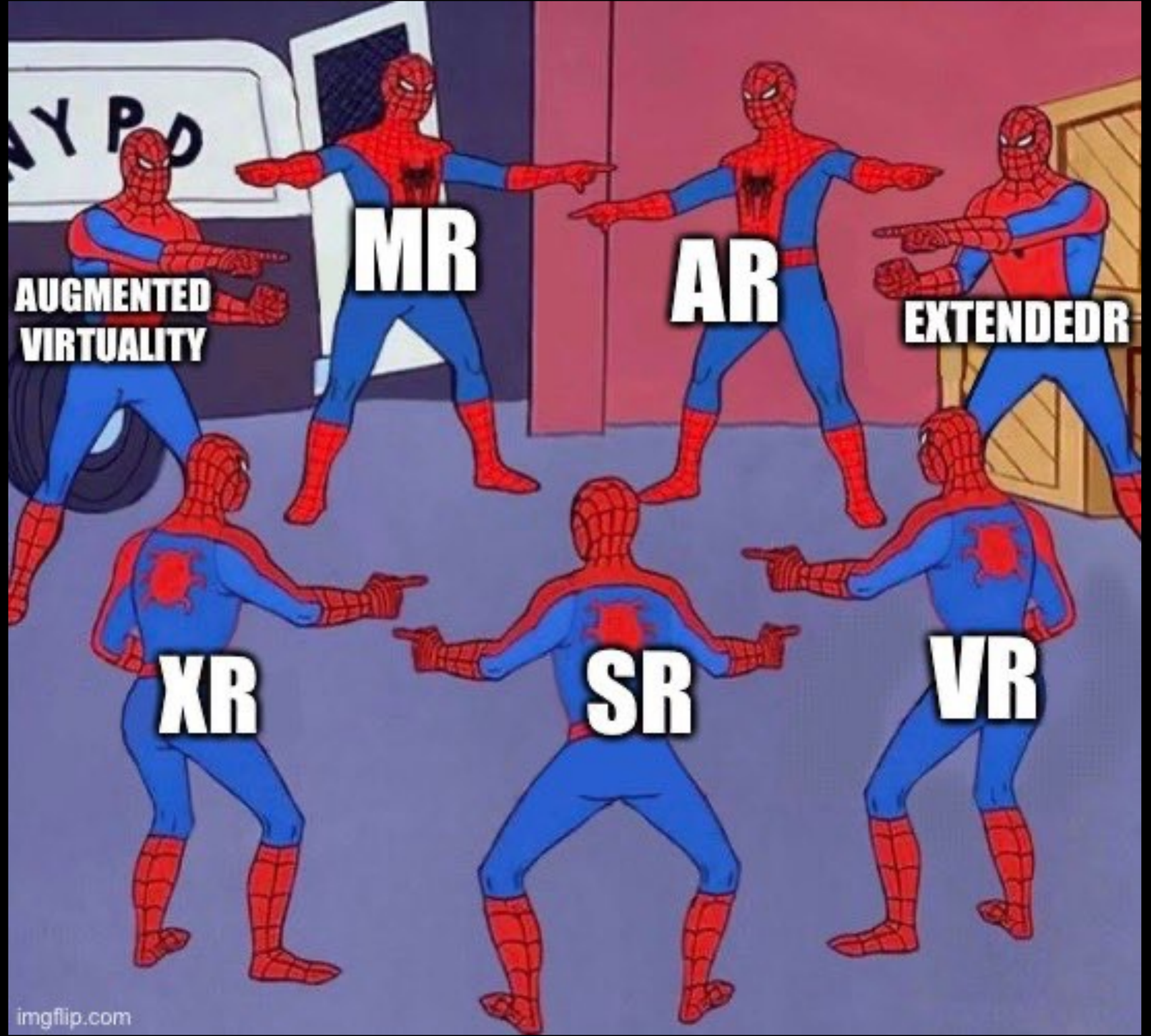
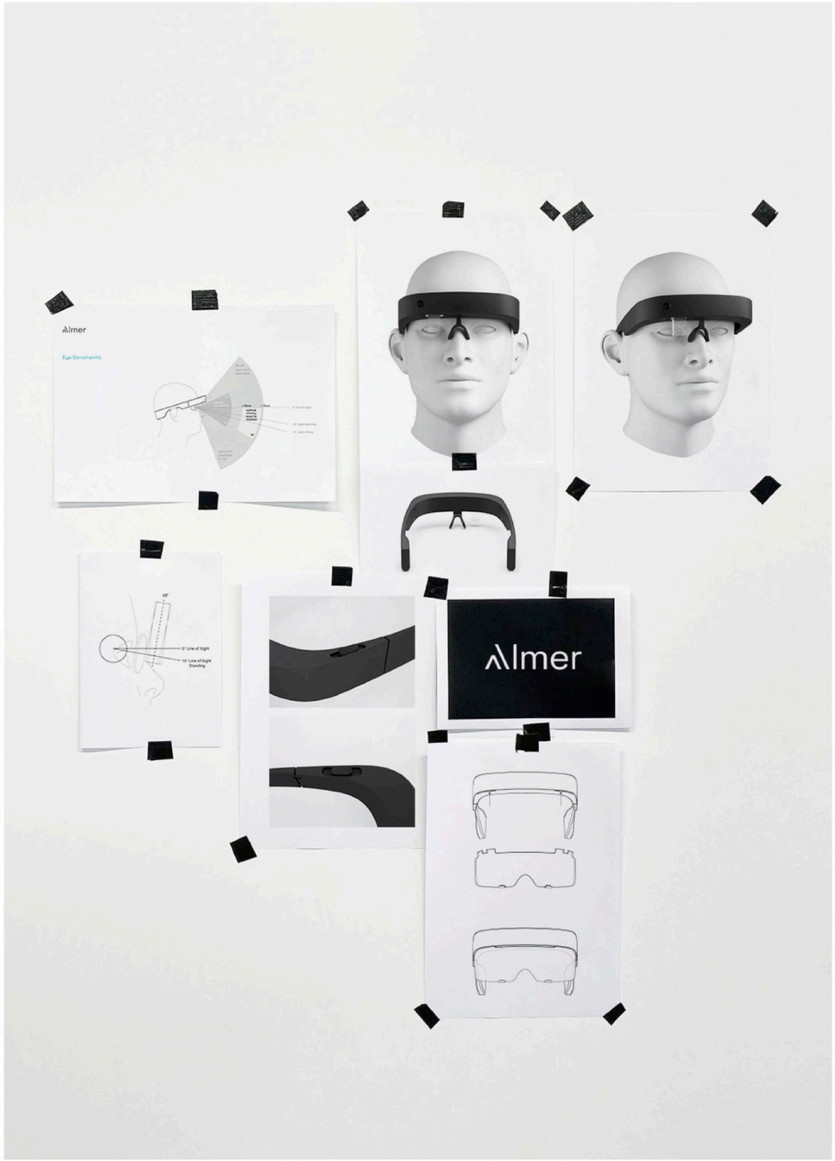
