# eidesign

## **Solution Blueprints**

Completed project solutions

Prepared for: Knowledge Repository 15<sup>th</sup> Oct 2020

**Visual Search** 

### WHAT'S THIS ALL ABOUT?

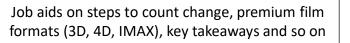
The *Regal Cinemas* project is targeted to their young employees who work as the *Cast Members* and *Team Leads*. The multi-module project involves activities like cash handling, maximizing guest experience, general and fire safety, Regal community affairs and charity programs and so on. The moderators who pose as Regal employees go though varied scenarios to watch, learn and practice to hone their skills at Regal counters.

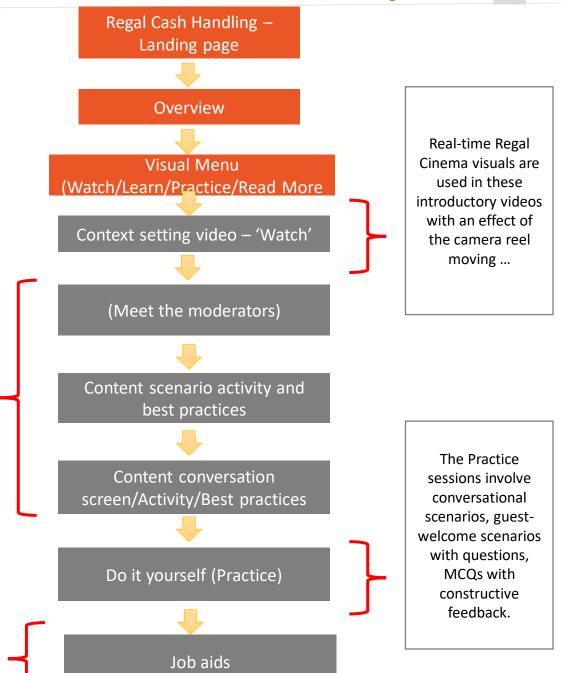
#### **Regal Cinemas**

### **Key highlights:**

- CinemaScope experience
- Watch, Learn, Practice, Read More approach taken
- Short explanatory videos were created to set contexts to certain nuggets
- Completely audio-driven
- Includes moderators as Regal employees
- Two avatars as Regal employees. One *Team Lead* and the other a *Cast Member*. Storyline characters presented in a brand new way
- Real-time Regal Cinema case studies used to depict the actual processes at the theatre (Welcoming a guest, counting change ...)
- Videos have an attractive reel changing effect
- Customized theatre hall backdrop created
- The graphics, colours and lighteffects help the project stand out

Fictitious scenarios are written to create crisis situations at the Cast members' counter. Next, the users are involved there to learn about the ideal processes and mitigate the problem situation. The knowledge check activities include real-time cash counting (designed through customized screen animation) and problem-solving scenarios.





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Carmen











