

Hej **Copenhagen**



Innovation Designer

# Patricia Reiners





2001



*Me*

1169

SAP Neandertal  
Neandertal



2014



My first VR  
Project





# Future CITIES

# Future

CITIES

**Work**

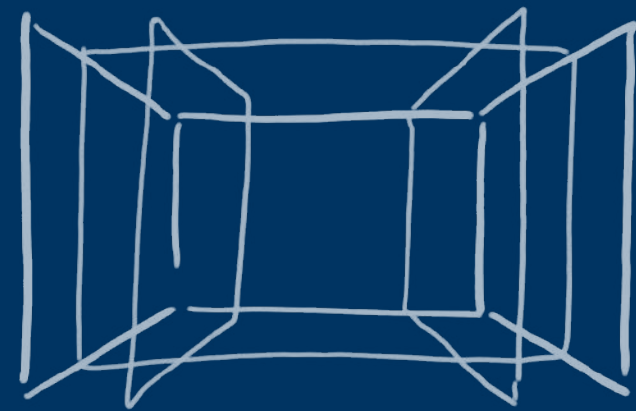
**Living**

**Mobility**

**Smartphones are a  
transitional technology.  
We are actually working  
towards a *world* without  
screens where everything is a  
screen.**

# VR/AR/MR

## VIRTUAL REALITY



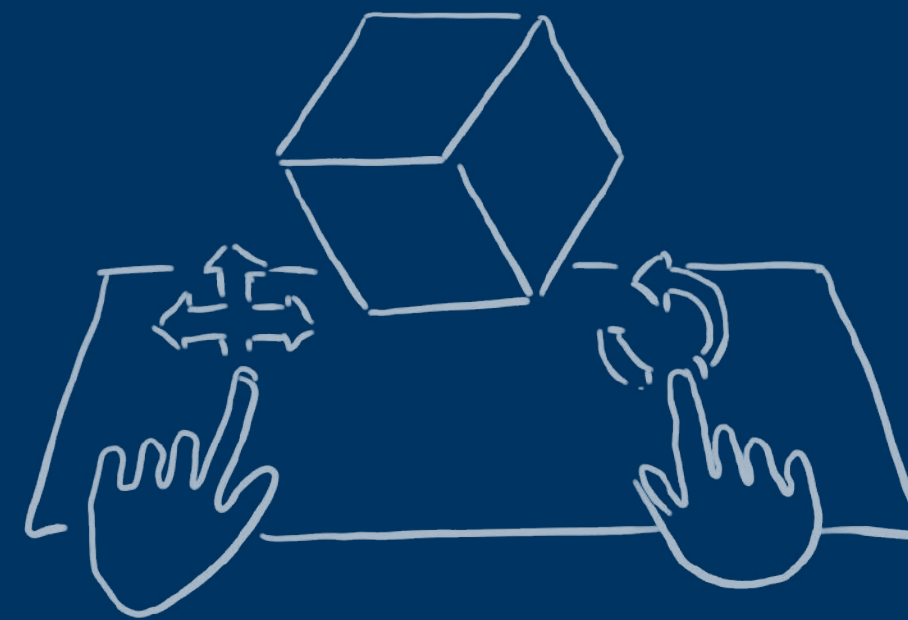
Full immersion

## AUGMENTED REALITY



Virtual environment  
combined with real  
world

## MIXED REALITY



The real world  
enhanced with digital  
objects







30-40 % *food waste*







28%

*Don't know how to cook*





39%

*overweight*

**Worldwide obesity has  
nearly tripled since 1975**











A kitchen scene with a stove, various containers, and a person's arm, overlaid with a white oval containing the word "Problem". The scene is dimly lit with a warm, reddish-orange tint. In the foreground, a person's arm in a purple long-sleeved shirt is visible on the left. The kitchen counter is cluttered with various items, including a large white plastic pitcher, a glass jar, a metal bowl, and several small containers. A gas stove is visible in the lower right, with a metal grate over one of the burners. The background shows a tiled wall with electrical outlets and a hanging orange cloth.

