

One Mabel Park

JOLIMONT

Apartments

The finishes, both in
site and use, are of the
highest quality.



All the features you'd expect

- Double glazed windows
- Stone benchtops
- Lavish splashbacks
- Smeg appliances
- Soft closing cupboards
- Audio visual int
- Ample

FLOOR PLATES

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CASE STUDY

One Mabel Park Sales Office

Digital Touchscreen

Yap!touch
interactive touchscreen displays

Digital Delights at Sales Office

Our client was 'very happy' with both the content and the housing of the interactive touchscreen system we recently developed for One Mabel Park's sales office in Jolimont. As a boutique development of apartments in a leafy corner of Perth's western suburbs, the digital solution was designed to offer prospective buyers an opportunity to really explore the key features of the residential project.

The Sales Office introduced an exciting 'self-service' interactive, digital signage kiosk to complement other buying tools. Digital signage is definitely good news from a buyer's perspective as it means easy ways to find out more about the development at the touch of a button. Information relating to amenities, facilities and transport, links to house and land packages, schools, parks, clubs and libraries, can all be loaded into engaging content designed to provide a 360° perspective. In the case of One Mabel Park, this was designed around the nearby parks, lake and 'inside outside' apartment living.

The introduction of digital technology into the Sales Office is an asset as it provides efficiency – especially at peak times eg. weekends, when enquiries are higher. The technology is reliable and dependable – with no 'leaves of absence' or 'delays in the traffic' to deal with! Consider a digital interactive touchscreen as a permanent member of staff – and one that works 24/7!

Significantly, digital technology is able to offer customizable solutions and will keep the brand and information consistent to possible purchasers.

The Tech Lowdown

For this project we supplied a large, wall mounted, 65" touchscreen, housed in a custom manufactured aluminium enclosure. With HD and Anti-Glare, the screen is designed to offer the best viewing quality. All the IT equipment was housed inside the custom manufactured housing making it secure and tamper-proof. The housing was designed with adequate air-flow and venting to allow for temperature control of the IT equipment. A 3D acrylic 2PAC painted project logo was applied to the enclosure to reinforce the project name & brand.

The software engine behind the content is BrightSign and the content is designed in HTML5. This project has around 65 pages of interactive content that the Yap!digital graphic design team put together.



Can Digital Sales Kiosks Change Customer Behaviour?

At their most basic, kiosks are interactive computer terminals that allow customers to conduct business transactions automatically, without human interaction. Hence 'self-service'! Their hardware and software deliver an efficient yet customizable user experience. It can be argued that kiosks can be highly persuasive - through their exciting digital imagery - and very engaging as they will take the customer on a journey, at the customer's pace, and to the customer's chosen destination.

The positives to apartment developers are that the digital kiosks allow customers to access key information whilst employees work on more detailed enquires or sign up a new buyer. There will always be a need for human employees who focus solely on greeting, answering questions, and providing the human touch, whereas core information can be automated by visually stimulating content such as videos and slide shows.

Automation via sales kiosks can also provide a customer the ability to read product reviews, view interactive maps, see a house and land package in a different colour/floorplan/roof tile or compare prices between locations/lots.

Cost Saving Benefit

Once the sales office is finished with and all apartments are sold the technology can also be used for the next project thus saving clients the cost investment in hardware for the next project.

The Final Wrap

If you need inspiration, design assistance or help managing a touchscreen digital signage project, the team at Yap!digital are here to help. 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.





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

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