InfoAktiv

Modernizing Marcoms

InfoAktiv

Quick Guide for

Event Staff

For InfoAktiv Version 2.3 - Sept 2009

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Preface

The purpose of this guide is to enable staff with limited experience of InfoAktiv to quickly and easily start the InfoAktiv system and enable them to guide members of the public to use it. It also contains information about how to extract user data from the system after an event and provides a short troubleshooting section.

Terms Used

Owner:
The person employing an InfoAktiv system to present their information to the public.

User:
The Owner's target audience who will use InfoAktiv to browse the Owner's documents.

Session:
Every time InfoAktiv is used the session number is incremented. This happens either when the kiosk times out or when a User touches the 'Finish' button. Within this session we have to assume that one User has used the kiosk.

Collateral:
The Owner's information within the Content Folder. This can include PDF documents, PowerPoint presentations, video files, Flash animations, web links and audio files.

Content Folder:
The Owner's collateral organized into a hierarchy for presentation to the User. The Content Folder also contains configuration information and records of the Users' activity. On a technical level the Content Folder is a Windows folder with a number of subfolders containing standard Windows file types.

Content Manager:
An InfoAktiv program that is used to set up Content Folders and define how they are presented by the InfoAktiv display program.

Data Capture:
The process by which we ask the Users questions about themselves (not to be confused with questions asked during a quiz).

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Quick Start

If your InfoAktiv system is already set up, and/or you are not given a specific set of checks to follow, make sure that you remember the application exit password then follow this simplified quick start.

1. If your system is connected to the internet, check that the internet is active by opening Internet Explorer and viewing a web site.
2. If you are using MS Outlook to fulfil email requests automatically, start MS Outlook. This is not essential, but will avoid the first email request of the day from running slowly (while waiting for Outlook to start).
3. If you are running InfoAktiv Professional, insert your USB security 'dongle' in the correct USB port.
4. Start InfoAktiv by double-clicking or double-touching the required icon on the Windows Desktop. There are two options, Infoaktiv-Curves and InfoAktiv-Boxes. Make sure to use the one that looks right for your background.

The InfoAktiv-Curves layout.

The InfoAktiv-Boxes layout.

After a short time you will be presented with the main Configuration Screen, which is the same whichever background is selected, as shown below.

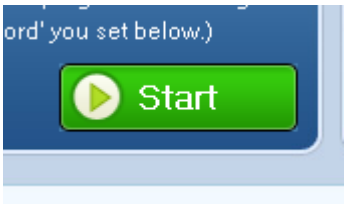
First check that you have the correct Content folder selected and note the ‘Start’ button; don’t press just yet!

Secondly, check that you have the correct attractor selected and a reasonable timeout.

Thirdly, check that you have the correct email setting selected.

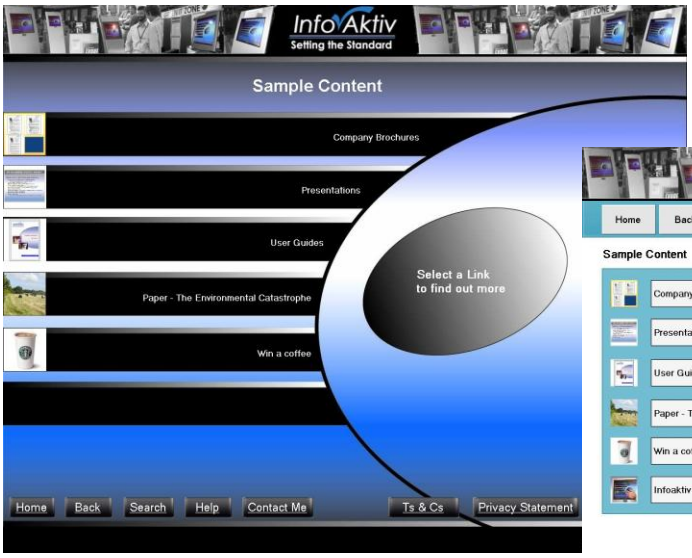
Check or change the password if you need to.

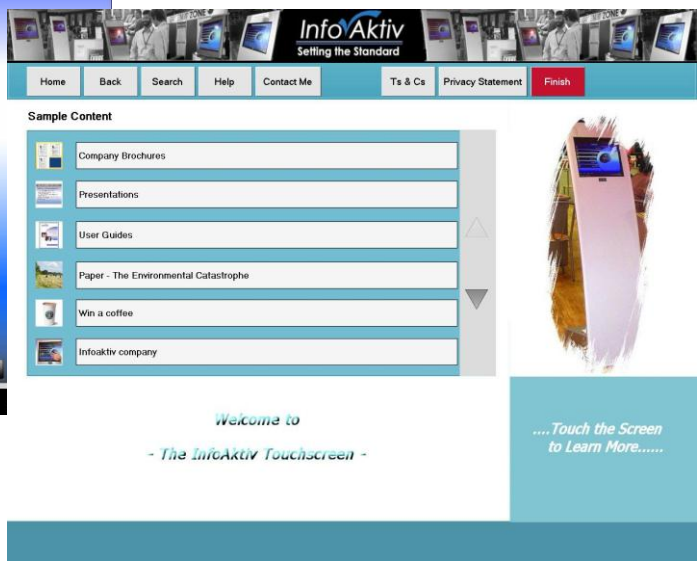
Now press the ‘Start’ button!



