

Experience Technology by Design Phase

Experience technology is unlike anything else in a building. It ages faster than the architecture around it. It changes the owner's org chart. And it has behavior: it can be off, it can be overwhelmed, it can fail. These are the questions that follow, phase by phase, from concept through opening.

CONCEPT

1

Define What We're Actually Committing To

QUESTIONS TO ASK

- What are we promising publicly?
- Are we buying a screen, a program, or a capability?
- Whose job is it to feed it?
- What happens when it's off?
- How long does the hardware need to last?
- How long does the software need to last?
- How often do we need to update content?
- What's the cost split between hardware, content, and operations?

NOTES

SCHEMATIC DESIGN

2

Make Sure the Building Supports the System

QUESTIONS TO ASK

- Where do people stand, and how far away?
- Does it make people stop? Where does a crowd form, and what does it block?
- Where is the compute, and how far is it from the screen?
- What compute + cooling implications exist?
- What does daylight do to it?
- How is service access preserved?
- Is the system centralized or distributed?
- Does the room still work with the screen dark?

NOTES

3 DESIGN DEVELOPMENT

Lock the System Logic Before Procurement

QUESTIONS TO ASK

- What are its modes and what switches between them?
- Who makes content, in what tools, how does it reach the screen, and how often?
- What does it do with one person? With thirty?
- What does the public see when it fails?
- Who finds out that it failed first?
- What monitoring is required?
- Who owns operational responsibility? IT, Facilities, Marketing?

NOTES

4 CONSTRUCTION DOCUMENTS

Remove Ambiguity Before It Goes Out to Bid

QUESTIONS TO ASK

- Are we specifying a product or a performance?
- What performance criteria matter? Brightness? Uptime? Latency?
- Where are the seams and who owns them?
- What is required for commissioning?
- What's the lead time for parts and how volatile is pricing?

NOTES

5 CONSTRUCTION ADMIN → OPENING

Make Sure It Works as Intended

QUESTIONS TO ASK

- Was it tested with real content? A real crowd? And a real environment?
- Are vendors meeting performance criteria?
- Was the appropriate staff hired?
- Has it run for weeks straight?
- Who has the manual? The passwords?
- Have you tried pulling the plug and seeing what happens?

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