visix®

Get Interactive with Touchscreen Digital Signage Designs

DIGITAL SIGNAGE WHITE PAPER

START

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We're here to help! If you have any questions about your application or our products, please contact us at **800.572.4935** or **salesteam@visix.com.**

Benefits of Interactive Signage

Our world is becoming more interactive every day – smartphones, tablets, airport kiosks, self-checkouts at the grocery – we're becoming used to touching screens to get what we need.

We're also becoming more and more accustomed to seeking out information on our own versus asking others for it. Google has reshaped the way we seek out news and instruction. With just a few clicks of a mouse or a finger ouch, we can get the content we want.

So, it makes sense that more digital signage (DS) users are turning to interactive displays:
- You can present a lot of information in a single source
- The audience experience is improved
- It alleviates the burden on support staff o give out information
- It cuts down on printing costs and waste
- It's a clean, modern approach

Your audience is used to having control over their experience on the web and with other smart technologies, so interactive DS reinforces that independence. It turns their experience from passive to active, involving them in the process rather than just asking them to read a message on a screen. They can also pick and choose the content they want to look at.

Tracking interactions on the touchscreen can also really help with calculating ROI. By collecting stats on how many users clicked various items, you can see what's popular, what's working and what might need adjustment.

Other interactive DS benefits   orth exploring include:
- Improved event attendance due to better wayfin ing
- More efficient oom scheduling with hoteling systems
- Faster, easier updating of directories and locations
- Increased patronage after interacting with a donor board
- Higher sales of targeted items on café menus
- Added participants for advertised social media portals
- Enhanced safety and convenience with shuttle mapping
- Decreased energy consumption through education
- Better inventory tracking for point-of-sale systems
- Lower perceived wait times with queuing systems

You can make your DS interactive by purchasing either an interactive display or an interactive overlay for your existing displays. You can also choose between simple or multi-touch options.

Simple touch allows your audience to navigate on the screen using a single point of contact. Multi-touch is what we're used to on our smartphones and tablets, where you can zoom in and out by using two fingers to control the content.

No matter what type of interactive project you choose, make sure to get your designers, developers and IT folks on board early in the planning stages.

Hot Spots & Kiosking

Though we're about to go over many specific ypes of interactive projects, you don't have to consider these separately from your DS for organizational communications.

As many as 75% of DS prospects ask us for full-screen kiosk support. This means they want to use one display to show their daily announcements in multiple zones, with a layout option that switches over to a touchscreen kiosk which fills the enti e screen.

Some DS software vendors require custom creative services to accomplish this, but Visix has incorporated hot spots and full-screen kiosk support into their content management software for convenience and economy. We accomplish this by allowing the software user to insert a hot spot into a traditional DS layout.

A hot spot is an interactive button that people press to switch from the standard layout to the kiosk mode. This still requires a touchscreen display, but it means that you don't have to design all of your content to be interactive, or double up on your display purchases. By using a single display for both daily announcements and an interactive kiosk, you get twice the real estate for your money.
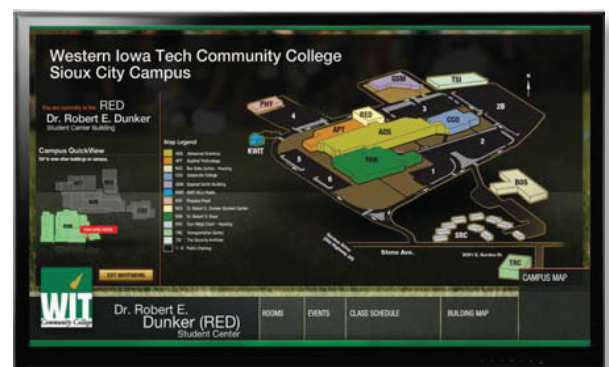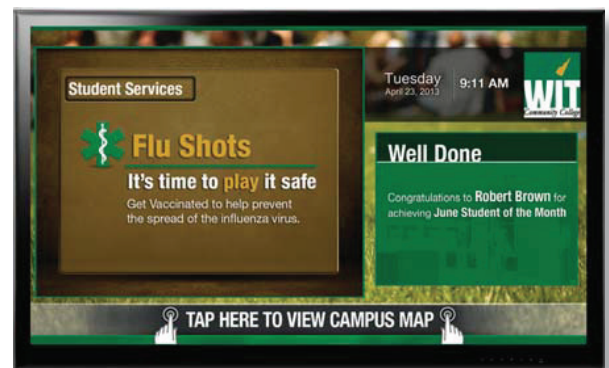
Hot spots can also offer player actions – such as stop or reboot – for easy DS player maintenance, but most clients want the screen to switch to an interactive application. Common kiosk applications are room booking, queuing management, interactive wayfindin , and point-of-sale systems.

