

# TOUCH

## Interactive navigation through touch screen technology

### **Introduction**

In venues, towns, museums and exhibition centres there are many different ways to navigate from where you are to where you want to be. signage, giveaway maps, flags, banners are all used to keep you on track. More popular than ever are interactive touch screen applications. These screens are normally showcased in kiosks or information points around a shopping mall, or conference centre. They provide assistance to stranded shoppers trying to find their desired shop or members of the public looking for general information.

The trouble is these kiosks are mostly boring to look at and interact with. The sense of fun and usability seems to have been lost in the transition from web to touch screen use. Yes the screens are functional - navigation and ease of accessing information is paramount - however creativity, transitions, colours, movement, rollovers seem to now be a secondary thought to most designers. Surely these designs/applications can be exciting and fun to use as well as being functional?

### **Brief**

Decide upon a venue of your choice that will benefit from an interactive touch screen installation. The interactive screen will be used as an information point for that building. It is of paramount importance the screen should successfully navigate a new visitor to anywhere within that space. Creative transitions and intuitive navigation should also be a major consideration for your final design.

We don't expect the whole thing to be finished and working but we do want to see a demonstration of the interactive screen working for at least one situation.

### **Considerations**

- Usability
- Type for Screen
- Instructions
- Navigation
- Transitions
- Ergonomics
- Sound

### **Deadline**

Fri 20 Nov  
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Credits 7 (16%)