

**Namreta
Kumar**

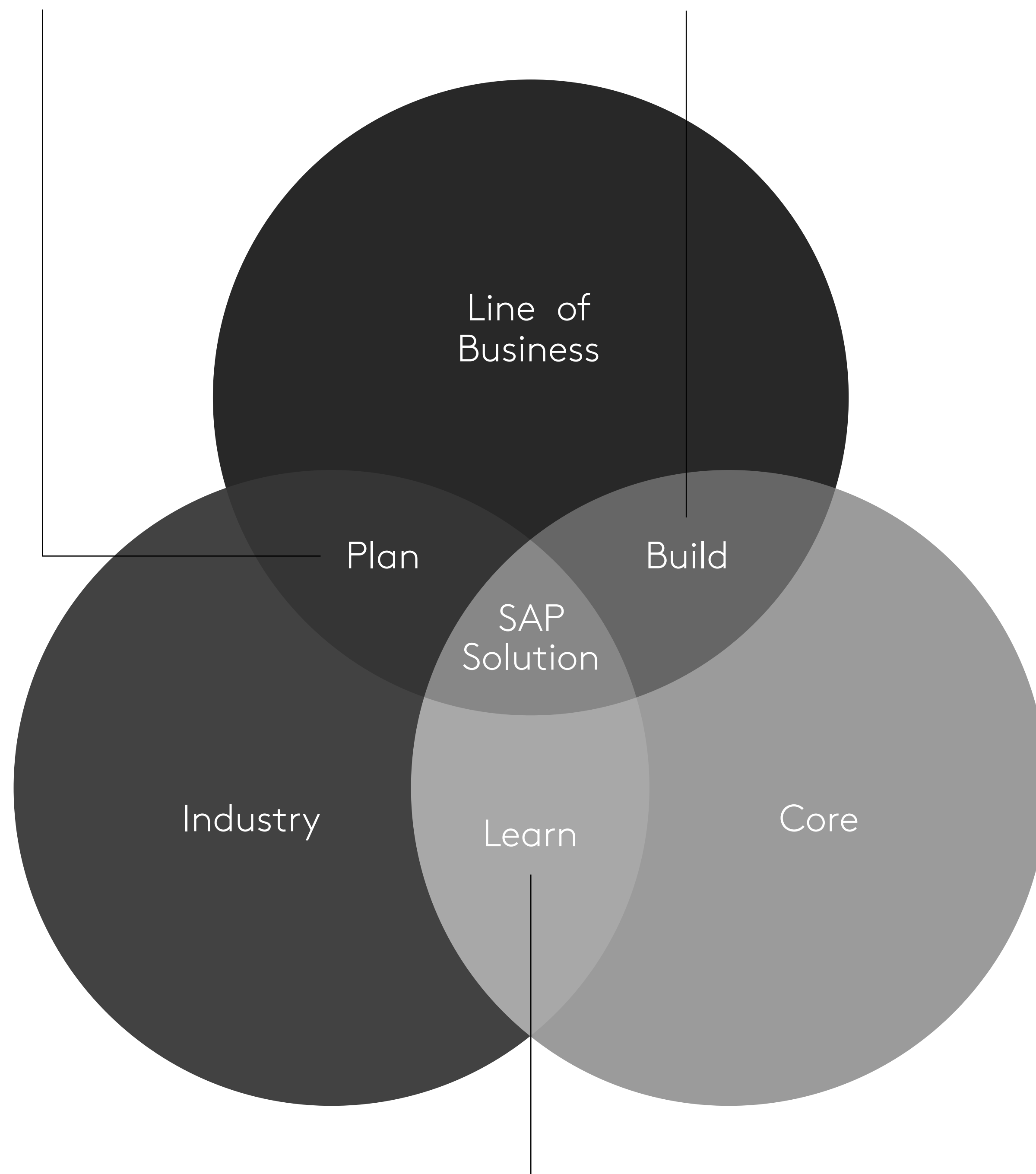
Case Studies

How can I support the needs of my business?

Guide line of business leaders and executives to discover new products.

Which extensions can I leverage?

Support the needs of developers and partners in creating custom solutions.



SAP Hana

MRM // McCann, Optaros

SAP currently has multiple sites that enable users to Learn, Try, Buy and Deploy Hana Cloud Platform services and applications. This fragmented site experience largely consists of four sites: The SAP AppCenter, which is an extensive listing of all applications available for SAP's PaaS. The HCP site, built to market the Hana Cloud Platform solution, which focuses on demonstrating the possibilities and capabilities of Hana Cloud Platform. The SAP Store, built to support transactional products. And the SAP Hana Cloud Platform, the development and deployment tool for cloud services.

