

Interactive Touchscreen Experiences



Introduction

You're a savvy operator! You recognise that people's behaviour has shifted to engaging with touchscreens and you're looking for a way to create an immersive and engaging experience. Is a touchscreen right for your business?

Perhaps you're presenting to a client, communicating with staff or you have a story to tell to your customers. You're a restaurant, a hotel, a museum or a brand wanting to connect with your customer in new and exciting ways. You have an idea but you don't know how to bring it to life. There are many choices to make but making the right will deliver stunning results.

Connecting with your customer

There are multiple ways that you can connect with your customer and (if you're an existing business) probably already are. Before considering touchscreens, it pays to understand your environment and how customers currently connect with your business and its products/services/exhibits, etc. Who is your customer? Why have they come to your business and what are the existing touch points; staff, signage, audio and physical? What are your objectives; to educate, inform or transact?

Consider the role that touchscreens will play and how they can be used to deliver your communication objectives.



Decisions

Your agency should assist you making the right decision. There are many options for hardware and software and they are relative to your business objectives, the environment where the touchscreen is to be deployed and resource that your business has to design the experience, create content for it and support and maintain the hardware.



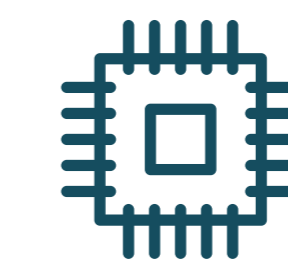
Software

There are multiple options to pursue which include; build from scratch, use a website or software platform. Websites aren't typically designed to be a touchscreen experience and build from scratch can be suitable in certain applications, though it is typically costly and requires specialists to develop. Some agencies may have their own experience creation software platform and apps available to the public are also possible.



Design & Content

Initially the UX and UI will need to be designed. It requires experienced touchscreen experience developers to get it right. There is also the content that populates the experience and the frequency that this will be updated may change the experience design. The content itself is a vastly different spec to the typical online and print specifications so ensure your agency understands what is required.



Hardware

A touchscreen is ostensibly a computer with a touchscreen attached. This can be a tablet or a computer with screen. Peripherals may also be necessary such as a webcam, display screens, kiosk or mounting brackets/stands. Tablets are cost effective, however, limited in their use and difficult to monitor. A computer with a touchscreen is reliable; it can reboot automatically and be easily controlled remotely. When choosing a touchscreen, the environment and use needs to be considered. For example, is the screen indoors/outdoors, will it be used by people in wheelchairs, does it need to be vandal proof, will it be used through glass or gesture controlled, etc? And of course the size and resolution need to be determined

Touchscreens - Pros and cons

Pros

- Allows businesses and brands to tell a story using multimedia in an engaging and interactive experience
- Bright screens and motion attract the eye
- Puts the user in control of an intuitive, self-guided experience
- Gives the user immediate access to a lot of information
- Easy and short lead times to update content

Cons

- Specialist agencies are required to produce the experience
- Hardware and software can be expensive and complex

