**THE DAF EXPERIENCE**

“The path to an interactive cross-device experience”
THE DAF EXPERIENCE

Fontys - Education Institution

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This Thesis has been commissioned by DAF Trucks N.V. and in particular the IT Department. The study was conducted between the 30th of January and the 26th of June. This Thesis is to display our competence in the field of ICT Media Design and prove we are worthy of graduation at the Fontys University of Applied Sciences. The purpose of the research is to provide DAF with the means to improve its DAF Experience Exhibition and deploy IT hardware in the context of a multimedia brand experience. When DAF is mentioned in this document DAF Trucks N.V. is meant. This is done to improve readability.

We want to thank Tom van Acht, for helping and supervising of this project, Jac van Orsouw for his trust and for making this project possible, Michel van den Berg for the technical support and Eric Slaats for helping us as teacher supervisor. In addition we want to thank all the other employees of DAF and friends that helped us accomplish this project.

The internship has been a duo-project in which both of us have invested a lot of time and effort. Here is a brief description of the labor division in the graduation internship.

Most of the work on the basic level has been carried out together. However on more specific level clear separations can be seen. The Project management and Analysis phase have mainly been a joint creation because it required a lot of interviewing and discussion.

The research phase has been conducted as following: Henri Schröter is responsible for the technological trend research part, while Marco Geerarts is responsible for the automotive and event marketing part of the trend-research. Both of us have studied the difference between experience and information and partly written a piece of the research paper.

In the concept phase again most of the work required thorough dialog, so this again is not black and white. The deployment document was written by Henri Schröter while the demonstration video was edited by Marco Geerarts.

The work on the proof of concept was divided clearly: Marco Geerarts developed the Surface II application, and Harry Schröter developed the software for the Mifare cards and the content management system.

This document requires some technological know-how, that’s why we would recommend reading the glossary in advance.

Marco Geerarts & Henri Schröter

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It is a common experience that a problem difficult at night is resolved in the morning after the committee of sleep has worked on it.

—John Steinbeck
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This project has been commissioned by DAF Trucks N.V. to explore the possibilities in upgrading the DAF Experience Exhibition and deploying new IT hardware acquired by DAF in the context of a multimedia brand experience. The initial situation was partly outdated and therefore had become less representative in the context of a progressive quality brand.

DAF is a company offering both trucks and services that accompany those trucks. The DAF Experience Exhibition is an automotive fair stand located on the DAF terrain in Eindhoven, which is used to display the latest trucks and services to potential customers and provide them with valuable information.

The first part of the research was the Analysis, which has been made by conducting interviews with DAF employees from multiple departments. The DAF Experience target audience was defined as transport company owners and their truck drivers. DAF’s mission statement was also included; this is “Driven by Quality”. This statement should lead to the best business proposition and helps to lower the total cost of ownership of a truck. And last but not least every different way the bought hardware could be of value to the project has been explored and documented to get an indication of the technological possibilities.

Next a study was conducted in the fields of truck and trailer exhibition and marketing, automotive exhibition and marketing, and interaction design. This was done while focusing on the hardware acquired. The ‘Cool Hunting’ method was used to create a trend report describing the status quo in these fields. The overarching trend observed in this report was the focus on creating an experience over providing information. As well providing the visitor with an interesting experience as the quest for a natural user interface in interaction and user experience design fit this trend. A lot of examples of appliances have been documented in the research paper. The Experience vs. Static Information dilemma was then elaborated on and applied to the situation at DAF. For DAF the information providing still remains important, but creating an experience has slowly gained momentum.

Based on the previously mentioned study a handful of concepts were generated and documented. These were then analyzed again and the best solution was presented to the project board and taken to the development phase in creating the proof of concept. This is an interactive cross-device installation enabling the user to collect information using a personal ‘MY DAF’ card. This installation can serve as a platform on which more interesting experiences can be built. It makes it possible to customize and personalize the information provided in the DAF Experience Exhibition and to collect data in many ways. The system works by letting the visitor scan his card at specific trucks or services he finds of particular interest to him. This way the visitor collects the information that is connected to these locations and DAF simultaneously collects valuable visitor data. Later the personalized information is send to the visitor via email.

It’s important for DAF to keep the Experience Exhibition state of the art because it’s representing DAF’s brand; a progressive truck company driven by quality.
COOLHUNTING
A Trend-research technique developed by Carl Rohde (acclaimed Trend watcher of the year 2010). This technique works by searching for cool objects, ideas, blogs etc. and analyzing them in order to extract important trends. This technique has been applied in the trend research phase.

C#
This is an object oriented programming language developed by Microsoft. C# is the most important language of the .NET framework.

CONTENT
Substantive information or creative material viewed in contrast to its actual or potential manner of presentation: including text, images and video’s that constitutes a publication or document. For instance: a text containing the specifications of the DAF XF105, or a promotional video.

CMS (CONTENT MANAGEMENT SYSTEM)
This is a system that’s used to control and manage the content of a system like for example a website. Usually it uses a user-friendly interface so it’s easy to use for someone with average computer skills.

