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# A BITE-SIZED GUIDE TO KIOSK DEPLOYMENT

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# WELCOME FROM CAMMAX LIMITED

## CEO & FOUNDER JULIAN ROONEY

Thank you for downloading our new e-book. The aim of this publication is to take you through the different stages involved in selecting and deploying a self-service kiosk, encouraging you to carefully consider the various factors involved along the way.

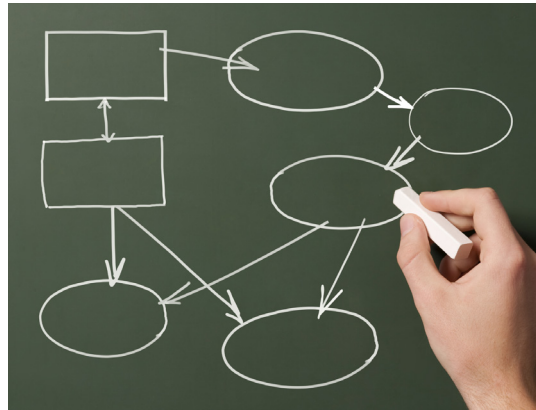
Cammax are leading UK providers of bespoke interactive self service kiosks and digital signage solutions. Founded in 1999, Cammax have extensive experience and unrivalled expertise in the designing and implementing of made to measure kiosks.



A handwritten signature in black ink that reads "JPWR" followed by a long horizontal flourish and a small dot at the end.

CEO & Founder, Cammax Limited

# PLANNING



The planning process is critical in order to deploy a kiosk which meets both the users' needs and optimises the return on your investment. You will want to create an engaging experience but make sure that the kiosk is capable of doing what it is designed for.

**The following are questions to consider in the planning stage:**

- What is its purpose?
- What functionality do you require?
- What is your budget?
- Where is it to be located / how much space is available?
- What type of kiosk do you want / what do you want it to look like?
- How do you choose a suitable supplier?

# PURPOSE



How many times have you heard a customer say “it would be quicker if I did it myself”. Kiosks can automate services and make them faster, providing information, ticketing, ordering & payment processes, all in today’s fast paced environment.

## Are you trying to:

- Improve customer service
- Enhance product promotion
- Provide easy-to-access information
- Engender customer loyalty
- Reduce staff or training costs
- Widen your product offering
- Enrich customer experience

Or even provide some other product or service? Before going any further, take time to clarify what it is you want your kiosk to do for you?

# HARDWARE



An interactive kiosk consists of a touchscreen monitor and a computer, plus any add-on peripherals. Look at the various styles available from a number of manufacturers, which includes floor-standing, wall-mounted & desktop options.

Available space and existing fixtures will most likely determine the type of kiosk you decide to opt for, but budget is another factor.

You could choose a custom built bespoke kiosk, but bear in mind if you buy an established design, you are likely to encounter less problems, especially if it is a proven model which has evolved over a number of years. A bespoke kiosk will be significantly more expensive.



Size and ergonomics will need to take account of what peripherals are required, your desired screen size and the space available.

Choose the right kiosk build for your environment e.g. if it's outside it needs to be watertight and rustproof. Get the best quality you can afford i.e. hard-wearing materials and durable finishes, as most kiosks are subjected to heavy use and are in public spaces.

Consider build quality in terms of the frame/body and components: is it flimsy or does it feel robust? Is it vandal-proof and secure? If there is a cabinet door, does it open and close smoothly & easily? Look closely at which components are likely to be subject to the most wear & tear and make sure they are appropriately specified.

# DESIGN



Customising the design of your kiosk can make a real difference. You will want it to stand out, so look for an original, creative style, theming your kiosk to suit its surroundings & positioning. Visually engaging kiosks get the most positive user feedback.

The design needs to take account of existing multi-channel corporate branding, but you don't have to follow a "one design fits all" approach - bear in mind the kiosk needs to stand out.

Don't forget to include your company or brand logo, as it allows users to immediately identify the kiosk as yours. Most kiosks are personalised using easy-to-apply laminates, which also allows for updating your message or simply refreshing its image. Avoid any permanent design features which cannot be easily updated or refreshed as required.





