

# The Top 13 Deployment Mistakes ...and How to Avoid Them

**Kiosk and digital signage projects** are complex, involving multiple vendors and a variety of logistical challenges. If you neglect even a single key factor in planning and execution, deadlines may slip, costs can go over budget, and ROI may disappear. For example, the failure to consider environmental conditions cost one company thousands of dollars in failed hardware, including a media player that became clogged up with bird feathers. In this brief guide, we'll help you recognize the most common pitfalls and learn how to avoid them.

## The Top 13 Mistakes

	Problem	Solution
1.	<b>Failing to identify a viable business model that produces strong ROI</b>	This may seem obvious, but it comes up time and time again: If you can't identify a clear return-on-investment (ROI), the project is likely to fail.
2.	<b>Insufficient capital to fund the project</b>	Kiosk and signage projects often take much longer than expected. It's critical to have sufficient capital to see your project through.
3.	<b>Choosing your hardware before creating a detailed project plan and identifying suitable software</b>	Always create your project plan and choose a software platform before committing to a large hardware purchase – otherwise you may wind up with hardware that's not right for your project.
4.	<b>Cramming too many features into the first version</b>	Focus on the core features for your first deployments – remote management makes it possible to add more features later.
5.	<b>Trying to cut corners with cheap hardware</b>	Make sure your chosen hardware is rugged enough for the destination site – otherwise you may end up replacing it in a short time.
6.	<b>Assuming the Internet is 100% reliable</b>	Caching your content on the local hard drive ensures that the systems will function well, even with intermittent connectivity.
7.	<b>No formal site survey</b>	Have a technician verify power and network connectivity at every site, even if management claims the sites are all the same.
8.	<b>Failing to use experienced installers</b>	Your installers should be experienced with kiosks and signage.
9.	<b>Lack of integration with existing business processes</b>	Kiosks and signage should be tied into existing sales and co-op programs, and employees <b>must</b> be motivated to use them.
10.	<b>No "call to action" for prospective users</b>	A kiosk or digital sign needs a compelling attract loop to convince users why the system is worth their time. POP displays can help as well.
11.	<b>Not providing a clear way for users to report problems</b>	A help label ("For service, call XYZ") should be placed on each system so employees and customers can easily report problems.
12.	<b>Failing to account for maintenance, repair, and life expectancy</b>	Regular scheduled maintenance and spare systems are essential. Figure on a 1-2% short-term failure rate and 3 years useful life.
13.	<b>Relying on consultants who haven't done similar projects before.</b>	Kiosk and signage networks have unique requirements. Be sure to choose vendors who can provide references to successful projects.

## Choosing the Right Partner

With satisfied customers around the globe, WireSpring is a premiere provider of digital signage and interactive kiosk solutions. Contact us today for a **free consultation** and learn how our expertise can help make your project a success. Remember, the sooner you get started, the closer you are to a hassle-free deployment.

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### FOR MORE INFORMATION

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