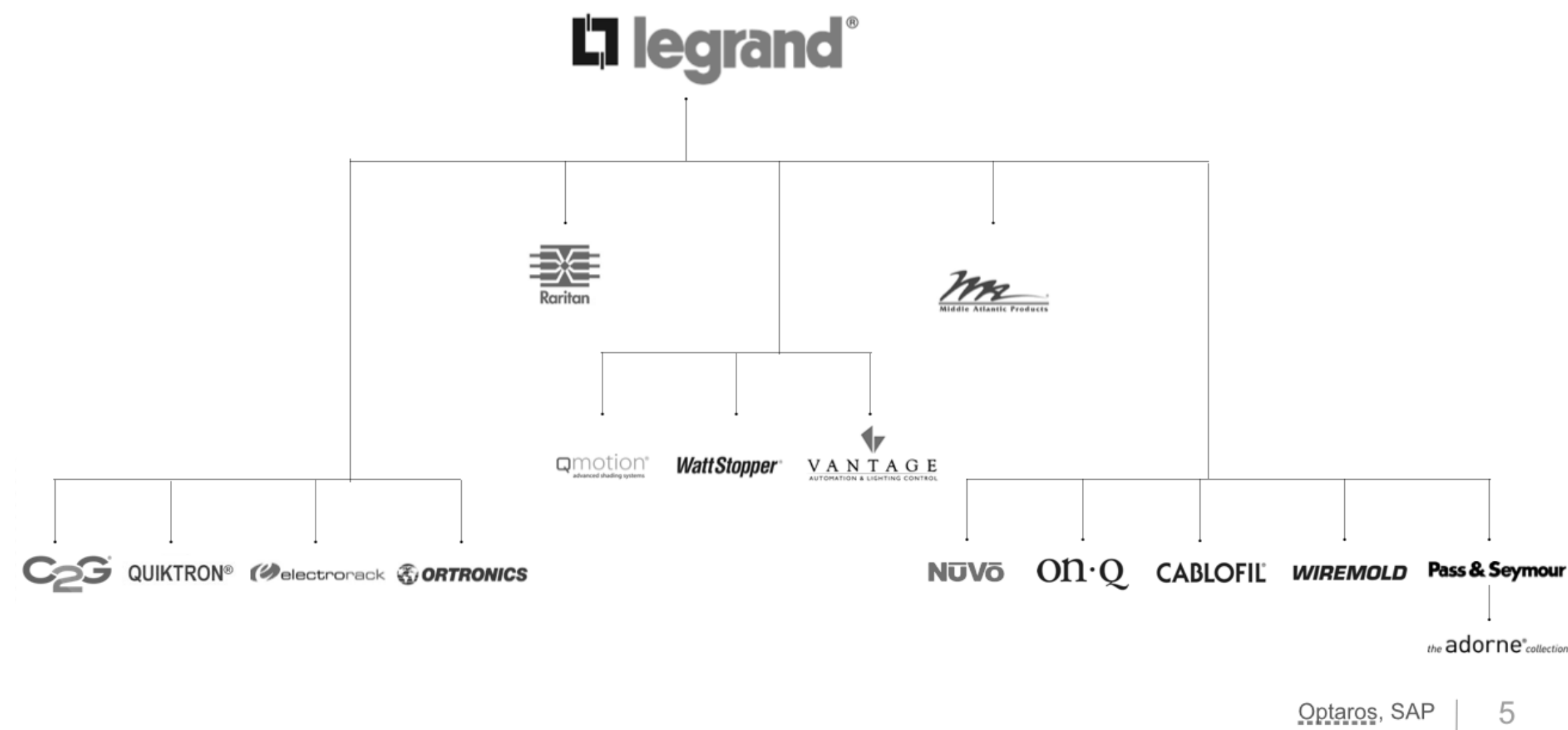
The focus of this research and discovery project was to determine a best-in-class customer experience that enables a journey between SAP digital properties (App Center, Marketing Sites, SAP Store and HCP) by identifying the key challenges and opportunities to accelerate the users' desire to discover, learn and trial.

We recommended designing towards a seamless integrated experience through simplifying the complexities of SAP's digital properties and creating an integrated AppCenter and HCP experience that promotes the opportunity to understand SAP PaaS solutions as a new customer and to explore SAP solutions by industry, line of business or SAP services, such as SuccessFactors, Ariba, Hybris, etc. for existing customers.

