



Using Digital Signage to enhance user engagement in the Unisa Library

Author: Khuliso Matsheka

What is digital signage?

- ❖ Use of electronic displays to distribute digital content remotely

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

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

The process



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

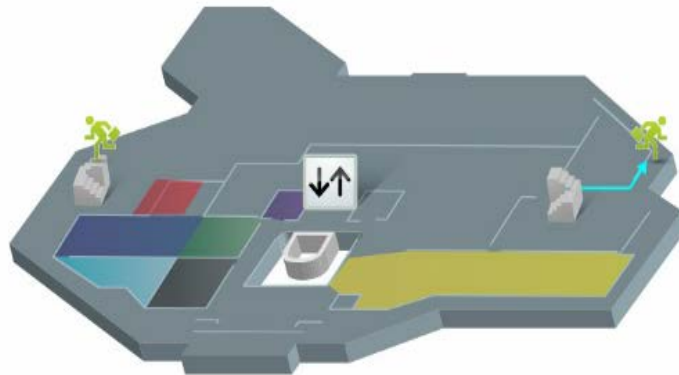
Select Content

- ❖ Where am I? – Floor maps
- ❖ List of services available
- ❖ Frequently Asked Questions
 - ❖ Events

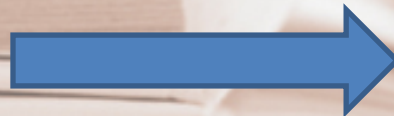
The floor maps

Icons to populate the map

3D map with layering possibilities



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

UNISA



Other services at a glance

Frequently Asked Questions

About the Library

Internet access

Understanding resource types

Renewing books

Returning

Using electronic resources

Borrowing and requesting

Exam papers

Suggesting purchases

Research Support

Students with disabilities

Back

Membership

Computing

Main menu

Library services

Book returns

Just-Ask-Me

Service counter

Cashiers/Donations

Newspaper stands

Study spaces and carrels

Circulation desk

Personal Librarian

Van Schaik room

Disability service

Photocopying area

Workstations

Electronic Learning Center

Research Commons

Information desk

Self service machine

Main menu

UNISA



university
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LIBRARY