

2020 Case Study In-Store Experience • RIZLLY x Adidas

What

Our task was to create a game on Kinect that would support the “Fast Is Too Slow” campaign – a release of new Adidas cleats in Paris.

Why

Our client wanted to support the campaign with an innovative and fun element and let customers interact with the product on a different level.

How

Our experienced team of developers worked with kinect tracking to map the accuracy of the occluded foot during ball kicking, as well as calculate the speed and direction of the kicked ball. In addition, the team designed goalie reactions to the ball and overall logic and kinect implementation. The project was delivered within one month including a successful installation in Paris.

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The game had a successful launch and received positive feedback from internal stakeholders. Yord's team was extremely well-managed and were agile in their deliverables. It was a great collaboration overall.

- David Šrámek
Project Manager, Rizzly



40%

Concept Design

The team designed the game from scratch using the brief from the client. YORD created an AR game of penalty where the customers would try to score against the goalie on the screen. The idea was to engage customers in-store to promote the sale of Adidas cleats.

80%

Project Development

The project was completed in UNITY by our experienced developers. Since the deadline was tight, our team worked around the clock to create, assess and reassess the mapping and structures of the game. Overall, the game was highly accurate and customers could enjoy a smooth gameplay.

100%

Implementation & Installation

Our team traveled to Paris to oversee the installation of the AR screen themselves. The product was tested and unveiled the next day. Customers were excited about the new experience and the clients were very satisfied with the result.

