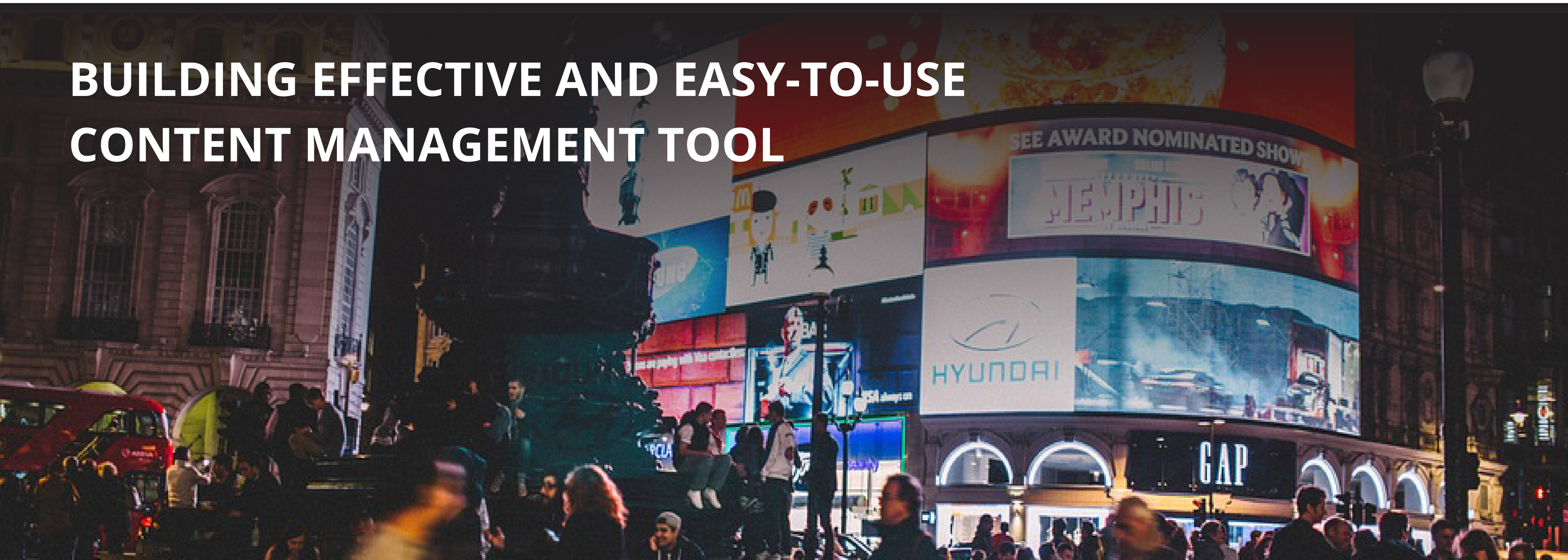


DIGITAL SIGNAGE

**BUILDING EFFECTIVE AND EASY-TO-USE
CONTENT MANAGEMENT TOOL**





/ABOUT

Digital Signage is a network of electronic displays, a powerful advertising system which can be placed in public space, service facilities etc. Content displayed in as videos, images, texts etc. can be centrally managed but also locally adapted to address specific needs.

It is a very popular way to showcase products and services in various bank branches. Naturally, it's impossible to use its full potential without an appropriate software in place enabling content management.

/CLIENT AND PROJECT

One of the popular banks operating in Poland decided to create a new app to facilitate the usage of Digital Signage by its employees.

/MY ROLE

My role was to gather requirements, conduct research and create designs. I collaborated directly with client representatives, stakeholders and engineers in order to deliver the best user-centered design and an effective tool allowing to achieve business goals.

/TEAM

I shared my responsibilities with another UX designer in the discovery and research phase. We conducted user interviews and testing together. We collaborated in formulating assumptions and organising our findings after the research was completed.

My personal responsibility was to design low-fidelity prototypes.

High-fidelity prototypes were not in the scope of the project, as our client decided to use front-end components library.

/THE PROBLEM

HOW CAN WE HELP BANK EMPLOYEES IN CREATING EFFECTIVE DIGITAL SIGNAGE CAMPAIGNS WHICH COULD BE BOTH CENTRALLY MANAGED AND LOCALLY ADAPTED?

/BUSINESS GOALS

Increase revenue thanks to customised content for every bank branch, so that the customer gets personalised information and a set of targeted ads (eg. different ads for small towns and for big cities).

/THE PRODUCT GOAL

Build a tool which allows to manage content displayed on Digital Signage in a simple and intuitive way, both for managers creating global campaigns, and bank branch employees adapting these campaigns to their needs.

/THE PROCESS



/ITERATIONS

The first step was to understand the requirements, define pain points and clarify how the final product should support the business goals. The second phase consisted of formulating assumptions and validating them through research. In the last phase I created low-fidelity wireframes and tested them. The second and the third phase required several iterations.

/METHODOLOGY

/RESEARCH METHODS

- User interviews
- Usability testing

/SYNTHESIS METHODS

- Personas
- Card Sorting
- Insights



ANNE - MANAGER

“I want to have everything under control”

/ABOUT

Located in a Corporate headquarters

Has a lot of work and responsibilities

Wants to be maximally effective as she is aware of company KPI

Computer savvy

Always searching for new possibilities/tools to make her efforts more efficient

/BEHAVIOR

Usually very busy

Spends time on marketing, sales and analytics

Manages many different systems

She has no time to learn how to use new software

/NEEDS/GOALS

Needs to create and manage playlist.

Would like to delegate some tasks.

Needs tools that allows branch employees to customise their playlists

Needs arguments to prove the effectiveness of her marketing efforts

/PAINS

Always working, not enough time to spend with the Digital Signage App.

Gets a lot of inquiries from branch employees regarding the usage of existing software.

ASSUMPTIONS:

Anne is willing to use the new system and wants to invest some time and effort in creating effective Digital Signage campaigns.

