

# GOING DIGITAL?

## 8 QUESTIONS TO ASK YOUR CLIENTS

Are you an experiential designer? If so, you know that environments are moving more toward digital every day. Here are the most important questions you can ask your clients to start the digital conversation...

1 Why do you want digital signage?

Establish their goals. Is it for employees? Is it for visitors? Both? Discuss this in terms of the experience they want to create for various audiences. They may not have thought of all the possibilities.



2 What does your audience need?

Have they conducted employee surveys to find out what's wanted? Have they watched visitors to see where they get confused in the facility? Encourage them to do a bit of research early in the process.



3 Who will "own" the system?

They need a champion who will think about the digital signage system every day. Establish this from the start, or they'll spend a lot of money for a system that will become orphaned and ineffective.



4 What kind of content do you want to show?

Walk through all the different types of information they want to show on screens, and determine where the best place for each is. You don't want everything everywhere - match content to the experience.



5 Would interactive improve the visitor experience?

Discuss options for interactive wayfinding and directories, donor boards, menu boards, queuing - anywhere you see visitors confused or seeking out info that could be presented on a touchscreen.



6 Do you need help managing meeting spaces?

If they have a lot of meetings, electronic room signs can show calendars from their scheduling application outside rooms, and wireless e-paper signs can show bookings for office hoteling spaces.



7 Do you have a budget in mind?

Is this a new project, update or an expansion? Can they do a pilot before purchasing and launching system-wide? Find out what type of resources they can commit in terms of timelines and funding.



8 Do you have an AV integration partner?

Do they want you to act as a consultant or a vendor for the digital signage system? If they have an existing partner, bring them into the conversation ASAP. If not, contact Visix.



Transform the way you **talk to your clients.**

For more information about **digital signage** solutions, contact us.

**Contact Visix**

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