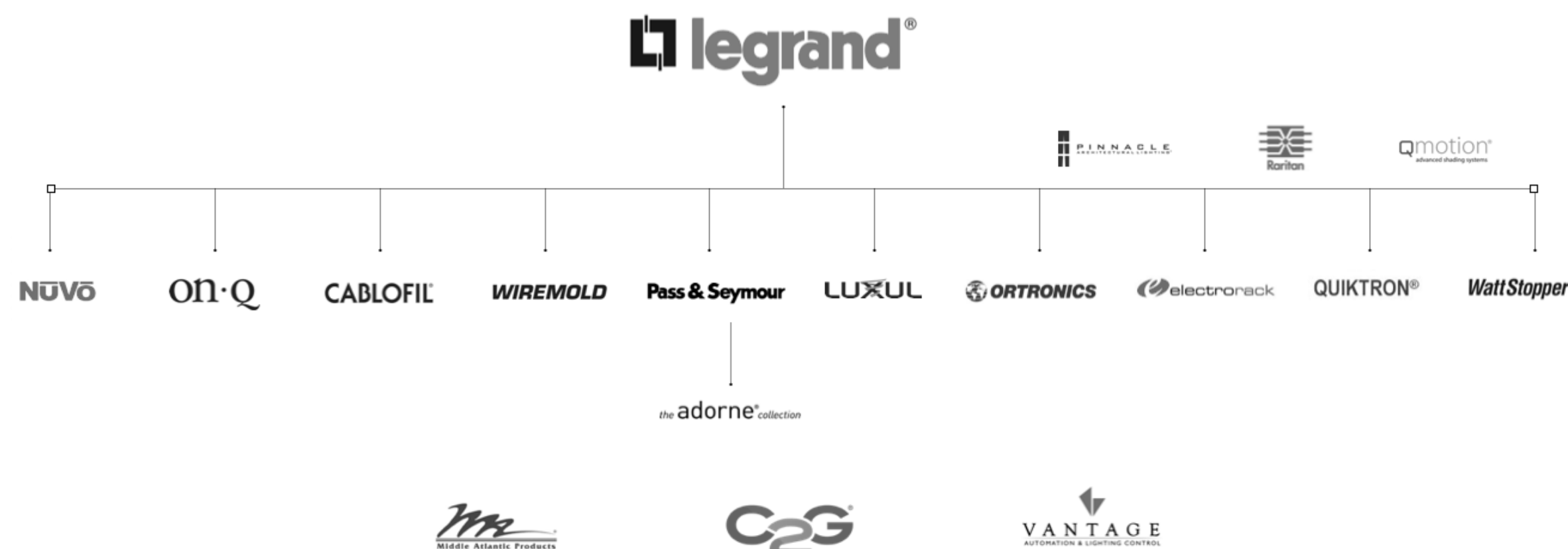
What is S4Hana? Fiori? Success Factors?

Nurture new customers to find the core that is designed for them.

Before



After



Legrand, North America

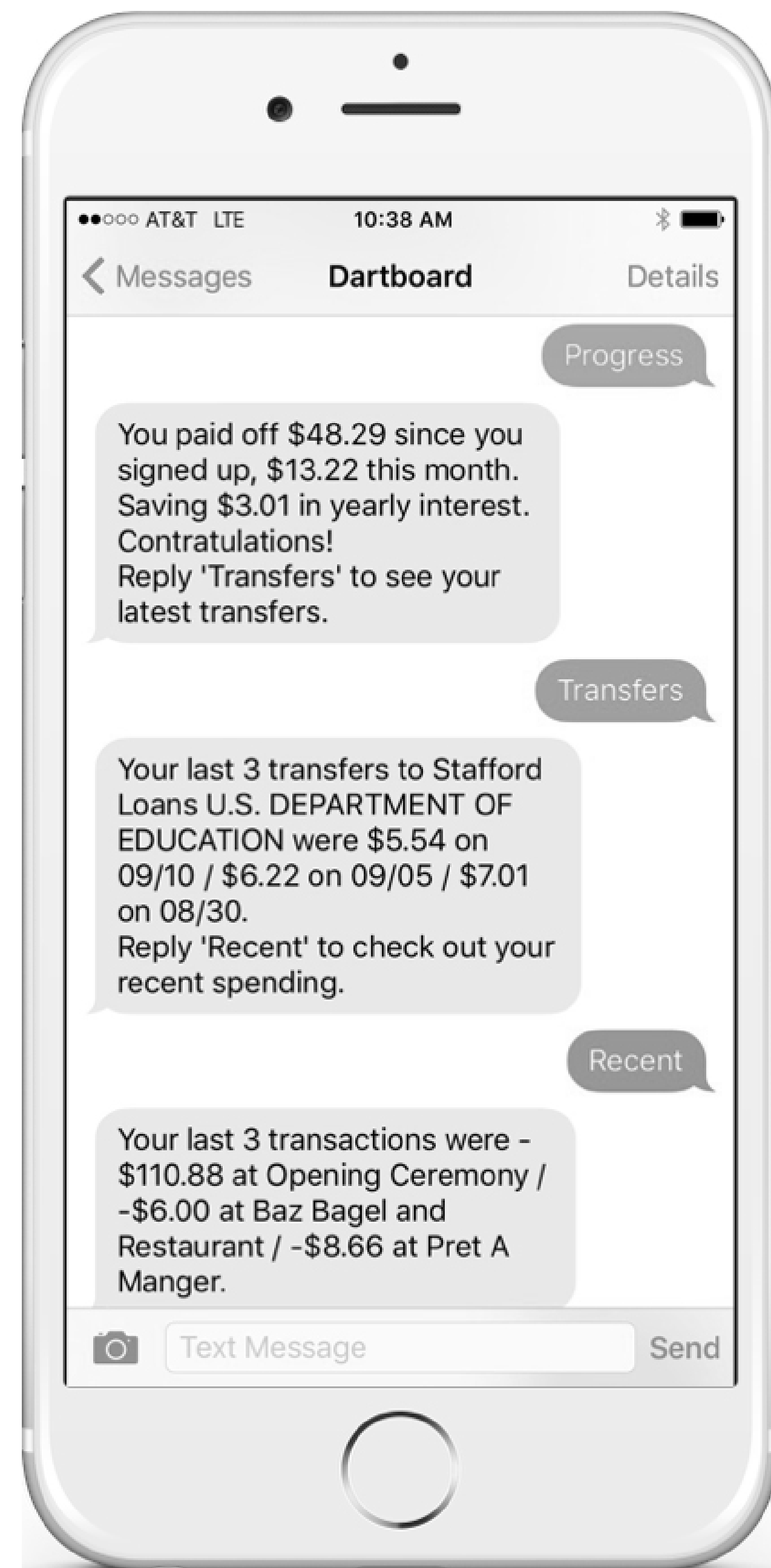
MRM // McCann, Optaros, SAP

Legrand North America is marketed as an end to end wiring and data management solutions enterprise. It consists of numerous product lines each independently acquired as industry leaders, alongside three autonomous brands and three associated brands. However, each line of business is divided across different lines altogether. Legrand is disconnected from the promise it is selling.

