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Creating an Initial Plan for an Interactive Information Marketing Kiosk

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# Introduction

According to Beth Comstock (2018), the first Chief Marketing Officer of GE and the current president of NBC Universal, “Be where the world is going.” The world is going towards kiosks. Kiosks are a relatively new marketing tool that are being scooped up by many organizations. Merriam-Webster.com (2018) defines a kiosk as “a small stand-alone device providing information and services on a computer screen.” (Merriam-Webster.com) (2018) Kiosks can be a great asset to small business with a small-scale work force. The goal of a kiosk in relation to marketing is simple; Relay the information that relays your ideal message to the user in a clear new way.

However, careful planning must be done in order for the message to be effectively and accurately received. In creating an interactive information kiosk plan, there are specific key points in the planning process that must be completely fleshed out before the project starts.  The planning components allow for the kiosk to be functional and convincing to the end user. The two key plans that make up the overall plan are the presentation plan, and design plan in that order. These plans can lead into the other and ideally must be done in order to make sure the plans line up together to best fulfill the marketing goals.

This entire plan can be related to the common plan called a User Experience Design Plan. It is a style of planning less common in 2018. It is planning that is focused on the end users. It allows the company’s marketing to be the most effective tool it can be. The key point to user experience design is understanding and the end user.(Mohd Noor Shah N.F., Ghazali M, 2018) Before starting the user experience design plan, it is best to have as much knowledge on any and all aspects of the project. The user experience design plan will the designer to organize the information and organize the design process. (Murphy, 2018)

# Presentation Plan

An individual develops a presentation plan in order to get your message across accurately to your audience. The first requirement is having a complete understanding of the basics of the project. They must have a strategy to develop credibility, to map your processes, to develop credibility, to develop your message and branding and to develop an overall plan with basic strategies to accomplish the project’s goals. In designing an information technology application, a developer must have clear goals, objectives, and benchmarks.” (Klein, 2015)

## Documentation

### Design Brief

In order for the company to meet its kiosk goals, there must be a complete understanding of the expectations and defining aspects of the kiosk. Creative briefs help the commissioner of the kiosk “synthesize the goals of the project a way that can help remove a lot of subjectivity that comes with creative projects”. (Miller, 2014, pg.26) There are three main sections of the creative brief.

First, is the direct facts of the kiosk; the name, start date, and due date. The brief must include a short overview of the project. This should be in order three sentences and state the end goal of the kiosk. All background information should be listed out. Target potential user groups should be defined. These are the groups most like to use the kiosk or just effectively use the kiosk. The brief should include the unified branding or message. This is the common thing connects each part of your kiosk and should be seen in every inch of the screen. The major people involved stakeholders, clients, and those working on the kiosk should sign the document in agreement.

Second, all requirements for functionality must be clearly specified. These requirements are to be a set list created with clearly definable goals. The goals must be measurable and achievable. Likewise, all goals for the end business objectives must also be quantifiable. These requirements will either be met or not as determined by the testing. This testing must be clearly laid out, with information on how it is to be carried, when and where it is to be carried out, and who is to carry it out.

Third, all assets must be specified. This is very specific to each project and each situation; however not matter how much there is it still must be agreed upon by all parties involved. The creative assets are the media that you have access to or will have access to in order to for use in the kiosk. The technology and functionality specifications as it relates to interacting with other technology. The other technology can include the hardware, operating systems, and other technological software and hardware that interacts with the kiosk. Finally, all timelines and budgets must be set and agreed upon. (Miller, 2014, pg.27) After the design brief is finished, the designer is able to focus on and add specific strategies and important components as notes to the creative brief.

### Process Mapping

After getting the basics of the process down, you are able to start building the bare bones of the project. Process Mapping is a style of step-by-step analysis of each step in a presentation plan. As Furtwengler (2000) explained,

Process mapping is a method used to examine the effectiveness of the current approach used in accomplishing a task. It's called process mapping because it provides a visual map of the various steps in a process. These steps are listed in the order performed, then analyzed with an eye to increasing efficiency. (p.10)

## Developing Credibility

Credibility is an extra added to increase effectiveness. Credibility is what makes the kiosk’s information valid in the eyes of the user. This is achieved by one main method: outside sources. Outside sources provide an independent authority to back-up all information provided. This proof of credibility should be provided early enough that the user can be secure in their trust with the kiosk’s message. Although, it should not be the first thing that the user sees. The first thing seen should be the message, but before any further delving the user must have complete confidence in the message. Reputable data, facts, and media involving the success of the company from clear sources and clearly defined gathering methods are a highly reputable way of developing credibility. With the trust and open ears of the potential user, it is up to the proper plan to best take advantage of this connection. (Misner, I. R., & Hilliard, B., 2017, p.268)

