

A touch and feel experience

Web-based, touch screen interfaces

A homegrown perspective

Presented by Chris Woods and Joyce Chan

Who we are and what we do

University of Ontario Institute of Technology (UOIT),
Communications and Marketing

Chris Woods - Manager, Web and Digital Media Services

Joyce Chan - Web Specialist

Websites, mobile app, digital signage, interactive touch screens, photography and
videography

Agenda

- How and why we switched from our initial interface run on third-party software to a web-based interface that we've developed in-house
- Demonstrate a few of the touch screen interfaces we've developed for various applications:
 - Information kiosks
 - Alumni digital display wall
 - OUF touch screen application

It all started in 2010 in Vegas...



Digital Signage Expo



Digital Signage Expo



Initial rollout



- Developed using digital signage software
- Limited functionality and difficult to work with
(designed for digital signage, not touch screens)

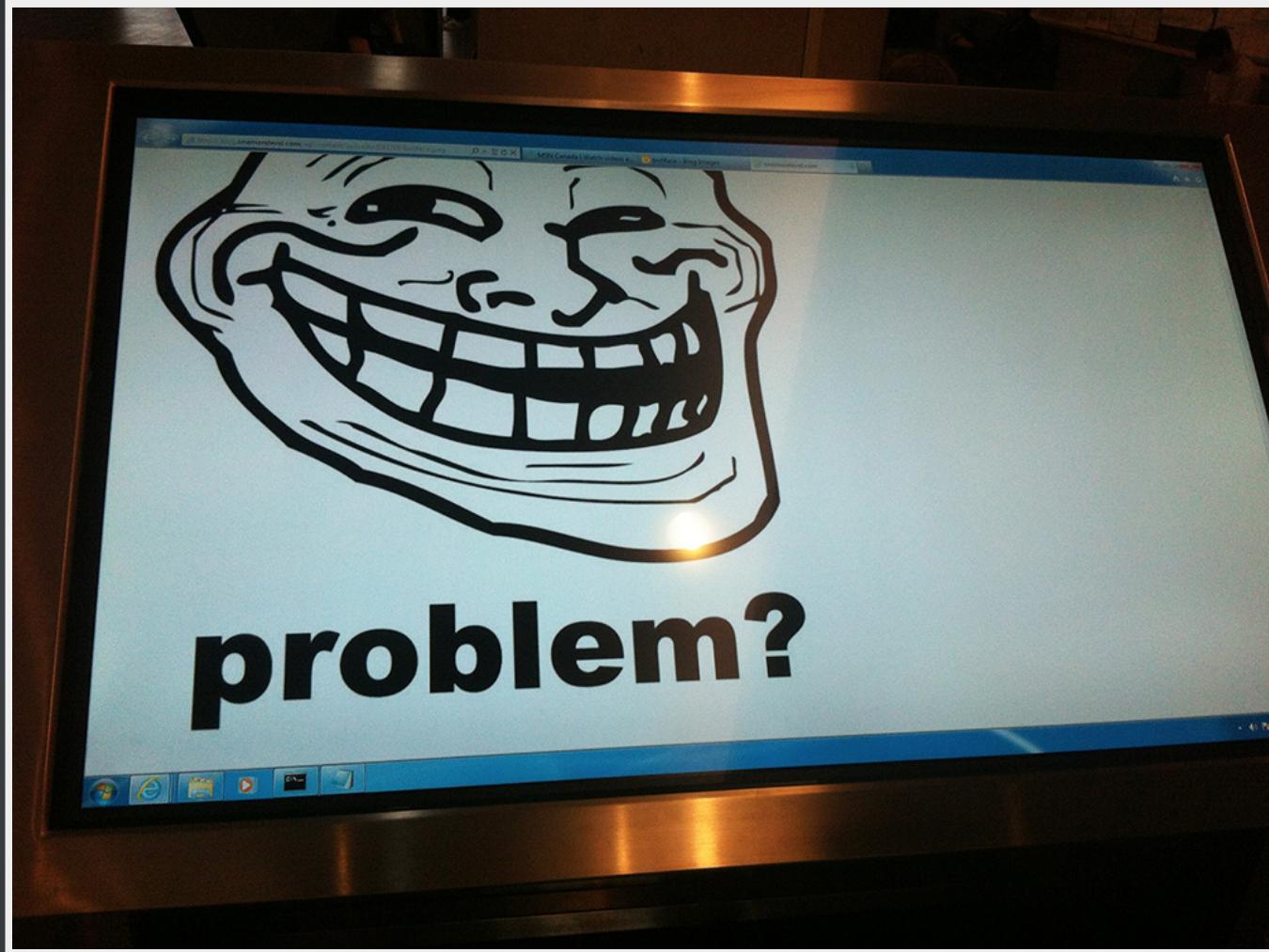
Web-based interface

Capabilities