The enterprise is broken down by five major lines of business. Even within these lines of business it is unclear and difficult to have a single workflow that allows for Legrand NA to meet its promise of a single enterprise. Customers feel the need to call, not because of preference, but due to their insecurity regarding information provided by digital services. They are unaware of solutions designed and provided by Legrand as they are siloed by individual product lines and businesses models. Overall the digital experience of Legrand is disruptive due to a lack of shared data and the lack of a consistent process to cross sell system solutions.

A great digital system has the capability to give access to influencers, while providing flexibility to the business and its partners. If we were able to empower each line of business, to shift the disruptive experience, to create a single log-in, without consolidating brand, "What would the art of the possible be?"

DARTBOARD



DARTBOARD

Dartboard reimagines our relationship with our personal finances by automating one of the most complicated and stressful tasks, namely paying off student loans. The mobile application helps young adults pay off your student loans with every purchase they make by rounding up credit and debt card transactions every time you make a purchase with your card and pushing it directly toward minimum balance payments.

Dartboard also helps employers implement student loan incentive plans as part of their employee benefits. Our benefit plan helps companies attract, retain, and improve the productivity of today's talent by matching a percentage of employees' student loan repayment. Our system works like a 401(k) match. Employees connect their student loan accounts and employers define a matching percentage which automatically boosts employees' student loan repayments. We deal with certifying the student loans and the employee's repayments, executing the transactions and deliver a simple interface for both, employees and employers to track their progress.

Our services meet millennials where they are, with an easy sign-up through a secure web application and all additional communication based on text messaging. Dartboard is dedicated to creating financial tools that simplify your life. Our mission is to help young adults turn debt repayment into their best investment. We are not a debt settlement, credit counseling, or credit repair company.



