Introducing New Green Tech on a Global Stage

Client

Cisco has worked on many engagements with Filter, where we've provided experts who could get right to work with minimal onboarding or ramp-up time.

As part of Cisco's drive to reduce the company's environmental footprint, they launched a key initiative to develop "Futureware" – an application that monitors and controls building energy consumption.

Approach

Filter provided a team of UX researcher and designers to work in-house as part of a centralized creative studio that in turn supported product teams responsible for internal apps. Using agile methodology, our team collaborated with Cisco to:

- Deliver application development

- Provide UX design and modeling and complex storytelling

- Design the prototype's UI

- Create scripts to demonstrate the application's key features and benefits.

Challenges

The release of Futureware was set to be introduced at the Worldwide Energy Summit in Barcelona. While the application itself was not complete, Cisco's CEO planned to demonstrate the product's features and capabilities to thousands of attendees in an on-stage presentation.

With the summit quickly approaching, Cisco needed to develop the Futureware demo prototype. Given the urgent and technically complex challenge at hand, they turned to Filter for help.

Impact

Filter completed the entire prototype in **30 days**, with ample time for testing and rehearsal.

At the Worldwide Energy Summit, the prototype successfully showcased the application's features and capabilities in a realistic manner, garnering an extremely positive reception from both Cisco stakeholders and conference attendees.

To this day, Filter continues to produce Cisco's executive demos and presentations.