



Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Technik & Architektur
Technikumstrasse 21
CH 6048 Horw

Int. Summer School - Futuristic POS system combining design, video & AI for enhanced customer experiences

September 8 – 12, 2025 in Lucerne

About the Summerschool

The International Summer School Lucerne is taking place over the period 8 – 12 September 2025. This year's theme is developing a POS system as part of a Marketing Campaign using elements from our DesignLab, Video Apps and AI.



DETAILS

- Five-day online program in English
- Dates: September 8 - 12
- Co-Op Partner:
<https://www.lagarto-hardseltzer.ch/>
- Successful participation provides 3 ECTs
- 8h/day teamwork in 5 teams
- Classroom and DesignLab, workspaces
- Social events included



SKILLS TO BE DEVELOPED



Entrepreneurship

**Human centered
Problem-solving**



Creativity



**Marketing-
campaign**

**Interact with AI
Tools**



**Hands-on
Experience**

**Rapid-
Prototyping**



**Sustainability
Awareness**

Challenges & Hurdles

- **Intense competition** in the consumer goods and lifestyle sector
- **Difficulty in targeting audiences** and entering the Swiss market
- **Adaptation of marketing strategies** to changing customer requirements
- **Development and implementation** of AI-supported campaigns
- **Integration of new digital tools** into existing marketing and POS development

Opportunities

- **Futuristic POS system** combining design, video & AI for enhanced customer experiences
- **Use of DesignLab, video apps and AI** for a personalized shopping experience
- **Improving customer engagement & efficiency** through interactive and visually appealing experiences
- **Development of new, creative campaign** formats with state-of-the-art technologies



Team

Günter Zepf

Lecturer for Product Innovation
guenter.zepf@hslu.ch

Educational Background

- Dipl. Ing Electrical Engineering
- MBA Intl. Marketing and Management

Interests and Subject Areas

- Innovation Management
- Entre-/Intrapreneurship
- Product- and Service Innovation
- Digital Transformation



Thierry Aubert

Lecturer for Product Development and Design
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Educational Background

- Dipl. Ing in Automotive engineering
- Master of Art in Integrated Design

Interests and Subject Areas

- Innovation Management
- Product Development & Industrial Design
- Product- and Service Innovation
- Digital Transformation



Week Programme

Monday Sept 8	Tuesday Sept 9	Wednesday Sept 10	Thursday Sept 11	Friday Sept 12
Introduction Understand your mission Company presentation: Lagarto	Basics on problem-solving Processes Introduction in Rapid Prototyping	Expert Input on Studio-Photography and Video Ideation and Prototyping of Concepts	Develop Pitch Refine concepts Prototype and Visuals	Complete pitches, prototypes Finalize presentation Upload all data
Expert Input on AI tools and marketing communication	Ideation and Prototyping of Concepts	Presentation Excursion and Evening event	Finalize Pitch Visuals and Video Recap	Final presentation of concepts Award for the best concept Closing