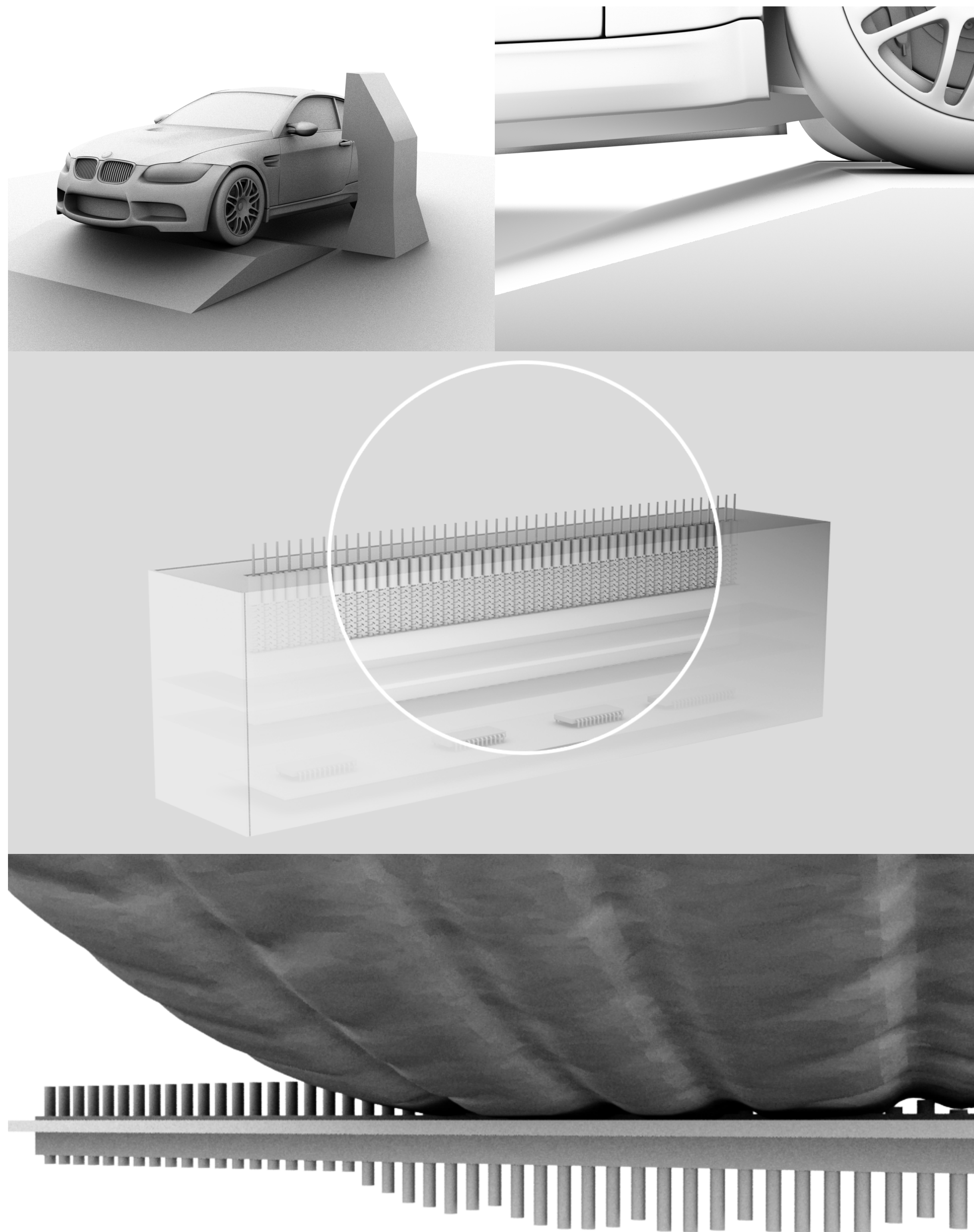
HACKED by DEF CON & Mr. Robot

Tribeca Film Festival

Sponsored by MR. ROBOT, USA Network's Golden Globe® Award winning series, DEF CON, the world's premier hacker conference, founded by Dark Tangent, AKA information security expert Jeff Moss, returned to the Tribeca Film Festival in April 2016 with their famous Villages, interactive spaces stocked with gear, projects, and brilliant humans. Inspired by film and current events, festival goers will be invited to explore and participate in hack-type scenarios to further illustrate the importance of understanding technology, surveillance and digital security within our society.

Tribeca Film Institute's partnership with DEFCON and their hallmark of fellowship become an inspirational pillar within the larger hacker program. In 2016 the initiative was expanded to include fully immersive exhibitions and programs such as Laura Portis' MoMA Surveillance Problem Sets, the fSociety Recruitment immersive skills based circuit challenge, The Argus Project and Notes on Blindness. In addition the analytical minds of Mr. Robot and Tribeca Film Institute expanded to include conversations about will tackle the authentic representation of hacker culture, tools, and techniques within film, TV and on the screen. In our effort to build an ever inclusive and expansive program we invited organizations such as Black Lives Matter and Art Beyond Sight to speak on panels alongside makers and technologists such as Joshua Carr and Alexis McGill Johnson.

The world of HACKED by DEF CON and Mr. Robot allowed visitors to step into the realm of the hacker. The DEF CON experience went beyond the basic four walls of Spring Street Studios. The HACKED villages were the anchor of the Festival's larger Hacker program. Village offerings ranged from entry-level talks and film culture tie-ins to immersive hands-on challenges and open-ended experimentation.



