

Shipping a Solar Hub story.

# BUILD- A-HUB

TEAM DELLEGATES OF NOW

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**DELL** Technologies



# CLIENT BRIEF

Since 1984, UT and Austin have been the cherished home of Dell Technologies. Over the years, they've grown together and joined forces to transform lives and make a positive impact on the world using the power of technology.

**Welcome to Now** is a time when anyone, regardless of their location in the world, can be empowered to dream, innovate, advance, and achieve what was once only imaginable yesterday, all thanks to the accessibility of technology.

Our immersive and interactive experience centers on **Dell Technologies' Solar Community Hubs**, a shining example of their commitment to making a positive impact. These hubs enable access to education, healthcare, and research in remote communities worldwide, with far-reaching benefits not only for the community's well-being but also for the environment.

**Our goal** is to pique the audience's curiosity and excitement in learning more about Dell Technologies as an employer and their innovative work in technology. Through our experience, we aim to showcase how Dell Technologies' commitment, innovation, and transformative endeavors have not only powered the past 40 years but will continue to for the next 40 years and beyond.





# MAD-LIB

**“Build-A-Hub: Shipping Solar Stories”** is an **interactive storyroom** about **Dell’s Solar Community Hub** in The Amazon, Brazil. The major theme that will resonate across this experience is **the power of technology to transform lives and homes worldwide**. Overall, this **mixed reality, immersive experience** is an **embedded narrative** where the audience **enters the story through the door of a shipping container** that transports them to The Amazon Rainforest.

**The experience begins** outside where the user can engage with a colorfully designed wall that enables them to use SkyEffects AR. Through AR, user can engage with 3D objects against the sky that represent the different initiatives Dell Technologies has achieved Under the Same Sun. They can also charge their phone while learning general information on the hubs, its components, and locations through visual displays.

**The main experience** unfolds inside where the user meets a hologram Luziete Mar, who lives in a community with a Solar Community Hub. As she tells her story, they are prompted to help Build-A-Hub with its resources and tools located in the boxes scattered around the room. In the end, audiences get a portable charger - SOLARPass - with a QR code with information on Dell’s digital inclusion initiatives, other hubs worldwide, and ways to donate to in progress hubs. They also receive a sticker for completing the Brazil Build-a-Hub. **Users will leave** feeling passionate about Dell Technologies’ work and inspired to join them in changing the world with technology.



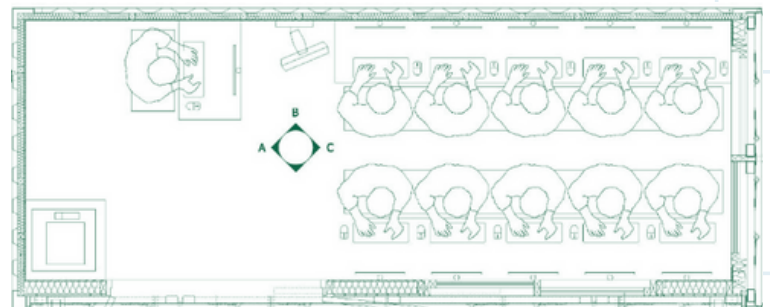
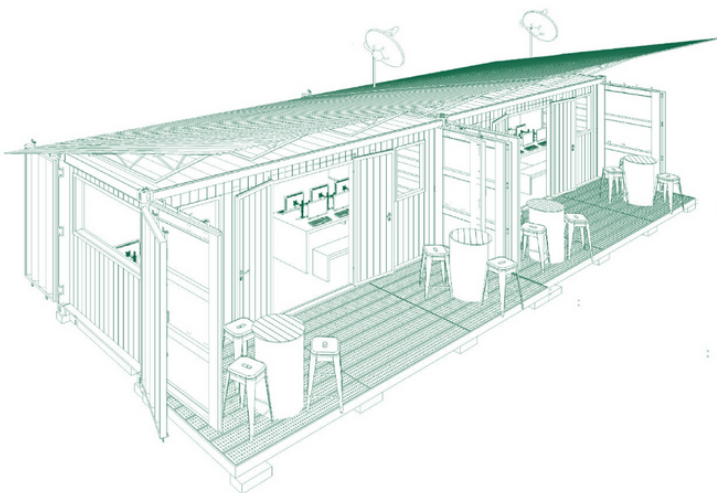
# MAD-LIB

**The integral part** of this immersive experience is to educate the user through interactivity and play, allowing them to make their mark on the future of Dell's Solar Community Hubs.