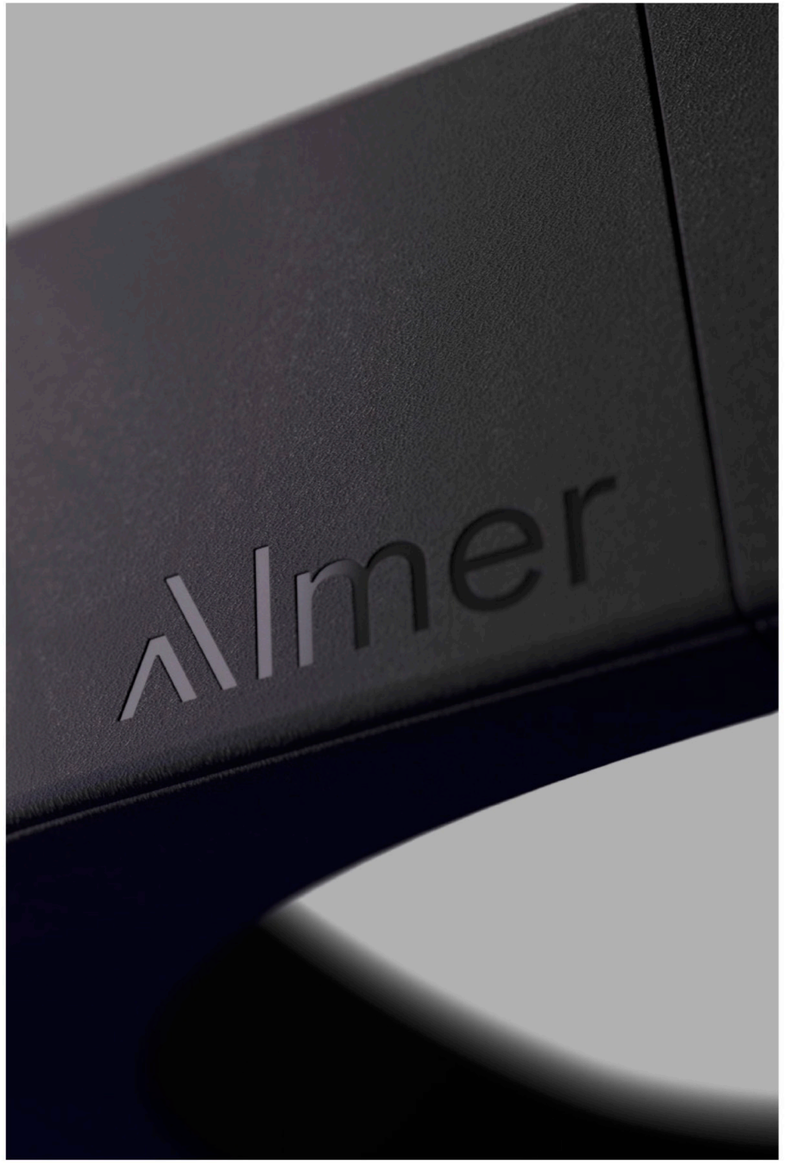