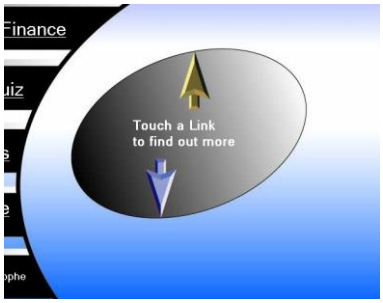
Display Screens

When the ‘Start’ button is touched, InfoAktiv displays the chosen Content Folder; the screen shots below show the Demo display as created within the ‘Content Manager User Guide’.

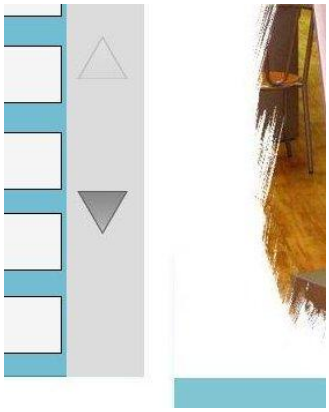




In the example here, the page is called ‘Sample Content’ and it is showing the first six items of information. The title of each item is also accompanied by an icon. .



If there are more items to be displayed then up and down arrows appear in the enclosed ellipse on the right of the screen or on the edge of the display box.



The bottom line of the screen displays a **‘Loading….’** Message if the system is busy - loading a large presentation for instance.

Control Buttons

Home – takes the display back to the top-level information listing screen.

Back – takes the display back one screen

Search – this button has two uses and when selected the User is presented with a screen that requires a real or touch-screen keyboard. The two uses are:

- To exit the information display by entering the password you set.
- To enter a search word or words to find specific items. Keywords may be part of the names of your files or may have been manually defined for a document.

Help – Help text relevant to the display

Contact Me – Designed for the User to request that you contact him or her. When selected it presents the User with set of questions to answer. The questions were defined when setting up the Content Folder with Content Manager.

Ts&Cs and Privacy Statement – In this example there are two customized buttons being used to display legal statements.

Take All – An optional feature, this button provides a quick way for a User to take a copy of all of the files on this page.

Custom Buttons - there are two optional Owner-defined custom buttons.

Only one button has been defined in the example below, it has the button title of 'Welcome to InfoAktiv'. When selected it displays a document.

Finish - This should be selected when a User finishes his or her session on InfoAktiv. It provides the Owner with a way of knowing who looked at what, and removes any contact details the User entered from public view.

Information Requests & Collecting User Data

Once specific information is selected by the User, a number of options can be made available for the User to take a copy of it. Whether Information may be copied and which copy method is made available, is determined by the Owner.

Some items such as videos, research data, or copyright information, may be restricted and each item can be copy controlled as required.

The questions associated with each button are defined during the content build process using the Content Manager, and may be different depending upon the delivery method chosen.

Once a method is chosen the User is presented with a screen similar to the one shown below.

Where answers are ‘required’ the questions are asterisked, if there is more than one page of questions, then a ‘next’ button will appear. Data is entered using the touch screen keyboard, a conventional keyboard, or if applicable, a badge scan input may be used.

When the ‘**Submit**’ button is pressed, depending on the chosen delivery option, the User may be requested to insert the USB memory stick, or in this case is given an email confirmation as shown in the following screen shot.

Notice that the User has the option to ‘**Continue Browsing’** which has two effects. The entered data is retained by InfoAktiv, so that in the event of further information being requested, the User does not have to re-enter the data. Secondly, only the first character of each answer is displayed, the rest being asterisked out for security.

The User also has the option to ‘**Finish’** the session and clear the User data from public view.

Finishing a User Session

InfoAktiv records an audit file of all User actions such as information viewed and data entered. To differentiate one user from the next, it is highly desirable that ‘Finish’ is selected when a User leaves the InfoAktiv system. On selecting ‘Finish’ that user’s data is cleared from public view but is still recorded in the audit file.

When InfoAktiv times-out to the Attractor screen, this has the same effect as selecting ‘Finish’.

Closing InfoAktiv at the end of an Event

There are two major things to remember when coming to the end of the day:

To exit the display screen touch the ‘Search’ button and enter your exit password – you did remember it didn’t you? This will return you to the Configuration Screen.

You need to save your audit data to a USB for safekeeping by touching or clicking the **‘Copy Data’** button. When you click this button, you are prompted to select the location where the audit file is to be copied. A folder called <kioskID>-audit-<Content Folder Name>-<date> is created in the selected location.