She is excited to have some new features at her disposal

She is tech-savvy enough to use intuitive App without training

LEARNING GOALS:

Understand motivations and pain points

Estimate the amount of time that Anne would like to spend with our product

Gather insights on additional features

Pains/joys



JULIA - BRANCH EMPLOYEE

“I’m happy to have an impact on what’s going on in my branch”

/ABOUT

Works as a branch employee in a small town

Attends the customers and offers banking products and services

Usually collaborates with another co-worker in the same branch

Feels at ease in her job, but doesn’t like to have too many responsibilities

/BEHAVIOR

Fulfils her duties well

Likes to spend time on her coffee break

Chats with the clients she knows

/NEEDS/GOALS

Needs to be mindful of customer satisfaction

Needs to customise playlists in accordance with the guidelines.

Needs to increase sales in order to get a bonus

/PAINS

Her customers aren’t interested in new products

Has to constantly check if marketing materials available at her branch are up-to-date

Doesn’t want to spend too much time on marketing tasks, she’s not trained to perform them

Gets stuck in software and computer errors

ASSUMPTIONS:

Julia is tech-savvy enough to perform standard actions within an intuitive app (eg. upload a file, know the difference between .jpg and .mp4, use drag&drop feature)

LEARNING GOALS:

Understand technical knowledge

Gather insights on additional features

Pains/joys



PAUL - COPYWRITER / GRAPHIC DESIGNER

"I need an effective tool to show my vision"

/ABOUT

Works in a corporate headquarters
Takes care of marketing materials
Creates images and short animations for the Digital
Signage campaigns
Ensures visual consistency of marketing materials
Helps to achieve of business goals

/BEHAVIOR

Tech savvy, works with specialised software
Spends some time on meetings with other
departments

/NEEDS/GOALS

Needs to visualise his own, as well as marketing and
business, ideas fast
Needs time to edit marketing materials
Needs time to focus on his tasks

/PAINS

Not happy with some tools at his disposal
Has to iterate efficiently
Hates deadlines

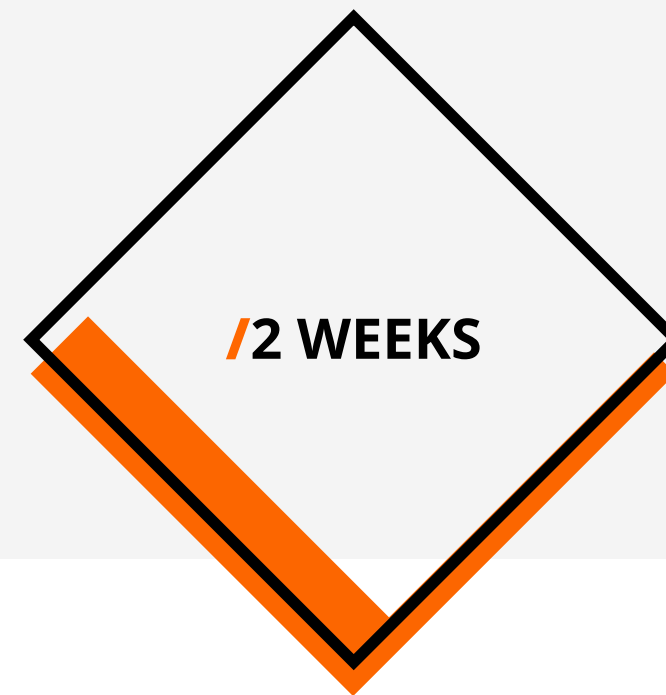
ASSUMPTIONS:

Paul needs some additional tools which will speed-up his workflow.
He will use our software on a daily basis to perform his duties

LEARNING GOALS:

Understand Paul's motivations and everyday challenges better
Gather insights
Pains/joys

/INTERVIEWS



~~ANNE - MANAGER~~

"I need to control everything and have a possibility to check what is displayed on monitors in every branch. "

Our assumptions were 100% confirmed.

Anne can't wait to have our App as she needs an efficient tool which she plans to use on a daily basis. During her professional career she has had a chance to work with many different Apps so she shouldn't have problems with a new intuitive software.

Right now she is not able to control the content displayed in respective branches. She would like to know if her playlist works fine and if the additional content is properly added by branch employees.

She wants to quickly add resources and easily use them in her playlists.

She would love to see the list of terminals in every branch in order to quickly check which playlist is currently displayed in a specific branch.

~~JULIA - BRANCH EMPLOYEE~~

"I would prefer to focus on customer service rather than perform marketing tasks."

Our assumptions were partially confirmed.

Julia is tech-savvy but at the same time she doesn't like to use new software. She's afraid to make a mistake while using it, she doesn't want to invest her time in learning new procedures.

She is usually busy with customers so she doesn't want to take care of any marketing tasks – including Digital Signage customisation.

~~PAUL - COPYWRITER~~

"I prefer to use my own set of tools and deliver my work to the managers, without working with playlists."

We decided to exclude this persona from our scope as we discovered that there was no need for this role. Some of its aspects of could be performed by managers, others seem irrelevant.

/CONCLUSIONS

/ We need to create two different views of our App – one for managers and one for branch employees. What the user sees will be determined by their permissions, assigned by system administrator.

/ Manager view should be complex, allow to add resources, create playlists, clone them, modify and assign to appropriate branches. There should be possibility to create various playlists for different branches or predefined groups.
New ideas and features are welcome.

/ Branch employees view needs to be simple, with limited options and a very straightforward process so that every action can be performed quickly. Branch employees should have possibility to add supplementary resources to the assigned playlist. (Effortlessly!)

/ No need to create an additional view and features for graphic designers and copywriters. We can adapt some ideas which we initially had for this group to the “manager view” and test it further.

At this stage we decided to call a meeting with business representatives and engineers. We needed to clarify if we should allow our managers to manually add bank branches and displays to the system (in order to assign playlists to them) or let this part be hard-coded by our admins. Of course this feature poses a serious usability question which should be explored in user-research but business responded to this question without having performed any testing. We had no time and money to include this feature, at least not for the first release.

