Wayfinding & Information Delivery Using Fourwinds Digital Signage

Richard King
Senior IT Manager, HSC OIT
Information Delivery

Some work well...

Some do not...
Methods of Information Delivery

Having a good method of communicating in the workplace is a necessity.

Mass e-mails, bulletin boards, company intranets, and word of mouth are used.

But why can these \textit{widely adopted} methods fail?
Delivery Failures

People are inundated with communications!
• In 2015, the average American worker received 121 emails EACH DAY! ¹

People are busy!
• Study shows 43% of the workforce are unable to complete their daily to-do list!²

Updating information is time consuming!
• Constant out-of-date or irrelevant information blinds your audience of ALL content

¹ http://expandedramblings.com/index.php/email-statistics/
Overcoming These Failures

• Stop sending e-mails
• Be strategic in the location of your message
• Keep it simple!

Use digital signage!
Benefits of Digital Signage

*Well executed* digital signage gets your message across!
Benefits of Digital Signage, cont

• The “WOW” factor
• Automatic removal of expired content
• Create more focused and targeted content
• Increased aesthetics & visual appeal
The WOW factor

- Digital signs add more functionality making them more than just content delivery
- Wayfinding makes your signs more practical, interactive, and fun to use!
Wayfinding
Demo
How to Setup Your Own Sign

Fourwinds Interactive is a TAMU IT Shared Service.

To request digital signage for your area, email digitalsign@tamu.edu
References

Photo Credits

• Wall of TVs
• Cluttered Bulletin Board
• Woman with laptop
• Man with cell phone

All other photos courtesy of Richard King

Other Credits

• E-mail stats: http://expandedramblings.com/index.php/email-statistics/