## Creating a Message

A message must be clearly defined on a single statement. This statement must be exemplified thought the presentation of your information. This statements are commonly referred to as a mission statement. In his book Epic Content: How to Tell a Different Story. Breakthrough the Clutter, and Win More Customers by Marketing Less (McGraw-Hill Edition, 2013) Joe Pulizzi,” the godfather of content marketing”, suggest a three pronged mission statement. The subject should be whom the service or product is for. The verb should be related to what it is that the company does for their clients. The next part could be defined as the direct object, object complement, or subject complement of the sentence. This is the effect wanted in the client after the service or product. For example,” Ikea’s” (n.d.) mission statement is: “At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.”

## Branding- content marketing for dummies

Branding is the implicit chant talking through the kiosk. It how the user perceives the company. (Diamond) (2016) (p.64) It is the feeling that the users associate with the company. This is built through careful consideration and planning. This brand should be defined by one to three adjectives. Words like; trustworthy, dependable, diligent, productive, willing, wise, cooperative, cultured, credible, and other such word are great ways to describe a company’s brand. Once the brand has been decided upon, certain basic components of the overall look can be decided upon built on the decided brand that the company wants to build.

### Logo

A logo must serve the brand. The logo is a simple visual graphic representation of the brand. For example, Ikea’s associated branding adjectives often are seen as cheap and efficient. Their logo as seen to the left is simple. It only has basic geometric shapes and two basic colors. This brand is seen everywhere from the little icon in the corner of the page and displayed at every opportunity. (Diamond) (2016) (p.64)

Figure 1(IKEA, 1983)

Figure 1 (IKEA, 1983)

### The Strategic Visual Presentation

Some of the most basic factors in the presentation are based on a brand. Color is effective at drawing out emotions or thoughts. For example, look at the Tiffany box. Tiffany’s exact color is copyrighted and used to differentiate themselves from their competitors. (Tiffany Blue is used in everything from wrapping a box to being the central element of their website. The color tiffany blue has come to be associated with luxury and jewelry. (Diamond) (2016) (p.64)

The graphics and fonts are the other key components that must be carefully crafted for maximum impact. Visuals can always describe other information, but there must always be some connection back to the brand. Fonts can say a lot. According to J.L. Morton (2018), Fonts like Calibri Light, as seen here, projects beauty and Calibri Bold, **as seen here**, projects power. (Morton)(2018) Similar to Tiffany’s trademark color Disney has trademarked their font.

Disney’s font is associated only with Disney. It adds to the branding of whimsical magic with its characteristic swooping cursive. A font can build a brand up, but the one thing to be careful of is not to break it down. It must support your brand above all else it must not contradict.

## **Basic Components of a Presentation Plan**

A presentation has five main components. Although the user is able to decide where they travel and what to click on, the kiosk design can be made in order to gently force the user follow the presentation plan. First, the purpose of the kiosk must be clearly stated. According to Kogel (2007), “If you tell people what they are about to hear, they are more likely to hear it” (p.35) Second, you must define the agenda. This can be represented in the kiosk later as the on screen link to next pages. Third, talk about the changes that could be associated with business with the company. Fourth, the kiosk must declare the end effect the company and their service or product has on their potential users. Finally, the kiosk must triumphantly announce a call to action. The kiosk is calling the user to action, whether that be to feel a sentiment, buy a product or service, or spread the information to others.

## Connection and Meaning

Humans naturally want to make a connection. Humans are social creatures and when you take the human aspect out of marketing when you use a kiosk, you must create this human connection through other means. This can be done from photos to illustrate a relatable topic or something that draws on the user’s emotions. Stories are a viable way to make a clear connection and have a strong effect on the emotional connection with the user. “The basic pot that humans have used to tell stories for millennia has a beginning, a build to a climax, and a resolution.” (Kwong, 2017). The amount of focus on the plot of the story has a strong correlation to the success of the content. Keith Queensberry, a researcher at John Hopkins, accurately predicted the most popular Super bowl commercial in 2014 based on the commercial with clearest plot. (Kennedy, 2011)

# Design Plan

A design plan relates the presentation plan to the end product. The design plan encompasses the physical layout of the kiosk. Many of the same concepts of web design, the creation of only webpages, can be allied to kiosks. Different pages in websites relate to the different screens that the user can cause to appear. Design plan is a more dynamic plan in comparison to presentation plan. It is best done as living document being adjusted through testing and research. There are methods for documenting the design plan like mapping and wire framing. While also most effectively directing attention, using simplistic styles, and using user groups to make sure the usability of the product matches your ideal users.