AUGMENTED
VIRTUALITY
MR
AR
EXTENDEDR
XR
SR
VR
imgflip.com


Almer
Eye Constraints
Almer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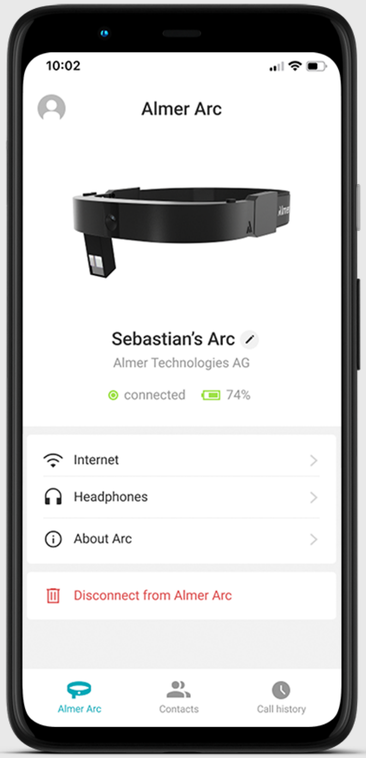

10:02
Almer Arc
Sebastian's Arc
Almer Technologies AG
connected
74%
Internet
Headphones
About Arc
Disconnect from Almer Arc
Almer Arc
Contacts
Call history