**The biggest challenge** in producing this immersive experience is the need for **play testing and quality assurance** before the experience can be released to the general public.

One question the immersive experience brings up for our audience is: **How can the user engage in discussions about helping other rural communities? How do the Solar Community Hubs differ around the world?**

The **main reason** we should consider producing this immersive experience at this time is: The Solar Community Hub highlights the collaboration between Dell Technologies and local community organizations in **bringing the Now - modern services like digital tools, career training, and healthcare - to rural communities across the world.**





# BUILD-A-HUB A MAPPED EXPERIENCE

# 1

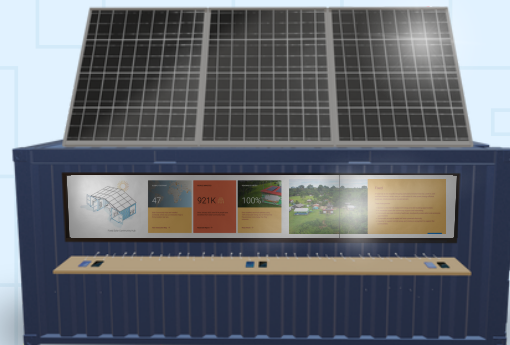
User enters **Exterior Activation**

Dell Technologies' Initiatives "Under the Same Sun"

SKY EFFECTS AR



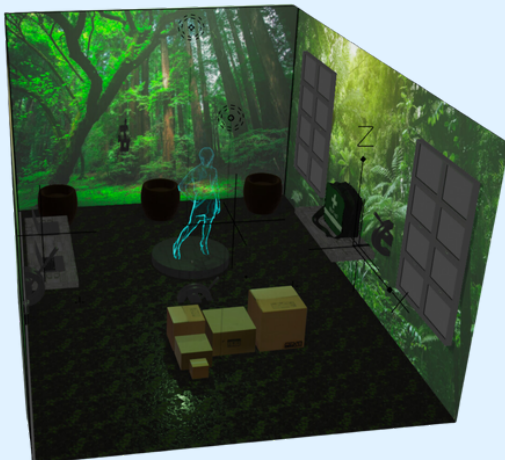
CHARGING STATION



# 2

User enters **Interior Activation**

Interior Onboarding: AI Hologram Luziete Mar



**LUZIETE MAR (child)**

Hi! My name is Luziete Mar and this is my hometown Boa Esperança, Brazil, near the Amazon Rainforest!

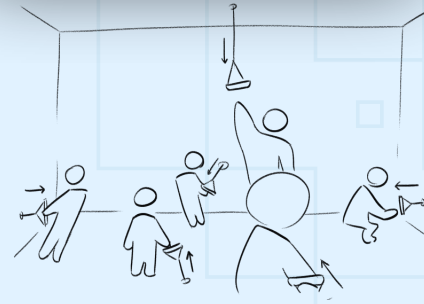
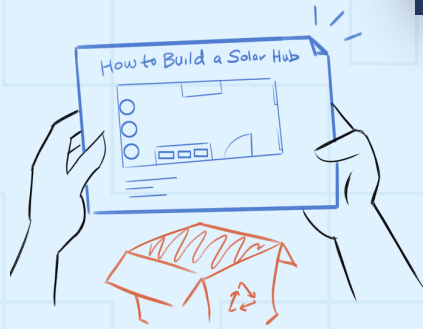
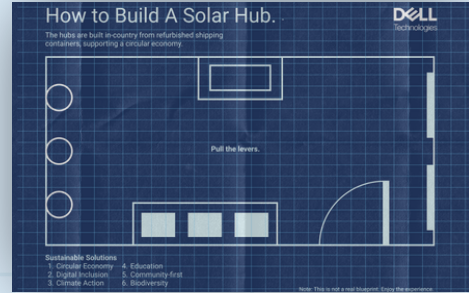
**LUZIETE MAR (child)**