## Documentation

### 1. Mapping

Sitemaps is a common term used to refer a map of all the pages to the site. It maps each individual page and its associated links. This same idea can be applied to a kiosk layout in order to organize the flow of information. At the top of the map, there is a landing page. Connected below that are the associated pages you want the user to possibly go next. From there, it continues with the hierarchal structure plan. Each landing site indicator can be a different shape in order to further define the landing. Common different types include; main navigation, login required, or pop-up window. (Miller, 2014)

### C:\Users\hcps-larsonsp\Pictures\page-36-image-for-how-full75.jpg.jpegWire frames

Figure 2 Wireframe Above the Fold: Understanding the principles of successful web site design by B.G.Miller, 2014

Mr. Miller (2014) says, “Wireframes are blueprints that map out individual pages” (pg.36). As seen on the left, it is a basic map out of the elements. It does not have any content, but shows where the content will be placed. These different elements can be incorporated with the process mapping in the presentation plan. The process mapping process can be incorporated to each individual element Wireframes are not required for every page, but help visualize the most important ones. (Morton, 2018) “This step helps a designer focus on style rather than a dual task of form and function during the layout phase.” (Miller, 2014, pg.36)

### Directing Attention

David Kwong, a renowned magician, says “Some modern magicians use the arguably more accurate term “attention management.” (Kwong, 2017, pg33) Directing attention is all about drawing the user’s focus to the most beneficial place. You want might want to direct attention in order to present information in a certain area or attempt to sway the user’s interests. You build up the area of focus by making it more exciting with vibrant colors, animations, or interesting designs. However, this only works if all the vibrancy of the focus is in stark contrast to the area you don’t want to focus on. A danger of directing attention is overpowering the user choices. People as individual react better when the have the freedom to draw connections and meaning that most relate to them. System designers should make it easy for users to shift goals and plans.” (Klein, 2015, pg.128)

### Simplicity

A kiosk must contain all the necessary information the company wants to convey. However, too much information at once will drive away the user. It is better to have one effective piece of exceptional content rather than a maelstrom of mediocre content. Simplicity on the backend is complex. It must be as little content as possible while also getting the maximum impact with the end user. The best example of this design strategy is the tablet and phone manufacturing company Apple. “[Steve Jobs] wasn’t a big fan of whizzy animations.” Their design was sleek and easy to understand. (Segall, 2013, pg.123)

## Usability

### User Groups

User groups for a kiosk should be specific and easily defined. These should be limited to one to three user groups for clarity. There are three major factors to take into consideration while selecting your user groups. First, the groups must match with what the company produces. The end product or service must fit the needs of the group. As people age, their eyes start to deteriorate. The older user groups often need glasses. This makes them an ideal user group for companies that sell reading glasses.

Kiosks can be portable, but they may only be in a limited amount of places at a time. The user groups must take into account the geographic restrictions and points of access. The user must have the ability to use the kiosk wherever it is fplaced. (Miller, 2018) Finally, you must have a way to relate. Someone who understands computer science, will easily be able to relate to a computer science company. (Kennedy,2011) These combined factors can make the fitting, representative user group.

### Usability Testing with Potential Users

Usability testing is a way of creating an exemplary kiosk for the customer. The process involves iterative test done by those representatives of possible user groups for the kiosk. The process involves ratings and/comments from the potential end-users in order to exhibit the user’s reaction to the kiosk. This testing process is best applied iteratively in a cycle of testing, improvements and more testing. Although a kiosk ultimately is for the benefit of the company, the kiosk must be epitomized for use by the customer in order to profit. Brian Smith, Design Director at Fullstack Labs regards that “there is no greater turn off to an experience than feeling harassed by the very product [a customer is] trying to use. Customers will quickly abandon [a kiosk] that makes them feel incompetent or induces rage.” (as cited in Miller, 2018) This process should be decided beforehand with set dates, formats, and any other vital information written out and agreed upon.

