Towards an approach to interactive Signage Design for People with Disabilities in Egypt

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Abstract

The research on interactive environments between humans and devices has become a commonplace during this decade. The deployment of interactive signage has come to be a very major interest for creating interactivity that might bring a great advancement in the signage design and technology.

The immersive nature of interactive technologies is just one of its many benefits. It has also been shown to maximize end users brand recognition and information retention, while also improving end users' perception of the brand. Interactive signage helps provide a high level of customer service while keeping costs low. The interactive technology in signage design can even create greater insights into consumer characters and habits, helping a company to optimize its marketing and customer service initiatives. Along with an increasing number of different innovative capabilities, the need for the adoption of interactive signage in public increases, in order to minimize information overload due to 'overuse' of functionalities especially in case of the environment for people with disabilities. This research aims to put the basics of interactive digital signage design for people with disabilities. The research also aims to explore the benefits of employing the interactive signage with other devices such as cell phones, tablets, smart phones, and wearable devices to achieve very suitable interactive environment for people with disabilities.

Keywords:

Interactive Signage- Interactive Technology- People with Disabilities