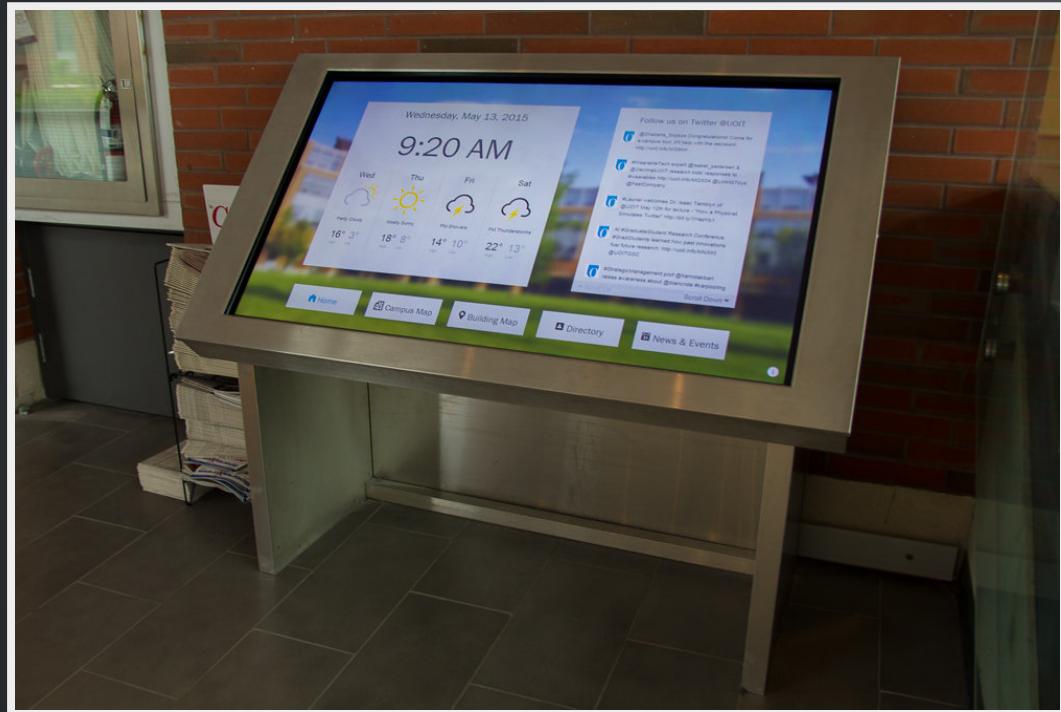
- Easy to customize
- More interactive
- It's the Internet! :)

Drawbacks

- It's the Internet... :(



Information kiosks



- Weather and Twitter feed
- Campus map
- Building map
- Directory search
- News and events

Information kiosks

- Built using Javascript, CSS, PHP and the Foundation framework
- Live, up-to-date content (auto-refresh)
- Single-page website using Ajax
- Single code base for all kiosk locations (URL query strings)
- Multi-touch gestures
- Google Maps API
- Emergency notification feed
- Kiosk mode software - Faronics WinSelect

Alumni digital wall



- Alumni Twitter feed
- Content-rich
 - Alumni Association information
 - Alumni profiles
- Interactive map of alumni around the world
- Pulls in articles from the online alumni magazine

Alumni digital wall

Improvements and lessons learned:

- Responsive - can view on any device
- More app-like, interactive navigation and interface
- Development and workflow improvements with preprocessors
- Built into our CMS for easy content updates