### Formats for Usability Testing

#### Checklists

#### A checklist is to be created composed of the required functionality and effects of the kiosk use. Each item on the list must be easy for the user testing to understand. Each item should have a simple box for the test to check to represent either “yes” or “no”. Another version of this includes a weighted checklist, different numerical significance is applied to each check box. It is very quick; however, it is very controlling of responses and not everything is so black and white as “yes” and “no. (Lloyd, K,2009, pg,33)

#### Critical Incidents

Critical incidents are a very specific way of finding errors. Critical errors are testing based on specific errors. It involves testing that is usually put in real world situations. After the testing, the tester writes a report of all problems. After an incident is reported there are five distinct steps one must take. First, determine and review the incident. The incident should be aviated and be tested to see if it occurs again, Second, identify the specific issues in terms of the software or hard ware. Third, come up with a solution. Fourth, apply the solution and test focusing on the particular incident to check if it is fixed. (Lloyd,2009, pg,44)

#### Rating Scales

The rating scale model is a characteristic based testing. First, the test practitioner must come up with a list of clearly defined characteristics in the forms of an adjectives or examples that the test takes must be able to clearly understand. This is best done on a scale from 0 to and odd number in order for you to be able to take the average of all the scores and have an understandable result. The higher the average the better your product is going. This testing method excels at progress check ins and for allowing the overall company to see the progress of the product. (Lloyd,2009, pg,49)

#### Forcing the Choice

Forcing the Choice involves the creation multiple groups of four distinct statements. Two of these statements are what you statistically see more in a good kiosk. The other two should be perceived as positive the test; however, they must not be related to effectively performing kiosks. When the test taker chooses the better two of the grouping of point, points are added to the score. But if the other two are selected, nothing happens. Although this very effective in forcing insightful data from test results, determining the groupings can be difficult, it can lead to a murky view of what the actual perception of the kiosk is, and the opinion the test feels may not be displayed in the grouping of four. (Lloyd, K,2009, pg,35)

# Conclusion

The interactive marketing kiosk plan is comprised of two sub-plans. The presentation planning involves looking at strategies, creating an argument for your organization over others, and reviewing this process to make a presentation plan. The physical requirements plan involves knowing what you need and evaluating other software and hardware choices. The design plan puts it all together and allows you to neatly organize a visually appealing product able to be used by all possible user groups

Both of these components plays a vital role in the creating of a kiosk and must be done in order. Each one plays of some findings from the one before it. The presentation plan is based on why you started the project. The design plan must be based on the presentation strategies.

**References**

Andrew, G Kiosk Software Functions per Company [Chart]. (2018, November 2). Retrieved

from https://nmgprod.s3.amazonaws.com/media/filer\_public/60/60/ 6060f979-490d-4af6-899e-a0423550b2dc/software\_functions\_per\_company.pdf

The author is someone who does general research for reports for the website. However, they do not have any ways of building up their credibility or citing where the information comes from. The target audience are those in the kiosks market. It is a good resource for a look in to the various hardware It is clearly organized and easy to read.

Ariely, D., & Trower, M. R. (2016). Payoff: The hidden logic that shapes our motivations. New

York: TED Books/Simon & Schuster.

He is an expert in business with his background in founding successful ventures. He is also a professor in behavioral psychology. His credibility is built on his degree in behavior psychology. It is for the general public. The book reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. The book is not made for my purpose but have things that be applied indirectly. It has a good table of contents. It clearly marks evidence with gray boxes. It gives insight into the presentation plan in relation in how to motivate the user to feel, say, or, do what you want.

BuisnessWire. (2018, September 6). TeamDynamix Wins Best SaaS Product for Project

Management in Top Awards Program for Cloud-Based Software [Blog post]. Retrieved from BuisnessWire website: https://www.businesswire.com/ news/home/20180906005706/en

The authors are their general team. It is a news piece on the winning company that won an award for their work. The author’s credibility is built up by cited sources and quotes. It has clear organization with very clear headers. Although it as not long it has clear illustrations. It is a good source for ways of project management in relation to a project.

Comstock, B. (2018, September 5). Special Interview: Imagining the Future with Beth Comstock

(Interview by D. Westphal) [Transcript]. Retrieved November

9, 2018, from https://www.tofflerassociates.com website: https://www.tofflerassociates.com/vanishing-pointspecial-interview-imagining-future-beth-comstock-special-interview-imagining-future-beth-comstock

The speakers are huge in their field. They have a very credible background given their education and work experience. Their target audience are those interested in hearing about Mrs. Comstock’s experiences. The overall scope is Mrs. Comstock’s general life experience. She has goon insight into the state of marketing, and many inspirational quotes for good points.

Decker, J., & Poggemeyer, L. (2018, September 10). More kiosk methods and reference

information [Blog post]. Retrieved from Windows IT Pro Center website: https://docs.microsoft.com/en-us/windows/configuration/ kiosk-additional-reference

The author is Mr. Decker and is a who works at Microsoft. The author does not have much background on the internet or in the book. The credibility is built on citations and quotations. The target audience are individuals interested in making a kiosk with Microsoft products The website is published made by a major corporation who does not specialize in this subject, but has a great organization structure that makes it easy to come back. Performance Appraisal will be the basis of my usability testing section.