...thanks to Dell Technologies and their Solar Community Hubs we can make my community better! But I need your help. Unpack and build the resources! First, you have to **find the blueprint** of the solar community hub. Good Luck!

# 3

## Circular Economy Box

Find the blueprint to build the foundation of the Solar Community Hub



# 4

## Climate Action Box

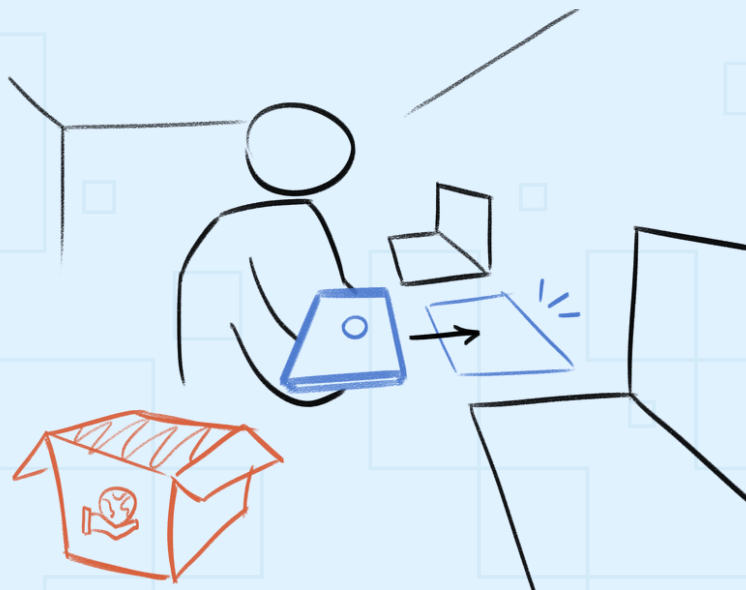
Power the Solar Community Hub with solar energy!



