

Client Background

- 500+ researchers, staff, and faculty
- Digital signage system for news, research, and building alerts

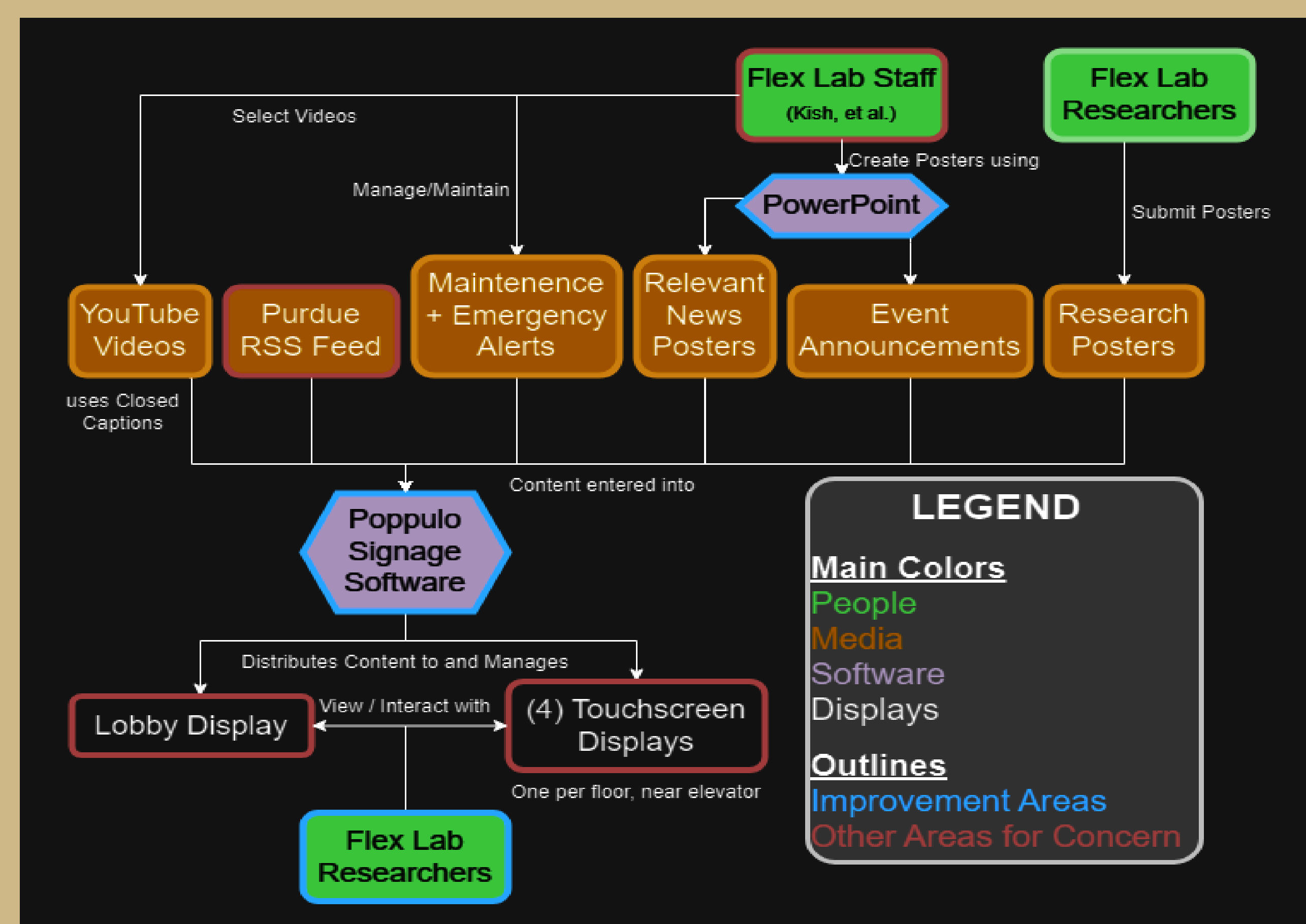


Problem Statement

- Digital Signage in Flex Lab is underutilized and regularly malfunctions
- Digital Signage content lacks relevance to building occupants
- Lack of understanding on how to use Poppulo