Diamond, S. (2016). Content marketing strategies for dummies. Hoboken, NJ: John Wiley &

Sons.

Little can be found out about the author; however, the credibility of the book is based on the reputation of the “for dummies” brand. It tells how you can use content marketing to gain an edge over your competition, even in the most crowded of marketplaces. It is well organized and made by company with a good reputation. It is good for help in understanding how to design something with a marketing goal. Many of the layout and concept web design ideas can be recreated in other forms.

Furtwengler, D. (2000). Ten-minute guide to performance appraisals. Indianapolis, Ind.: Alpha

Books.

The author does not have much background on the internet or in the book. The credibility is built on citations and quotations. The target audience are individuals in management positions that have to do performance appraisals. The book is made by a major corporation who does not specialize in this subject, but has a great organization structure that makes it easy to come back. Performance Appraisal will be the basis of my usability testing section.

Glenwright, J. (2001). Www.layout. New York, NY: Watson-Guptill.

Little is found about the author, but his credibility is built on picture of his work on websites. Www.layout acquaints traditional designers with a detailed overview of Web design. After explaining how the basic principles of design are adapted to the digital age, www.layout details the new tools and terminology Web designers must use - such as HTML code, cascading style sheets, Web-authoring software, and hyperlinks. Clear descriptions of the way design elements work within the context of the Web are given alongside guidelines on styling and best practice. After explaining how the basic principles of design are adapted to the digital age, www.layout details the new tools and terminology. It gives good insight into vocabulary I will need to use in the paper. This will be the main source for multiple design aspects that will be mentioned in the paper based on learning them from the book.

Handheld Group. (2018, November 9). HANDHELD ANNOUNCES FREE MAXGO

ANDROID APPS FOR STAGING AND SECURITY 10/9/2018 : PRESSRELEASE [Blog post]. Retrieved from https://www.handheldgroup.com website: https://www.handheldgroup.com/ rugged-computing-news-and-events/news/ 2018-10-09-handheld-announces-free-maxgo-android-apps-for-staging-and-security/

This article is written by the collective authors working for the American survey company. The American surveyor has authors from varying backgrounds; however it does not say what author(s) have written this article. Some do have technology and/or marketing experience, but you don't know if they wrote it. The target audience are those interest in the HANDHELD GROUP company or software for staging and security. The overall scope is what the new apps are, the characteristic of the individual apps, the capabilities of the apps, and about the Handheld company. The source has no bibliography to back up their claims. They have very easy to read vocabulary, but it might be even defined as too simple with little if any technological or marketing jargon. This would obviously be best used by someone who does not understand the technologies and marketing jargon

Ikea. (2003). This is Ikea. kea catalog. Retrieved from

<https://www.ikea.com/ms/en_SG/about_ikea/our_business_idea/index.html>

The author is those who work on Ikea’s website. Their credibility is based on the fact they are writing about themselves. The target audience is Ikea shoppers. The general scope is the mission or goal of the idea cooperation. It is very well written. It doesn’t say a lot but clearly illustrates its points.

Kearney, R., & Berman, E. (2018). Public Sector Performance: Management, Motivation, And

Measurement (Aspa Classics) (Vol. 1). New York, NY: Routledge.

The author is Mr. Misner and is a professional in teaching others how to manage at a professional Lovell. in seminars. The author does not have much background on the internet or in the book. The credibility is built on citations and quotations. The target audience are individuals in management positions The book is made by a major corporation who does not specialize in this subject, but has a great organization structure that makes it easy to come back.

Kennedy, D. S. (2011). The ultimate marketing plan: Target your audience! Get out your

message! Build your brand! (4th ed.). Avon, Mass.: Adams Business.

He is an expert in business with his background in founding successful ventures. He is also a professor in behavioral psychology. His credibility is built on his degree in behavior psychology. It is for the general public. The book explains how to build your brand and marketing scheme. imagined. The book is not made for my purpose but have things that be applied indirectly. It has a good table of contents. It clearly marks evidence with gray boxes. It gives insight into the presentation plan in relation in how to motivate the user to feel, say, or, do what you want.

Kiosk. (n.d.) In Merriam-Webster’s collegiate dictionary. Retrieved from http://www.merriam-  
     webster.com/dictionary/kiosk

The author is unknown. They are written by a reputable corporation. The scope of their product is all the English definitions of words. Their target audience is the general public. It is clearly organized and easy to read. It is a dictionary is very good at defining words.