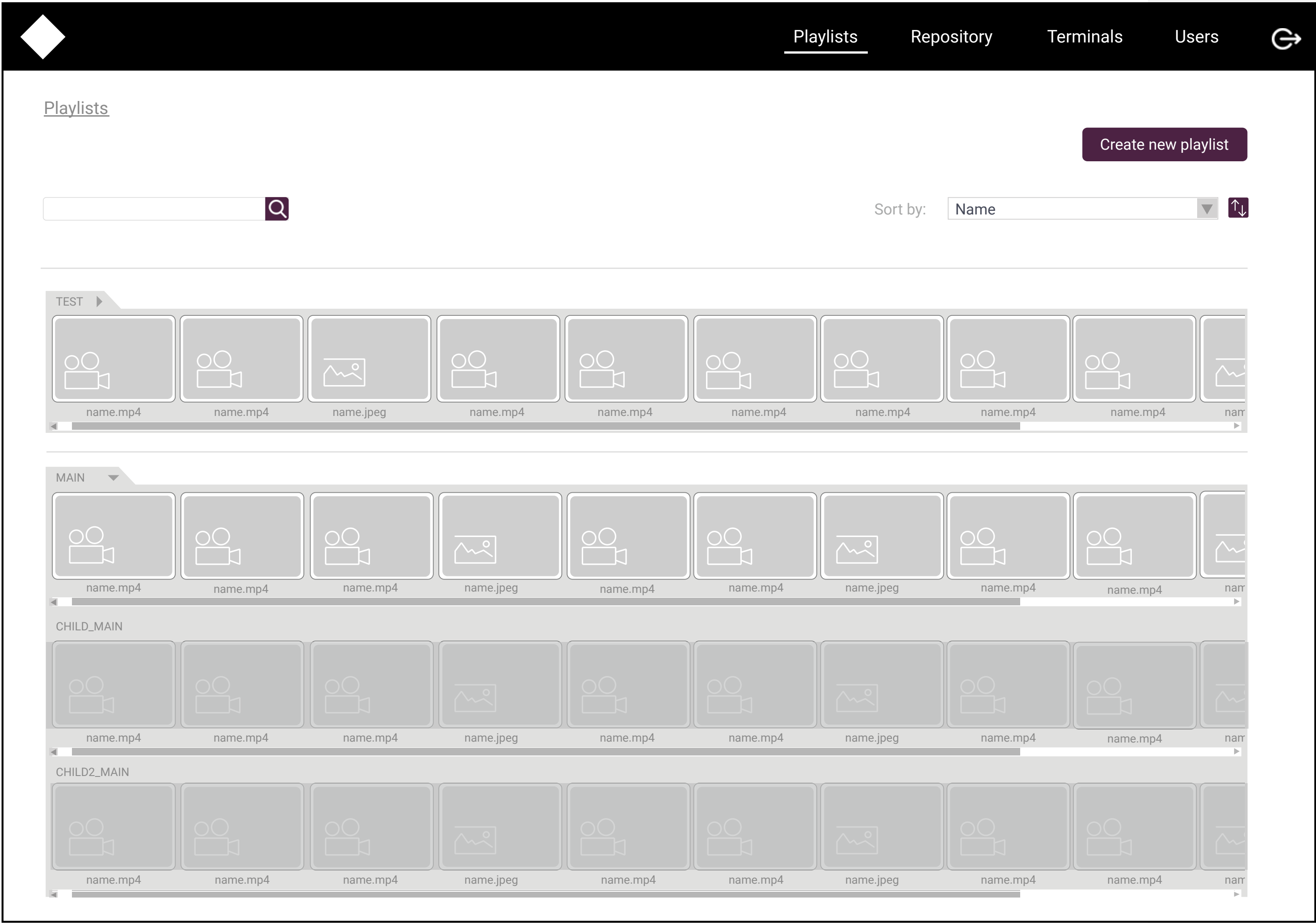
/PLAYLISTS - MANAGER VIEW

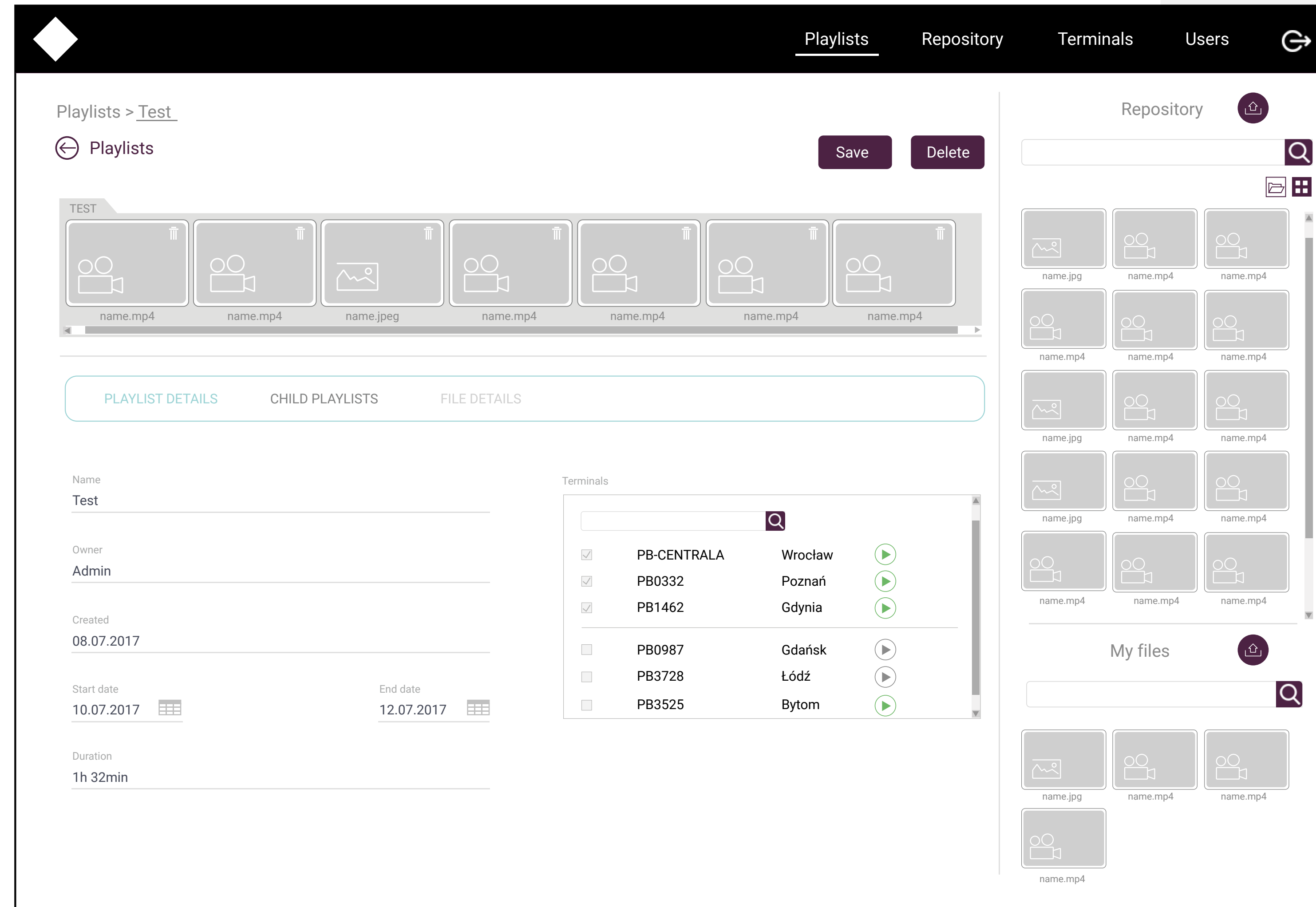
/ Main screen, users can see their playlists and create new ones.