*Problem*





*5 Things* I learned this year  
about designing **beyond the**  
**screen.**



01

**Responsive**

02

**Interfaces**

03

**Interactions**

04

**Guidance**

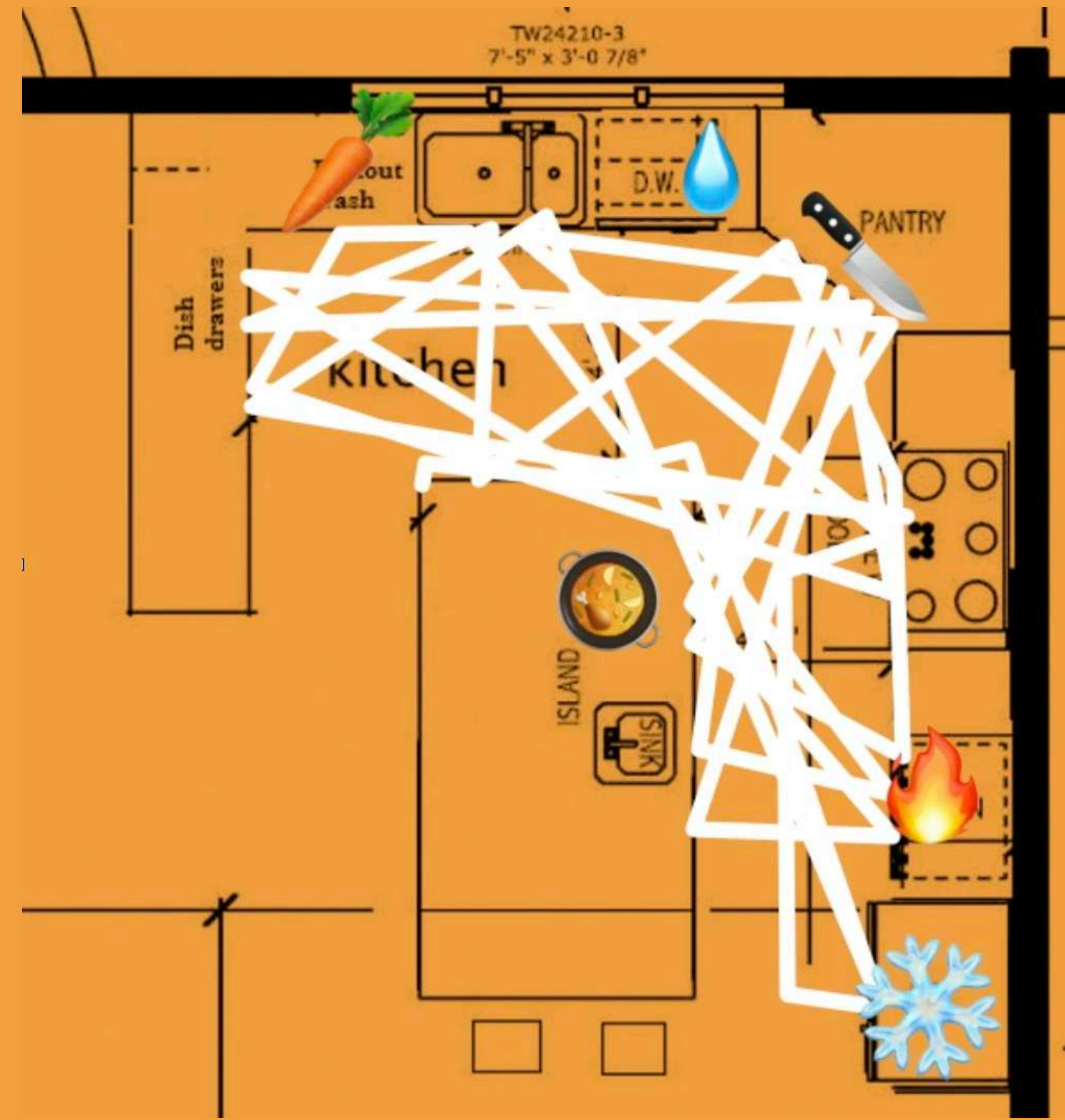
05

**Personalization**

# 01 **Responsive**

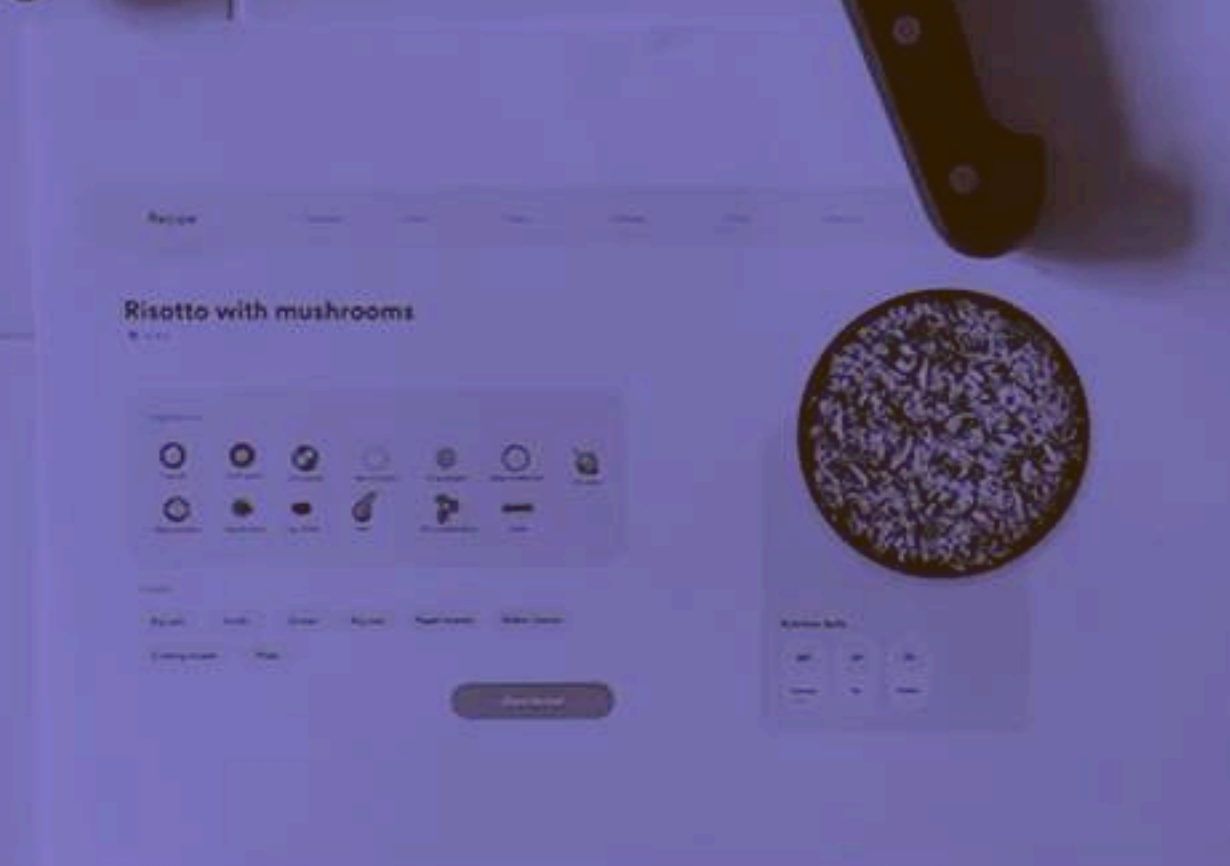