CROSS DEVICE INTERACTION
This means seamless interaction between multiple devices. It’s mostly about automatically sharing information between the devices, so no troublesome connections need to be made. Cross Device interaction is used to increase usability. For example physically throwing an image from one device to another.

DAF EXPERIENCE (TOUR)
The DAF Experience consists of a two-day tour in which potential and current customers are visiting interesting locations inside and outside of the DAF facility.

DAF EXPERIENCE EXHIBITION
DAF has decorated part of its facility in Eindhoven to be part of the DAF Experience. Visitors are guided around this trade fair like exhibition where the latest trucks and services are exhibited. The location is site B10.

HARDWARE
Hardware is the physical aspect of computers, telecommunications and other devices. For example: Televisions, Screens and Printers.

MARKETING AUTOMATION:
Marketing Automation means using technology to create better marketing results that work mostly autonomous. For example Email and social media marketing.

MICROSOFT SURFACE II
This is a large interactive multi-touch surface created by Microsoft and Samsung. It is to be used as a social device making it possible for multiple users to interact at the same time. This device is capable of recognizing fingers, objects and so-called tags placed on it allowing interesting interaction possibilities.

MIFARE
Mifare is the type of near field communication (NFC) card used at the MYDAF concept. This type of card is comparable with the OV-Chipcard used in the Dutch public transport. The Mifare card is capable of storing small amounts of data.

.NET
This is a framework to create a seamless integration between applications and libraries written in different programming languages. .NET can only be used for Microsoft (Windows) related development.

NFC
Near Field Communication, a new technique used to send small amounts of data between a sender and receiver over a distance of approximately 5-10 cm. This technique is Radio based.

NON-INTRUSIVE USER EXPERIENCE
Using computer hardware and software to support the user in the things he or she is doing while not requiring extra specific input. A form of computer-human interaction in which the computer anticipates what the user wants and for example provides meta information about an object the user is looking at.

SDK (Software Development Kit)
A collection of tools for developing software for a specific type of hardware or application. For instance the SDK for the Surface II adds a lot of extra features that make the development for this device easier.

STATIC INFORMATION
Commonly used static data like texts, images or video’s.

WPF (Windows Presentation Foundation)
A Graphical System developed by Microsoft that enables better design of controls for the .NET framework. WPF makes use of XAML, which is a programming model to build user-interfaces.

XF105
The XF105 is DAF’s latest flagship; it’s the biggest and most advanced truck DAF provides. It’s the brother of the smaller CF and LF models and was declared “international Truck of the Year 2007”.

glossary
INTRODUCTION
How can the experience of visitors of the DAF Experience Exhibition be improved?
1 INTRODUCTION

How can the experience of potential customers visiting the DAF Experience Exhibition be improved by deploying modern IT hardware while maintaining the "quality" and "state of the art" feeling that corresponds with DAF? This question involves a variety of subjects and contains some assumptions, which lead to even more questions.

Who are the customers of DAF and what kind of an experience do they prefer? Does the status quo really need improvement? Why provide an experience? Why don’t we just inform the potential customers about all the options? What is the competition doing in this field? DAF needs these questions answered, hence the need for this project to be carried out.

The chapters in this document report the progression of the project chronologically. Chapter 2 provides a little information about DAF as a company. In chapter 3 the project goals, targets and chosen approach are defined. We will elaborate on the focus group, bought hardware, current ideas and the evolution of the project definition in chapter 4. Chapter 5 covers the research done in the fields of automotive exhibition marketing, interaction design and experience marketing with a focus on modern IT hardware. The full research document can be found in the appendix. Finally the delivered concept is described in chapter 6 and in chapter 7 we will reflect on the process of this project.
What exactly is DAF and what part of DAF is involved in this project?
In 1928 two brothers Huub and Wim van Doorne founded a small company in the south of the Netherlands called “Commanditaire Vennootschap Huub van Doorne’s Machinefabriek”. Over the last 80 years this company has undergone a major transformation. Simple trailers became army related vehicles and small person cars became large trucks for multinationals. Now in 2012 DAF has become one of the largest truck producers in Europe and is working hard to expand its market share even further.

The main (and largest) truck production facility is located in Eindhoven (Netherlands). In this facility the engines and bodywork are constructed and the final assembly of the trucks is conducted. The cabin and axes are produced in Westerlo (Belgium). From there, these are shipped to Eindhoven and Leyland (England) for use at the assembly line. This last production facility is considerably smaller than the one based in Eindhoven, but still of great importance.

In 1993 DAF went bankrupt and made a new start as “DAF-Trucks N.V”. In 1996 DAF became part of the Paccar Company. This company also includes Peterbilt, Kenworth and Foden. This fusion meant that DAF no longer was an independent Dutch company but part of a worldwide covenant community with an American business proposition.