Tire Gauge

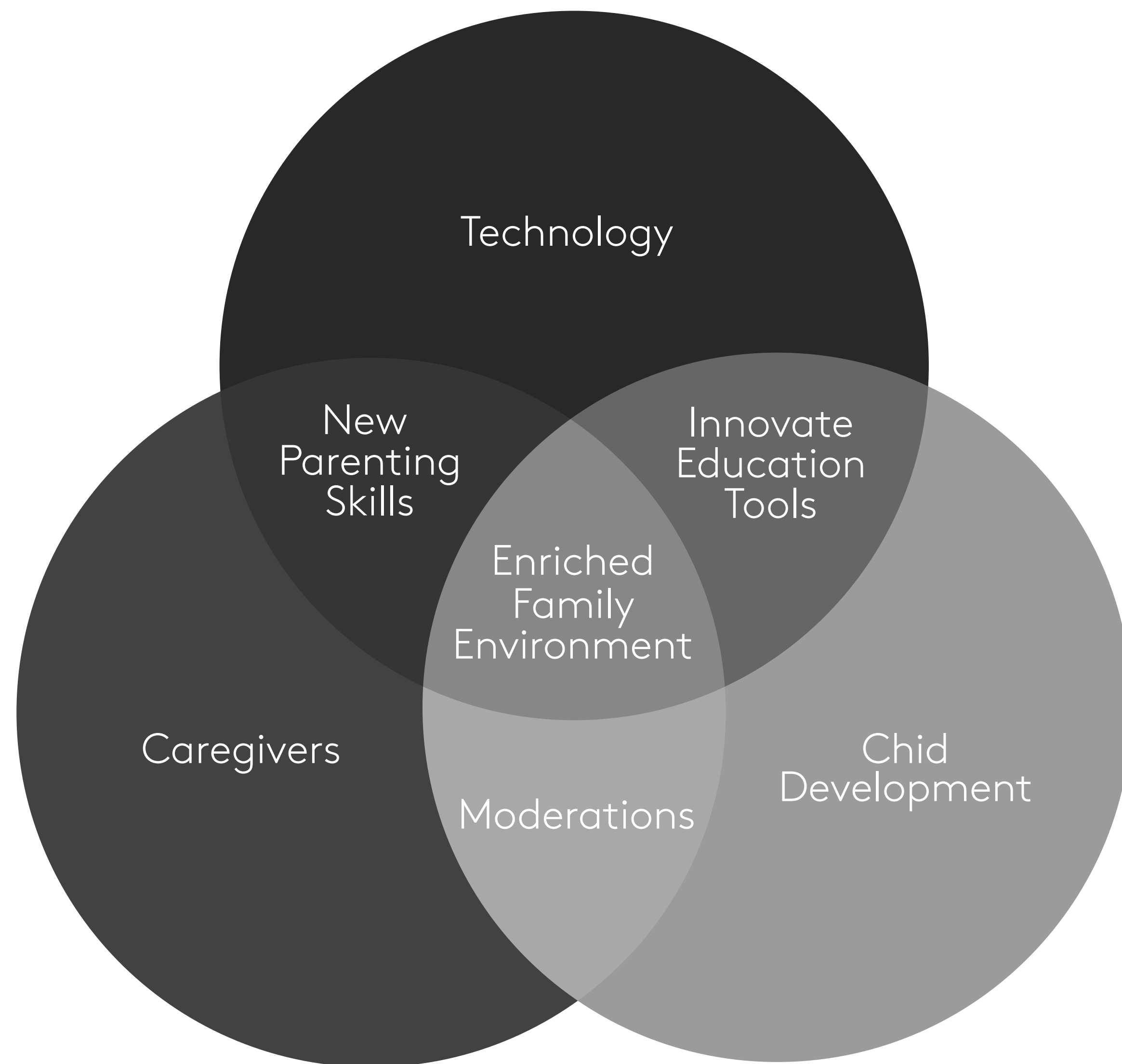
Pirelli, Carçula de Pneus

The Tire Gauge is a system designed to measure the tread of the tires on a vehicle frictionlessly, requiring no special instructions or precision driving. The system provides relevant information about the status of the tires to the driver of the vehicle. The Tire Gauge's custom made sensor provides data about displacement within a defined area, using the surface of the ramp as the reference point.

A resolution of 0.08 mm, the sensor utilizes an array of 48 minute pins to measure the height of tire patterns from the outside surface of a tire. Based on a spring loaded mechanism, a linear potentiometer registers the distance between two layers of tread as tires push against the array of pins.

If the measured values reaches the defined threshold, the system prints a ticket with the four tire measures, branding and offering a discount in the purchase of new tires. The ticket acts as a call to action through the use of the discounts and a language that reminds drivers of the dangers of driving with worn off tires.

The Tire Gauge can easily be integrated within normal traffic and parking flows and provides the means to measure a large number of vehicles. With logged and properly analyzed data, The Tire Gauge provides a deep understanding of the market and created a competitive advantage for Caçula de Pneus.



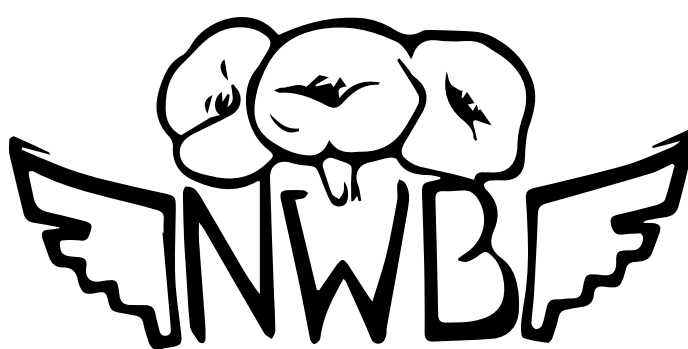
Nanoom

Technology has predominantly shifted our attitude about how we communicate and perceive relationships. While we are growing smarter faster, we are not connecting and sharing in meaningful ways - at least not as much as we believe. Increasingly research suggests that our biological capacity to connect with others is being compromised by the time we spend on our devices. nanoom aims to understand that compromise and create within its framework a point of intervention, with play, that encourages parents to be conscious about the impact of technology.

nanoom toy designs foster balanced child development and aim to ensure that parents and families are an important part of every developmental stage of children. The combination toy kit and mobile applications are designed for families to build together. The simple and familiar geometric shapes, primary colors and soundscapes are aided by the technological advancement smartphones deliver, from access to the accelerometers and gyroscopes to creative sound spaces and haptic feedback. The native mobile application is a simple low cost way for families to access modern technology that focuses on heuristic development, necessary for almost all age groups, and particularly necessary for newborns to five year olds.

For nanoom every update that technology brings, i.e. phone updates, Smart Devices, and the Internet of Things, creates new opportunities to build spaces for learning, and growing our ability to share and connect with each other in a meaningful way. nanoom builds play that brings awareness to families about the impact of technology.