/UI ASSUMPTIONS AND LEARNING GOALS

User can access and edit particular playlist by double-clicking on it.

Is it intuitive or should we add “Edit” button to every playlist?





/CREATE NEW/EDIT PLAYLIST

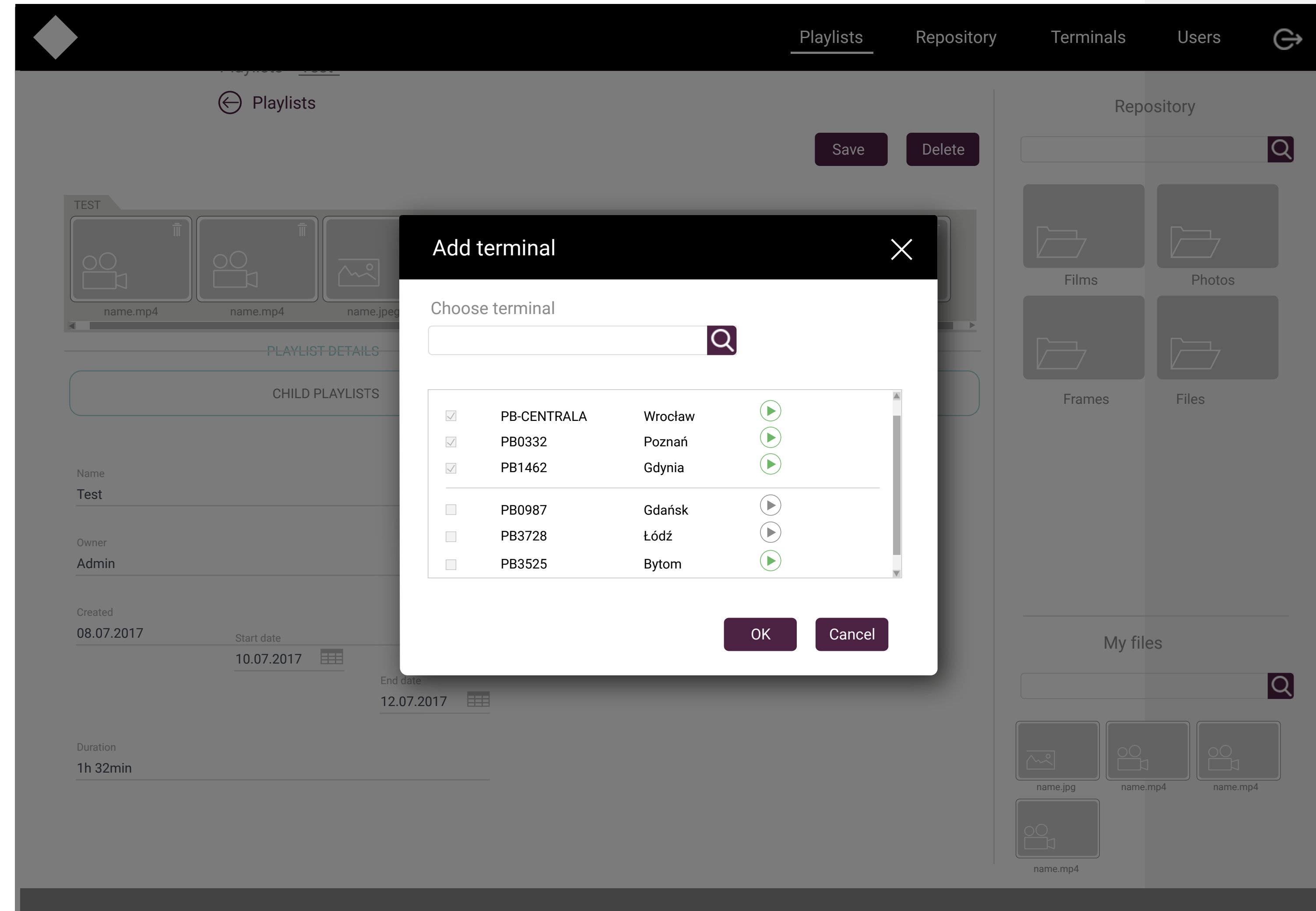
/ In this view user can add files to the playlist, rearrange them with drag&drop, create child-playlists (if user needs to have another playlist with some minor changes applied) and attach the playlist to the terminal. User can also preview the files available in the repository and upload new ones.

/UI ASSUMPTIONS AND LEARNING GOALS

- Upload of the files is possible from the “Repository” tab. Should we let users upload their files in this tab as well? It would speed up their workflow, but could also be a bit confusing.

