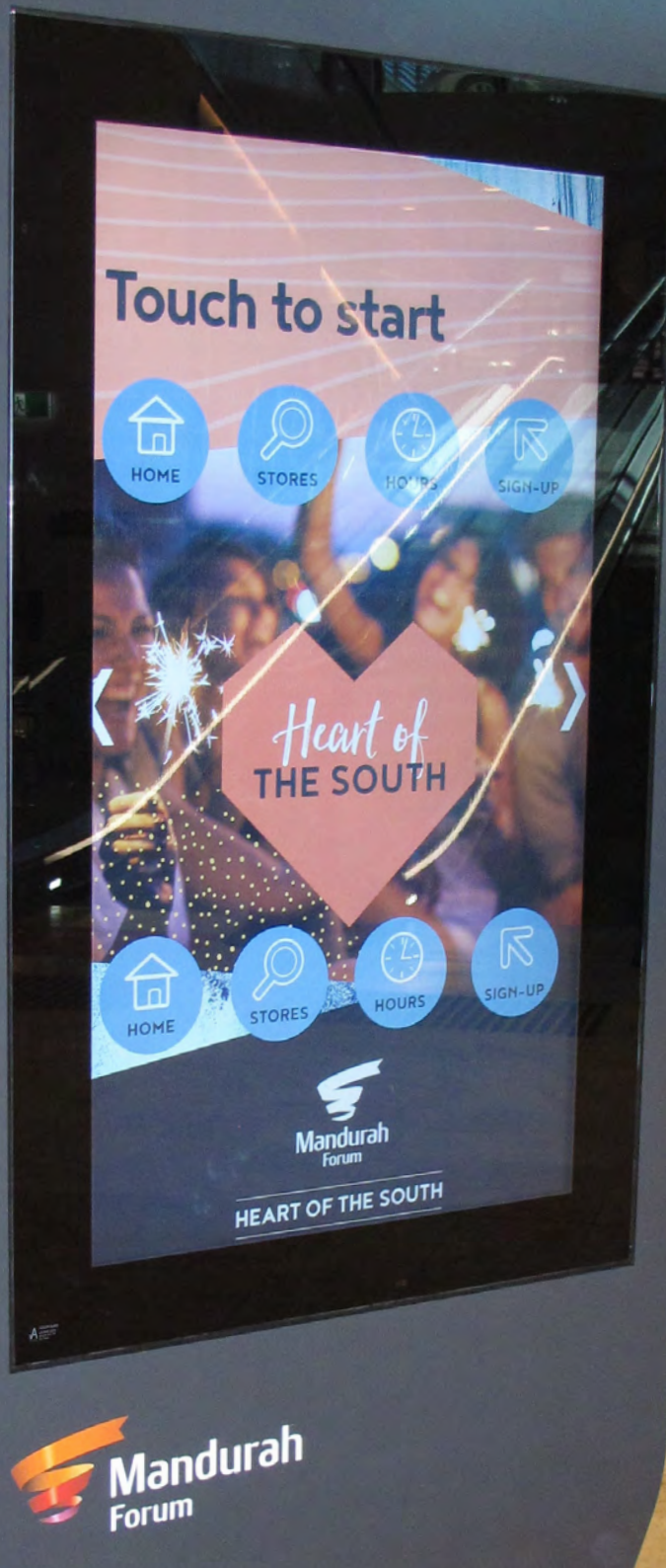# Yap! digital

CASE STUDY

Digital Kiosk Content at Mandurah Forum

Content Creation

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Digital Kiosk Content at Mandurah Forum

Content Creation

Even with online shopping on the rise, shopping centres are still a favoured hangout spot for demographic groups of all ages… Clearly that's something that the developers in WA are listening to as the upgrade of centres such as Westfield Carousel and new shopping centres, like the DFO Perth outlet, continues apace in 2018.

Mandurah Forum recently had an upgrade too and introduced some new interactive information kiosks which is definitely good news from a retailer's perspective as it means ongoing opportunities to draw in more customers. Vicinity, who manage the shopping centre, introduced 4 kiosks strategically located in the mall areas to help customers navigate and find information quite literally at their fingertips!

Creating Content for Mandurah Forum

In March 2018 Yap!digital created content for the entire shopping centre covering 206 stores. Content for each store includes maps, store info, wayfinding, opening hours, promotions and customer information. The content creation platform is BrightAuthor which runs off BrightSign media players. BrightAuthor offers a couple of standout advantages for content creation being simple linking function in software and a reasonable upload time. Network connectivity is provided by 3G wireless modems.

How Quickly Can Content be Updated?

Some people are sceptical about the value and functionality of digital signage, so we decided to put it to

the test. We asked our digital content creator about their experiences on this project and find out just how easy content updates can be!

What has been the history of content on this project so far?
For this project after the Initial build in March for 206 stores we did a major update in July, and a small update at the beginning of October.

What was the most challenging thing about the initial content creation?
All the store pop ups have a lot more detail than previous jobs similar to this – we have a lot of files supplied that each store pop up was to contain – details included their phone number, web address, opening hours, logo, image of the store and a description. All this adds up to a lot of information for each store.

How long does it take to update each time?
Each update will be different depending on the information that has changed and the number of pages to be uploaded. Small uploads are quick, maybe half an hour or less whilst larger updates (say 200 slides) upload in 1-2 hours.

What initial challenges did you encounter with the design?
With 206 stores at Mandurah Forum, fitting all the store listings on the directory page with a large enough text to be legible on the kiosks was a challenge.