Understanding Augmented Reality

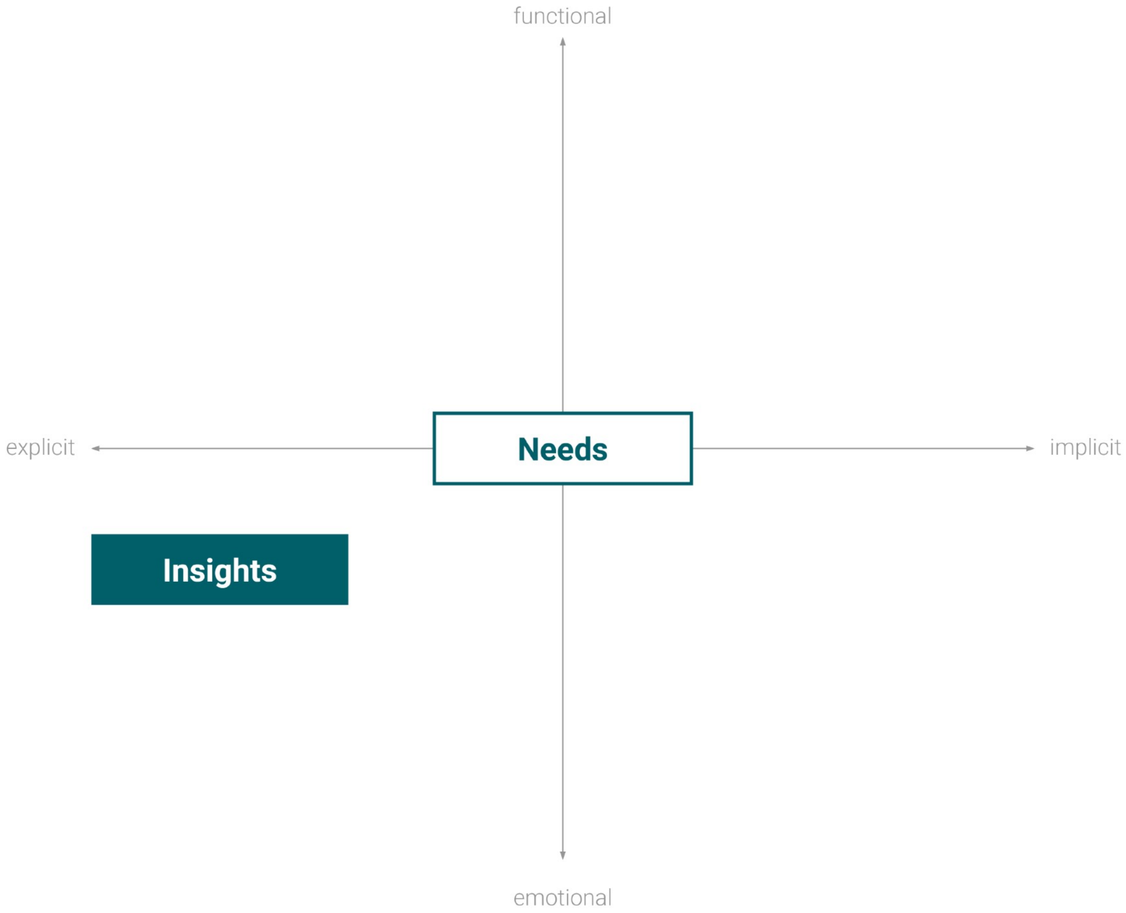
~~Understanding Augmented Reality~~
Understanding Customer Support

PRISMA

Almer

Needs & Insights

2 different ways of communicating data about people.



Almer

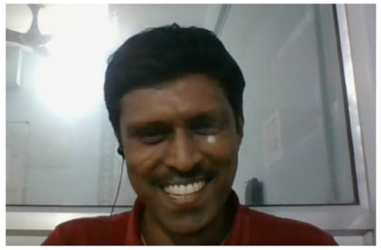
Our Stakeholders

Who we interviewed.