# Movement during cooking



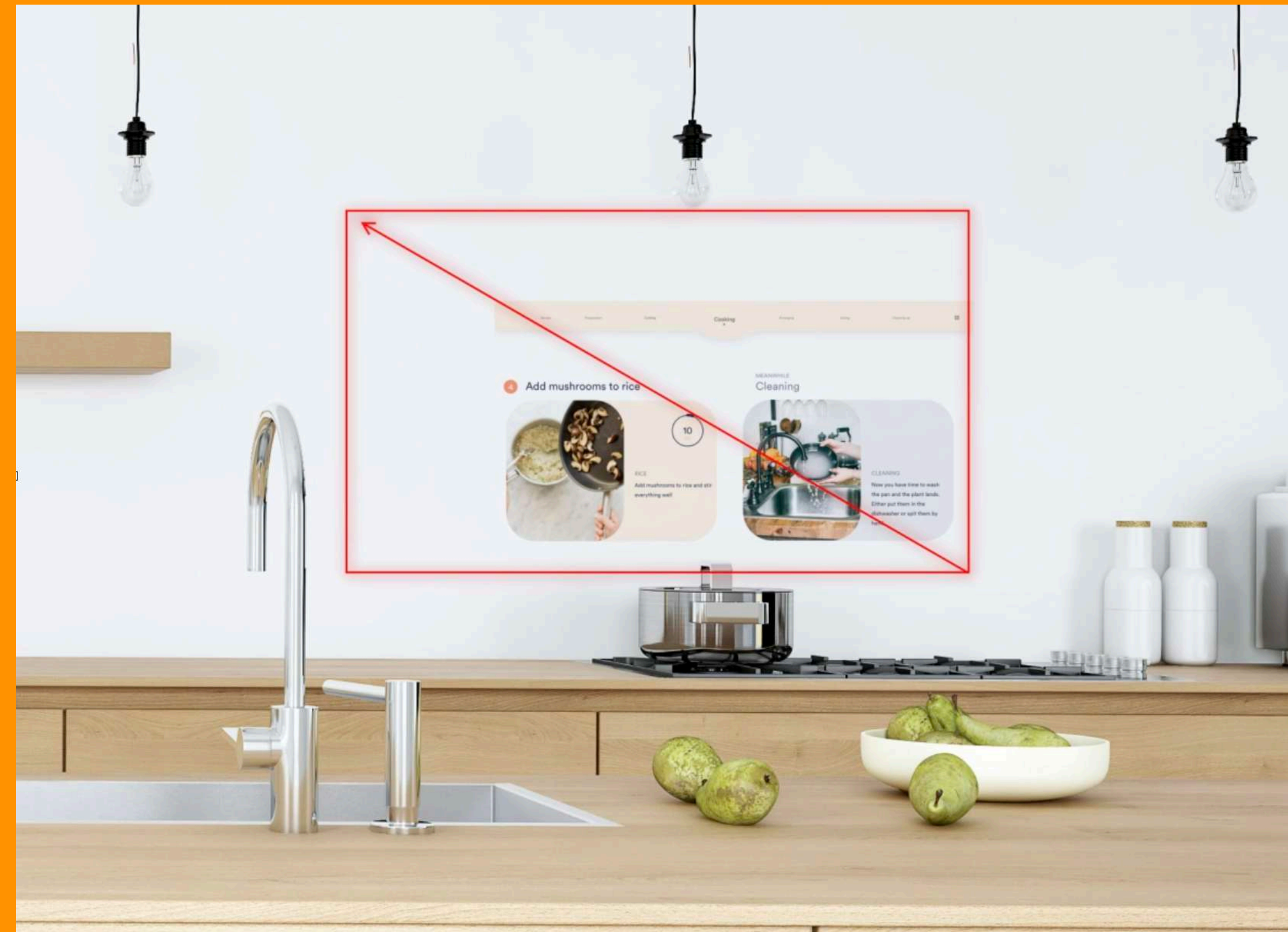


# Prototyping



Prototyping  
different flows in  
different places in  
the kitchen





# Every kitchen is *different*

Sizes will be  
different! Designs must  
be adjustable for different  
places, ratios, sizes etc.