What are some typical content management update tasks?
The most regular requests are adding a new store to the directory; changing details for a store pop up (can

include phone number, email, images of the store, description of store etc and updating the home slide to cover new promotions or seasonal themes eg. Mother's Day, Easter, Sales Events etc

What is the average turnaround time from receipt from client, to updates completed?
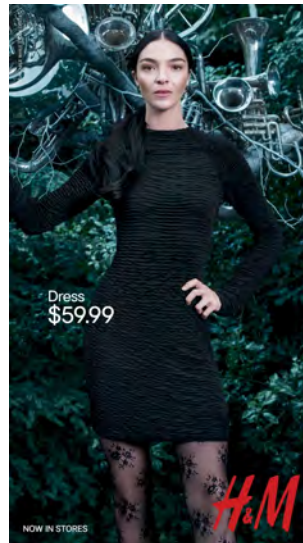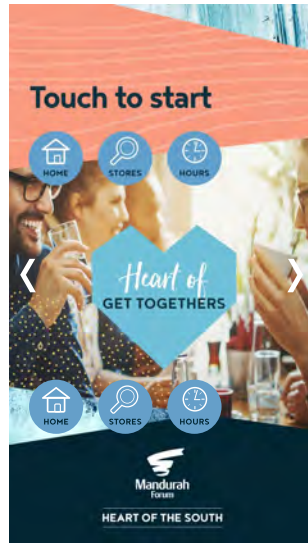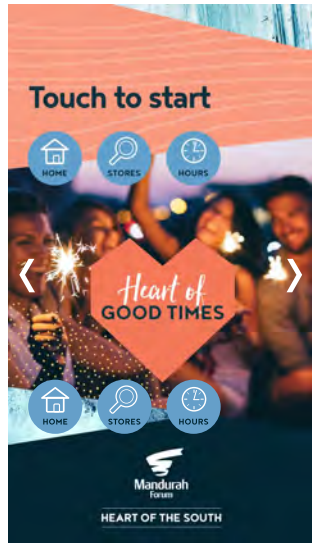Depending on the size of the update, some can be done and completed the same day. For a larger, shopping centre wide update this would extend to a week.

To see examples of these content updates see pictures within this Case Study. For more specific queries, feel free to speak to our content gurus at Yap!digital.

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What are the 5 Top Tips for Great Digital Signage Content?

As so much of digital signage content is information led eg. maps, timetables, schedules, menus, ad, it may seem like creating content is simple. Not so! Truly effective content has to go beyond the surface and engage at a deeper level.

Here's our top 5 ways to maximise effectiveness of content – in no particular order!

1. Keep it Simple
At first glance, simplicity may seem contradictory to producing amazing content, but one thing all great visual communication has is that it's concise, memorable, and easy to understand. Too much information can overload and distract the viewer. Remember to include a 'call to action', which is really important in order to convert viewers into customers, especially in the retail and hospitality environment.

2. Be a Stickler for Text Design
With so many fonts, sizes, and colours to select from, it seems like text design is the part of digital signage content that lends itself most to creativity. But depending on the application, poor font choice can ruin an entire project. Fonts should be simple and legible, especially from a reasonable distance. Limit the use of fonts – and try to opt for sans serif fonts as they look modern, clean, and minimal.

3. Choose Colour Wisely
Using too many colours or the wrong colours together can be a distraction. Combine certain well-paired colours together (use the colour charts found online), and remember garish colour may not have universal appeal! Once colours have been chosen, make sure there is sufficient contrast between background and foreground colours, especially for text, because poor contrast reduces legibility.

4. Use Motion Selectively
Be careful not to use silhouettes and animation that interfere with readability or comprehension. Viewers should be given enough time to read text, so movement should not be too abrupt. When animating an element, try to pick something that has a strong and easily identifiable silhouette. Consider keeping your logo and other important features on the screen at all times, without excess motion.

5. Don't Be Afraid to Have Fun
The playful injection of humour can make the difference between engaging your user or not, transforming digital signage content from ordinary to eye-catching and attention-grabbing.

The Final Wrap
If you need inspiration, design assistance or help managing a digital signage project, the team at Yap!digital can take your project from drab to fab! Our content creation and content management service will make sure you get the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.

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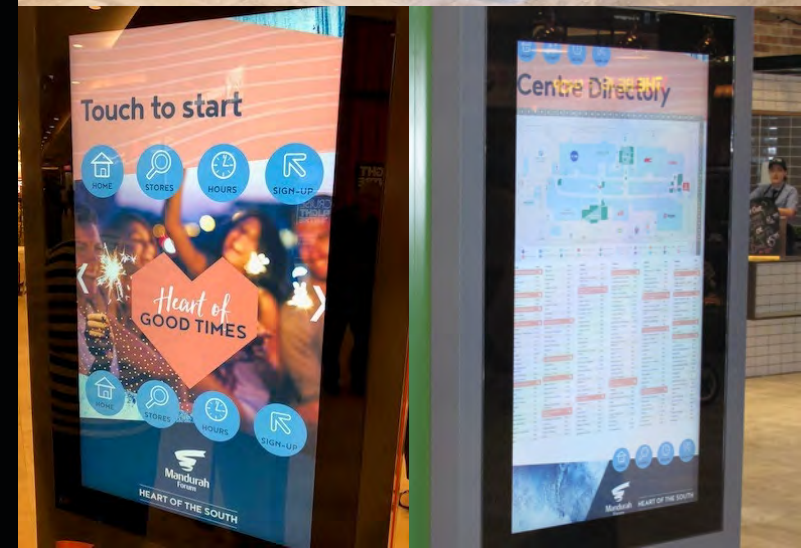
We're ready to start talking!
Speak up now about your next project or idea.

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