# 5

## Digital Access Box

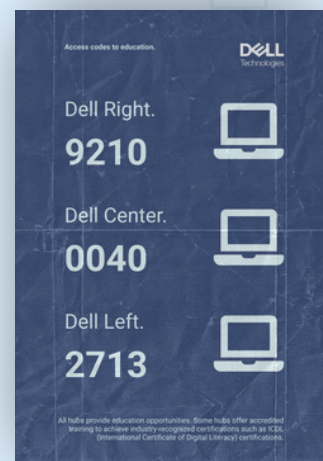
Place missing computer  
on the desk

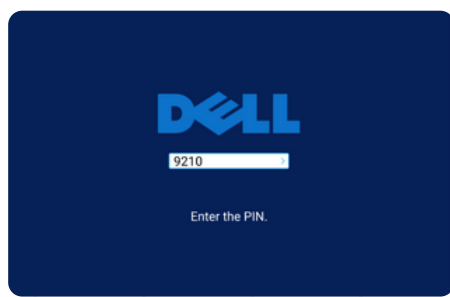
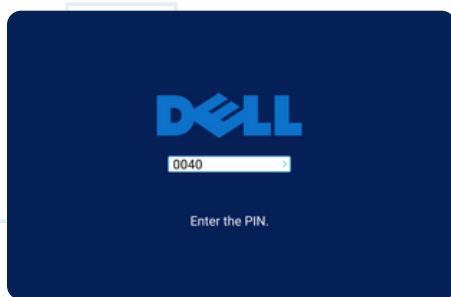
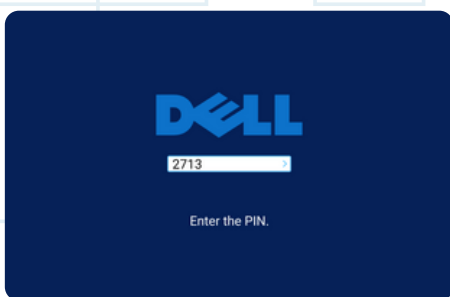
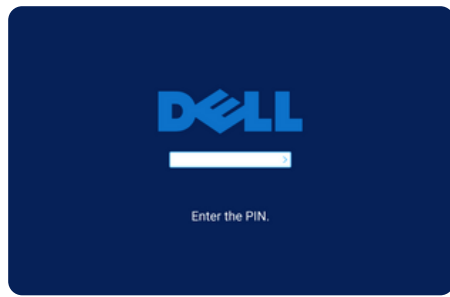
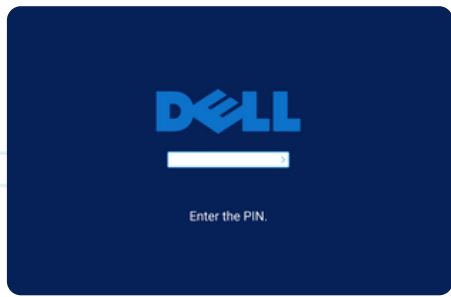
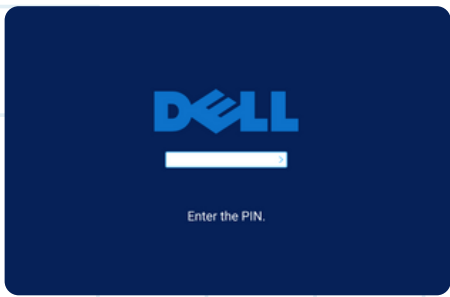


# 6

## Education Box

Enter code to a  
corresponding computer to  
unlock it





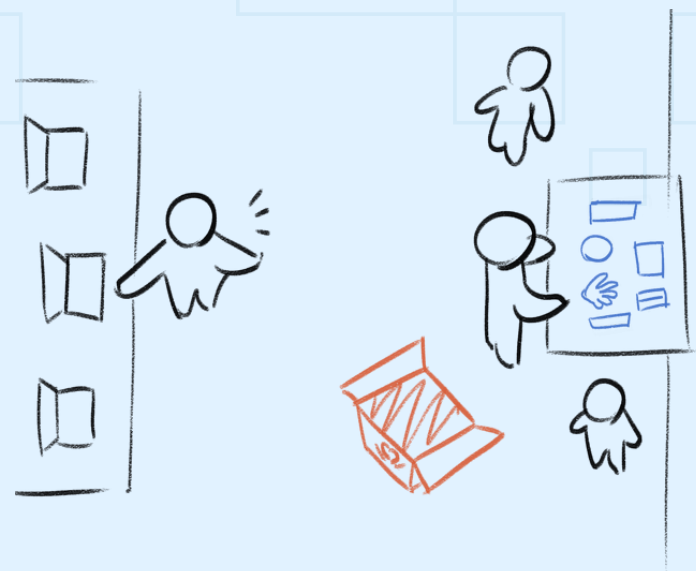
# 7 Community First Box

## Welcome to Now.

### Stock the Community-first station.

These hubs also serve as community health centers. Dell collaborates with local healthcare organizations to offer essential health services, such as telemedicine consultations and health education programs.

By leveraging technology in these solar-powered hubs, Dell ensures that underserved communities have access to crucial health resources, fostering a holistic and sustainable impact.





The computer screen reveals a health services page that has instructions on how to reorganize the first aid kit

## Biodiversity Box

The health services site changes to an agriculture page on the various flora of the Amazon Rainforest.

Welcome to Now.