2 COMPANY BACKGROUND

2.1 Driven by Quality

Driven by quality is DAF’s business proposition. This proposition leads to “the best business proposition” for each party: DAF strives to minimize the total cost of ownership by minimizing the cost and risks and maximizing the revenues. This proposition seems to work well: according to market research, DAF has the biggest marked-share of tractors in Europe at the time of writing.
For our internship we were part of the Information and Technology Department (ITD). This department consists of multiple smaller departments that are all active on different disciplines ranging from software development to PC problem support. For the last six months we were part of the latest newcomer called “innovations and mobile solutions”. This new department is responsible for all IT innovations and mobile solutions that are required by DAF. For example: the use of mobile applications at trade fairs, or the deployment of tablets for the management team. In the figure below all departments of importance to this project are displayed including ours, which is managed by Jac van Orsouw.

The DAF Experience Exhibition is the main reason why this graduation project has been brought to life. First let’s make clear that there’s a major difference between the DAF Experience and the DAF Experience Exhibition. The DAF Experience consists of a two-day tour in which potential customers are visiting interesting locations inside and outside of the DAF facility. The Exhibition on the other hand is one of the locations visited in the Experience tour.

The visitors of the Experience are mainly truck company owners and truckers. They visit the Exhibition at the second day of their trip for just about an hour. At the Exhibition they get a cup of coffee followed by a guided tour across every part of the Exhibition. They are provided with information about the trucks and services and can give the trucks a little try (no actual driving). The Exhibition is very familiar to a trade fair stand and was designed to impress the visitors with the DAF products and services.

When the Euro crisis started around four years ago DAF decided to stop going to trade fairs to reduce marketing costs. So instead of travelling the world, DAF created the experience tour and invited the customer to come to DAF.

Now four years later, the Experience has proven to be a success and DAF is conservatively exhibiting at a few trade fairs again. The tour has undergone some updates during those years to stay state of the art. Each year around 3000 people take part in the experience and all of them visit the exhibition as well. DAF has decided to keep continuing the tour over the next couple of years. In order to stay up to date and meet DAF’s quality standards the experience exhibition needed an upgrade. It’s important to note that the same area is also used for official product releases and important supervisory board meetings.
What are the project targets and how are these to be achieved?
3 PROJECT DEFINITION

3.1 Project Target

Creating a plan for deployment and use of innovative IT hardware at the DAF Experience Exhibition to offer the customers a multimedia brand experience, and to communicate the provided information about DAF Trucks and services to the customer in a better, more interesting way than it currently is. A proof of concept was then created according to the plan’s specifications and tested to meet DAF’s requirements.

3.2 Chosen Solution or Approach

This project has investigated what the exact information is DAF wants to convey to the customer, exploring the different possibilities and what hardware or means work best in doing this. The following phases were defined to make the project more structured:

3.3 Phases and Research Questions

1 Analysis
• What exactly has to be communicated at the DAF Experience Exhibition and what is the target audience?
• In what way is the message communicated at this point of time?
• What hardware is present and what can be acquired?
• What good ideas are currently present?

2 Research
• What are current trends in automotive exhibition?
• What are current trends in interaction design?
• What form of communication is best used?

3 Concept
• What communication-concepts can be generated based on the previous analysis and the theoretic research?
• What technical concepts can be generated based on the communications-concept?
• Is the realization of the concepts possible in multiple ways?

4 Elaboration
• What concept will be created?
• Usability Testing: Does the proof of concept meet DAF’s requirements and can it be installed in the Exhibition?

3.4 Project Scope

A broad range of techniques and hardware are available to the project, yet we are in a big way limited to that hardware. The budget for this project was spent mostly on the new hardware last year. There was little budget left but not ranging in the thousands of euros.

The board and people involved in the DAF Experience have to be included in the project one way or another. Also, the project owner has to approve the results at the different stages and keep the project managers updated on eventual changes in DAF’s company policies.

Finally the DAF exhibition tour guides are involved; they are the ones using and explaining the hardware to the customer and are included in the usability testing.

3.5 Products or Final Results

The earlier mentioned steps are completed and every step will be thoroughly documented as following:

The analysis data is described in the analysis document. Then the theoretic research is documented in a research paper. All the concepts and their different versions are described in the concept document. This also contains the motivation for the choices made in the process of picking the concepts to be executed in the proof of concept. Next a plan for deployment is created for the hardware in the Experience Exhibition based on the previous research. The last product obviously is the proof of concept. Finally all documentation and process data are included in this thesis.

The seven products are:
1. The analysis document
2. The research document
3. The concept document
4. The deployment document
5. The proof of concept
6. The thesis
7. Other documents including the minutes and time registration
What was the current situation and what assets were present?
For carrying out this project the current situation, the focus group, the hardware and current idea’s had to be described. A lot of DAF employees from the different involved departments have been interviewed to get a clear view of the current situation of the DAF Experience Exhibition. Those interviews and the data of the analysis phase can be found as digital attachment in the appendix.

4.1 The Focus Group

Dealers from different countries across the world invite their customers to participate in the DAF Experience. It is a 2-day trip which includes a guided tour across the factory, a couple of sale talks and a special sight-seeing trip to a beautiful city like Den Bosch. In the afternoon of the second day the potential customers will visit the Experience Exhibition.