01

**Responsive**

02

**Interfaces**

03

**Interactions**

04

**Guidance**

05

**Personalization**

# 02 Interfaces



# Different ways of *interaction*



Static and fixed on glass

Static and locked in space

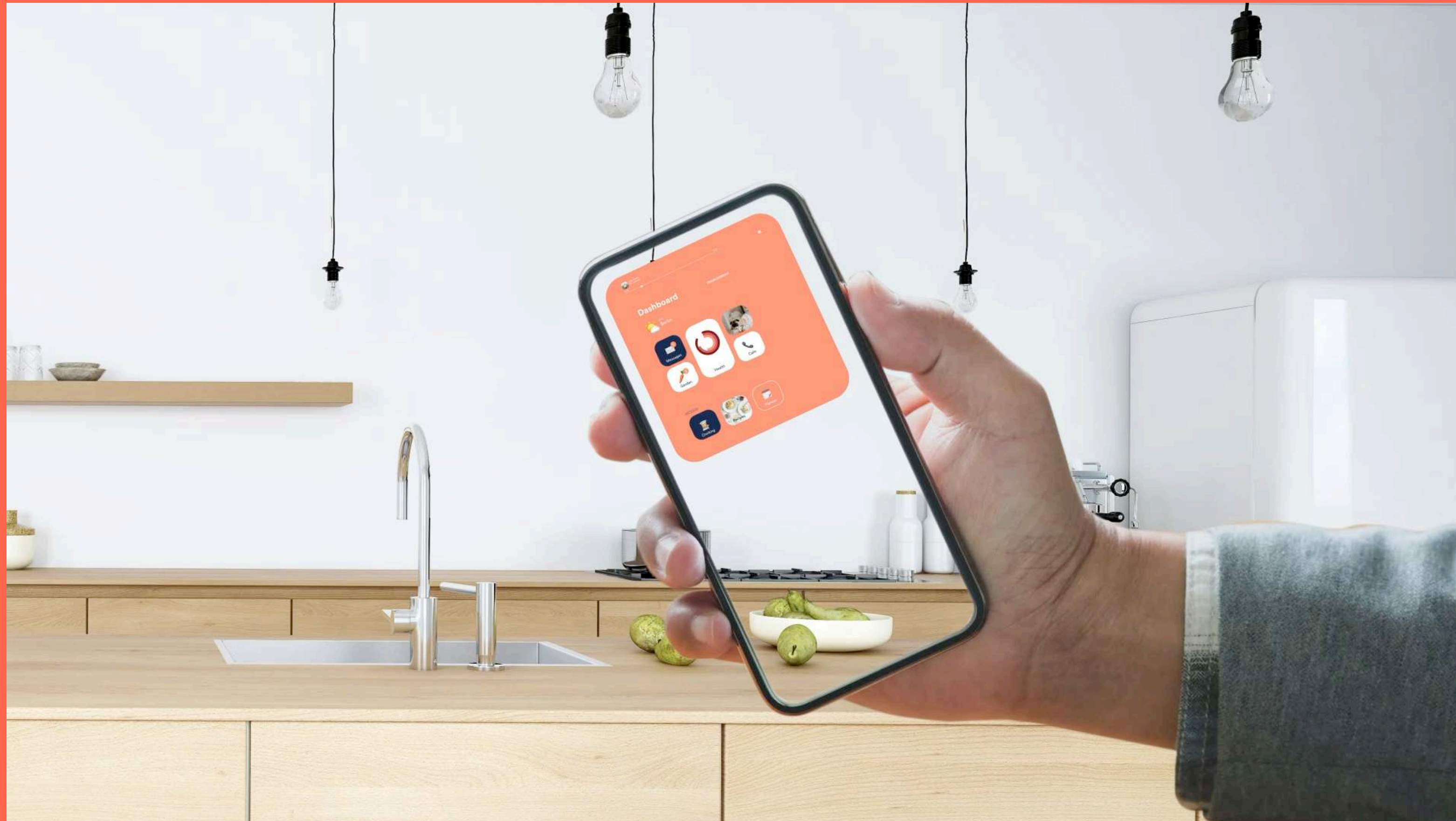
Dynamic and flexible on glass



Dynamic 3D and flexible in space

Dynamic 3D and proportionate in space





## Static & fixed on glass

- For permanent elements that need to be within the users reach at all times.
- Could be a menu or return prompt.

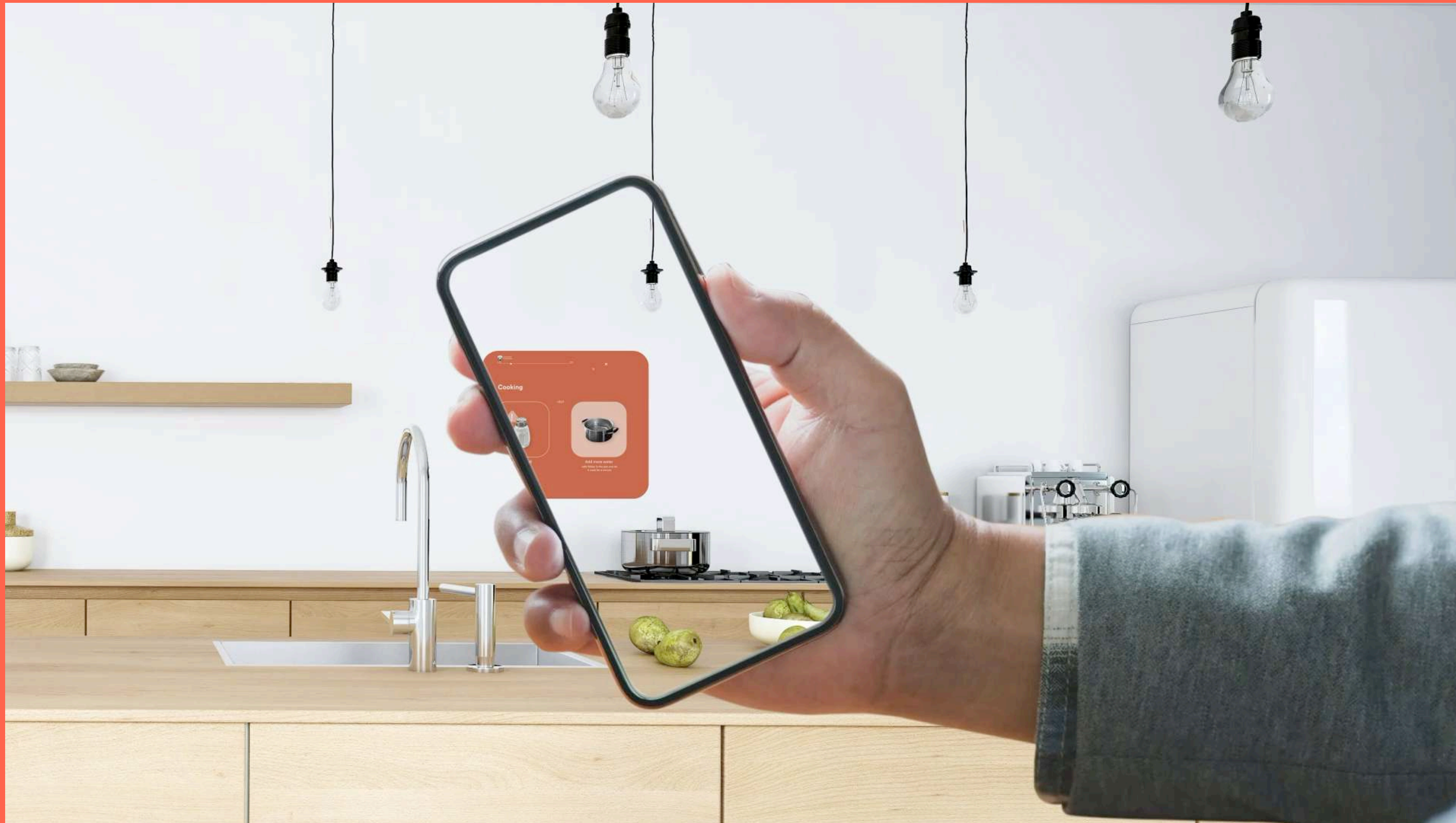




## Static & locked in space

- This design convention is useful for labels and material that needs to accompany an object or marker in space.