Much like the Kapok Tree fosters biodiversity in the rainforest, Dell contributes to digital **biodiversity** through its support for open-source initiatives. Dell's commitment to open standards and collaboration enhances the diversity of software and solutions available, fostering a rich digital ecosystem.

Plant the Kapok Tree Seed into the **PURPLE** pot.



Seed #  
92

DELL  
Technologies

Welcome to Now.

Similar to the Ipê tree standing out with vibrant blossoms, Dell shines in promoting **digital inclusion**. Through initiatives like Dell Youth Learning programs, Dell provides underprivileged communities with access to technology and bridging the digital divide.

Plant the Ipê Tree Seed into the **RED** pot.



Seed #  
40

DELL  
Technologies

Welcome to Now.

Just as the Rubber Tree's latex has various uses, Dell actively participates in the **circular economy** by incorporating recycled materials into its products. Dell's commitment to sustainability includes initiatives like using recycled ocean plastics in its packaging and contributing to a more circular, eco-friendly tech industry.

Plant the Rubber Tree Seed into the **BLUE** pot.



Seed #  
27

DELL  
Technologies

Seed packets in the biodiversity box has numbers that correspond to the code used to unlock the computers



Plant the seed in the correct pot as directed by the flora site on the computers

# 9

## Interior Offboarding: Growth

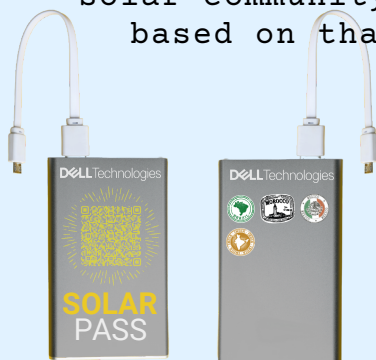


**LUZIETE MAR (young adult)**  
**Great job!** You have helped build the hub my community needs to grow and flourish! Access to technology and modern services gives us the means we need to nurture ourselves, our environment, and the ability to dream big!

**LUZIETE MAR (young adult)**  
**Please help us pack the boxes away** so Dell can achieve its mission of building hundreds of other solar hubs around the world - bringing the power of Now to everyone, no matter their location.

## SOLARPass: Portable Charger

**LUZIETE MAR (young adult)**  
**And good news!** You've gained an Amazon Rainforest sticker which you can place on your portable charger - or should I say SOLARPass! Immerse yourself in other solar community hubs, which contain different services based on that community's needs, and collect more stickers along the way!



**SOLARPass Mockup** →



# SOLAR PASS



Front



Back



# POPULATING THE WORLD: CHARACTERS

**Luziete Mar Hipy** grew up in a small town located in the Amazon Rainforest in northern Brazil. She started kindergarten in a neighboring community but the long community proved too challenging so she was forced to give up on her studies until a school opened up closer to her home a few years later.

Luziete's childhood story highlights the struggles rural communities in the Amazon face in accessing modern services like education, healthcare, and job training. Community members are forced to make tough decisions that include forgoing studies and resorting to illegal logging and mining jobs that contribute to deforestation, as they prove easier to access and are more lucrative.

However, the story in the Amazon is changing thanks to Dell's innovative technology and people like Luziete Mar who are dedicated to improving the lives of people in the community. The creation of Solar Community Hubs provides access to education, skills for jobs, healthcare services, and environmental conservation.

Hipy is now the **director** of the Boa Esperança Solar Community Hub (SCH), an internet center deployed in July 2021 that's delivering digital education to the Amazon.



# FIGMA USER FLOW

ONBOARDING: DELL'S INITIATIVES UNDER THE SUN

User Enters

SkyEffects AR

User Enters Interior Experience

Learn about the different initiatives Dell Technologies has accomplished "Under the Same Sun"

User Exits

Charging Station

EXPERIENCE: BUILD-A-HUB

AI Hologram

User observes scattered boxes through room

Circular Economy Box

Explains the environmental effects caused by a lack of modern services and resources.