Corti Steve
Gesamtprojektleiter
Gilgen Logistics

Daniel Fricker
Leiter Engineering Mechanik
Gilgen Logistics

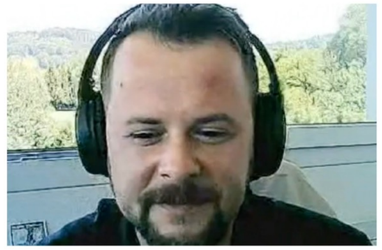
René Ringgenberg
System Engineer Projects
Gilgen Logistics



Sudheesh
Customer Support Manager India
Loepfe

Jüre
Monteur
Gilgen Logistics

Christophe Schindler
Teamleiter Hardwareplanung
Gilgen Logistics

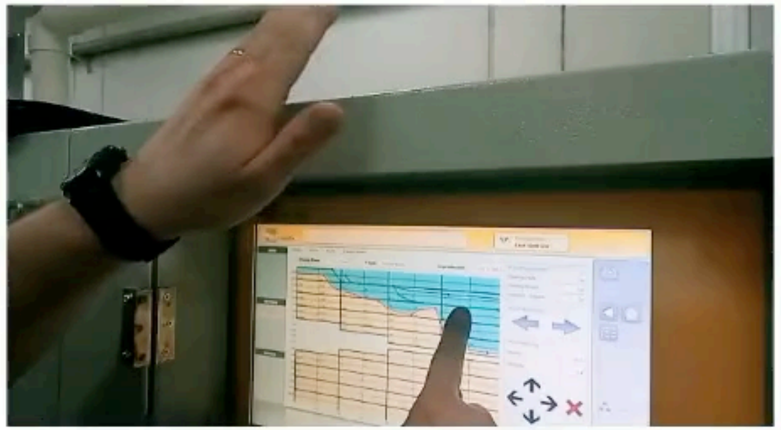


Martin Bace
Customer Support Manager CH
Loepfe

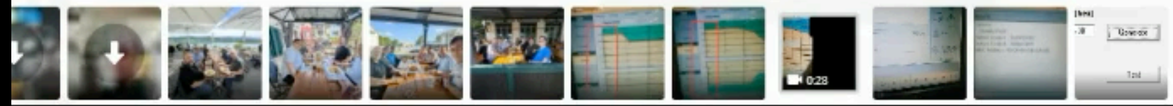
Erol Karakas
Customer Support Manager Turkey
Loepfe

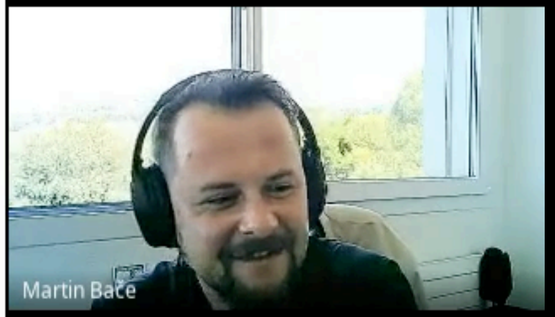
WhatsApp

Umair
1/07/2022 at 12:21 pm



For Japanese friends 😄





Almer

“

...I want to be able to see what the mechanic sees and control his fingers.

Erol Karakas
Customer Support Manager Turkey
Loepfe

Almer

“

...It has to be as easy and intuitive as an iPhone.

Corti Steve
Gesamtprojektleiter
Gilgen Logistics

Almer

“

Some service partners are bothering us every day. They want to have everything confirmed.

Martin Bace
Customer Support Manager CH
Loepfe

Almer

Archetypes

Research uncovered three user types

The Frontliner

Under pressure to solve problems on site qickly.

Uses the most convenient and quickest way to get information.

Just wants to solve the problem now.

The Expert

Guides customers to solve problems remotely or on site.

Aims to educate the customer on how to avoid errors or solve them idependently.

Maintains the relationship with service partners through trainings, support and regular visits.

The Manager

Neends to keep an overview over multiple projects and teams.

Aims for team members to be self sufficient and independent.

Is rarely on site and delegates work.

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Aha!