Interactive Wayfinding

Whether it's a single building floor or an enti e campus, interactive wayfinding maps lead our visitors through your facility and give your audience a convenient self-service source for information. Engage your audience with detailed directions in a rich, modern format using touchscreen technology.

Most interactive maps are custom builds branded to your specification , but some vendors offer plug-n-play solutions that either let you create within the software or use Google Maps to provide localized wayfindin . Custom builds allow much more flexibility for both design elements and interactive content to meet your specific need .

In addition to maps, you should integrate color coding and icon systems that allow your visitors to instantly recognize common destinations, exits, restrooms, elevators and stairs.

When a user finds their destination, some sort of obvious indicator should appear to show them where to go – either a path highlighting their route, or a flashing icon at their end point.

Keep in mind that anything interactive has to be placed at an accessible height for the user. Also, remember to build in ADA controls at the bottom of screens for people in wheelchairs.

You can also build in a slideshow or other animation to play when no one is using the touchscreen in order to draw attention and prevent burn-in on the screen.

But what happens when people walk away from the screen? Think about building in a QR tag, email or SMS option to send point-to-point directions to the user's mobile device upon request.

We have another white paper – *10 Steps to Successful Interactive Wayfinding* – that will give you great advice on how to plan and execute a wayfinding build, as well as what you can expect during the process.
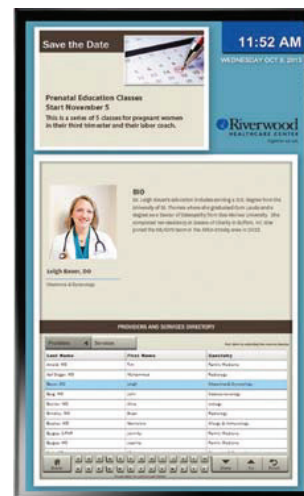
Touchscreen Directories

Most often, people pair interactive wayfinding with directories. It just makes sense to allow your visitors to look up locations based on whatever information they have when they walk in the door – the name of the person, department or area they're looking for.

Touchscreen directories are modern and efficient, allowing people to guide themselves instead of relying on receptionists and information desks. They also save you the cost of printing and updating signs and reference books.

Your directory can have options to locate rooms, individuals, departments, events or common areas like lounges or cafeterias. You can show contact information, photos, bios and locations with the option of touchscreen maps and point-to-point directions if you're combining it with wayfinding.

We recommend using a database to feed your directory. This lets you access the directory information without getting into the code of the touchscreen project, so you can quickly update information on all screens at once.

Office Hoteling

Another common interactive application is room management, or office hoteling. If you have a large group of meeting rooms or shared workspaces, people may need to schedule those rooms on the fl .

A hoteling system can be simple - an interactive monitor with your scheduling software (like Microsoft Exchange or EMS) so that people can book rooms from a central point, or complex - a touchscreen map with the option to instantly book a room simply by tapping it on the display.

A custom hoteling and wayfinding desi n can be fed by a central scheduling application so that available and busy rooms appear in different colors on the map. This is much more intuitive for people – they can see what's available on a single screen, rather than scrolling through your booking system's pages, which improves the user experience.

You can also tie the touchscreen code to the application, so that any bookings that happen at the kiosk are updated in the scheduling system automatically.

Donor Boards

Digital donor boards are a thoughtful way to honor your current patrons and entice future donors through an attention-grabbing, interactive display. You can recognize existing donors, present your organization's mission and values, and promote ongoing donor recruitment programs using interactive kiosks.

- List donors alphabetically and by category
- Show photos or videos to tell donors' individual stories
- Promote ongoing donor programs and provide instructions for giving
- Eliminate static, expensive name plates and plaques

Again, we recommend using a database to feed your donor board, so you can quickly update information on all screens at once.

Menu Boards

In a café or food court, you only have a short time to grab your audience's attention and entice them to make a purchase. Improve the customer experience, drive revenues, cut printing costs and stay up-to-date with interactive menus.