Klein, G. A. (2015). Seeing what others don't: The remarkable ways we gain insights. New York,

NY: Public Affairs.

The author’s name is Mr. Klein. He is an expert in business with his background in founding successful ventures. He is also a professor in behavioral psychology. His credibility is built on his degree in behavior psychology. It is for the general public. The book reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. The book is not made for my purpose but have things that be applied indirectly. It has a good table of contents. It clearly marks evidence with gray boxes. It gives insight into the presentation plan in relation in how to motivate the user to feel, say, or, do what you want.

Kogel, T. J. (2007). The Exceptional Presenter: A Proven Formula to Open Up! And Own The

Room. Austin, TX: Greenleaf Book Group Press.

The authors’ names is Mr. Kogel. He is a consultant for marketing presentations for companies and consultants. His credibility is built by clear stories for examples. It gives clear cut and dry layouts for presentation and strategies. This will be the main source for multiple design aspects that will be mentioned in the paper based on learning them from the book.

Kwong, D. (2017). Spellbound: Seven Principles of Illusion to Captivate Audiences and Unlock t he Secrets of Success. Harperbusiness.

The author is Mr.Kwong. He is an expert in business with his background in founding successful ventures. He is also a professor in behavioral psychology. His credibility is built on his degree in behavior psychology. It is for the general public. The book reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. The book is not made for my purpose but have things that be applied indirectly. It has a good table of contents. It clearly marks evidence with gray boxes. It gives insight into the presentation plan in relation in how to motivate the user to feel, say, or, do what you want.

Lloyd, K. L. (2009). Performance appraisals & phrases for dummies. Hoboken, NJ: Wiley.

The author is Mr. Lloyd and is a professional in teaching others how to to successful performance appraisals. in seminars. The author does not have much background on the internet or in the book. The credibility is built on citations and quotations. The target audience are individuals in management positions that have to do performance appraisals. The book is made by a major corporation who does not specialize in this subject, but has a great organization structure that makes it easy to come back. Performance Appraisal will be the basis of my usability testing section.

Miller, B. G. (2014). Above the fold: Understanding the principles of successful web site design

(2nd ed.). Blue Ash, OH: How Books, an imprint of F+W Media.

The author sis Mr. Miller. He has lots of experience in website design and all are illustrated in this book. It is made for those interested in web design. It is about how fundamental of clear graphic communications in web design for planning, design, and optimize. It is very organized and has lots of pictures to help illustrate what they are talking about. His credibility comes up with a google search. His website he created for himself is great and simple. You can see all that he talks about in all his work. It is best for use about; After doing the graphics, how to do a layout that is best for your presentation plan

Miller, L. B. (2018, October). Improving the Customer Experience with Usability

Testing [Blog post]. Retrieved from kioware website: https://www.kioware.com/ resources.aspx?resID=135&title=Improving+the+Customer+Experience+with+Usability+Testing

Laura Boniello Miller is the Director of Business Development and Marketing at Kioware. She makes regular posts on Kioware's website's blog. She is very credible due to her actually having hand in the actual process of creating the software. The target audience is others possibly interested in creating kiosk software and/or in the industry of creating kiosk software. The basic overview of the article includes: how to improve customer experience with kiosk, the benefits of user testing with kiosks, the benefits of contextual testing with kiosks, the costs of not testing with kiosks, and why usability matters with kiosks. This article is organized by the list already given. It gives a decent overview of most topics, but only really delving deep in comparison to the rest on the benefits of user testing with kiosks, the costs of not testing with kiosks, why usability matters with kiosks. The vocabulary contains minimal hardware technical jargon, but more jargon related to project management like end user and early and often. Although no bibliography is given, many reputable sources are cited in this including the Senior UX Designer at Tank Design, Libby Safford; founder of H2R Product Science, Holly Hester-Reilly; and Design Director at Fullstack Labs, Brian Smith. These sources are all key figures in the world of kiosk software.

Miller, L. B. (2017, April). Selecting a Tablet for Your Managed Kiosk or Purposed Device

Project [Blog post]. Retrieved from kioware website:https://www.kioware.com/resources.aspx?resID=11 Laura Boniello Miller is the Director of Business Development and Marketing at Kioware. She makes regular posts on Kioware's website's blog. While I am unaware of how much she knows about the software, based on her companies focuses she at least has the tools to consult or become knowledgeable. The target audience is those interested in kiosk software and/or possibly interested or a user of Kioware. The general scope of the article is about the hardware and the different aspects such as tablet enclosure, operating systems, Samsung tablets, amazon kindle fire tablets, and the author's recommendation. I would not trust this in terms of software due to the invested interest in swaying poeple to buy their own software. The hardware might only be what is most compatible with their own systems; however, it also is a good look at possibilities with some wide ranges pros and cons.