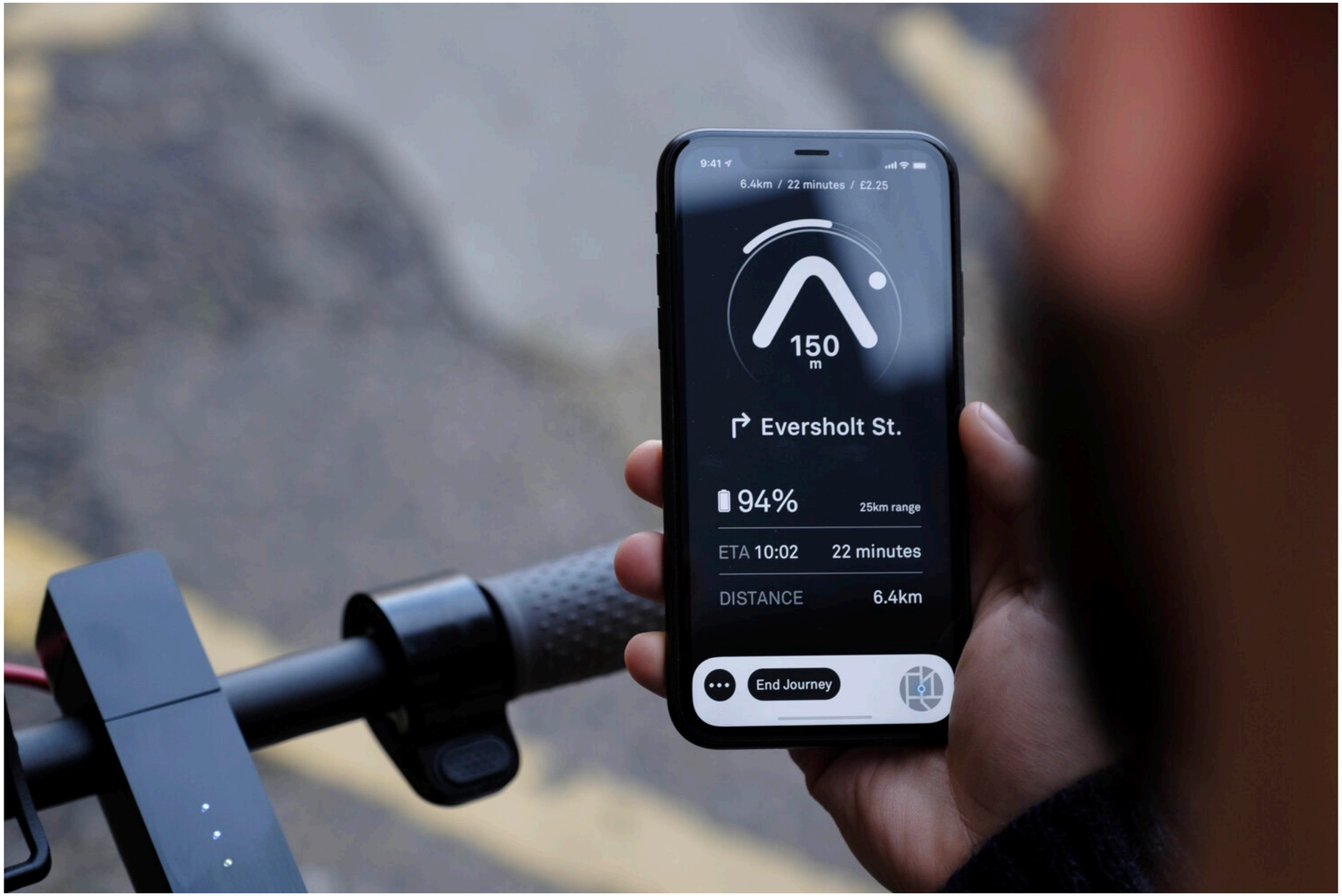
Often what our customers need doesn‘t actually fit the mold of what we imagine. Instead of forcing people to change their behaviours to fit our solution, we should tailor our solution to fit their real needs.