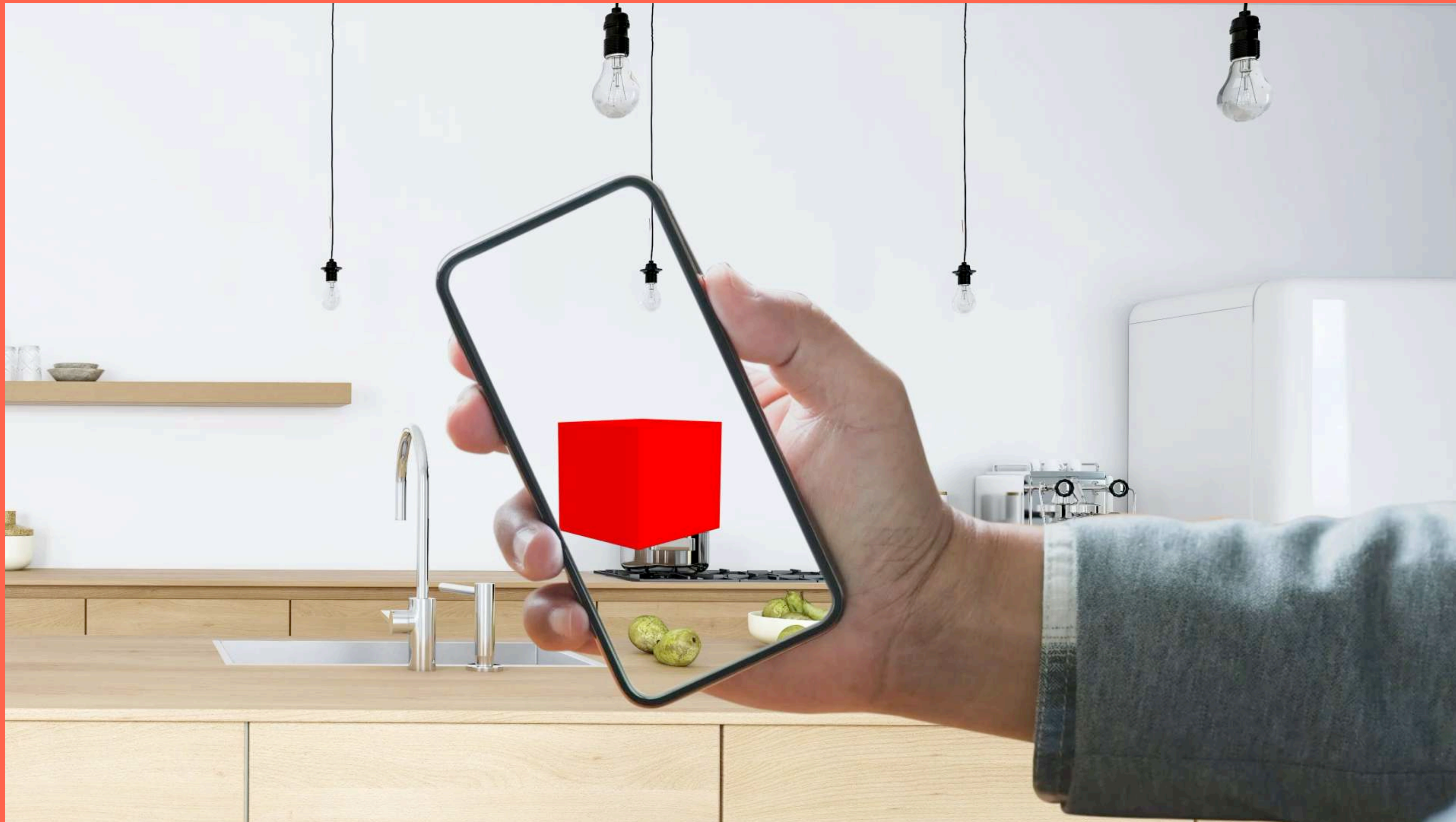




## Dynamic & flexible on glass

- For allowing users to position assets in custom or specific areas.
- F.e for target based or drag and drop elements.