Misner, I. R., & Hilliard, B. (2017). Networking like a pro: Turning contacts into connections

(2nd ed.). Irvine, CA: Entrepreneur Press

The author is Mr. Misner and is a professional in teaching others how to network in seminars. The author does not have much background on the internet or in the book. The credibility is built on citations and quotations. The target audience are individuals in management positions that have to do performance appraisals. The book is made by a major corporation who does not specialize in this subject, but has a great organization structure that makes it easy to come back. Performance Appraisal will be the basis of my usability testing section.

Mohd Noor Shah N.F., Ghazali M. (2018) A Systematic Review on Digital Technology for

Enhancing User Experience in Museums. In: Abdullah N., Wan Adnan W., Foth M. (eds) User Science and Engineering. i-USEr 2018. Communications in Computer and Information Science, vol 886. Springer, Singapore

The author is Mr. Mohd Noor Shah and Mr. Ghazali. Their credibility is built upon clear defined research and citations. It reviews the new trends visible in today’s technology and how they related to the users and the effect on the users. It is very clearly organized with clear data to support their conclusions.

Morton., J. L. (2018). Color Branding & Trademark Rights. Retrieved November 10, 2018, from

colormatters.com website: <https://www.colormatters.com/color-and-marketing/color-branding-legal-rights>

The authors is Mr. Morton. Their credibility is built upon their clear citations and images. The target audience is those interested in colour copyrighting. It is not very wordy which is a good and bad thing; however, it has great pictures to illustrate what they are talking. About. It discusses the legality of copyrighted colors and why they are. It gives good explanation into the effect of colors in marketing.

Murphy, C. (2018, March 1). A Comprehensive Guide To Wireframing And Prototyping.

Retrieved November 13, 2018, from smashingmagazine.com website:

<https://www.smashingmagazine.com/2018/03/guide-wireframing-prototyping/>

The author is Mr. Murphy. He is a professional in user experience design, butt his method includes wire framing and a focuses on prototyping. The target audience is those wishing to learn about the methods from an expert. The general scope includes the methods terms, and process in wire framing and prototyping. It is well organized with clear pictures to illustrate his points. Although he does not have citations; his information comes from personal work experience. Wire framing is a good method for website design that can be applied to kiosk design.

Murphy, C. (2918, February 9). A Comprehensive Guide To User Experience Design [Blog

post]. Retrieved from https://www.smashingmagazine.com/2018/02/ comprehensive-guide-user-experience-design/

His author is Mr. Murphy. He is a professional in user experience design. The target audience is those interested in user experience design. It well built with easy to read organization and examples. It is very useful in terms of user experience design plans are the basis for my overarching plan.

Nield, D. (2018, August 15). The Best Project Management Apps To Get Your Life In Order [Blog post]. Retrieved from https://www.gizmodo.com.au/2018/08/the-best-project-management-apps-to-get-your-life-in-order/

This article is written by David Nield, a freelance journalist specializing in technology and science. He writes for Gizmodo along with many other blogs.  He has been writing only about science and technology for ten years. It is written for individuals or groups looking for ways to get more organized through apps and more. He first introduces the idea of apps for project management. He then five applications and explains how they can help. He talks about Trello, Asana, Meister task, Teamweek, and Freedcamp. This article had all the necessary information for helping to decide the right app in particular for a capstone project. It explained the capabilities of the app, systems that support it, and the pricing. For the really technical vocab, it explains the meaning. They have no bibliography and no links to any outside sources.

Nizar, N. N. M., & Rahmat, M. K. (2018). Examining the Museum

Visitors Use of Mobile Technology Through Technology Acceptance Model (TAM). Journal of Tourism, Hospitality and Environment Management, 3(11), 14-24.

The authors are Ms. Niza and Mr. Rahamt. They are both students at the Universiti Teknologi in Malaysia. It is the conclusion of their research on the effect of technology in museums. Their conclusions included the use of kiosks. It shows the effect in the way in heightens the value of information.

Pulizzi, J. (2013). Epic content marketing: How to tell a different story, break through the clutter,

and win more customers by marketing less. New York, NY: McGraw-Hill Education Publication.