Examples

Beeline / https://global.beeline.co/

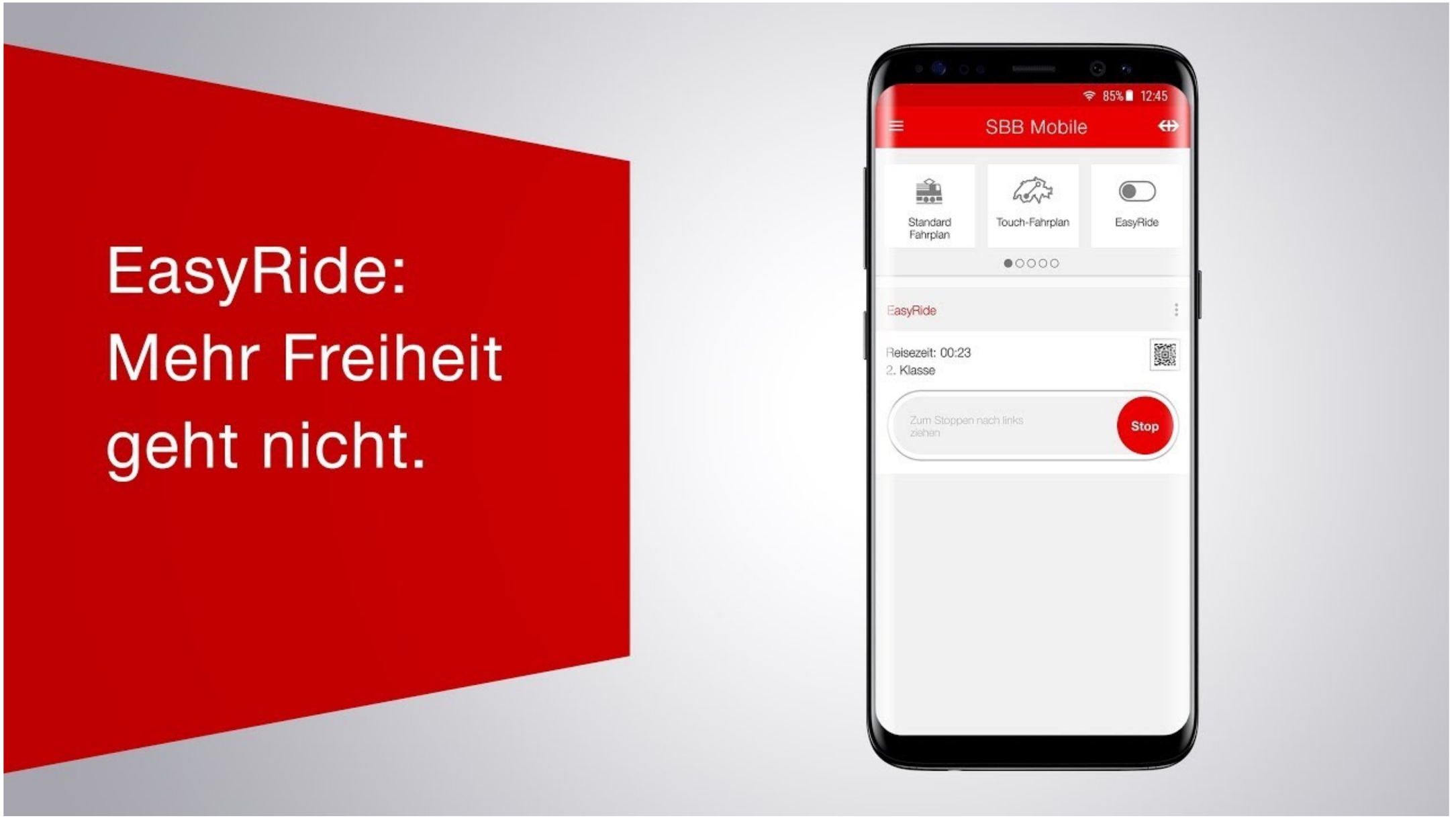
GARMIN
0.9mi
Exit
15
West
900
Renton
E 56th St
17th Ave NW
Newport Way
NW Maple St
7th Ave NW
4th Ave NW
NW Gilman Blvd
SE Issaquah-Fall City Rd
LIMIT
60
55
Speed
46
Temperature
I-90
28
Distance
1:03
Arrival