Climate Action Box

Digital Access Box

Education Box

Community First Box

Biodiversity Box



# FIGMA USER FLOW

Circular Economy



At the same time, users pull levers, replacing the LED Amazon with walls of shipping container

Learn how sustainable the hubs are as they are made from repurposed shipping containers

Climate Action



Inside box, key to wall interior and manual on connecting the wires to connect solar panels to computer

Hubs are powered by sustainable, renewable energy - SOLAR ENERGY!

Hubs provide technical skill training

Digital Access



Finds box and place in empty spot alongside the other computers

These hubs facilitate digital accessibility

Education



Finds three codes which unlock the computers that will provide instructions to complete the other boxes

Educational resources and guidance are made accessible by these hubs

Community First



Site on one of the computers provides instruction on how to organize first aid kit

The hubs provide health resources and services

Biodiversity



Finds seed packets. Use site that instructs user which pot to plant which seed in.

These hubs provide resources for environmental preservation which aids in preventing deforestation



# FIGMA USER FLOW

OFFBOARDING: SOLARPASS

Biodiversity  
Box

After correctly planting the seeds, a digital tree grows behind the pot.

AI  
Hologram

**LUZIETE MAR (young adult)**

Great job! You have helped build the hub our community and home needed to grow and flourish! Access to technology and modern services gives us the means we need to nurture ourselves, our environment, and dream big!

**LUZIETE MAR (young adult)**

Please help us pack the boxes away so Dell can achieve its mission of building hundreds of solar hubs around the world - bringing the power of Now to everyone, no matter their location. And good news! You can help too! You've gained a SolarPASS on your portable charger which you can use to stay connected, support other hubs and build more! We're happy to have you, until next time!

User can continue to stay connected with the Solar Hub Community via a portable charger given known as SOLARPass!



# NARRATIVE ARCHITECTURE

Visitors to the Moody Center at Dell Technologies Plaza are invited to immerse themselves in the innovative world of Dell Technologies' Solar Community Hubs. A vibrant shipping container captivates guests, inviting them to an interactive experience that unveils the positive influence Dell has on near and distant communities.

Externally, users can learn about the hub's components, resources, and other locations while charging their devices at the Solar Power Station. Opposite to this, a colorful **Powering the Now mural** calls users to further explore, and engage with **SkyEffects AR** to reveal different 3D models seamlessly mapped to the sky. These models serve as a dynamic showcase of other Dell initiatives, originating at UT Austin, and spanning 40 years of commitment and support.

Inside, users find themselves transported to the Amazon Rainforest in Boa Esperanca, Brazil where they meet Luziete Mar – who shares her experience with these hubs and prompts users to help Build-A-Hub for her community.





# NARRATIVE ARCHITECTURE

The interior journey reveals the sustainable solutions these hubs offer to address the challenges of the community - from being built with a Circular Economy, Climate Action, and Biodiversity mindset, to providing Digital Access, Education, and Healthcare services to drive progress and accessibility.

Through playful and interactive elements, users witness the transformative impact these hubs have on the communities and the environment they reside. The user leaves inspired, gaining insight into the growth opportunities facilitated by Dell Technologies through technology.

As a souvenir, users receive a portable charger - **SolarPASS** - with access to information about Dell's initiatives and other global hubs. Hubs are tailored to meet the needs of each specific community - in the Amazon, that might mean tracking deforestation and monitoring environmental concerns; in Australia, that might mean helping to preserve aboriginal art and culture.



