Using Digital Signage to enhance user engagement in the Unisa Library

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What is digital signage?
- Use of electronic displays to distribute digital content remotely

Goal
- Improve user engagement
- Reduce information overload
- Provide information on demand
- Encourage independence amongst Library users

Advantages
- It is attention grabbing
- It is focused – Dynamically changes to deliver focused message at a critical point
- Users are active participant
- It is dynamic and can be changed to meet the demographics of your clients
- Cost effective – No more printing and distributing static signs

Origin
- Started as a service optimizing initiative to improve access to information for students visiting the Library
- Innovative way to encourage users to engage with the content
- Move away from static communication channels
The process

Hardware purchase
- Touch screens purchased

Software purchase
- Special software compatible with the hardware

Simplified user experience

Content design strategy
- Use minimal text
- Use multimedia
- Use Images
- Use Videos
- Use Animations

Location
- Touch screens located next to elevators for easy access
The design process

**Create menu option**
- Simple
- Give access to all contents from first screen

**Design floor maps**
- Use as way finder in the Library

**Design Content**
- Create content and link to menu on the first screen

**Select Content**
- Where am I? – Floor maps
- List of services available
- Frequently Asked Questions
  - Events
The floor maps

Icons to populate the map

The results

- The icons respond to touch and brings requested information
- Indicates the location of service or item on the map
The simple menu options

Menu

- Find Books
- Library Services
- Floor Maps
- Library Orientation Video
- Internet connection in the Library
Other services at a glance

Library services
- Book returns
- Cashiers/Donations
- Circulation desk
- Disability service
- Electronic Learning Center
- Information desk
- Just-Ask-Me
- Newspaper stands
- Personal Librarian
- Photocopying area
- Research Commons
- Self service machine
- Service counter
- Study spaces and carrels
- Van Schaik room
- Workstations

Frequently Asked Questions
- About the Library
- Internet access
- Renewing books
- Returning
- Borrowing and requesting
- Exam papers
- Research Support
- Students with disabilities
- Membership
- Computing
- Suggesting purchases
- Back
- Main menu

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