

Kiosk Review

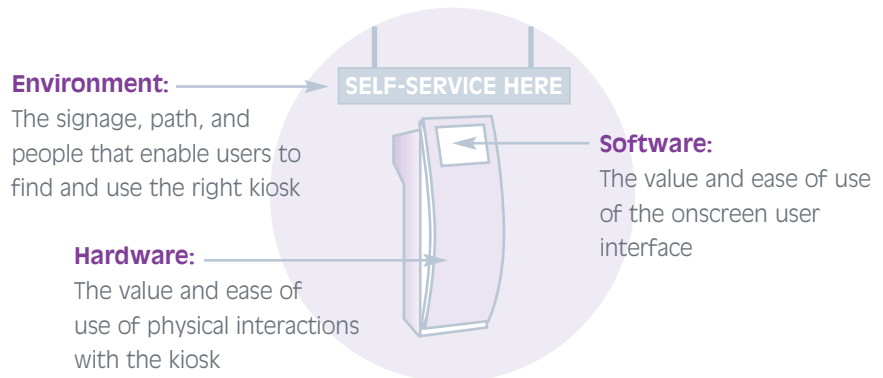
HELPING BUSINESS THRIVE ON TECHNOLOGY CHANGE

For travelers, kiosk usage is climbing — 28% of business travelers and 22% of leisure travelers now use kiosks in airports. At the same time, a surprising 63% of consumers report that they've never even seen a kiosk. To find out what is slowing adoption of these self-service machines, companies must look at more than just hardware and software issues to uncover serious flaws in the customer experience.

Forrester's Kiosk Review gives your organization a comprehensive understanding of the customer experience by examining the kiosk's environment in addition to the technology itself. Detailed evaluations from Forrester analysts pinpoint where and how to make improvements that will help you convert more consumers into regular users.

To sharpen your use of this new service channel, Forrester's Kiosk Review helps you:

- Assess the surrounding environment.** No kiosk is an island. Is the machine integrated into the building's natural flow? Or is it tucked into an unused corner or perhaps stuck front-and-center where people see it when they don't need it? Clear signage and the physical layout of the workspace have a big impact on your customers' ability to find and use the kiosk.
- Evaluate your kiosk's integrated experience.** User experience makes or breaks a kiosk's success. We examine how customers interact with your machine's software and hardware. Is the onscreen application easy to use? Do customers readily understand how to operate the machine, especially attachments like trackballs and card readers?
- Apply research-based criteria.** Good design is about more than aesthetics. Ultimately, functionality determines the success of your kiosk program. The Kiosk Review examines your machine's compliance with leading principles of design, including ergonomics, human factors, signage design, wayfinding, and human-computer interaction.
- Experience your customers' point of view.** Using three different scenarios, our analysts take on the roles of your customers and try to accomplish their goals at the kiosk, such as printing a gift registry or checking in for a flight that was booked online. Your kiosk is evaluated specifically within the context of each scenario.



Forrester's Kiosk Review evaluates all aspects of the customer experience, from interaction with software and hardware to the influence of the surrounding environment.

Detailed Information Your Organization Can Act On

Forrester's Kiosk Review provides detailed commentary on your kiosk's hardware and software, determining the value it provides to your target customers and the way in which essential content and functionality are presented. We assess ergonomic factors, onscreen navigation, and the kiosk's ability to help the user feel in control. We also include specific feedback on the location and accessibility of the kiosk, as well as the quality of the surrounding workspace and the pathways leading to it. Our independent, research-based review establishes a benchmark for future evaluations of your kiosk or those of your competitors.

Forrester's Customer Experience Expertise

Forrester's Customer Experience Design & Evaluation services help organizations build cohesive customer experiences across multiple channels. We work with marketing, business, and IT professionals to help them create profitable experiences by understanding consumer needs, designing the right interactions, and analyzing the effectiveness of those interactions. Within these services, we offer expert evaluations such as the Kiosk Review, as well as training in conducting expert evaluations and managing effective design processes.

For More Information

The Kiosk Review is just one of Forrester's many products and services developed to help your business thrive on technology change. To better understand your customers and align your technology investments with your business goals, visit us at www.forrester.com, or call our headquarters at one of the numbers listed.

Corporate Headquarters

Forrester Research, Inc.
400 Technology Square
Cambridge, MA 02139 USA
Tel: +1 617/613-6000
Fax: +1 617/613-5000
Email: forrester@forrester.com

European Headquarters

Forrester Research B.V.
Rijnburgstraat 9-11
1059 AT Amsterdam
Netherlands
Tel: +31 20 305 43 00
Fax: +31 20 305 43 33

Other Research Centers

| | |
|-----------|-----------------|
| Frankfurt | San Francisco |
| London | Santa Clara, CA |
| Paris | Westport, CT |

North American Sales Offices

| | |
|------------|----------------|
| Atlanta | New York |
| Chicago | Toronto |
| Irving, TX | Washington, DC |

International Sales Offices

| | |
|-----------|-------------|
| Australia | Japan |
| Brazil | Korea |
| Hong Kong | Sweden |
| India | Switzerland |
| Israel | |

Please contact our European headquarters for sales offices in Austria, Hungary, Poland, Portugal, Slovenia, and Spain.

For Africa, Latin America, the Middle East, and all other countries, please contact the International Sales Team at our headquarters.

www.forrester.com

Nasdaq symbol: FORR

FORRESTER®