Before

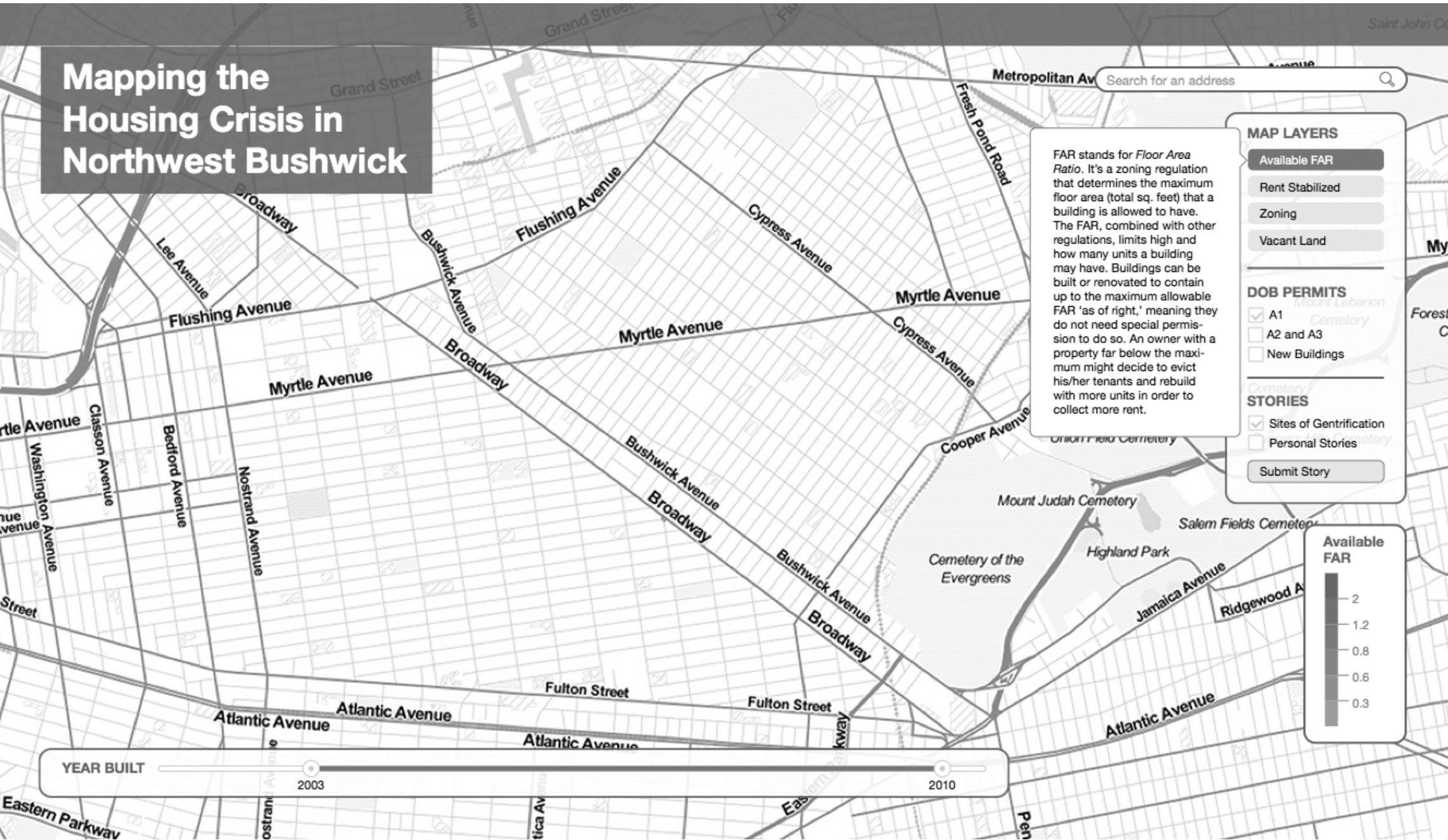


North West Bushwick Community Map

North West Bushwick Community Group

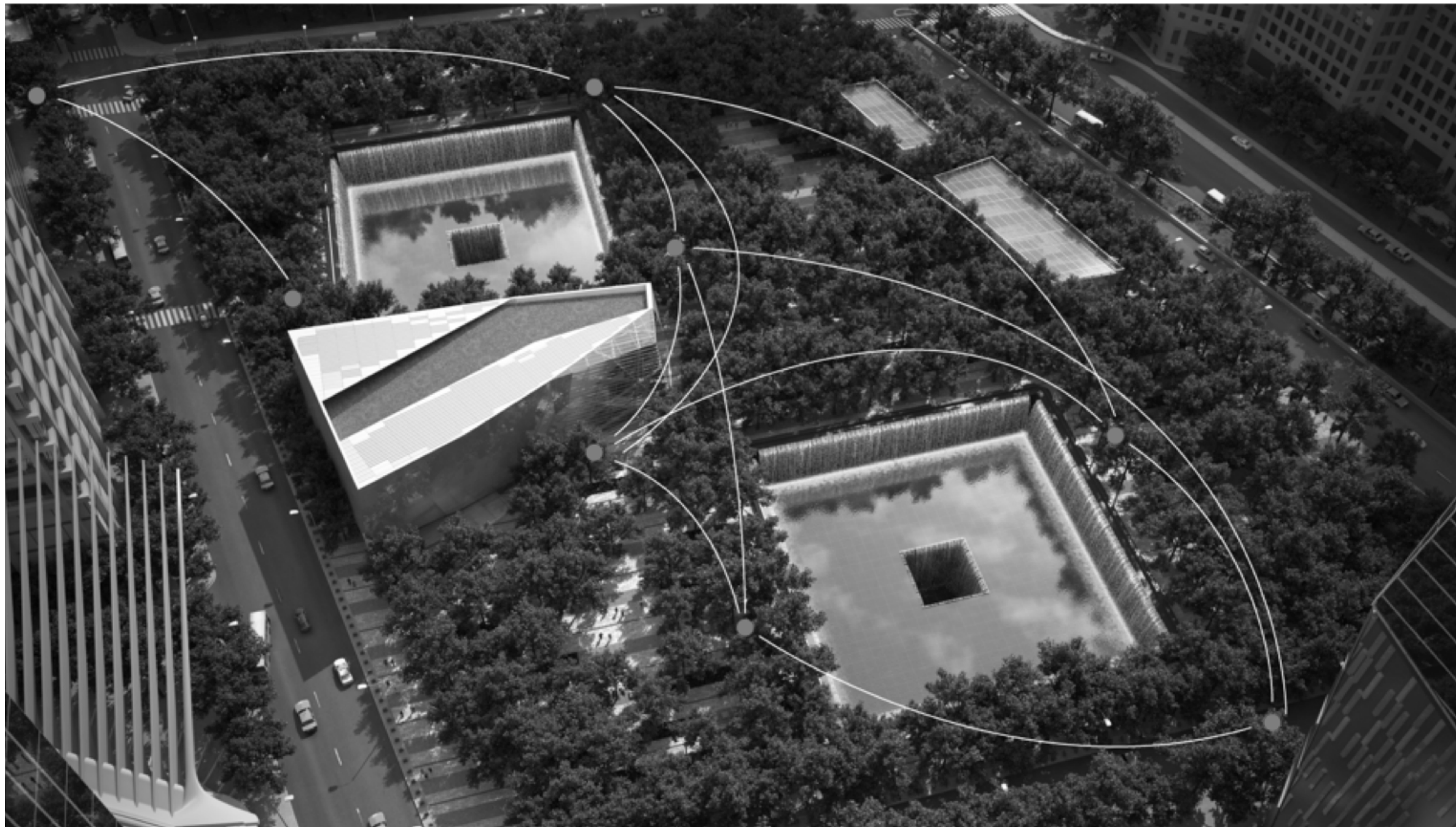
The North West Bushwick Community Mapping Project is a dedicated web cartography project that aims to build awareness around the housing crisis specifically facing Bushwick, but also to inform other communities about urban development, gentrification and displacement in New York City. This site improvement project aimed to make the website more accessible to community leaders and new users.