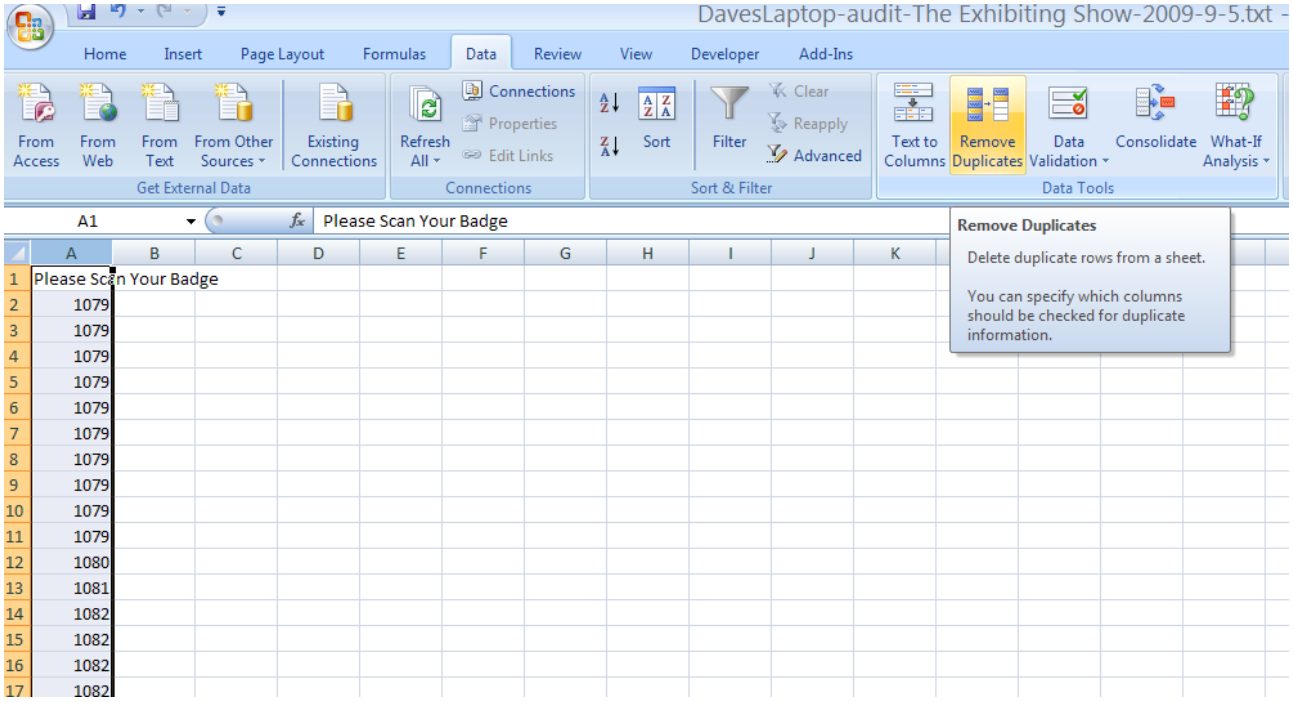
The original file and its data is left on the PC and will continue being recorded to until the Owner deletes it.

Finally hit that **‘Close’** button and exit the InfoAktiv application.

Creating a Badge Data file

At the end of an event, if you are using scanners, you will need to provide the badge data service company with the unique badge numbers so that they can match them to the registration data. You can either copy the file that you have loaded onto your USB, or use the 'Copy Data' button again and create a file where you want to work on it.

Import this data into MS Excel (refer to the Audit data Analysis Guide if you can't remember how to). Unless the badge company has other specific requirements, delete all columns other than your 'badge number' column, select that column, go to the 'Data' tab and select 'Remove Duplicates'.



It is likely that the data will need to be cleaned of obviously incorrect badge numbers, duplicates and blanks. (note, the format required by the badge company may use alphanumeric characters and leading zeros).

You should end up with a column of pure, legal and very importantly, unique badge numbers in ascending order. The badge service company, in return, will need to supply you with a delimited text file of badge number records and the data associated with those badge numbers as the data of that record. i.e. 1123 Don Smith InfoAktiv Ltd Software sector …..etc

It is important that the badge service company understand that you do need the badge numbers with their associated data and not just the registration data.

Troubleshooting

This section provides you with some standard problem solving hints that may help in a time of stress.

If the PC doesn't switch on:

- Access the PC and manually hit the power-on button, listen for fan noise and check for lights, maybe the PC is ok and there is a problem with the screen
- Check that there is power to the outlet that feeds the PC
- Check that the power lead to the PC has not fallen out of the PC
- If possible, swap the power lead with another of the same type

If this fails then we probably do have a slightly bigger problem.

Incorrect files being displayed:

Check that you have selected the correct Content Folder, you may have two folders with the same name in different directories, and have selected the wrong one.

Touch Screen Registration problems:

If it arises that in order to activate a button or icon, the finger touches slightly off the correct position, it is likely that the screen registration has drifted. This may occur on a portion of the screen rather than the whole screen.

On the Desktop, the Windows Control Panel or another system folder there should by a touch screen registration icon. Activate this program which should guide you through a very simple setup – usually, touching a target at various corners of the screen. If you can't find this icon then contact your support person.

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