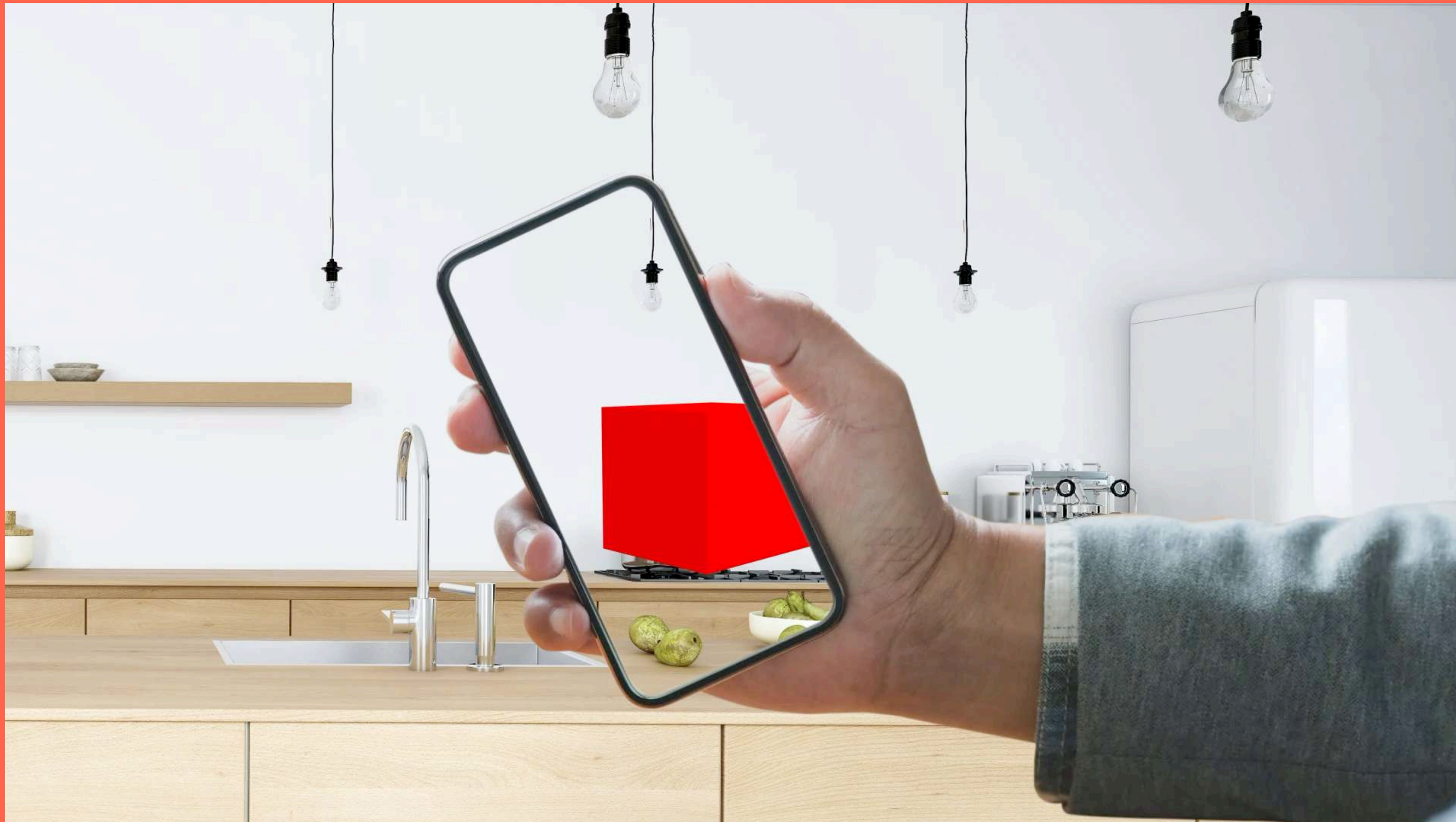




## Dynamic 3D & flexible in space

- For educational purposes and understanding the breakdown of an object.

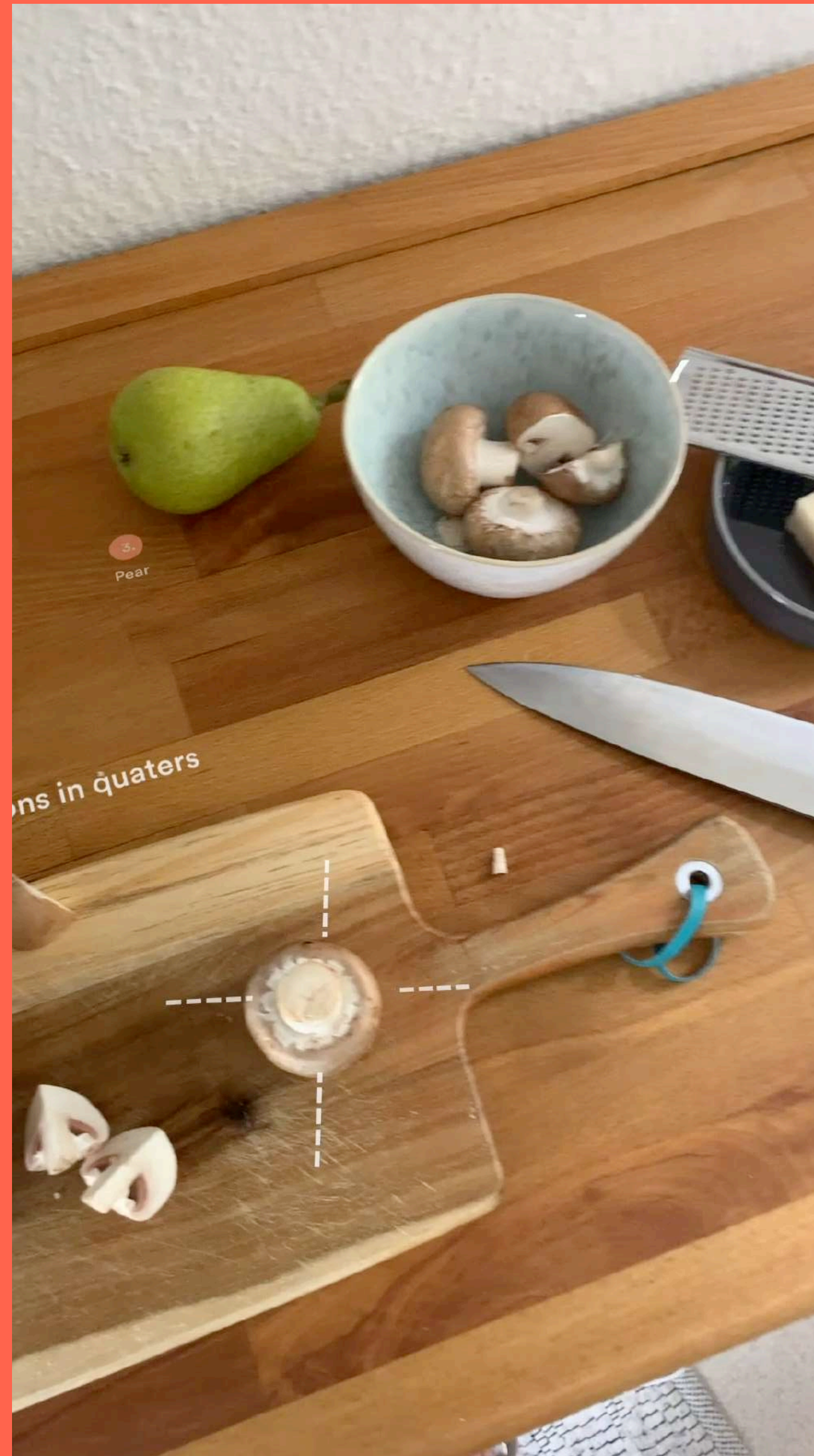




## Dynamic 3D & proportionate in space

- when allowing a user to see an object in an actual environment with lighting and measurement considerations.
- Often used in commerce platforms.