The focus group consists mainly of transport company representatives and their drivers. These are divided in five segments that the program is adjusted to: long-haul, construction, condition transport/distribution, city drive and the various rest. This makes the focus group pretty broad, because a construction company requires different trucks and services than a long-haul transport service. The nationality is also a great differentiator. The eastern european trucker is a world apart from the German transport company owner. These two archetypes are described in detail in the analysis document. The overlapping character traits are in the fact that they are of middle age, male and have an interest in trucks. This broad focus group makes it hard to create a specific message or concept, so it has to be made to capture the attention of the majority.

4.2 The Message

“Quality in every detail: that’s what makes the difference between a DAF and every other truck. From the steel front bumper to the virtually unbreakable Lexan headlamp covers, and the stylish cab interior to the durable driveline, a DAF truck is built to perform. And it’s built by people who have a passion for trucks.” This is the proposition DAF mentions on the company website and covers it rather well. Driven by quality. This proposition leads to “the best business proposition” for each player in the process. DAF strives to minimize the total cost of ownership by minimizing the cost and risks and maximizing the revenues (up-time).

4.3 The Hardware

According to the interviewees the current IT equipment deployed in the exhibition was in dear need of replacement. Most of it was old or not operational. If DAF wants to show its customers that technology is the most important thing to DAF. The goal is providing a multimedia brand experience impressing the customers whilst still providing information the customers will remember. Technology takes a major part in this but isn’t the goal.

New devices will have to be put to use in creating an experience the customer wants to boast about. In the end the most interesting devices are those that are on the frontier of technology: The Microsoft Surface II and the Kinect that have been provided are good examples of such devices.

The focus group consists mainly of transport company representatives and their drivers
RESEARCH
What are current trends in automotive/truck exhibition marketing and interaction?
5 RESEARCH

This chapter contains the results of the study in current and upcoming trends in the fields of exhibition marketing and interaction design. Besides that, the advantages and disadvantages of experience and information based communication have been documented at the end of this chapter. Desk-research and interviews with experts have helped to accomplish the conducted research.

5.1 Trend Research

The first part of the study consists of trend-research, which was performed according to the cool hunting method of trend-researcher Carl-Rhode. The results have been combined with the findings of multiple experts to match DAF’s proposition and mission statement. Those two techniques combined with the external expert interviews form this first part of the research phase.

5.1.1 Automotive & Event Marketing

What are current trends in automotive, truck & trailer, and event marketing?

Entertainment

This trend is about attracting and informing the customer using a combination of interactivity and entertainment. Entertainment is still relatively new and infrequently used at truck and trailer events. In the near future static visual elements like video and images will start to disappear and will slowly be transformed to more interactive and fun experiences. According to our conducted research a bigger and better experience expands the involvement towards the product or company.

Social Amplification

As the popularity of social media keeps increasing the influence of this development is seen at event fairs and shows. The amounts of people a social medium can reach at once make it an interesting platform for marketers. This isn’t limited to the people attending the fair, because they are informing all their friends though social media.

But this only works if these media are used innovatively: the majority of people are no longer impressed by basic functionality. “Fun” is an important keyword in this trend.

Personalization

According to Bob Apollo and Jack Morton, both experienced marketing advisors, personalization will be a key element in the trade shows of the future. It expands the overall experience and increases the possibility that the visitor will actually buy a product. This personalized content needs to be of high quality and be visually attractive to work well.

Besides that, personalization needs to be part of the marketing strategy in order to attract the visitor at the right phase of his own personal buying process. This will increase the chance of positively impressing the visitor.

Gamification

“Gamification is adding a fun-factor to non-game applications in order to make them more attractive”. According to live marketing, an innovative event marketing agency, more action at the tradeshow stand helps improving the experience and ultimately increases the loyalty towards the company. Therefore gamification proves its importance to marketing and trade shows.

Technologisation

The latest technological innovations are often observed in tradeshows and marketing events. For marketeers it is important to use new and innovative IT devices as a tool and not as the solution which is one of the most common mistakes.
Those devices provide the ability to create great interactive experiences and will generate a steep growth in marketing automation. Marketing automation creates the possibility to identify different stages of a person's personal buying process and provide personalized information focused on that person's specific desire.

**Ecobition:**
One of the most famous trends today is called "eco-cool". Eco cool means that thinking and caring about the environment is becoming mainstream.

More eco-friendly and zero waste events will appear in the near future. Gifts will become more eco-friendly or even totally digital (no waste) and the promotion of eco-friendly products will start to expand as eco-developments in the market start to rise. This is also seen at DAF: DAF has recently released a hybrid version of its LF model, which is widely boasted about.

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**5.1.2 Interaction Design**

**What are current trends in interaction design?**

**Touch and Beyond:**
The thing we see happening here is the need for a natural human interface. The current paradigm is that of the touchscreens, which is replacing the unnatural mouse and keyboard interaction, but is far from perfect. We want to feel, touch, manipulate in ways that are normal for a human being and everyone knows how to do this.