-Is drag&drop method intuitive for rearranging files in the playlist? We decided to add “My files” section – in case a user wants to store their own files in the repository (invisible to other users). Is it necessary?

-Is assigning a terminal to the playlist intuitive? Is the scrollable list with the checkboxes OK or should we place the “Assign” button here and perform this action in a pop-up window (see the next page)?

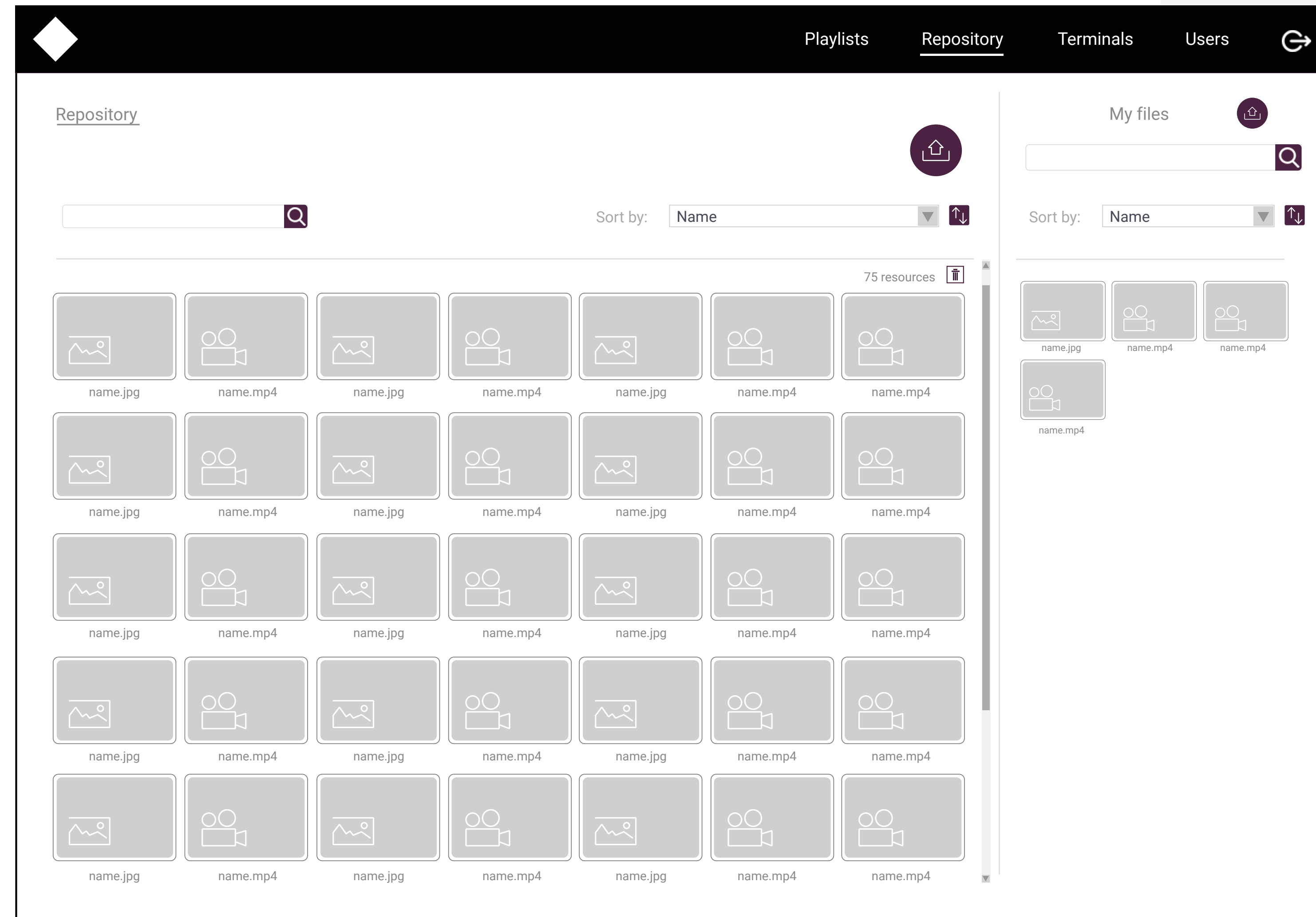


/ASSIGN TERMINAL – POP-UP

/ Alternative way of assigning terminal.

/UI ASSUMPTIONS AND LEARNING GOALS

Which option would be better?



/REPOSITORY

/ User can browse files and upload them to the main repository or to the personal repository (my files).

/UI ASSUMPTIONS AND LEARNING GOALS

- Is the process of deleting a file intuitive?
- Is “My files” section necessary?

/UPLOAD A FILE

/UI ASSUMPTIONS AND LEARNING GOALS

Is this process intuitive?

