

Interactive signage systems to enhance user experience within Commercial Centers

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Abstract:

Commercial malls are among the most important active places that bring together users of all genders and ages. Therefore, sign systems are among the most important and useful tools in our daily lives with the world of massive malls spanning multiple floors and housing numerous shops, restaurants, cafes, children's play areas, and various service facilities, etc., the user experience within malls is a key factor in attracting visitors and encouraging them to interact with the surrounding environment. Hence, the research problem lies in the fact that, given the size of the commercial malls and the reliance on traditional sign systems, there was a need to provide information in a smooth and attractive manner today's users face difficulty navigating within the malls, and the absence of interactive technology in the system has led to a limited and unhelpful user experience. We live in an information society that relies on the investment of modern technology and the flow of information to be used in providing services quickly and effectively, saving the user a great deal of time and effort.

The research aims to highlight the importance of interactive sign systems and their role in saving time and effort and achieving speed and enjoyment in accessing information, and the importance of integrating modern interactive technologies into sign systems such as (interactive maps, interactive wayfinding maps, interactive digital compass, augmented reality technologies, hologram technologies, interactive surfaces, QR code, etc.), This makes it easier for users to reach their desired destinations, control the information provided, and increase user satisfaction, reducing the time and effort required to obtain information.

Problem: The research problem revolves around the lack of interactive design and information enhancement for signage systems to guide users easily within spaces. Furthermore, their use in their traditional form is often insufficient to attract attention. The research problem can be summarized by attempting to answer the following questions: 1- How can interactive information systems enhance the effectiveness of the grading system? 2- How can interactive information design improve user interaction with the grading system?

Significance: The significance of this research lies in designing an interactive tagging system that aims to improve user interaction and, consequently, enhance the system.

Hypothesis: The research hypotheses that: 1. Interactive information design enhances the effectiveness of the tagging system in facilitating access to information and improving user interaction. 2. Interactive tagging system design improves the user experience by saving time and effort and enabling faster access to information.

Methodology: The research follows a descriptive-analytical approach by examining interactive information design and its role in enhancing the grading system, followed by an analytical study of a set of models with interactive grading system designs.

Results: 1- Integrating interactive design with signage systems leads to a more effective system for spatial orientation and organization. 2- Interactive design improves user understanding of information and facilitates navigation and decision-making. 3- Designing an interactive signage system improves the user experience by saving time and effort and enabling faster access to information.

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