Unilumin | Project Planner Tool

LED Display Project Planner

1. **Getting Started**

- What is the application for the digital display?

- Has a budget been identified?
    - Budget Buckets:
        - AV Design
        - Display
        - Content
        - Project Management
        - Installation
        - Operations

- Either existing or planned, is there any other technology that the display will need to integrate with?

Deeper Dive Questionnaire

1. What is the desired function of the LED display?

2. Is the space existing or new construction?

3. What is the ambient light level?

4. Who is the targeted audience for the display?

5. What type of content do they anticipate running? Graphics, video, live video?

6. Is there sufficient power at the location?

7. Is there HVAC available?

8. How far from the display is the control room where the display's equipment will reside?

9. Based on the installation location, would service be done from the front or the rear?

10. Will the display be accessible from the ground or is it mounted up on a wall?

11. Is there an AV integrator involved that we would need to work with?

12. Will the display be a backdrop for any type of live stream or event where a video camera would be shooting it?

13. What is the timeframe to when the client would like the display installed?

14. Is there an existing digital signage infrastructure, where the client has selected a specific content management system?

2. Team Collaboration

It's critically important to involve ALL key stakeholders in the early stages of a digital display project. Here is a sampling of recommended groups:

- Corporate Leadership
- Design/Construction
- Sales/Marketing
- Operations

Additionally, and based on the team's familiarity with digital, it may make sense to invite Digital Experts to join the discussions.

- A/V Integrators
- Content Specialists
- LED Solution Providers

Upon assembly of the team, the first step is to perform a DNA, or Digital Needs Assessment.

Based on the collected data about the project, review what the function of the digital asset will be, and how it is anticipated to function.

- Fit, Form and Function
    - Fit - Integration of Technology into Design
    - Form – What is the Technology?
    - Function – What is it's:
        - Branding
        - Experience
        - Revenue
        - HOW will it function?
            - Scheduled Content
            - Interactive Content
            - Dynamic Content

- ROI – Return on Investment and Interaction
    - Is there a monetization model?
        - Advertising Sales
        - Co-Op
        - Sponsorship
    - Generating increased Attendance
    - Informing Consumers/Patrons
    - Interactive Branding Experiences
    - Life Safety Capabilities

3. Technology Selection and Content Planning

Next is to identify what types of digital technology are possible options for the project.

Upon establishing a working plan of what the digital asset is intended to do, plan a team evaluation of the technology options. This may include the following:

- "Field Trip" to locations that have the technology proposed, or similar technologies.
- Industry trade event where technologies are on display.
- Tech-Summit with demonstrations prepared by A/V Integrator or Consultant
- Visit to Digital Display Manufacturer's Showroom.

Other factors when considering Technology Selection:

- Price doesn't mean Cost
    - Know the Infrastructure costs
    - Understand Installation costs
    - Plan an Operations/Maintenance budget
- All technology is not created equal – know the limits of what you're buying
- Scalable matters, as what you do Day 1 vs Day 361 will change

So now you have a digital asset designed and the technology is selected, what is the content strategy?

- Content
    - Content IS King
    - Must be fresh and engaging
    - Dynamic content will connect with people and create the Experience
        - Social Media
        - Interactive
        - Informative
    - Budget Accordingly

4. Experience Buy-In

At this stage, the technology has been selected and designed into the environment, and a plan for its function has been established. The next step is committing to the project, by pledging the resources necessary.

- A functional specification for both the technology and how it will function is finalized.
- Content Strategy is agreed upon, and the proper budgets and resources have been committed to.
- Final project costs are presented and approved, both on CapEx and OpEx.

5. Develop/Deploy/Engage

- Project Team works with all vendors, consultants, and integrators to produce final designs and engineering drawings.
- Manufacturing is green-lighted.
- Integration is planned.
- Installation and Commissioning of the Digital Asset
- Content is deployed and prospective users are engaged.
- The digital experience is maintained from both an operational perspective and by keeping the content fresh and engaging.