This way technology will blend in to the environment and will be used for the purpose it’s intended for: as an augmentation that helps the human being in everyday life. This implies a device that adapts to humans and not the other way around. That brings us to the next trend that has been present for a while, but will only keep getting bigger.

**Blurring of Digital/Analog Boundaries:**
Interaction with computers is no longer limited to a screen, keyboard and mouse, but due to new technologies like RFID and QR, everyday objects can be used to interact with digital data and the other way around. The blurring of these boundaries between digital and analog create a non-intrusive user experience leading us to the next step for interaction between a user and multiple devices.

**Cross Device interaction:**
The rapidly growing amount of cloud solutions combined with near field communication is one of the main reasons cross device interaction is becoming possible.

The one user, one device paradigm will be over in a couple of years enabling information to be used a shared in every possible situation. Right now interaction between multiple devices will generate a wow-effect to the user which could be beneficial in an interactive brand experience.
5.2 Experience vs. Static Information

What forms of communication will impress customers the most? As stated before experience is an overarching trend, and is of great importance to future truck and event marketing. In order to understand why experience has become that important compared to static information, and which of them will work best for marketing purposes, this research has been conducted (the complete research document is included as a digital attachment in the appendix).

5.2.1 What’s the exact difference?

Before we can state if either information or experience works best, it’s important to understand the difference between those two.

The dictionary definition of information covers a wide area and has multiple meanings. The research is mainly focuses on static information. This static information should be interpreted as: “commonly used static data like texts, images or video’s about a brand or product”. In marketing terms described as informational communication instead of transformational.

The noun experience is still a very broad concept, which has led to the following question: “What exactly is meant with an experience”? Multiple researchers have written books and blog posts about this subject and created different models and graphics in order to understand, create and analyze experiences. After analyzing those in the research document included in the appendix, the following statements can be made.

To create a good experience this experience must:

- Ultimately make the user feel happy.
- Be fun and entertaining.
- Be interactive.
- Be memorable/unique.
- Engage multiple senses.
- Keep the user engaged afterwards.

This in turn will enlarge the level of understanding and concentration.

The last part of this research describes the advantages of using an experience to communicate a message in contrast to using static information.

5.2.2 The Advantages of an Experience

"Tell me, I forget. Show me, I remember. Involve me, I understand.” - Confucius

This quote already states the first big advantage of an experience compared to static information. Since the exponential growth of the fast entertaining media (internet, television, games) the overall human concentration curve has decreased. Reading books isn’t quite as common as years ago and most youngsters don’t have the patience for this. Active involvement causes the people to get to know the product or brand in a more entertaining way and logically get to a higher level of understanding.

Brands are like verbs: what they do matters more than what they say. So understanding brands like verbs does matter. In fact understanding and experiencing a brand, made three out of five people actually buy a product or service according to a research conducted by Jack Morton.

Widely available versus be part of the unique

Secondly information has become available in almost every remote corner of our planet due to the World Wide Web. Basic information simply isn’t enough: the visitor has to be provided with something unique and entertaining. A one of a kind, entertaining experience where the person actually can undergo and feel the message does a much better job.

In fact a personalized experience enlarges the unique part and makes the person feel more important. When the person feels more important his attitude towards the company is influenced positively.

Authenticity

According to Joseph Pine II and James H Gilmore authenticity is what consumers really want. This is one of the latest trends observed in marketing. “Be what you say you are”. Information simply isn’t able to communicate this message; authenticity is something you can’t tell, it’s something you got to see, feel and experience.

This all emphasizes the importance of creating an interesting experience. Of course this experience eventually has to communicate a certain message like static information does, but achieves that goal in a better more interesting and memorable way.
5.3 Conclusions & Recommendations

While defining the project the following question was asked: “What form of communication is best used?” This research has provided an answer to whether communicating informational or transformational works best. The conclusions and recommendations provided below define a clear starting point for further development of ideas and concepts.

5.3.1 Conclusions

Trends for DAF
Seven marketing trends and three technological trends have been discovered, but not all of those trends match DAF’s business proposition as defined in chapter 2.1. These trends are important, but not all can be used for the current solution. Therefore after some discussion with DAF Corporate/Marketing Communications a selection of trends has been created. At the bottom of this chapter an information graphic can be found containing these trends. The theoretical foundation of experience development can be found in the bottom half of the graphic. More information about this can be found in the research document in the appendix.

Information versus Experience
After the research was finished it has become clear that experience definitely is the way to go. It provides some great advantages over static information like greater understanding and increased uniqueness (which leads to better attitude). Although you still can’t remove all static information because not every aspect can be experiencing and informative at the same time.

Experience Concept Development
When developing new concepts for the experience the research document and analysis document in the appendix should be consulted to get the right balance and inspiration.

5.3.2 Recommendations

Experience is the key
It’s highly recommended for DAF to create an experience. The information that needs to be conveyed should be brought in a fun way to create pleasant memories. This involves the visitor more and will provide a better understanding of the company and the brand DAF.