System State Model



Methodology

Phase 1: Client Expectations

- Match digital signage with Purdue signature style
- Ensure relevant material is displayed
- Organize digital signage update process

Phase 2: User Feedback

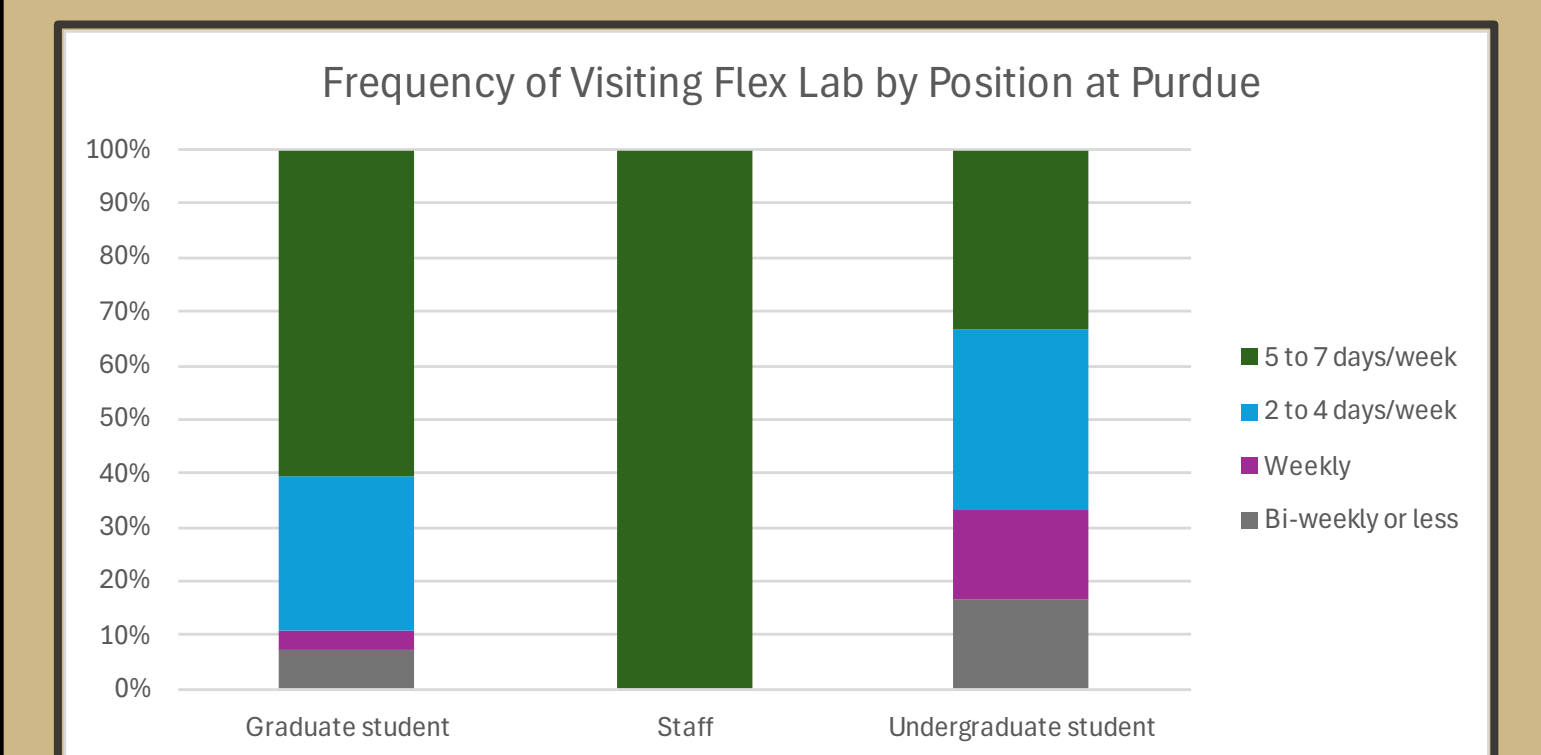
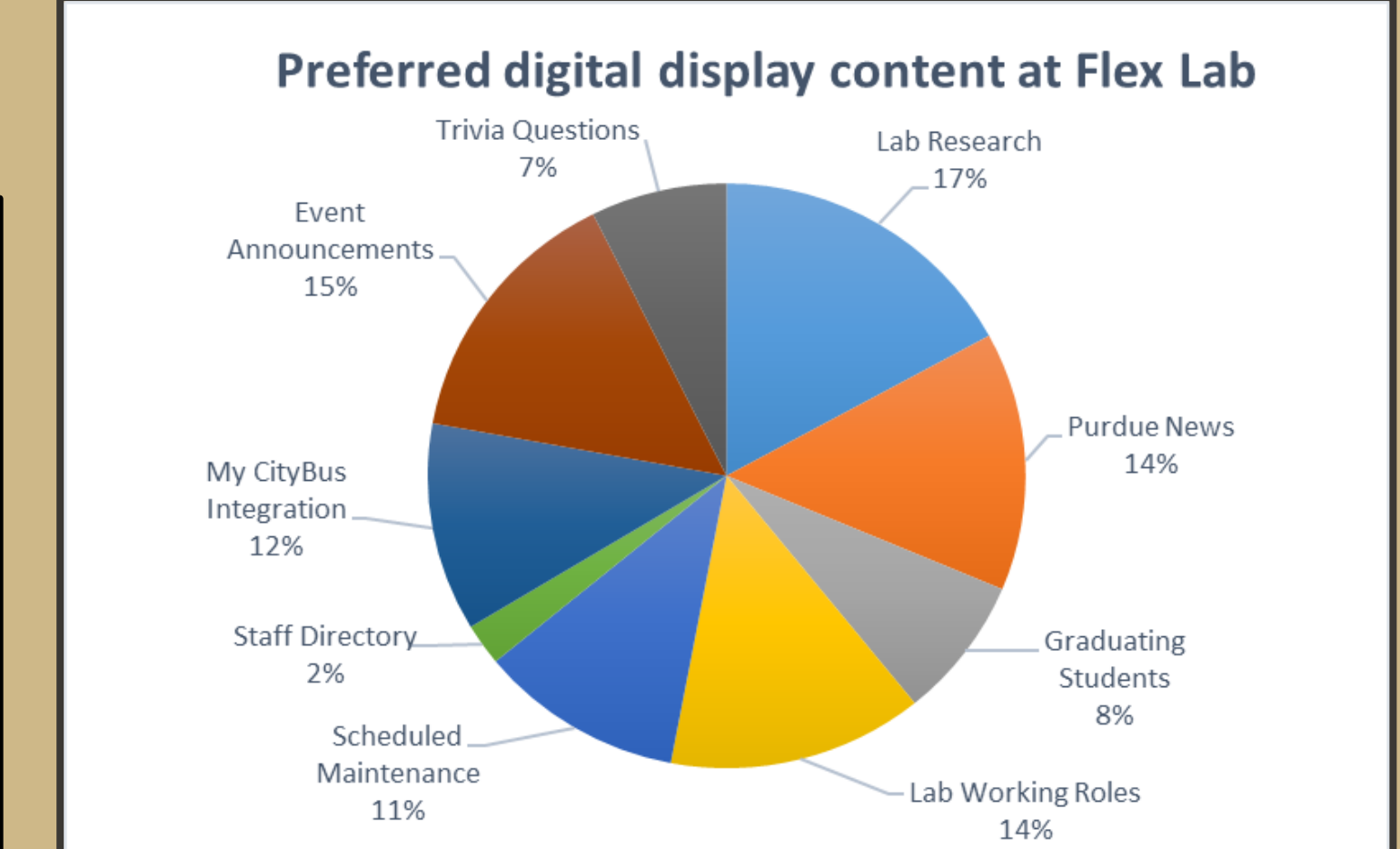
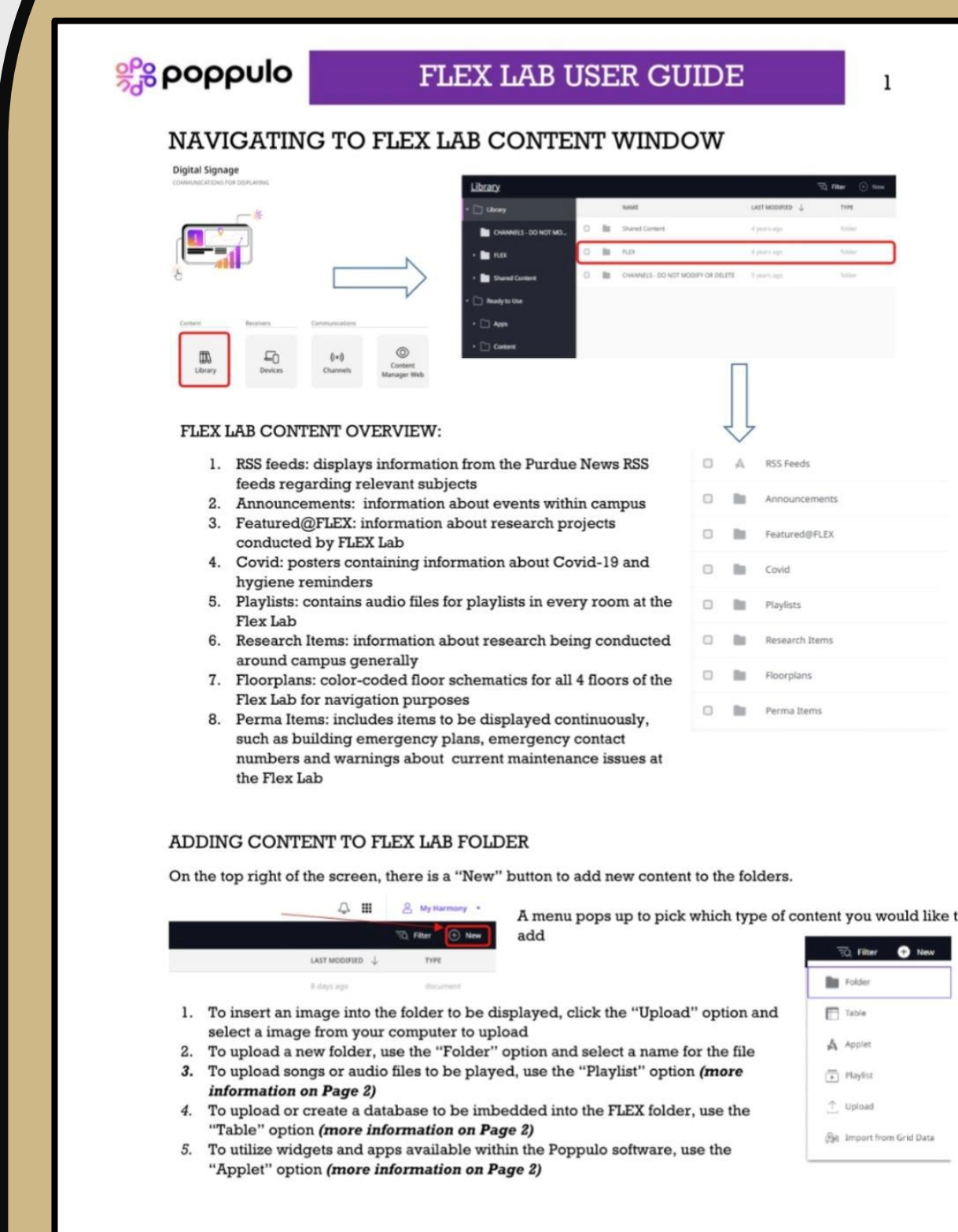
- Frequency of visits to Flex Lab
- Preferred content to be digitally displayed
- Attention retention amongst all building signage



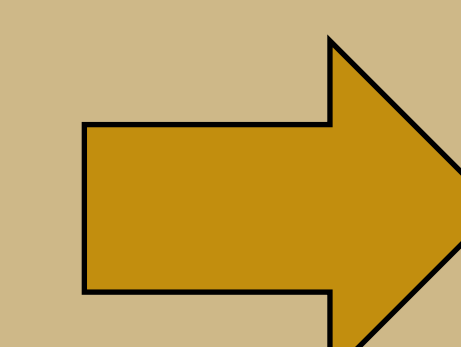
Phase 3: Final Proposal

- A Flex Lab specific Poppulo user guide
- Templates for different types of content in the Flex Lab folder
- Content Scheduling Guidelines
- Researcher Upload Pipeline
- File Name Reorganization System
- User Interface Display Principles

Results



Template Before and After



Future Recommendations

- Potential to add 5th digital display at south end of basement level
- More touch-feedback implementation
- MyCityBus integration