# INTERACTING WITH SPACE

## Onboarding

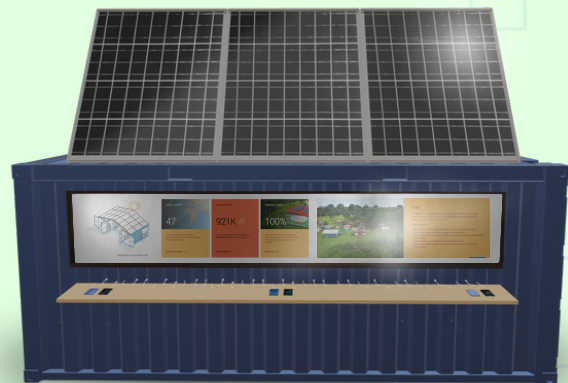
EXT. Dells' Initiatives Under the Same Sun

- **“Powering the Now”**: users interact with a vibrant mural and scan QR code that reveals through AR other initiatives like The Unseen Ballet, TACC, and Girls Who Game that show Dell’s commitment to transform the lives of people and communities everywhere.
- **“Solar Power Station”**: users can take a break and charge their phone while learning general information about the hubs and locations through visual displays.

SKY EFFECTS AR



CHARGING STATION





# INTERACTING WITH SPACE

## Experience

### INT. Build-A-Hub

- Up to 6 participants step inside a shipping container with 360 LED screens that transport them into the Amazon Rainforest. They see physical assets and boxes scattered around the room.
- A hologram AI of young Luziete Mar appears to greet and welcome them to her community in Boa Esperança, Brazil.
- Users watch the trees projected on the walls transform into blazing flames, vividly depicting the devastating impact of extreme deforestation.
- Users listen as Luziete Mar explains a reason behind the deforestation and shares that Dell Technologies is helping address the community's challenges through Solar Community Hubs.
- Users are prompted to open the 6 boxes located across the room and help Build-A-Hub for the community, starting with the blueprint.

They have the agency to decide the order or way they complete most of the boxes.



# INTERACTING WITH SPACE: HUB'S RESOURCES

1. The **Circular Economy** box emphasizes how sustainability is always a priority for Dell, as the hubs are built-in country from refurbished shipping containers.
  2. The **Climate Action** box further solidifies their commitment with sustainability, by using solar energy to power the hubs, minimizing their impact on the climate.
  3. The **Digital Access** box represents Dell's efforts of enabling digital inclusion through hubs that connect remote community members to the broader digital world.
  4. The **Education** box shows education, job-training programs, and other skill-building opportunities the hubs facilitate.
  5. The **Community-First** box lets users know the needs, health, and well-being of each community always comes first to Dell.
  6. The **Biodiversity** box shows how the creation of hubs is nurturing growth not only in the communities but in environmental preservation as well.
- The **hologram** of an older Luziete Mar reappears thanking the users for building the hub. She prompts them to repack the materials so Dell can continue its mission of bringing more hubs and resources to other communities and mentions how to stay connected and support the initiatives from home.



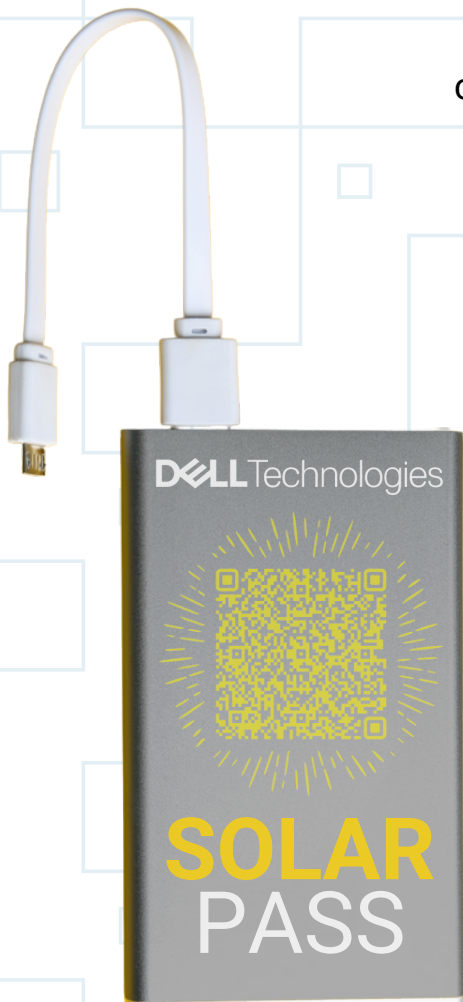
# INTERACTING WITH SPACE

## Offboarding

Users exit the experience and receive a Dell power bank - their **SOLARPass** - with a QR code that gives them access to information on Dell's initiatives and other global hubs. By contributing with funding or ideas in other locations users can collect more stamps and leave a lasting mark alongside Dell Technologies.