Driven by quality
The next recommendation is that each and every product in the experience centre needs to be of high quality. When parts of the experience have stopped working they need to be repaired or removed immediately, cause it will harm the experience and mission statement “Driven by Quality”. Broken parts of the experience don’t support the above statement and make DAF become less authentic.

The content also needs to be of high quality. Showing the website or playing a company video will not impress the visitor and probably generate a negative impulse. It’s DAF’s task to eliminate each and all of these negative impulses.

Experience Concept Development
When developing new concepts for the experience the research document and analysis document in the appendix should be consulted to get the right balance and inspiration.

Guidelines
Multiple experts have developed theories or guidelines related to experience creation. When these guidelines are combined, they provide a great set of tools to create memorable experiences. In the previous chapter seven pillars of experience have been described. These pillars can be of great value in experience development. Although they provide a fair guideline, it’s still recommended to make use of the models of Pine and Gilmore and Pine and Kim. These models can be found in the research document.

Technology is not the solution
As described before, interviewing the communication department lead us to the fact that “Leading in Technology” isn’t part of DAF’s main mission statement as was stated starting this project. That means the emphasis on technology should be less. The trend research also showed that the technology itself is not a starting point for a project of this kind. A communications concept should be at the basis of a project defining what message has to be communicated. Then the communication devices that work best in broadcasting this message can be chosen. The devices are not the solution.
The trends and theoretical foundation that were used for the development of concepts for the Exhibition
What are the possibilities of this concept?
Upon entering the DAF facility in Eindhoven, a visitor is provided with the MY DAF card. This card registers the time of arrival, destination building, person with whom the appointment is made and the time of departure. No more use of old fashioned paper forms; a high tech company shouldn’t do this.

Arriving at the Experience Exhibition the visitors are informed by the tour guide that they can use this very card to collect data in the experience about the various subjects displayed there. For example, when you hold your card at the scanner next to the DAF XF105, the extra information about this truck is added to your card. The visitors are then to explore the exposition solitarily and collect...
information. The tour guide can be approached for detailed questions.

The card thus works as a virtual goody bag. The collecting works by holding the card next to one of the Mifare scanners that are put next to the different trucks and services. These are recognizable squares with “Hold your card here” written on them. This data is then saved to the card (in reality it is registered in a database but the metaphor works better for most people).

A little gimmick: to the visitor’s surprise photos are automatically taken when they honk the horn of the Peterbilt truck. “Hold your card here to save the photo” the sign next to it says.

Now the visitors are informed they can view their ideal DAF Truck based on their collected items on the big cTouch touch-screen.

This makes it a kind of a hidden, non-intrusive truck configurator. By holding the card next to the scanner on the 82” touchscreen they are presented with their ideal truck, and using paint buckets with Mifare chips hidden in them they can even change the color of their truck. A picture of this truck is then saved to the card again.

When the visitors are finished exploring the exhibition, the cards holds all the data that is important to those people. The tour guide informs the visitors that they can get some coffee at the Microsoft Surface II and that they can view their collected data on the device.

When a card is put on the Surface the different items collected will be displayed. This is in the form of a square block with an image and a title per item. Here the user can see what he has collected and view the content that is associated with the items. This is mostly in the form of PDF’s, images and film. The user can swipe a block to another visitor interacting with the Surface to share the data. A list is also displayed on the Surface containing all blocks so the user can decide to add extra information to his card, or remove the information not needed.

Finally a button is displayed that enables the user to e-mail the data to an entered e-mail address. This information is of course all saved in a database which can be examined for some interesting user data answering the following question: What do the visitors like in the Experience Exhibition? This data could then be used to optimize the Exhibition.

Upgrading
The ways in which this concept can be deployed are limited only by imagination. Any object can be fitted with a Mifare reader or scanner. The card could be fitted in a little DAF truck that is made specifically for the experience, because according to our interviews with the tour guides, truck drivers and transporters love collecting those models. “Collect the virtual cargo for your truck”, how does that sound?

This card could not only be limited to the user in the experience exhibition, but can be used to mark what is interesting in the whole two day Experience. For example photos of the driving at the test track could be added to the user’s profile, or for providing the customer with any information they have requested during the tour or any other visit to DAF Eindhoven.

6.2 Choice and Links to Research

The concept chosen for deployment was based on Customizing and Personalizing the Experience Exhibition. In our trend research one of the major trends was customization and personalization of information. Personalized data better anticipates the user’s desires, which means the user is informed with the right information at the right stage of the buying process. If those two elements (time and content) are combined well, it’s more likely the customer will be positively impressed.

The next link can be made to entertainment. Although this concept isn’t as impressive as beaming the motor details on a physical truck (one of the other concepts) it is still a fun and interactive way to gather the desired truck and service information. The link to the technologisation trend and modern ways of interaction is easily seen: Devices are used in combination and data is exchanged in a seamless looking way. Using a physical carrier to represent data in the cloud adds to the blurring of digital/analog boundaries as described in our research.

