viewer on a very personal level and encourages them to participate with the interactive where they can control the flow of information.

results

The content of the Phase Forward message is presented in an intriguing and memorable manner that is unique while educating the viewer on the benefits of their software as a new standardized process to reduce time to market for developmental pharmaceuticals.

deliverables

- Technical Strategy / Functionality
- Creative Strategy
- 5 minute interactive flash presentation

applications / software used

- Flash
- Macromedia Director
- Photoshop
- Maya
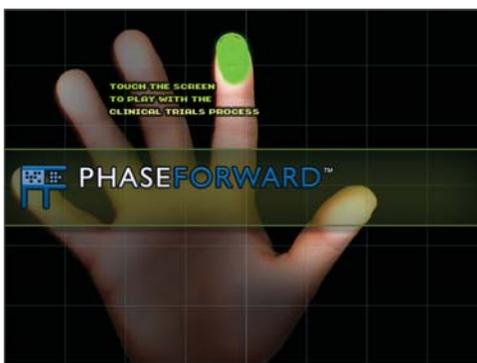
WELCOME :: The welcome sequence of the kiosk display beckons the viewer to touch the screen and start the interactive.

INTRO :: Once the interactive started, the viewer was presented with two gameboards, one which represented the Internet-based clinical trial cycle and one which represented the paper-based clinical trial cycle.

INSIDE THE DEMO ::
As the simulation progressed, the viewer was able to zoom into different stages of the clinical trial cycle. The goal of both simulations was to achieve "database lock", something which the internet-based simulation always completed first.
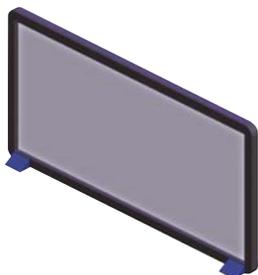
3D STYLING :: Through the use of stylized 3D illustrations, ActiveEdge depicted Phase Forward's Internet-based system as a futuristic computer and screen, while the paper-based system was shown as a 1950's style mainframe computer.