After



The map is at the core of the project, however in its former state loading, navigating, understanding and using the map was challenging. Thes redesign created narrative for the mapping project that helped contextualize the project within the housing crisis.. It served both as a method for introducing the various map layers while making the connection to what’s happening on the ground in Bushwick with government datasets, which often appear ab-abstract and difficult to understand to the general public. Three stories intro-duce the map: the Rheingold rezoning, Colony 1206 and 98 Linden. These sto-ries attempt to highlight processes that impact local communities as a way to spread awareness around issues that are being faced by residents relating to hyper-gentrification and urban development.

Technical improvements via a CartoDB account created specifically for NWB. The web map now loads data from CartoDB with improved speed and inter-action. CartoDB also allows for the automation of processing geospatial data with SQL so that when new, updated data is imported into the account SQL scripts can correctly format it for integration with the map. The Com-munity Group's call for data and resources to be accessible in a targeted and refined way led to this project's undertaking and contributes to its continued development.



by the events of September 11th, or what action can you take in the spirit of Tribute to help or educate another?

9/11發生的時候我還在當兵，當時對於這樣的事件，誰也覺得難以想像，可是也沒有特別其他的感覺，畢竟當時第一波空襲 NY 還沒來，我參與 around zero，有一眼很深刻的震撼感，看到這些紀錄片跟照片，不禁使我流下了眼淚，看到這一幕幕的影像，會回想當初發生時的狀況，每一個當兵的人，有一個破碎的家庭，都是一場悲劇，世界是一個災區，我將盡力去使它更好。

by the events of September 11th, or what action can you take in the spirit of Tribute to help or educate another?

I was teaching my learning support class of 3rd graders in a school north of Pittsburgh, PA when a fellow teacher came in whispering to me about the attack. We watched and watched as all unfolded on the mass of NY, WASH D.C. & closer to home Flight 93 in Somerset, PA.

My goal was and was even greater since this event, to teach children to be open to all people regardless of religion, color or ethnicity. I pray

by the events of September 11th, or what action can you take in the spirit of Tribute to help or educate another?

I am a polytechnic lecturer from Singapore.

After today's visit to the Tribute Center, I pledge to share my experiences and thoughts to all my students, and educate them about tolerance, empathy & respect for all human beings, regardless of race, religion, status. This is my only way of

Reflections

9/11 Tribute Center

Reflections is an immersive audio guide that blends tracks of personal stories, experiences and voices as the user walks around Ground Zero bringing together those who want to learn about 9/11 with those who experienced and were influenced by it first hand.

For people who lived with double identities, histories and cultures before they lived through the trauma, now live with multiples: their before, during and after. Every 9/11 story is a memory boxed within a few simple questions, "Where were you," and "Who are you" being the most prevalent. "Who you are," specifically incorporates multiple larger questions: "Who were you before," "Who were you immediately after," "How do those two people identity with each other," and so, "Who are you, today?" How can one space identify with six people while always keeping their present in focus?

The Memorial has become a hollow reminder of what used to stand there. As first responders the 9/11 Tribute Center became where New York City began it's healing process. And from those community members and volunteers the fractured identities of 9/11 started to share, not only their grief but their survival stories. Here the voices of New Yorkers, US Citizens and the international communities were able to rebuild.

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