Seen from a theoretical perspective, an overwhelming experience seems to be the best
option for a concept. Practically an overwhelming experience isn’t quite like DAF’s marketing strategy, and definitely not corresponding to DAF’s vision of the exhibition purpose. DAF is not the one promising to be first to implement new technology, but the one who will use it after rigorous testing in the most reliable way. In short, DAF is not like a Mercedes, it’s more like Toyota. This view was also supported by the corporate communications department, who applauded the concept we picked.

Out of all the concepts MY DAF was the most plausible solution with most positive arguments in the concept document. It also offered the most upgrading possibilities and was the most content-independent. With the release of the new engine in July, a more audio visual based approach would have to be redesigned then.

The final concept combines different aspects of the analysts, trend research and theoretical research and is therefore consistent with the upcoming trends and the preconditions that are determined by DAF. This concept provides an interactive experience but on the other hand still delivers important information to the visitor.

6.3 Deployment Plan

A deployment plan was created because DAF has a lot of IT hardware for the Experience Exhibition that needs content in order to contribute to the overall experience. The document focuses on the previously mentioned concept, but is not limited to that. A number of touchscreens positioned next to the trucks and services have been bought for example. In our concept these are connected to the Mifare scanner so they can operate via the touchscreens, but this does not define the content that is to be displayed on these devices. As described in the plan, these will act as reference material. Information about every truck and service needs to be accessible, but the initial information should be about the subject next to it.

A functional description with an advice on software usage and management has been written for all devices: the Surface II, the touchscreens, the iPad’s, the big Touch screen, the 3D television and even the database for managing the MY DAF concept has been described in detail.

The parts out of the concept we were to make as part of our internship are:

- The application for the Microsoft Surface II, which acts as the heart of the concept
- The application for controlling the Mifare scanners next to the truck & services
- The CMS controlling the content on the Surface

The deployment document can again be found as a digital attachment in the appendix.

6.4 Proof of Concept

Now the products created in the proof of concept are explained to get an idea of how the solution works.

6.4.1 Surface II Application

The surface application is based on C# and the Surface SDK. The application is natively developed for the Surface V2, and therefore able to use each possible feature the device and SDK provide. The Exhibition visitor is able to put his personal MY DAF card onto the screen and explorer all the content gathered throughout the exhibition. New content can be added by dragging it from the menu or be shared by other users. All elements are multi-user friendly and therefore able to be accessed from every side of the table. Eventually the visitor is able to send all the requested data to his e-mail account, so he can view the data another time.
The scanner application was written to control the Mifare scanners and specify what scanner is linked to what object. It saves the scan data to a database so it can be used on the Surface II application. The current object the scanner is linked to is selectable from a drop down list and is saved on the computer, so it only needs to be changed if the layout of the exhibition is adjusted.

This application was also written in C# WPF and can be deployed through a self extracting installer.

This CMS makes it possible to remotely manage the information provided by the MY DAF system.

The CMS is web based and resides on the same server as the database controlling the whole MY DAF system.

Here exposition objects can be added to this system and content connected to the objects. For example the new DAF XF 105 ATE could be added with photos, xps documentation and wmv file’s as supporting information. This will then be made available to the user of the Surface II application.

Objects and content can also be removed by the click of a button.
6.4 Advice

One of the reasons for picking this concept was the fact that it can function as a platform to use for a multitude of appliances. Currently the basis is being made and will be operational, but DAF should not stop at this. The current MY DAF system should be rigged with more experience elements, like the truck configurator or a truck simulator contest in eco driving. This will not only increase the experience element in the exhibition, but also leads to the gathering of a wider spectrum of data. This in turn can be used to personalize the content even more to the visitor’s desires.

The content on the system has to be provided by DAF and it should be unique and of high quality. This means providing the visitor with engaging information that is uniquely obtainable in this situation. The value of this information has to be greater than the already obtainable information on the internet.

The CMS makes it possible to add this information and is relatively easy to use. It could be remotely operated by employees of the Marketing Communications department, because they have access to and are capable of providing this kind of content.
How did the project commence and what did we encounter?
7 REFLECTION

7.1 Chronological order of Events

We started this project interviewing as much people as possible about the DAF Experience Exhibition. After some seven interviews we realized that our current project definition was wrong. The research and concept that needed to be created should not be focused on the technology, but on communicating the provided information about DAF trucks and services in an interesting way. The communications departments provided us with some information about DAF’s proposition and message.

After this was done we started analyzing the acquired hardware and focus group. The focus group analysis was also based on the interviews with the tour-guides.

When this was done we started the trend research part. All went as planned, but about two weeks in the trend research we were asked by Jac, our direct supervisor, to create something to be displayed on the hardware in the Experience Exhibition.

The concept creation phase went as planned and after presenting the chosen concept to the project board and representatives of the Corporate Communications department we started developing. The concept we chose to create as a proof of concept was pretty complicated and required a lot of work. This is why we increased the length of the internship with a few weeks; finishing the concept was essential for the project, and we really wanted to increase our programming knowledge.

