Yap!digital
interactive signage that speaks

7 DEADLY SINS
OF DIGITAL SIGNAGE.
WHAT CAN GO WRONG?

THE SUCCESS OR FAILURE OF YOUR DIGITAL SIGNAGE SOLUTION IS ENTIRELY DEPENDENT ON CONTENT. CONTENT IS KING.

1 STATIC CONTENT

Using single still images or slideshows on digital solutions is like pushing your car to work every day. Your content should be moving at all times. Movement catches people's attention and is engaging.

If you've ever caught something moving out of the corner of your eye when you were walking somewhere you know this is important. If your screens are cycling through still images, you are not using this phenomenon to your advantage. Break up your content into exciting and attention-grabbing chunks of information that are constantly catching people's attention.

3 POOR LAYOUT

Everyone knows the importance of having good graphic designers in charge of your print advertising. The need for strong design being maintained for all digital content is just as important though.

Every frame of animation should be well balanced and designed, but this is just the beginning. When you have content moving across the screen at all times it makes the design process that much harder.

This is without even taking user interaction into account. This is the essence of motion design, and anyone using digital solutions needs to be aware of how important it is to seek out content creators that know how to make your projects shine.

2 OUTDATED CONTENT

If you have a digital screen, everything should be relevant to the viewer and fresh, so people don't get bored with the advertising. This is one of the main differentiator between static posters that are displaying outdated or irrelevant content.

With digital solutions you have the power to change information, menu items or the dates of events, and have it update on-screen immediately. You can promote items based on stock levels or set up the system to show more ads depending on the weather or time of day. Use this information to truly inform!

With RSS feeds, databases and social media being used on your screens here are some examples of what you can incorporate:

- weather updates;
- real-time news items;
- twitter feeds;
- traffic updates;
- public transport timetables;
- business results and trends;
- training or safety information.

Use technology such as animations, pinch to zoom, fly through videos, QR links, pop ups, interactive video and so many more to enhance your content. If you're not sure of all the possibilities feel free to ask us for a full run down.

4 NOT UTILIZING BEVELS

When it comes to video walls, the edges of the screens used are very important for the motion designer. When people just stretch content across a set of screens and don't take the spaces between the screens into account, it does not work. You need to design with this in mind from the start so you can span content across the video wall as gracefully as possible.

Even better than that is designing elements that will utilize the sections available. Create footers that will take up whole rows of screens and have content span entire rows. When you make content specifically for video walls you can get the most out of the system.

5 NO INTERACTION

If you have screens that people are watching for a specific message, then you should all users to interact. Everyone knows how to use touchscreen technology now that smartphones are here to stay, so use that pre-existing knowledge to your advantage. Static maps are a thing of the past now that you can have someone do a real-time search for a store, or tap on the store he wants and have the software show his route through the shopping center from his position. You can integrate touchscreens with your POS, display a digital catalogue, or product and service comparisons. This is a great way of having the user determine the information that is best suited for them, which is the best way to sell your services.

the ultimate digital signage package.

Yap!total

6 LOCAL UPDATING

If you have multiple locations set up with digital screens and you are having each location update the information locally, you are missing out. With digital signage you have the ability to take control of which promotional material is being displayed at each location from your desk or at home.

You can instantly update the systems across the board (and across the world) if you receive new content, or take down outdated content instantly.

Using your sales data and comparing it to the scheduling of content, you can increase your sales by having relevant content being updated on all systems in real time.

When you start using this process the store managers that no longer update their systems can concentrate on customer satisfaction and sales.

7 NO CALL TO ACTION

All this beautiful animation and interactive content is meaningless if you don't convey a message to the end-user. Not only do you have to tell the user something about your product, you have to tell them the next step to take. That could be;

- contact information;
- the location of a store;
- an invitation to learn more;
- register your interest;

If your content leaves the customer with an action that will lead them to your product or service and result in a sale. If you don't have a call to action, then there's no way to turn the viewer into a customer.

That's just good business sense!

AS THESE 7 DEADLY SINS REVEAL, THERE ARE MANY PITFALLS TO CONSIDER WHEN DESIGNING YOUR DIGITAL SIGNAGE CONTENT. THERE'S SO MUCH TO KNOW, BUT REST ASSURED THAT AS THE EXPERTS WE CAN GUIDE YOU THROUGH TO CREATE CONTENT THAT IS ENGAGING, INTERACTIVE AND ON BRAND.

FOR FURTHER INFORMATION ABOUT YOUR NEXT DIGITAL SIGNAGE PROJECT, CONTACT US TODAY!