Users will receive a sticker to commemorate the completion of the Amazon Solar Community Hub.

In the **longterm**, users can continue to collect more stickers, signifying the completion and learning of other Solar Community Hubs, servicing other communities with their own unique needs.





# SCRIPT

*INT. Solar Community Hub - DAY*

The Amazon Rainforest is vividly projected on the LED walls that span across the room as the user walks in. Boxes of varying sizes are scattered throughout the hub, one on the table, others on the floor.

The hologram of a young AI Luziete Mar appears.

**LUZIETE MAR (child)**

Hi! My name is Luziete Mar and this is my hometown Boa Esperanca, Brazil, near the Amazon Rainforest!

The projection suddenly changes and you can see the trees in flames, showing extreme signs of deforestation.

**LUZIETE MAR (child)**

Oh about that. There's no school near my house so it's hard for us to learn about things. If we want to go to school, we have to travel far from home and leave our families, which is why a lot of people in my town are left to do jobs that hurt the forest.

**LUZIETE MAR (child)**

That's what happens to the trees.

Young Luziete Mar shifts from sad disappointment to excitement and addresses the user.

**LUZIETE MAR (child)**

But thanks to Dell Technologies and their Solar Community Hubs we can make it better! Please help unpack the boxes to build one for my family, friends, and the other people in town to use. You have to find the blueprint first. Good luck and thank you so much!

Young Luziete Mar disappears. Users turn to the boxes and begin to rummage through its contents. Through verbal cues, she reappears throughout interactions.





# SCRIPT

Box 1: Circular Economy. Users find a blueprint from the first box and pull the levers to build the walls.

Box 2: Climate Action. Users unlock with a key the wiring that connects the solar panels to the computer station.

## **LUZIETE MAR (teenager)**

Thanks to computers we can access education and job training courses that keep us informed and enables better income opportunities. And look! The forest is starting to heal as well!

Box 5 Community First. Users find a first aid kit and the pin of a computer that has instructions on how to reorder it

## **LUZIETE MAR (teenager)**

What a relief! Communication with healthcare providers and services has never been easier!

Box 6: Biodiversity. Users find seed packets and match them to pots near computers by pin.

The LED screen shows plants start growing out of the pot and transform into trees or specific Amazonian flora.

The hologram of adult AI Luziete Mar appears.

## **LUZIETE MAR (young adult)**

Great job! You have helped build the hub our community and home needed to grow and flourish! Access to technology and modern services gives us the means we need to nurture ourselves, our environment, and dream big!

## **LUZIETE MAR (young adult)**

Please help us pack the boxes away so Dell can achieve its mission of building hundreds of solar hubs around the world - bringing the power of Now to everyone, no matter their location. And good news! You can help too! You've gained a SolarPASS on your portable charger which you can use to stay connected, support other hubs and build more! We're happy to have you, until next time!



# BUDGET

ITEM	COUNT	PRICE	TOTAL
LED Walls	6	\$9,499	\$56,994
Plexiglass	1	\$22.83	\$22.83
Dell Computers	3	0	\$0
Glass Showcase	1	\$349	\$349
Doors	2	\$194.67	\$389.34
Speakers	1	\$27.99	\$27.99
Table	1	\$79.99	\$79.99
Shipping Container	1	\$1,899	\$1,899
Planks	2	\$47.47	\$94.94
Solar Panel	8	\$29.99	\$239.92
RFID Sensors	3	\$6.88	\$20.64
Generator	1	\$382.34	\$382.34
<b>TOTAL</b>			<b>\$60,499.</b>