**Information will be placed**

*where it's needed*

↑  
There will be  
different kind of  
contents : 2D, 3D, flat etc.



# 03 Interactions

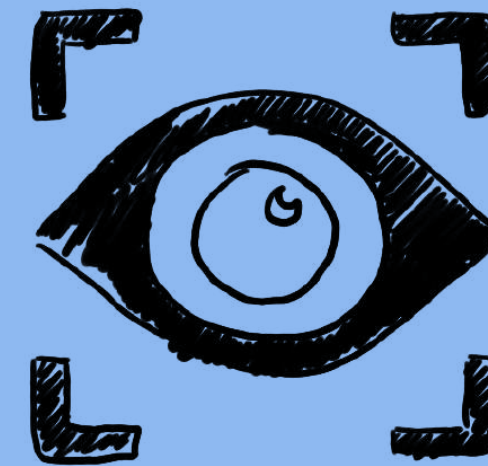
# Different ways of interactions



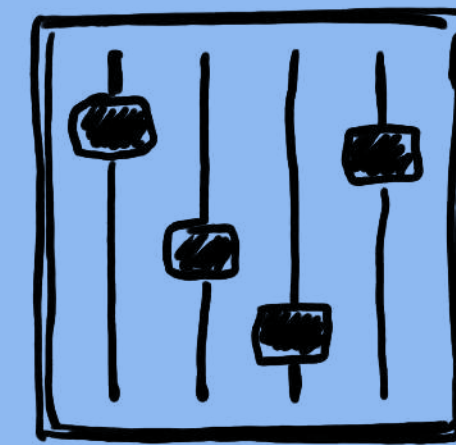
**Voice**



**Gestures**



**Eye tracking**



**External controls**





**Voice**

Navigation through the different steps with "next" and "back"!





REDEEM YOUR STAMPS

Stamp Collection Period: 21 March 2020 - 31 May 2020

Redemption Period: 21 March 2020 - 14 June 2020

PermatatBank

Monde BUTTER COOKIES

Festive Treats

Good Time ASSORTED COOKIES

PROMOTION





**Gestures**



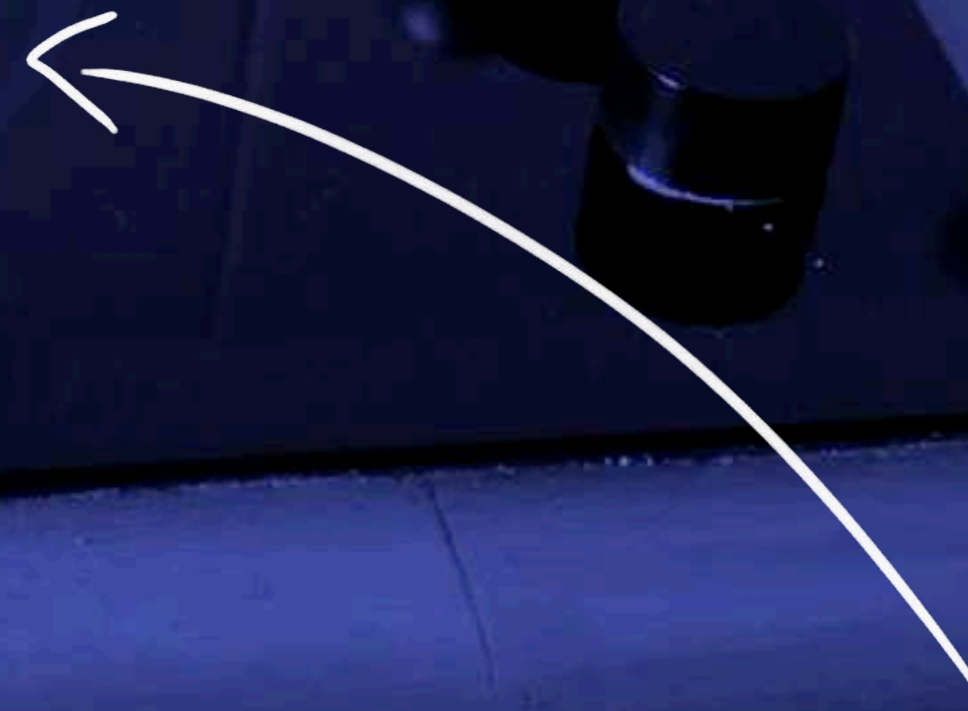
**We are going to experience AR**  
*all around us* **every single day**