PlaylistsRepositoryTerminalsUsers↻

Repository > Upload

← Repository

SaveDelete

Name

Name

Owner

Admin

Entitled user groups

Manager

File group

Photos

Type

MP4

Duration

Background

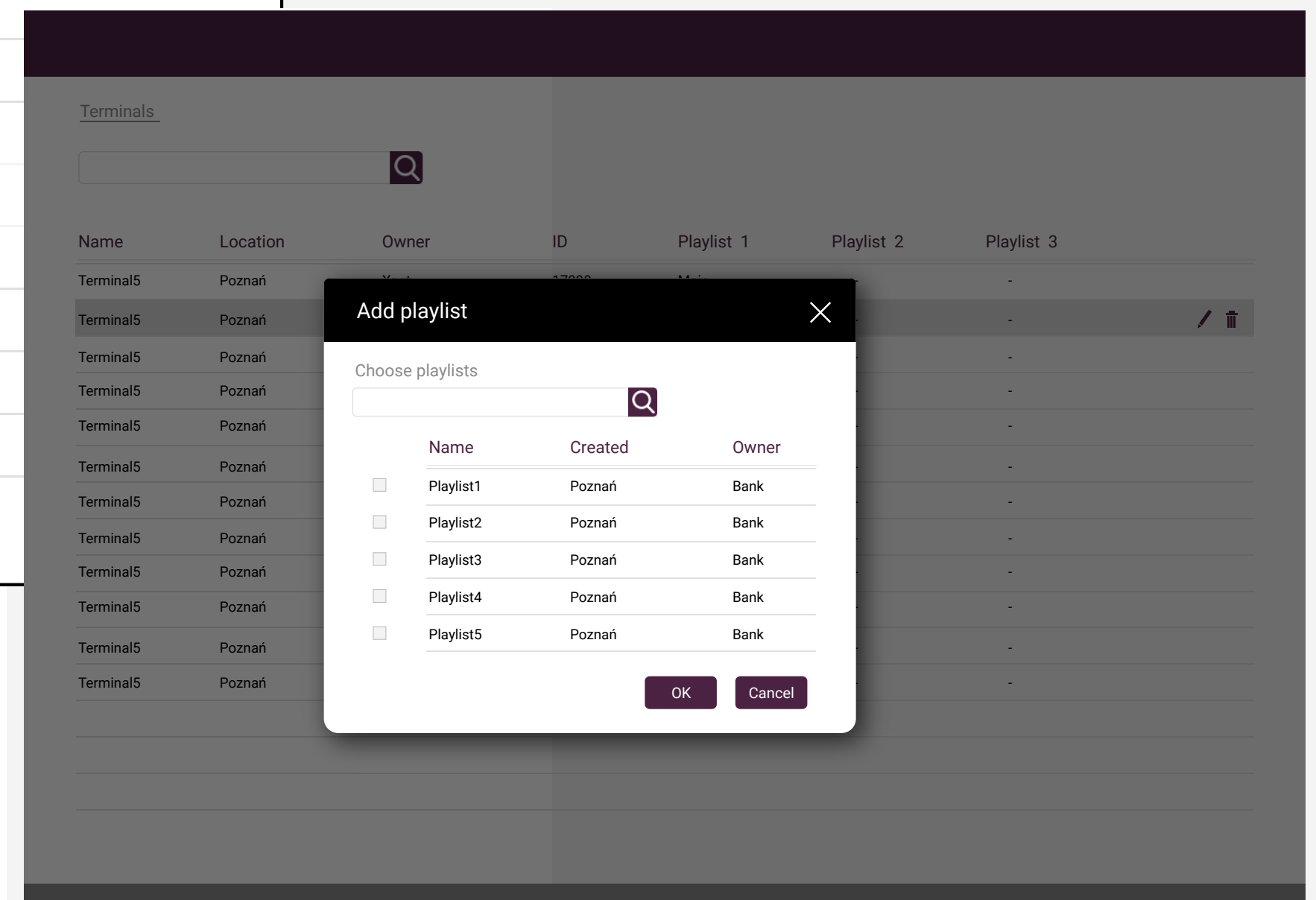
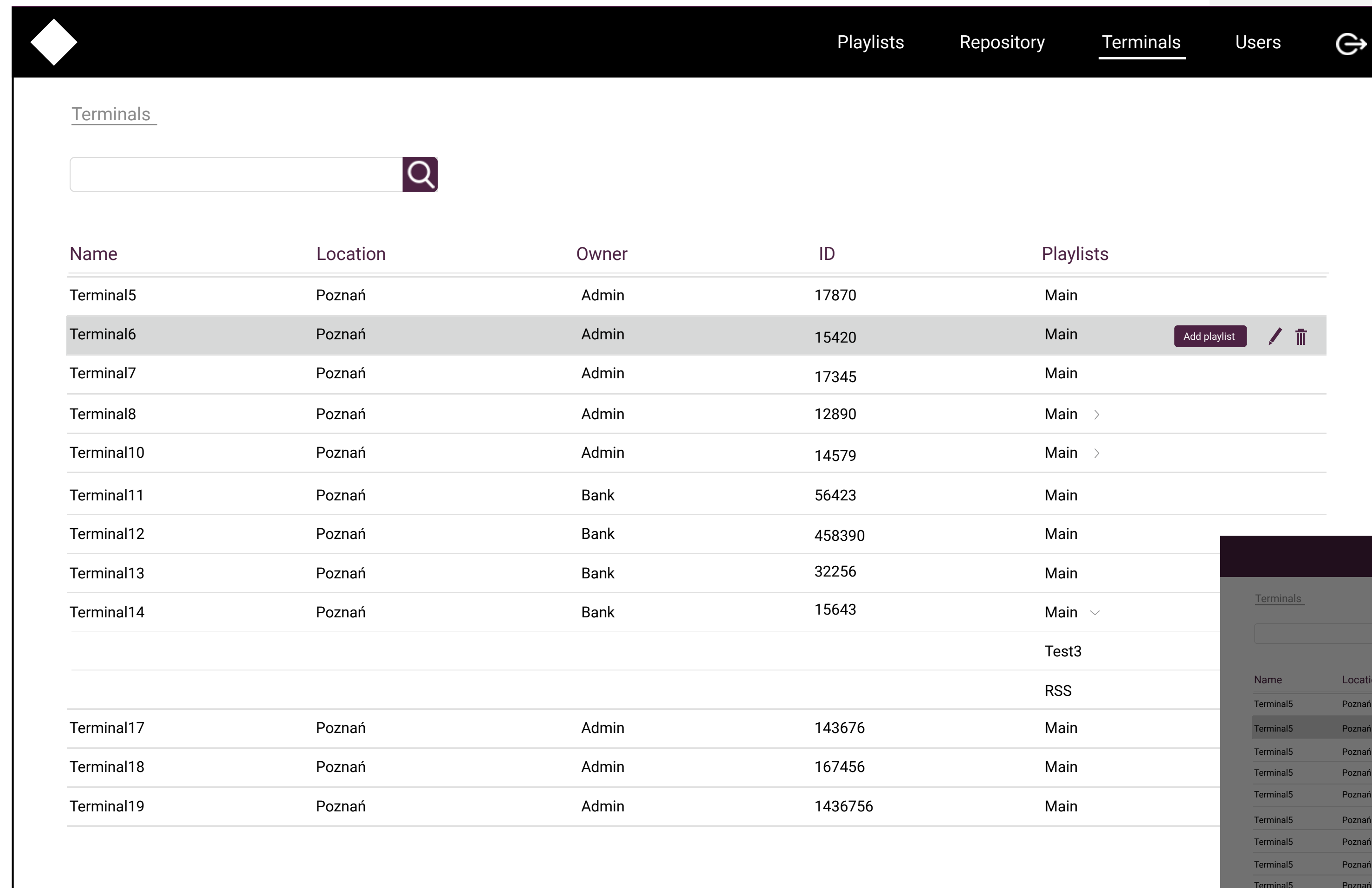
/TERMINALS

User can see the list of the terminals (hardcoded by the Admin).