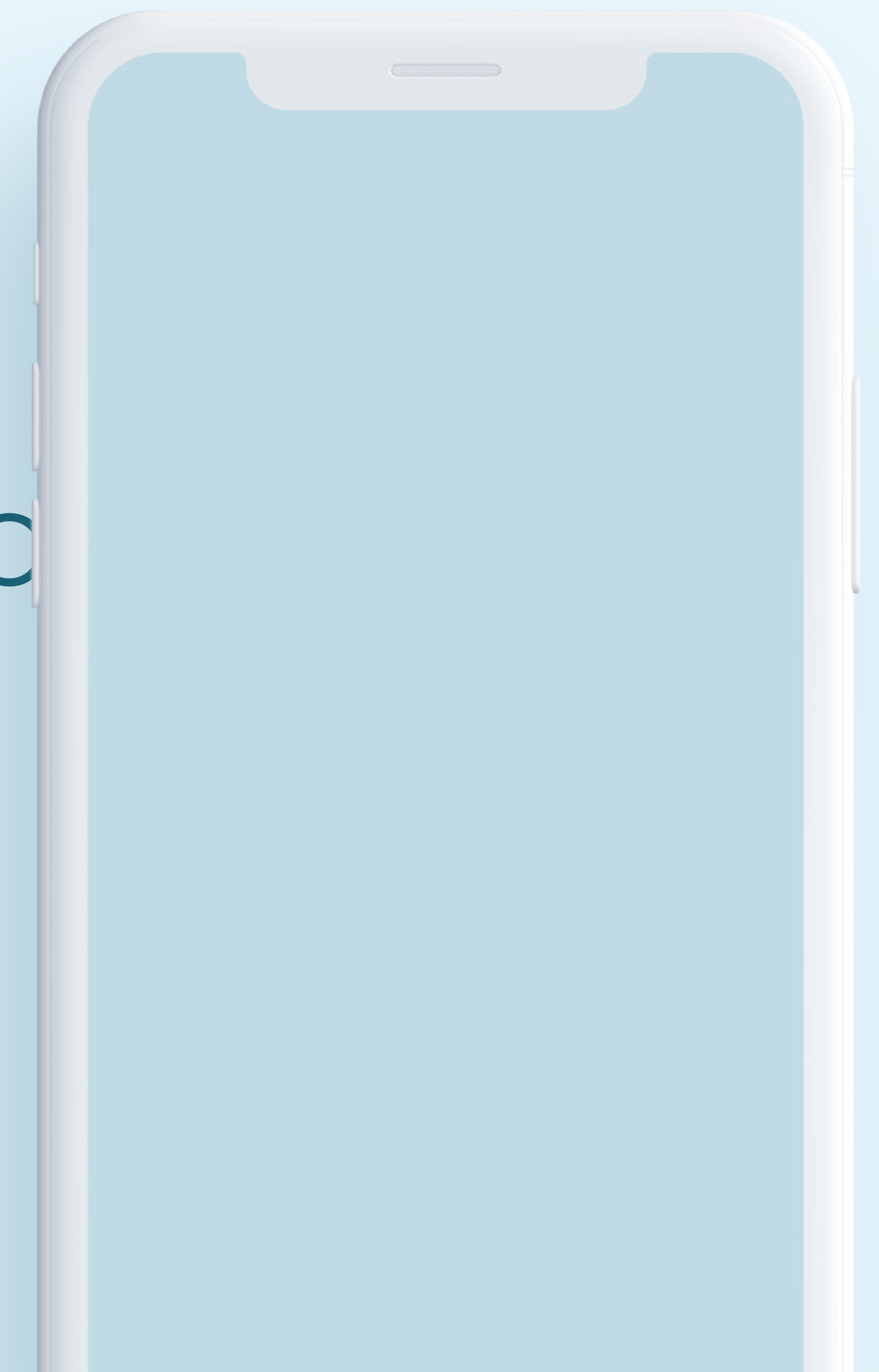


Getting Started

If you're certain that a touchscreen is right for you then you'll undoubtedly want a quote. To get a quote from your agency a brief will be required. Feel free to use our briefing form.

 [DOWNLOAD HERE](#)

Do you need help developing a bespoke interactive solution? Get in touch! We're here to help



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About Us:

Habitat Digital provide an end to end solution for digital technology and content for retail, hospitality and government. We are a specialist agency, unique in that we provide an end to end solution for interactive experiences. From concept design to ongoing management and support, only Habitat Digital is capable of developing the full suite of products and services that ensure successful deployment of your Interactive Experience project.

PRODUCTS



- Digital Signage
- Audio/Music
- Interactive
- Analytics
- Staff eLearning

- Planning
- Integration
- Future Proofing
- Tech diagrams
- Test & learn

- Media Players
- Touch-screens
- Proximity
- Peripherals

- CMS
- 3rd Party Intergration
- Bespoke development

- Project management
- AV
- Electrical
- Structural

- Graphics
- Animation
- Video
- Mesaging

- Monitoring
- Phone Support
- Field Support
- Preventative maintenance