

INFUSION CASE STUDY

CUSHMAN & WAKEFIELD SURFACE LOBBY

INNOVATIVE CORPORATE AND PRODUCT PRESENTATIONS USING MICROSOFT SURFACE



Vertical

Retail & Services
Real Estate
Assisted Sales

Technology

Microsoft Surface
Bing Maps
WPF
C#

CLIENT

Cushman & Wakefield is a privately held commercial real estate services firm. Founded in 1917, it has over 231 offices in 58 countries. The company represents a diverse customer base ranging from small businesses to Fortune 500 companies. Cushman & Wakefield offers services within four primary disciplines: Transaction Services, including tenant and landlord representation in office, industrial, and retail real estate; Capital Markets, including property sales, investment management, valuation services, investment banking, debt and equity financing; Client Solutions, including integrated real estate strategies for large corporations and property owners, and Consulting Services, including business and real estate consulting.

PROBLEM

Cushman & Wakefield was seeking a new way to interact with existing and potential customers and to present information about their company, office locations, products and services, and the city of New York in general. The company's marketing efforts positioned them as an industry-leading organization that employed the latest in emerging technologies to provide superior services. To meet this expectation, Microsoft Surface was selected for a new customer relationship experience.

SOLUTION

Infusion was engaged to create the Cushman & Wakefield Surface Lobby application, a project aimed at presenting corporate and historical information about the company as well as details about the New York area. The application allows employees and visitors to the company's flagship New York location to explore the Cushman & Wakefield brand and history as well as the city of New York.

Combining their location intelligence services expertise with an appealing user experience design, Infusion developers worked with Microsoft's Bing Maps to create an interface that used a "looking glass" to zoom into locations on a stylized blueprint drawing. These locations contained a variety of text, video, and multimedia content.



Figure 1: Sample of the Revised User Interface

Taking advantage of Surface's intuitive interface and multi-touch capabilities, Infusion's application allows users to view details about the Cushman & Wakefield brand as well as identify and learn about New York restaurants, hotels, and cultural attractions.



Figure 2: An Interactive Encyclopedia on Surface
Taking advantage of the unique user experience offered by Surface, Infusion designers displayed Cushman's corporate history in an engaging and interactive presentation.



Figure 3: Line of Business Support
The proof of concept's Silverlight interface included bilingual support and an easily managed step-by-step process for walking through product selection with clients.

Upon entering the application, users are presented two possible paths to explore, "About Cushman & Wakefield" or "Visitor Information".

ABOUT CUSHMAN & WAKEFIELD

Users selecting "About Cushman & Wakefield" are presented with interesting information about the history of the company including a historical timeline, regional offices, and leadership messages. Users are able to navigate a virtual globe and drill-down to receive more information about a specific office by tapping on Cushman & Wakefield icons on the map.

VISITOR INFORMATION

Upon selecting "Visitor Information," users are presented with cultural and entertainment information about New York City including points of interest such as museums, hotels, theaters, and restaurants, a subway map, and regional bus routes. In addition, the application allows users to send any selected information to themselves via email for future reference.

The application provides visitors with a detailed resource for information about both Cushman & Wakefield and New York City and strengthens the company's brand image for both current and potential clients.

MICROSOFT SURFACE

Microsoft Surface provides a platform for businesses to improve communication and more efficiently deliver information and services to their customers. The intuitive and approachable multi-touch, multi-user interface is collaborative and easy to learn, and familiar software makes Surface simple to manage.

BING MAPS

The cornerstone of Infusion's Location Intelligence Services (LIS) practice and frequently integrated with Infusion Business Intelligence Solutions (BIS), Bing Maps (formerly Virtual Earth) brings location data to life by making information easier to visualize, understand, and analyze. Developers love it because it is robust and easy to integrate. Organizations love it because it is powerful and boosts productivity. And users love it because it is incredibly engaging.



Figure 4: User Interface Design for Touch
Drawing upon their design expertise with Natural User Interfaces (NUI), Infusion's in-house user experience design team created an innovative display that begged for interaction and exploration.