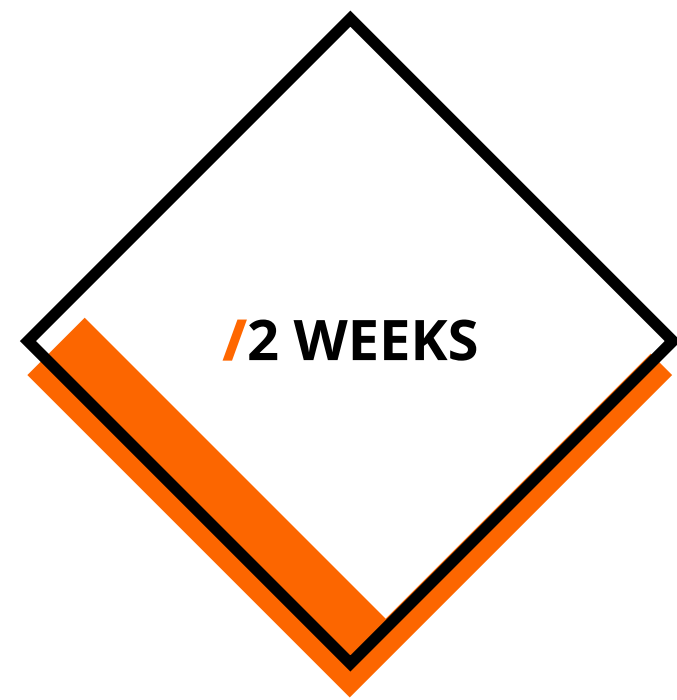
User can add or change a playlist displayed on the terminal.

/ UI ASSUMPTIONS AND LEARNING GOALS

Is this process intuitive?



/TESTING



- / The testing phase proved that our design is intuitive to users.
- / Drag&drop feature for rearranging playlist content was a very good choice.
- / The possibility to upload a file directly in the "Edit playlist" mode was also appreciated by our users.
- / Test results showed that pop-up window for assigning playlists to terminals (and vice versa) was a better idea than leaving this part as a list of items in the main tab.
- / "My files" section seemed to be a bit confusing to our users at the first glance, but after some explanations they really liked this feature. We decided to go with it.
- / During the testing process another question appeared: Should we label every file/playlist etc. with the name of the user who created it? From the UX perspective - Yes, this could be a valuable feature which we would like to test further, but the Product Owner in agreement with the client decided that we will not include this feature in the MVP.
- / We also managed to gather some insights from our users regarding "slots" and "frames", which we'll discuss in the next screens.