WITH THE  
HALLMARK  
RECOGNITION  
OF  
THE  
GALAXY GIFT CARDS  
SERIES AT THE  
GALAXY STORES



**BIG THINGS,  
SMALL THINGS,  
BRIGHT THINGS,  
COOL THINGS.**

TOUCH SCREEN TO START

# PERIPHERALS



There are literally hundreds of peripherals you could add-on to your kiosk to enhance functionality. Focus on the ones you actually require. Below are a few examples of the most common peripherals:

- Printer
- Barcode scanner
- Coin return
- Card dispenser
- Chip and Pin
- Magnetic card reader
- Coin acceptor
- Webcam
- Anti-vandal keyboard
- RFID reader
- Note acceptor
- Headphones



# Prescription & Equipment Payments

The Hillingdon Hospitals **NHS**  
NHS Foundation Trust

Accident & Emergency (A&E)  
Prescription & Equipment payment kiosk

This kiosk is for patients to pay for their prescriptions and/or  
equipment to take home

Once completed please take your receipt back to  
the doctor or nurse treating you

Press here to continue

Insert  
Coins

Collect  
Receipt

Insert  
Notes

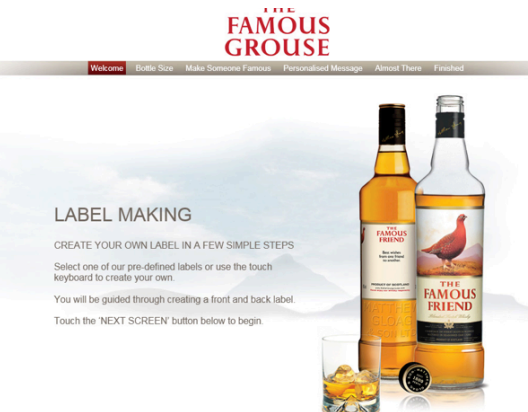
# SOFTWARE



Choosing the right software is vital to the success of your kiosk. Consider exactly what functionality is required and don't be tempted to over-specify it. Users spend far less time at a kiosk than they do using other forms of media, so allow for a simplified process, on-screen support and a clear journey from beginning to end.

You need to decide whether to buy an off-the-shelf package or to have a bespoke program developed for you, which is compatible with your hardware.

The kiosk front end should be designed to interface with the existing business IT framework, if required. Many kiosk software packages are built to provide exactly this functionality.



Barnet and Chase Farm Hospitals **NHS**

## A&E Prescription Payment and Feedback Kiosk

**This kiosk is for A&E Patients to pay for their take home prescription**

Once completed please take your receipt back to the doctor or nurse treating you

Pay for Prescription



Avoid the mistake of thinking an existing web presence can be ported to a kiosk. Although it might be delivering the same information, a kiosk application needs to look very different from a website - larger buttons, with fewer details on-screen.

The “landing page” (the first page a customer sees) needs to grab your users’ attention and engage them quickly. It should then provide them with an intuitive and interactive user experience.

# LOCATION



How do you decide where to position your kiosk?

**The following are a few factors to consider:**

- Prominent so it is easily visible to users
- Easy to find and in an adequately lit area
- Easy access for servicing
- Access for disabled or the less mobile
- In view of CCTV or staff who can keep an eye on it if security is key

When installing a kiosk in your chosen location, a site survey should be carried out to determine any specific fixing, connection or power requirements and to take account of any health & safety issues.



# SUPPLIER



You will want to choose a supplier who is reliable and capable of supplying exactly to your requirements – and within your budget. It is sensible to invite quotes from potential suppliers, after considering a number of factors, including:

- Do they have a proven track record?
- Can they provide an end-to-end solution i.e. hardware, software, design & full installation services?
- Do they build and/or modify kiosks or are they simply a re-seller?
- Are the kiosks themselves CE and EMC certified?
- Can they provide ongoing support & maintenance?
- Do their kiosks comply with DDA requirements?
- Can you see any of their kiosks in operation or ask for referrals?
- Are they accredited to a known quality standard e.g. ISO 9001:2008?
- What warranty is provided?

# SERVICE



A kiosk is useless if it isn't operating properly. Specify who will be responsible for maintaining hardware and software. If you need your supplier to maintain your kiosk(s), consider the following elements to any service agreement:

- Preventative on-site maintenance visits
- Repairs, both on-site & off-site
- Telephone help desk support
- Work to be carried out by qualified professionals
- Agreed action and response times
- Remote service access

Some companies provide a remote monitoring service, allowing them to log-in and view statistics on usage levels, as well as helping to ensure uptime with their kiosks.



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