OUF touch screen application

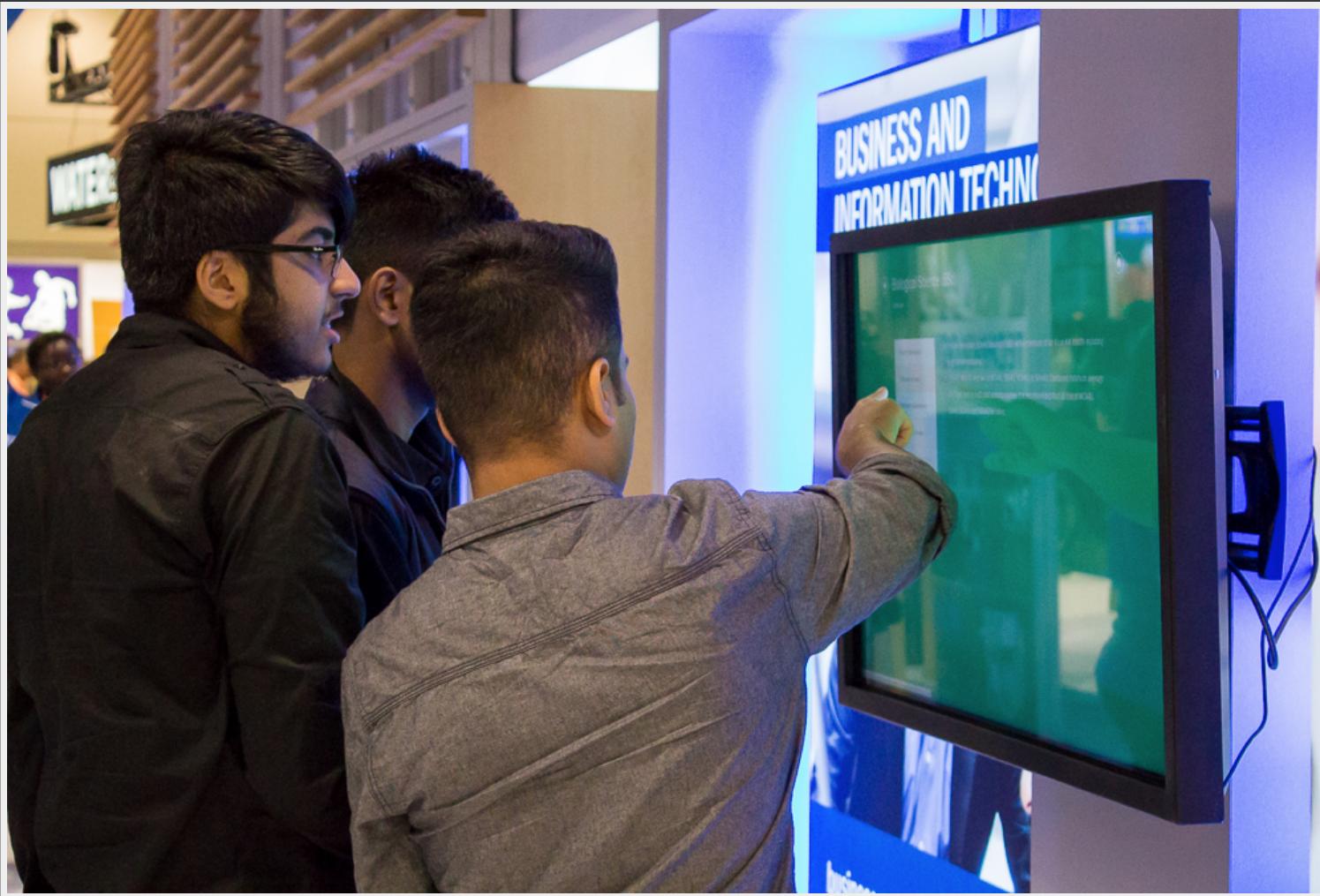


- Dynamic, app tiles interface
- Foundation and Wordpress theme
- Responsive
- Screensaver (live Twitter feed)
- Lead collection
- Offline fallback