3.8
km



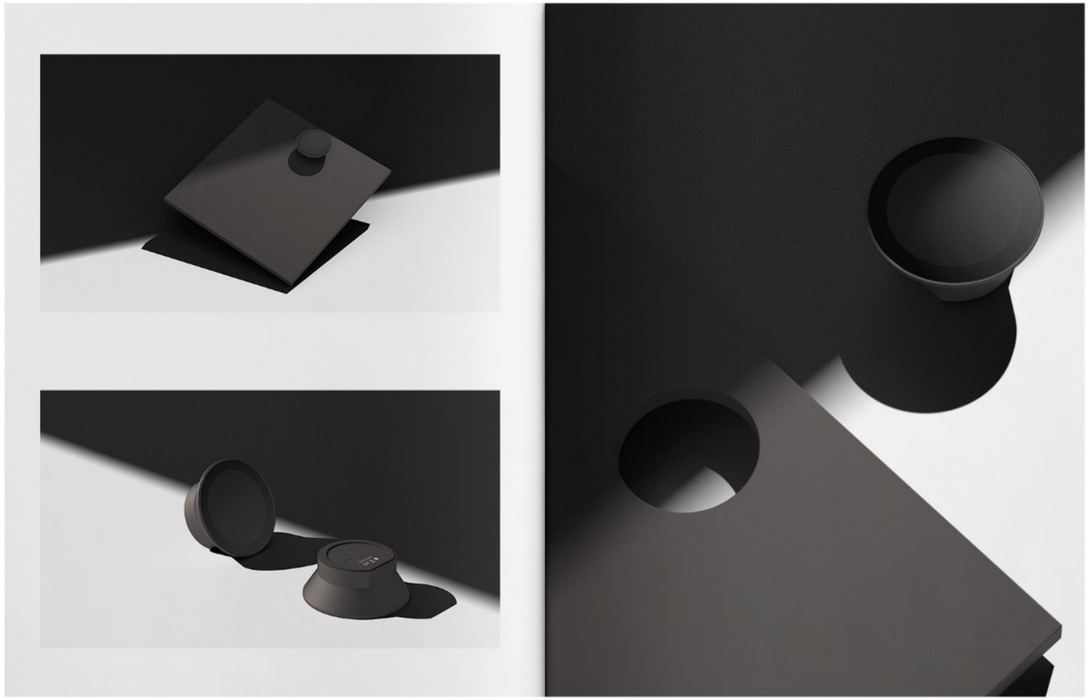
Beeline / https://global.beeline.co/

Fairtiq / https://fairtiq.com/



SBB EasyRide / https://www.sbb.ch/en/timetable/mobile-apps/sbb-mobile/easyride.html

OTO smart scale concept / https://medium.com/takram-stories/better-decisions-with-lean-data-83a3f0235d5a



OTO smart scale concept / https://medium.com/takram-stories/better-decisions-with-lean-data-83a3f0235d5a

OTO smart scale concept / https://medium.com/takram-stories/better-decisions-with-lean-data-83a3f0235d5a

Links

VRcompare
Large VR & AR Headset Database
https://vr-compare.com/

Karl Guttag
Technical in-depth analysis of display devices and systems
https://kguttag.com/

NY Times R&D
Exploring The Future of Journalism for Mixed Reality Headsets
https://rd.nytimes.com/projects/exploring-the-future-of-journalism-for-mixed-reality-headsets