



# TELSTRA

## *Pedal Power Interactive*

### CLIENT

Telstra approached nsquared looking for an engaging way to introduce and demonstrate their small business product range to clients and other investors who visit the Sydney Telstra Experience Centre. The software needed to demonstrate Telstra's leading edge approach and provide an engaging interactive experience for small businesses owners.

Telstra's creative agency ABT proposed a bike shop concept as representative of small businesses, and the Pedal Power Bike Shop was filled with demonstrations of Telstra's capabilities, and offerings for small business owners.

### CHALLENGES

[1] The amount of information to display was overwhelming using traditional media

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[2] Much of the content was initially, visually underwhelming.

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[3] Communicate in a clear and friendly way.

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*“The feedback was very positive, with many asking when they could buy it for themselves!”*

**DEENA SHIFF, GROUP MANAGING DIRECTOR TELSTRA BUSINESS**

## SOLUTION

The Pedal Power interactive for Microsoft Surface used the bicycle wheel metaphor to bring Telstra's information to life.

By using the 360 user interface feature of Surface, visitors to the Pedal Power store are encouraged to interact and discuss the content that they're exploring.

The bike wheel operates much like a lazy susan, with three menu zones. In each corner a gear cog provides the opportunity for users to explore and learn about each of the products and services represented on the bike wheel. The intimacy of the space provides the perfect environment to encourage visitors to converse and collaborate throughout the discovery experience.

## BENEFITS

[1] Easy way to navigate through lots of information

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[2] Establishing connections became quicker.

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[3] Increased quality of in-store engagements.

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The common thread with all visitors to the Pedal Power store, was that the times taken to initiate contact had decreased, while the duration and quality of each engagement had increased. Telstra has attributed change directly to the hands on engagement that visitors have with Pedal Power interactive application.

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*“Thanks for your enormous efforts in bringing together a successful room which has exceeded expectations!”*

**NICOLE BIRBAS, TELSTRA BUSINESS**

Telstra - Pedal Power Interactive