# 04 **Guidance**



# *Things go wrong*



**Providing infos for  
error prevention**





**Testing**








*Reductive*, less is more

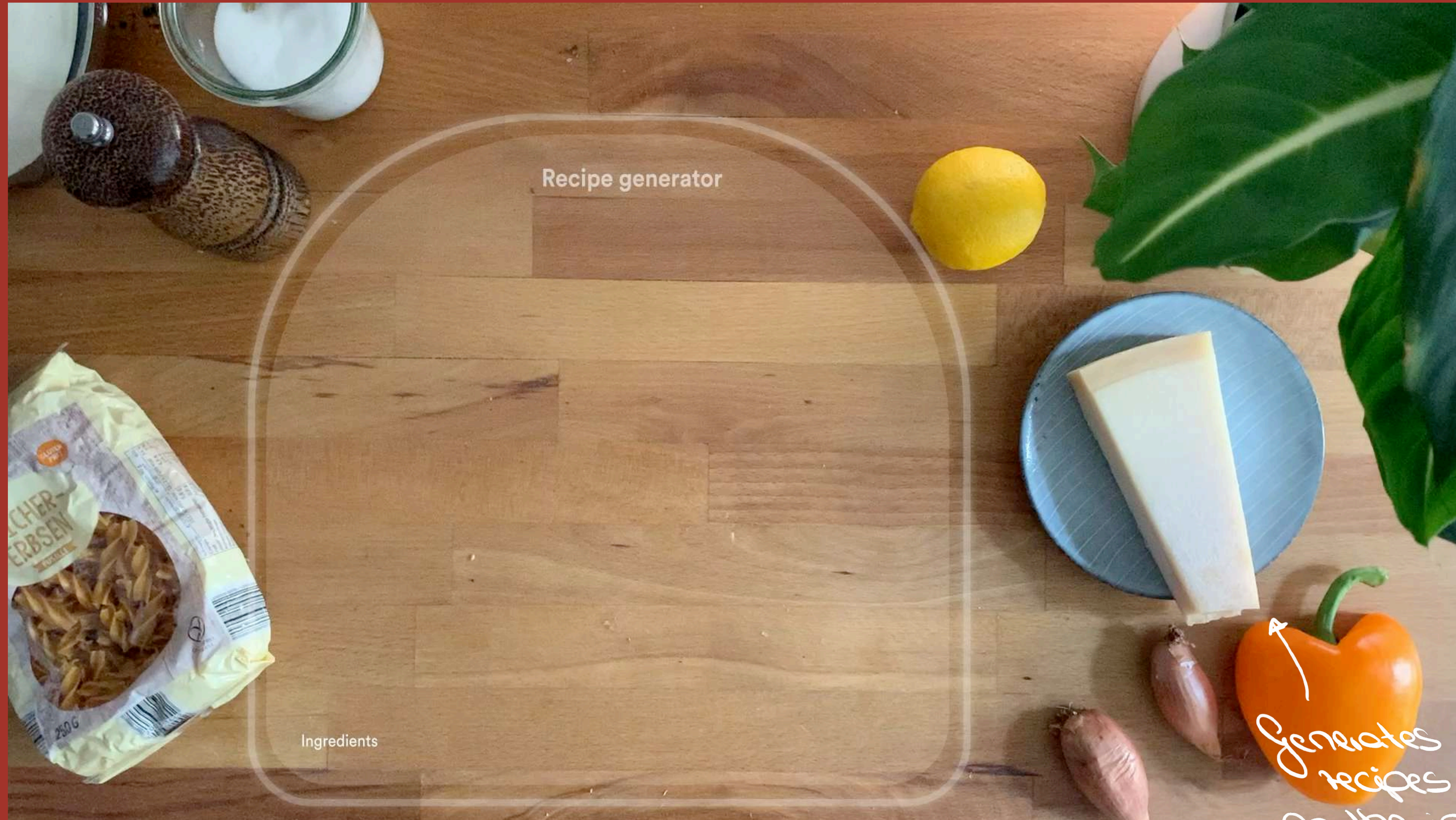


# 05 Personalization

We can personalize  
literally every piece of  
information







Generates personalized recipes based on the ingredients and personal preferences.



**Imagine a future in which  
every sign on every street is**  
*personalised for you*



What about the

***Future!***









# *Mirrorworld*





Source: Keiichi Matsuda



**We are about to make the  
physical world more digital**



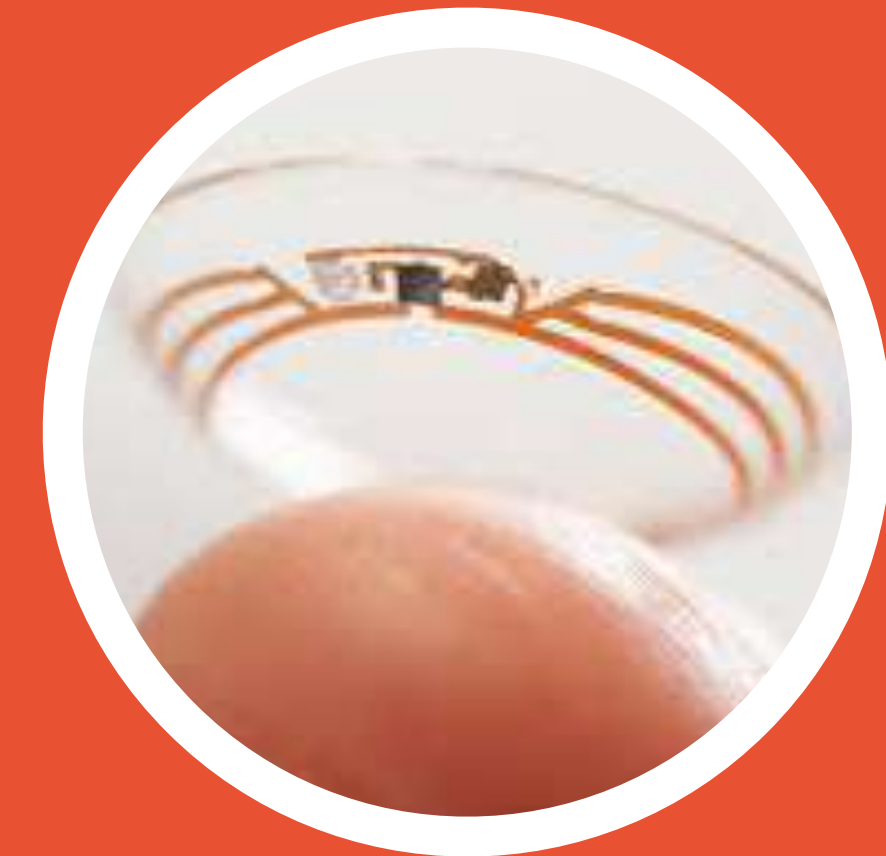
# Technologies



SMARTPHONES



SMART GLASSES



SMART CONTACT LENSES





# *Brain* user interface



***AR* has the potential to be *bigger than the web*, after all, we only experience the web when we go to it, but we will experience AR all around us every single day.**

— Scott Branson



*Thank you* &  
**see you in the mirror world**



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