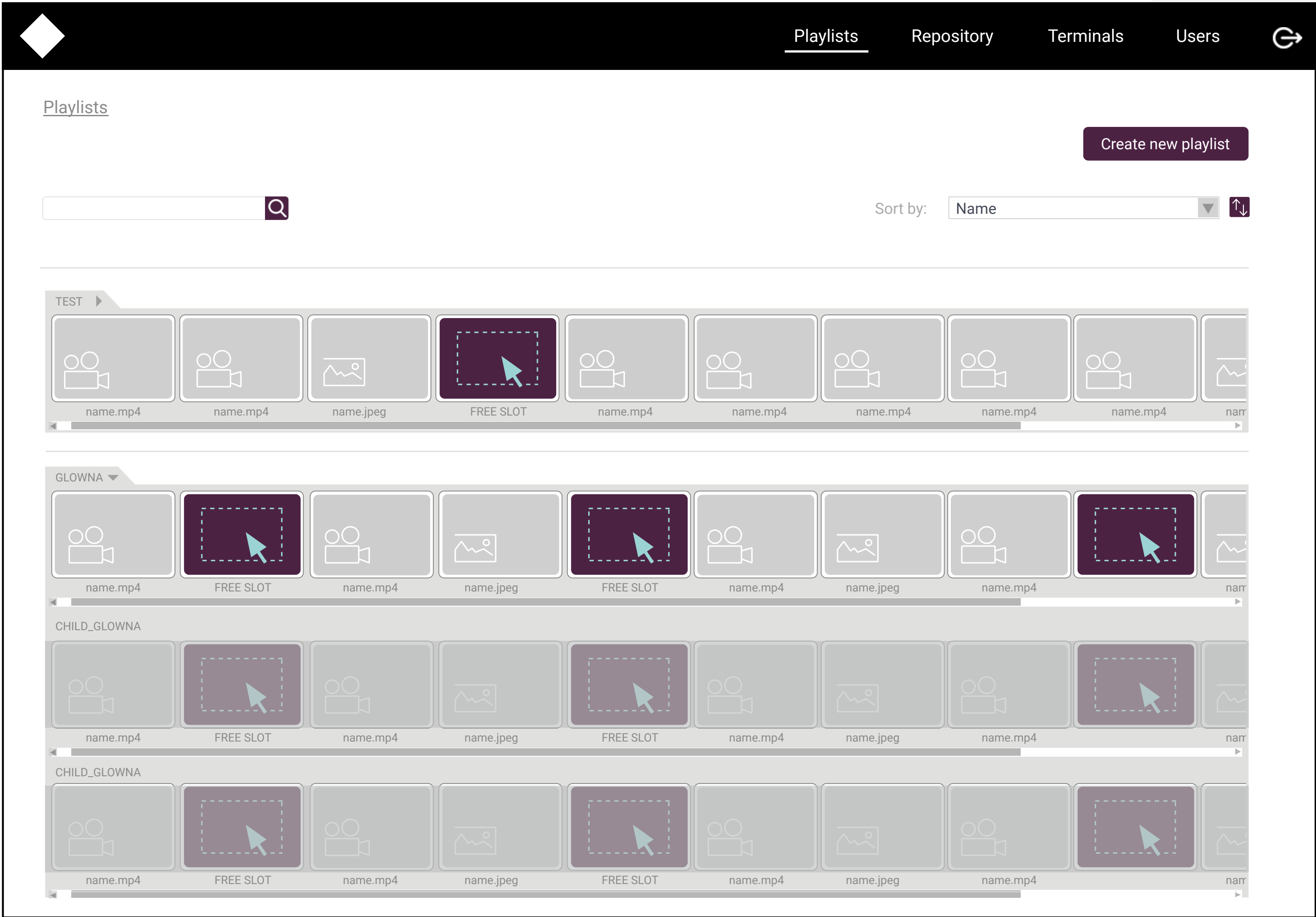
/SLOTS

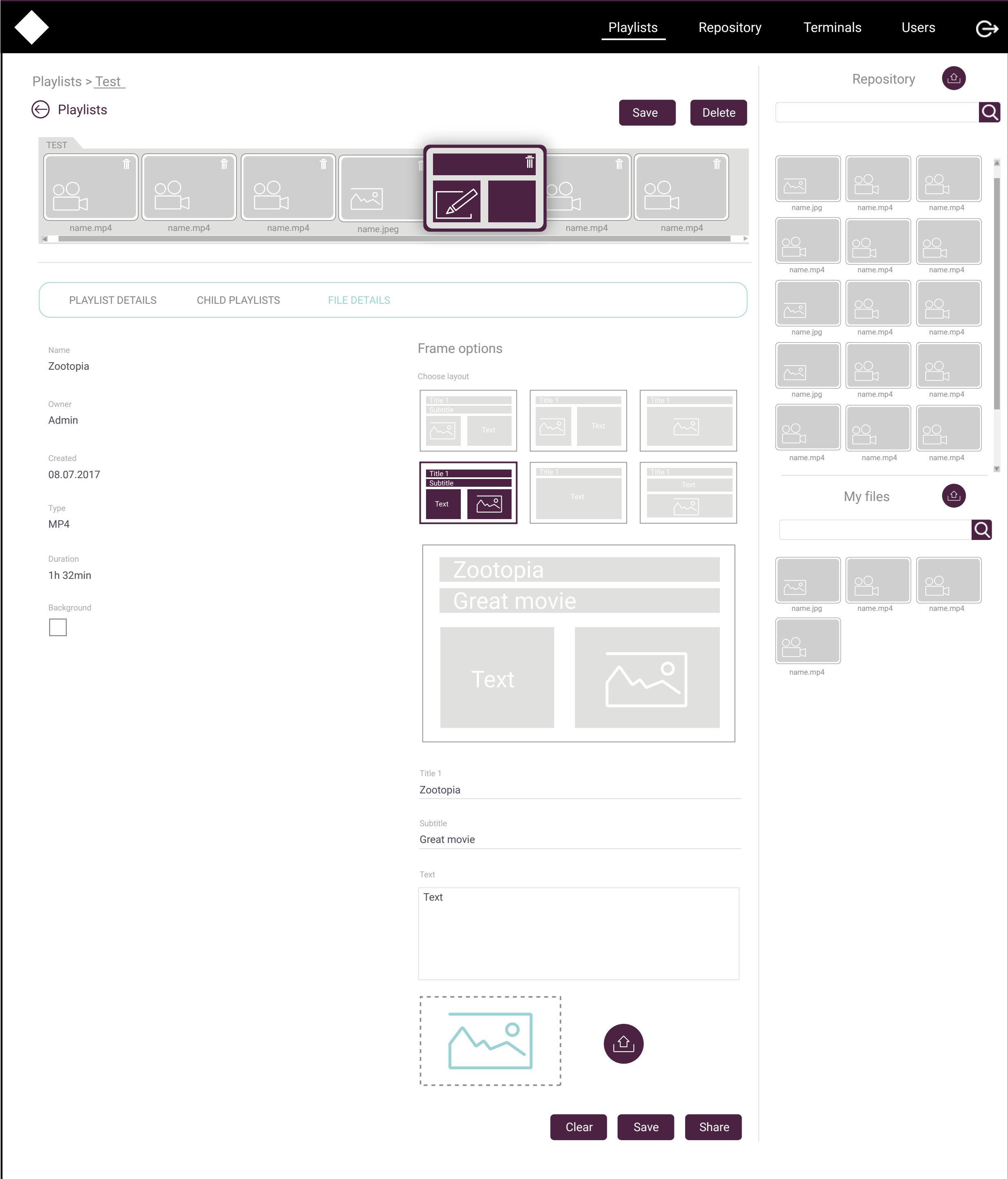
Testing phase gave us a possibility to talk to the managers again and thus new ideas came to our minds.

First one: “slots”.

The branch employee view is limited comparing to the manager view. Branch employees can only see the playlist assigned to their terminal but, just like the managers, they have access to the repository files and they are able to upload their own files to the system, and then modify the playlist by adding their resources.

Managers wanted to prevent branch employees from inserting files to any part of the playlist. They wanted to have more control over this process, so we decided to add empty slots to the playlists. That way manager could add empty slot to the place of their choice. A branch employee could insert their file to the empty slot only, without a possibility to change other parts of the playlist





/FRAMES

For the next iterations we decided to explore some ideas that we initially planned to adapt for the graphic designer/copywriter role.

We wanted to give our users a possibility to create simple slides with content which we called “frames”. In order to make everything simple, we created few pre-made layouts which user can fill with their own content.

/CONCLUSIONS

I am very happy to have had an opportunity to work on this project.

It was a huge challenge to translate the requirements into an intuitive system which supports marketing tasks.

Our main goal was to make every action as simple and straightforward as possible so that our users can perform their duties quickly and effortlessly. I think we managed to accomplish this task.

We would have not been able to do it without the cooperation of our users.