Yet in some instances corporate policy did set us back or limited us. For example the internet connection here at DAF was restricted, and the restrictions or filters were not always correct. This caused websites we needed to be unreachable.

Next we initially wanted to use different hardware for some aspects of the concept, but we learned of standardisation of this kind of hardware throughout DAF and adjusted the implementation accordingly. This cost us some extra time but should reduce management costs.

The Political aspect

A company this big also has its own political games. These had profound influence on the course of this project. For example, the two week rapid prototyping we were asked to do because the CEO was visiting the DAF Facility in Eindhoven and could visit the Exhibition.

Also, both the departments of Communications and DAF ITD wanted to contribute to this project. We tried involving both in our project and received a lot of positive input from both sides which helped shape the project. We noted that this is not a very common thing in big companies: usually a form of rivalry exists between different departments. And although we did sense this vibe, everyone was devoted to cooperating well.

The cooperation lead to the redefining of the project definition as mentioned in chapter 4.4, and has provided both departments with better understanding of the situation.

7.2 Working in a Corporate Environment

We encountered a few interesting things regarding the business culture at DAF Trucks and in particular DAF ITD.

First we should say that DAF is a big company. Big companies have big hierarchical structures and these have their own advantages and disadvantages.

The biggest advantage for us is the access of resources: we are provided with all material necessary for executing the project, and if we need anything, it can be obtained relatively easy. Then it has to pass all layers of approval, which usually takes a week or two, but we can live with that.

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The Political aspect

A company this big also has its own political games. These had profound influence on the course of
Reflecting on the project of this past half year I have learned a lot of different things. I know the ins and outs of exhibition marketing and interaction design trends. And I know that desk-research is important, but I have realized that I have to make something else than text every now and then to stay focused and have something to be proud of.

One of the important things I wanted to learn was improving my working structure and documenting skills. This can be seen in the fact that all the documents created have been handled with care in terms of readability, design and narration and the correct use of the English language. This way all knowledge created can be shared easily among the employees at DAF, and I can use it as reference material myself.

Another point was improving my programming skills, and in particular the C# WPF platform. All applications we have created were based on this platform, which by the way is a wonderful environment to work in.

The final point was broadening my interaction design perspective. In the research in interaction design trends I learned what the near future in interaction design will show us. Next we looked at what concepts would be easy for the users to understand and fun to use in the concept phase. This gave me some interesting insights: I noticed that some things that are popular today like Kinect are just nightmares in terms of usability, but work because they are new and interesting.

Working in a big company like DAF was also an interesting experience. It is a lot different than a small design company in which I did my previous internship. Although there are more people at DAF, there is much less of a team feeling. I kind of missed the extra motivation and satisfaction such an environment can produce. But the advantages in terms of resources really balanced this out. Last but not least comes the fact that working with motivated, independent co-workers should not be taken for granted. Marco and I have both strived to create the best possible outcome, and this has paid off in the end.

7.3 Personal Reflection Henri Schröter

I must say that I actually was a little overwhelmed the first day I stepped into this multinational company. The size, the type of people and the resources it all felt to me like a little village with its own government. Now six months later I'm accustomed to the situation and it has even become familiar (even though DAF's is still a really big company).

Reflecting on the project, I must say that I've learned a variety of things. My project management skill have definitely increased. The scale of the company causes everyone to have their own tasks with their own responsibilities. Harry and I were responsible for the success of our own project, which means it required a lot of independence. I think that independence is a great skill to master and therefore be glad that I had the possibility to improve that ability. On the other hand I have learned to work more structured as well in documentation as in coding. My programming skills have improved and I even have mastered a new program language (C#) and environment (WPF). A nice touch is that my English language skills have had a major update during this internship.

The research phase has taught me more about event marketing and user-interaction design and of course 'how to set up a structured and useful research', because that last one wasn't one of my best skills.

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The research phase has taught me more about event marketing and user-interaction design and of course 'how to set up a structured and useful research', because that last one wasn't one of my best skills.

Just after the research Henri and me were stuck in the concept phase and didn't quite know what to do next, since we weren't satisfied with our concept. Luckily our supervisor helped, and the concept, which actually was pretty good, but had been on our minds for around five months started to take shape.

Some moments during this internship provided me with a great mental boost. Our research documents have been emailed across multiple directors and our concepts have proudly been shared with PACCAR in the United States. Besides that our concept has been used as an example in order to push an external company in the right direction fulfilling another project. Those moments make you feel much more like a respected employee than just "the intern".

Finally I must say that I have liked working with Henri. He is a hard worker and cares just as much about the project as me. That led to a pleasant cooperation and good result.
These sources are only the ones directly related to this thesis. The complete list of sources used in this project can be found in the research document in the appendix.

**Books**


**Exhibitions**

ISE: *ISE Exhibition*, RAI AMSTERDAM, 2/2/2012

**Articles**


**Video’s**


**SOURCES**

These sources are only the ones directly related to this thesis. The complete list of sources used in this project can be found in the research document in the appendix.
This QR links to a zip file containing all digital attachments. They can also be found on the cd in this thesis.