The author is Mr.Pulizzi. He is well respected in the field of content marketing. It is aimed at the cult following the authors has and those interested in marketing. The general scope includes advise and methods for marketing. It is well organized with clear examples and explanations. It is not cited, but draws from the authors personal experience.

Sear, J. (2018). Building your Touchscreen Interactive. Retrieved October 19,

2018, from johnsear website: http://johnsear.com/ building-your-touchscreen-interactive/

The author's name is John Sear,” a game designer & software developer who freelances through” his “company ‘Museum Games ‘.” The key aspect is that he also works with small cultural institutes or museum in order to develop this own interactives or kiosks. He has plenty of commercial experience in creating professional kiosks that add to his credibility. The target audience is those interested in building their own interactive kiosks. The basic scope is the basic aspects of a simple kiosk using PowerPoint. This includes: building the slideshow, converting the slideshow to interactive, and how to polish functionality and security. It Is organized in a very easy to use manner. It gives clear steps that allows for the use of the page as a step-by-step guide. Although it does not have a bibliography, it is safe to say that I trust in the input of a professional. It has other tabs that can easily be used for more advanced kiosks. The vocabulary is basic and entail little to no jargon.

Segall, K. (2013). Insanely simple: The obsession that drives Apple's success. New York, NY:

Portfolio/Penguin.

The author is Mr. Segall. He was associated with the apple company during the glory days. It is made for the "cult following" that surrounds apple. Mainly is an homage to Steve Jobs first. Second, it is an homage to only apple's simplistic design over others. It is a great source for examples of good design for both the simplicity section and for layout in terms of keeping things less noisy.

Shweeta. (2018, September 10). Interactive Kiosk Market Pegged for Robust Expansion During

2025 [Blog post]. Retrieved from Latest Market Roports website: https://www.latestmarketreports.com/2018/09/10/ interactive-kiosk-market-pegged-for-robust-expansion-during-2025/

The author is shweeta. The author is a common author for latestmarketreports.com, but has nothing more in the ways of credentials. The author writes a lot about varying markets. Most commonly they find a study and offer a conclusion or summary of it. The target audience is that interest in the market of interactive kiosks. For example, it could be an individual who to be a part of or invest in the interactive kiosk industry. The overall scope is the purpose of the interactive kiosks, reason for success of interactive kiosks, and key components and analysis factors of the interactive kiosk market.

Teixeira, F., & Braga, C. (2018). The State of UX in 2018 [Blog post]. Retrieved from

<https://trends.uxdesign.cc/#intro>

His author is Mr. Murphy. He is a professional in user experience design. The target audience is those interested in user experience design. It well built with easy to read organization and examples. It is very useful in terms of user experience design plans are the basis for my overarching plan.

Yatin, S. F. M., Hamid, H. A., Shah, J. R. K. M., & Hassan, Z. (2018). Digital Era: New Trends

in Information Agencies. International Journal of Academic Research in Progressive Education and Development, 7(3), 150-160. <http://dx.doi.org/10.6007/IJARPED/v7-i3/4355>

The authors are Ms. Yatin, Mr. Hamid, Ms. Shah, and Ms. Hassan. They are graduate students in computer science. Their credibility is built upon clearly cited data and citatations. They have a very clear outline and have good summaries for certain points. They clearly describe their information with data and pictures and show good tested real life examples of kiosk in play in an actual scenario.

Yuang. J How to Plan a Website Redesign: Stages, Approaches, Principles [Blog post]. (2018,

March 20). Retrieved from https://www.altexsoft.com/blog/uxdesign/ how-to-plan-a-website-redesign-stages-approaches-principles/

Little is found about the author, but his credibility is built on picture of his work on websites. The book acquaints traditional designers with a detailed overview of Web design. After explaining how the basic principles of design are adapted to the digital age, www.layout details the new tools and terminology Web designers must use - such as HTML code, cascading style sheets, Web-authoring software, and hyperlinks. Clear descriptions of the way design elements work within the context of the Web are given alongside guidelines on styling and best practice. After explaining how the basic principles of design are adapted to the digital age, they discuss the new tools and terminology. It gives good insight into vocabulary I will need to use in the paper. This will be the main source for multiple design aspects that will be mentioned in the paper based on learning them from the page.

**Figures**

Figure 1 Ikea Logo from commons.wikimedia.org by IKEA International Group,2006

Figure 3 Wireframe. Reprinted from Above the Fold: Understanding the principles of successful web site design by B. G. Millee,2014, Blue Ash, OH an imprint of F+W Media. Copyright 2014 by F+W Media.