LACANTINA DOORS INTERACTIVE

Award-winning LaCantina Doors Interactive features two touch screen, data tracking, live-angle switching experiences: Material Options and Design Considerations.

bE TOUCH









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LaCantina Doors has been at the forefront of award-winning sliding and folding glass door systems for decades. Their industry-leading sales attracted one of the largest door manufacturers in the country, Jeld-Wen, valued at 4 billion, to acquire LaCantina in 2017. Together, Jeld-Wen has opened the doors for increased innovation opportunities

Although LaCantina is recognized as technically masterful, offering a wide range of options, their passion for people and the lifestyle opportunities that come with their experiences. Dealers, architects, builders and homeowners lacked visual examples of leveraged still photography of empty homes that did not humanize their products in the

I partnered with LaCantina Doors to enhance their text-based e-learning webpage with two lifestyle interactive touch screen experiences where customers could watch real people using the products in over 20 homes homes across the country. It made the

LaCantina needed a solution that reflected the real relationships customers have with their products. The entire product line needed to be digestible by providing only information relevant to each individual user. They needed a platform supporting experiential commerce wherein consolidation of information and high engagement merged into one memorable experience.

LaCantina's website listed product information with an emphasis on engineering and options, but entirely omitted their lifestyle implications. Moreover, their instruments of information lacked any guided decision support or other design considerations typically discussed with designers, architects and contractors. The core challenge in the end was empowering customers to learn and inquire further about the product prior to speaking with architects and builders; putting the knowledge of design into the homeowners' hands.



CHALLENGE









Using the Eko interactive video platform, I created two separate interactive experiences, Material Options and Design Considerations. Both experiences featured over 20 homes and a unique cast of individuals operating the custom glass door systems.

The interactive experiences introduced live angle switching that allowed homeowners to swap between up to four viewing angles during the actors' operation of the system without breaking narrative action. Additionally, a switch back and forth between the same system in different homes for an instant comparison could also be made. Both interactive experiences incorporated tracking of individual user metrics for marketing research, including exact click tracking and retention rates. The videos featured clickable areas linking users to the LaCantina website for additional information and an easy-to-navigate drop-down menu including demos.

Material Options consisted of 15 separate interactive videos that allowed consumers to choose from one of three climate zones and move on to explore the five main material options and their performance in that particular climate region. This narrowed down the ideal material for the homeowners' glass door system.

Design Considerations consisted of seven interactive videos primarily aimed at helping customers understand what type of system was right for them; sliding, folding, pocketing or zero post. The experience covered design elements and considerations like traffic flow and furniture placement, influencing important decisions such as door orientation and operation.

LaCantina Doors Interactive has been met with incredible results. Integrated within the website, the content showcases the culture once missing from the brand story. In addition to increased website traffic, LaCantina has reported above-average engagement and click through rates within the experience at 60% and 85%, respectively. Dealers and internal sales and support teams alike have noted better-informed homeowner and architect inquiries, with the interactive experience serving as a reference guide during conversations.

Marketing objectives have shifted to focus on the homeowner and luxury lifestyle the door systems provide. The content filmed for the experience has been repurposed across LaCantina's social landscape, gaining popularity among followers and newcomers to the brand. High-res footage stills have graced the pages of notable industry magazines such as Architectural Digest.

The experience has been seen by hundreds upon thousands of industry trade show attendees across the nation, many of whom shared positive sentiment while interacting with the content and engaged in product/sales follow-up after the event.

Garnering nine advertising awards and three industry awards in the year after its launch, the interactive experience has changed the way LaCantina engages its customers, encouraging each and every one of them to experience the brand for themselves and "Live the LaCantina Life".

"LaCantina Interactive is an industry first and puts us at the forefront of the digital experience. Our innovation extends beyond the products we develop, and we're excited to continuously improve the customer experience." - Lee Maughan, President of LaCantina Doors







AUSTIN KELLEY - CASE STUDY LACANTINA DOORS INTERACTIVE



Drop-Down Menu 🔪



Main Menu Website Linkout

Category Website Linkout



"SWITCH VIEW" OPTIONAL ANGLES WITHOUT BREAKING VIDEO NARRATIVE



The UI design was tested and adjusted for large display tradeshow touchscreens, as well as mobile handheld devices, in order to find the sweet spot of easy use without largely obstructing the visuals. Each clickable button area has trackable metrics and linkouts to additional LaCantina website content.





3 MAIN PATHS



SUB-PATHS 1-5



SUB-PATHS 6-10









SUB-PATHS 11-15

SUB-PATH VIDEO EXAMPLE



Three main climate regions were identified as initial paths into the experience. Upon selection, the user is presented with five material option sub-paths. The five videos help the user explore general recommendations to find the most suitable material for their performance needs.

Each video allowed users to switch between exterior and interior angles, giving them a better fundamental understanding of size, fluid operation, and how everyday life is transformed by opening a space.



Touchscreen

Touchscreen on all mobile devices including large format displays.

Socially Shareable

Shareable and embeddable on social and websites.

Live Switch View Switch between four angles live without breaking narrative flow.







Auto Decisions

Decision timer initiates autoplay if no interaction occurs.

Full User Metrics

Click/Touch metrics including completion rates.

Linkout Graphics

Category popups and linkouts to website for further learning.

Easy Navigation

Drop-down menu for demo, website, support and previous main menu.

Fully Narrated

Professionally narrated by top voiceover talent throughout experience.

User Demo

Functional demos for first-time users.

Backend Support

Editable node tree, button linking and menu functions.



KEY HIGHLIGHTS

Both interactive experiences feature several innovative interactive elements created for seamless use.

Streaming Optimized

Fine-tuned stream encoding for cross device maximum quality.

Multiple Experiences

Two interactive experiences to help better decide the right product.



COLOR PALETTE & AESTHETIC

FOOTAGE AESTHETIC

During production, the goal was to capture moments that didn't feel too commercial or sterile like most content featured in current manufacturer marketing and advertisements. Instead, it would champion its own unique look to match the LaCantina brand with an aesthetic similar to high-end lifestyle videos commonly shared on popular social platforms. The production was filmed using an URSA Mini 4K shot in 1080p for streaming with lenses better-suited for a deeper depth of field. LaCantina's brand is about bringing the outside in, so the backgrounds and environments when filming were just as integral as the door systems themselves.



A LUT from the movie *Her* was utilized then mildly desaturated and shifted to cooler tones until the blues were a perfect match.



URSA MINI to prores 422 1080P provided the perfect video-like/commercial blend and handled deep focus extremely well.











CAST AND LOCATIONS

Filming over 20 homes in the western United States brought about an endless assortment of interior and exterior architectural styles. Similarly, the cast of over 30 individuals needed to be just as diverse as the product range. People of all ages, a myriad of ethnicities; the mosaic of LaCantina's product options and application possibilities were reflected visually through the cast.









Austin Kelley.....Executive Producer **Creative Director** Director Editor Colorist **UI & Interactive**

Greg Cotten.....Cinematographer

Lee Maughan......Client / Company President Maania Hopper...Client Co-Producer Ben Woo.....Client Marketing Lead Sara Healy......Client Associate Producer Ivan Rodriguez.... Client Coordinator

LaCantina Interactive Experience Links:

lacantinadoors.com/learn/interactive-videos Material Options: https://video.helloeko.com/v/MwgNGM **Design Considerations:** https://video.helloeko.com/v/zD2k6V





2018 CRYSTAL ACHIEVEMENT AWARD WINNER













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INTERACTIVE