

onemedia add value to the student experience with touch screen kiosk solution at Northumbria University

Northumbria is a research-rich, business-focused university with a global reputation for academic excellence. Based in Newcastle-upon-Tyne, a city often voted best in the UK for students, the University was established in 1992, and today educates over 32,000 students representing over 125 different nationalities.

Northumbria's international reputation as a leading British university is the result of a distinctive combination of outstanding academic research, innovative programmes, advanced technological capability and cultural diversity.

Project objectives

Focused on delivering an unrivalled student experience, Northumbria's campus style is contemporary, reflecting the innovative learning styles and research techniques adopted by the University. Northumbria University's objective was to improve and modernise their visual communication channels across the campus. The University wanted to diversify their methods of engaging students in order to add value to their environment and improve engagement.

Content strategy

Roche AV, had recommended that the University get in touch with onemedia, a content agency specialising in digital signage and interactive solutions. onemedia have collaborated closely with Northumbria to deliver a comprehensive content strategy that would deliver relevant information to students interactively, setting this leading education facility apart from the rest. Initial on-site attendance, with face-to-face content workshops with the overall project owner, and each department's content owners helped to set expectations about the solutions operation, use and their ongoing processes.



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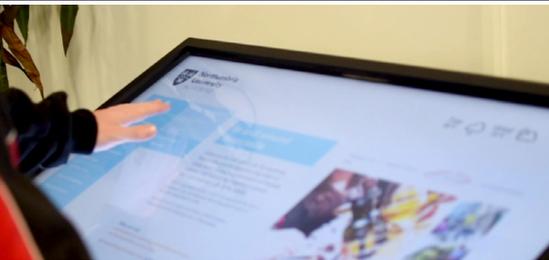


The content workshops were beneficial in a number of ways. They were crucial in defining how the content would work and in helping to engender that 'buy-in' from across the University and the range of services that were going to be promoted through the interactive solution.

Jerry Mertz,
ITSM Manager,
Northumbria University



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What was installed

Previously voted the UK's most IT enabled organisation and experienced, long-term users of the ONELAN Digital Signage platform, Northumbria already have a reputation for their progressive technical ability. As an accredited ONELAN 'Advanced Content Design Partner', onemedia have helped Northumbria progress their communications by introducing an interactive element to their existing digital signage infrastructure.

onemedia created a bespoke interactive solution which was installed in time for Freshers' Week. The interactive screens promote access to key student services, displaying it in an eye-catching format which is user friendly and simple to navigate. Students can access a variety of useful information such as upcoming campus events, restaurant info, student union updates and sporting events.



The interactive information kiosks represent the significant and ongoing investment Northumbria University are making in transforming the student experience. The introduction of this new digital communication channel has placed core student information on university services and events at their fingertips.

Jerry Mertz,
ITSM Manager,
Northumbria University



Other buttons include information concerning money and finance, accommodation, wellbeing and libraries which provide support for new students, detailing the services and facilities accessible to them during their time at the University.

onemedia have introduced various dynamic elements into the bespoke content such as the date, time, live news feeds and weather updates. In addition, onemedia have also configured a 'Map Finder' function to help students find their way around campus with ease. Using existing maps of the University, students can simply tap on the location they wish to find, and the appropriate map is presented to them, an invaluable tool for freshers during their first few weeks on campus.

Return on investment

Furthermore, to heighten engagement, interactivity can also offer valuable insight into audience behaviour. onemedia have incorporated an analytic element to this project which enables Northumbria's content managers to monitor the campus wide click through rates in real time, allowing them to analyse the effectivity of their content and understand student behaviour and interests in more detail. onemedia's Creative Director Tyson Reed commented; 'We have developed the analytical element of this project with a view to understanding student interests, we continue to work with Northumbria to evolve the touch enabled content in response to the learnings collected from this feature'.



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The analytics part of the solution has been invaluable in helping me to identify the next phase of investment. It has helped me go forward with regards to a business case which is leveraging further funding for us to deliver updates to the solution into 2019 and beyond.

Jerry Mertz,
ITSM Manager,
Northumbria University