Although menu boards can be either static or dynamic – an interactive menu can speed up selection and checkout time. You can promote certain items or meal deals through clever design, prompting the customer to choose daily specials.

• Promote new menu items
• Use daypart scheduling to run menus and specials when appropriate
• Show nutritional information
• Reduce wait times and decrease printing costs

You can make changes and update prices instantly by accessing a user-friendly database. You can also segment your screens to show lists of menu items and pricing, special promotions or external advertising.

Social Media Boards

Social media is a perfect contribution to DS because it fosters dialogue instead of just one-way push communications. Create buzz and excitement around your posts, attract more followers and keep everyone up-to-date.

If you use an interactive screen to show your social media sites, people can scroll through your pages to catch up on the latest posts or tweets. They may not check your pages when they're at home or on their smartphone, but the attraction of a big screen is sure to draw attention and get them over to your display, where they will be exposed to your content.

Don't worry – you can specify how much interactivity you want. You may not want people posting or touching links that go to another page, so you can limit the interactive areas on the screen.

Real-time Transportation

Incorporating real-time interactive shuttle and bus maps into your DS provides useful information and can increase safety and comfort by allowing riders to wait indoors for their ride.

In some cases, shuttle mapping will require a multi-touch screen since people will want to zoom in or out on the shuttle map. However, you can use arrow controls or require users to move around using single finge tip strokes if you want to stay away from multi-touch.

TransLōc is a next generation passenger information system that shows real-time shuttle mapping. It offers riders a safe, comfortable, and convenient wait for the bus and gives transit operators a more efficient, m   e appreciated transit system.
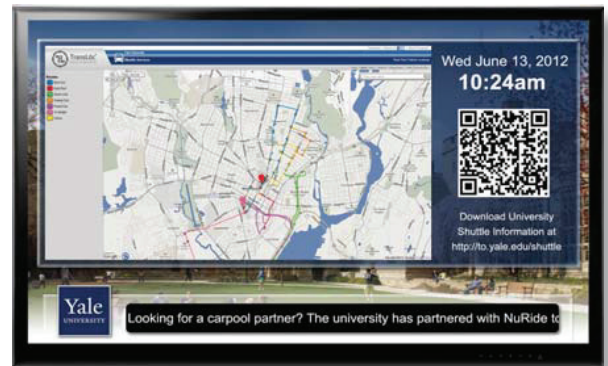
Building Dashboard

Building Dashboard® Kiosk™ from Lucid Design Group lets your staff, students and visitors view energy and water use information on touchscreen displays by tying into your building management application.

Comparative graphs, glowing orbs and other exciting visualizations make it easy to understand the performance of buildings and organizations. A variety of modules -- including competitions, green features, events and more -- make this a feature-rich, visibility-enhancing solution for monitored buildings.
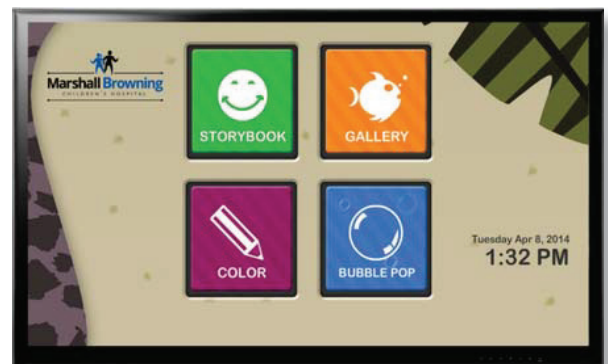
If your audience can see the resources they're using, they can adjust their behavior accordingly to reduce consumption. This also lets administrators track and analyze energy spikes and trends.

Custom Projects

We've covered some of the more common interactive ideas here, but professional designers can make anything you want into a touchscreen kiosk:

- Create a game or contest on a touchscreen
- Show a series of related videos or animations
- Provide detailed facility information with pop-up info bubbles
- Create an interactive video wall
- Highlight clubs and associations

The biggest considerations for any interactive project are:

- Is it intuitive and fast to navigate?
- Does it provide information your audience needs to know?
- Can the information be easily updated?
- Will it work in the location you've placed it?
- Does it look good and match your branding?

Basically, the more planning you do up front, the better the entire experience will be for both you and your audience. You'll also save money if you can avoid a lot of changes to your interactive design.

Want to learn more? Contact us at **salesteam@visix.com**.