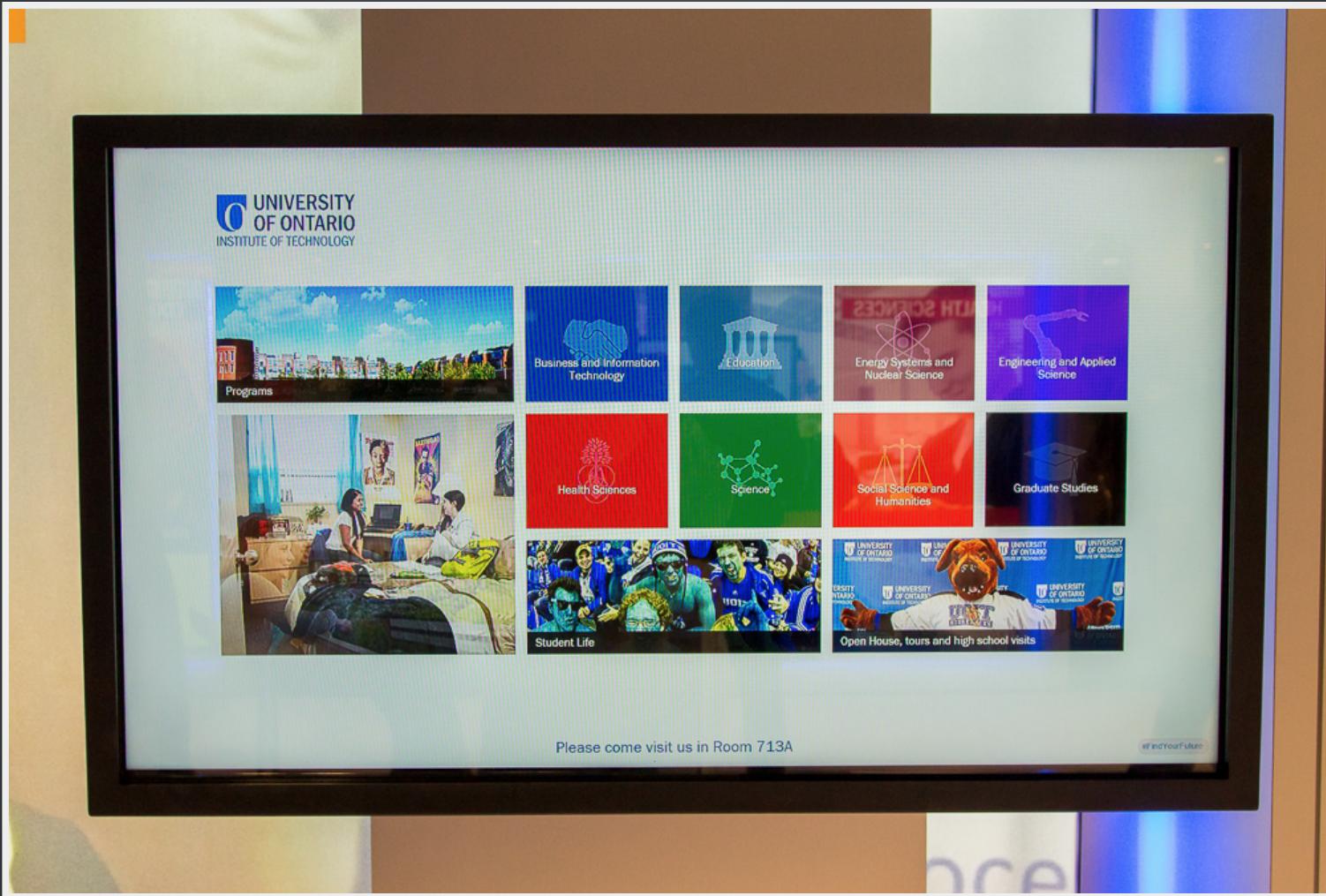
OUF touch screen application



OUF touch screen application



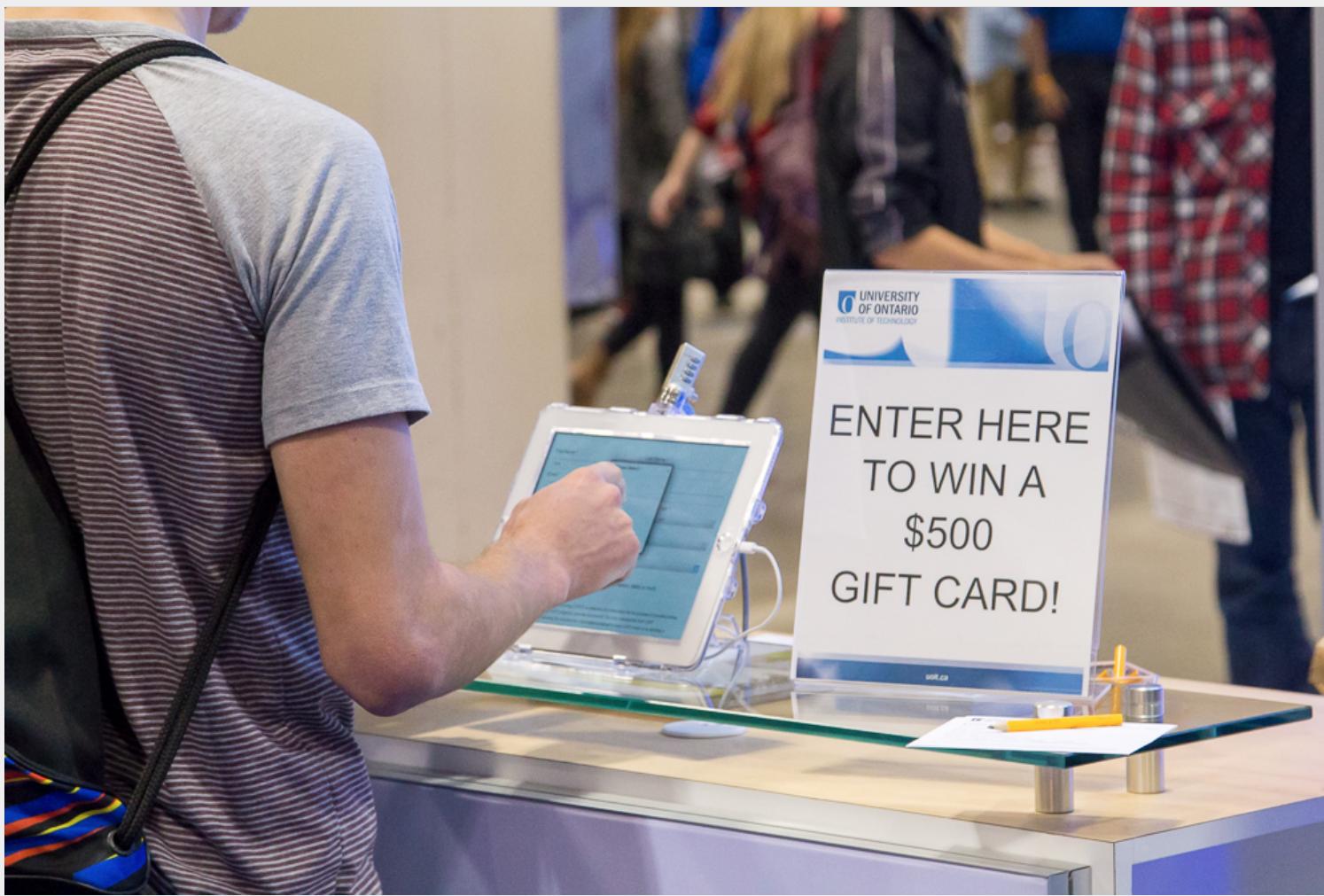
OUF touch screen application



OUF touch screen application



OUF touch screen application



Challenges



- *Fully locked down kiosk mode*
- Browser and OS restrictions
- Heatmaps for analytics

Future plans

- Implement frameworks like Angular JS
- Convert donor wall to responsive website
- Introduce payment options for donations
- More compelling content on front screens
(social media event displays, refreshed look and feel)

Questions?



Chris Woods

chris.woods@uoit.ca

Joyce Chan

joyce.chan@uoit.ca