Don’t Dismiss Directional: Building A Content Strategy for Digital Signage

Christine Tobias
Michigan State University Libraries
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Why Digital Signage?

• Enhance current inventory of wayfinding tools in physical space
• Point-of-need service:
  • In-building directional assistance
  • Navigate to specific call number area or collection to locate book on shelves
  • Campus information
• Efficiently manage and update content
MSU Digital Signage Work Group

Initiative to:

• Centrally manage digital signage on campus
  • Develop working partnerships with Residential Services, IT Services, Libraries, Public Safety, Resource Center for People with Disabilities, Communication & Brand Strategy
  • Explore possibility of campus-wide vendor license for digital signage

• Provide formal guidelines for future digital signage installations
  • Enhance consistent user experience for all campus visitors
  • Meet present and emerging Section 508 (accessibility) recommendations for digital signage
Content Strategy Development (Comply)

MSU Digital Signage Policy for Public Access Signs

Requirements:
• Emergency and Safety Alerts*
• Campus Map
• Campus Events Information
• Local/Building Map**
• MSU Brand

Recommendations:
• Local Events
• Local Directory***
• Gallery
• Social Media
• Weather

*RSS Feed from Department of Police & Public Safety; complete override of screen display
**No blueprints or architectural drawings
***Only personal information as listed in MSU People Search
What directional questions are asked at the Main Library Reference Desk?

- Library = intentional, informal learning space with unique content needs
- Evidence-based, user-centric approach:
  - Directional questions only (as percentage of total questions)
  - Categorize questions indicated as Referrals
  - Code and categorize questions with additional context: Description/Notes
  - Unable to categorize all directional questions because not all fields required on form
Directional Questions consistently account for 41% of total questions asked at the Main Library Reference Desk.
Directional Questions by Category, By Year

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Points</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Collections/Call No Loc</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>CTLs/Group Rooms</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Instruction/Conf Rooms</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Library Staff</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Events/Exhibits</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Campus</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Building/Amenities</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Percentage of Directional Questions per Category
Content Strategy: Evidence + Policy
Putting It All Together
(before)...Lobby
(after)...Lobby
(before) ... Locate A Call Number
(after)…Locate A Call Number
Quick Summary

• Initiative to centralize management of digital signage at MSU
• Opportunity for MSU Libraries to be a leading example in implementation of formal guidelines
• Analysis of directional questions asked at Main Library Reference Desk to develop evidence-based content strategy
• Content strategy reflects unique quality of Main Library as intentional, informal learning space as well as compliance with formal guidelines
• Digital signage enhances point-of-need wayfinding assistance for locating library materials, services, and information
Thank you!

Questions?

Christine Tobias
Head of User Experience
MSU Libraries
tobiasc@msu.edu