



## Usage of Touch Screen Kiosks - Bacup and Stacksteads Sure Start

### **Introduction**

In 2002 an evaluation of preferred methods of accessing information about services for families was undertaken. The participants explored a number of options which included Newsletter, Letter, meeting, and poster. One of the most preferred methods was via some form of technology e.g. the Internet. It was accepted that the majority of families in this area did not have access to the Internet at home so Touch Screen Kiosks in public places was explored.

The consensus of opinion was Touch Screen Kiosks were something the users of Sure Start services preferred as a method of giving and receiving information.

The Assistant Programme Manager took on the task of researching the feasibility of this and contacted a company who specialised in design and installation of kiosks which were user friendly and accessible for people with Special Needs and disability namely SCREAM of Telford.

### **Initial Contact and Design Brief**

In 2003 a representative came to visit the programme and have discussions with the Assistant Programme Manager. He brought with him a demonstration model of one type of Touch Screen Kiosk they designed. He listened to our requirements and returned to his company with our brief.

A fortnight later the Assistant Programme Manager travelled to Telford to inspect the first draft of the design for the web page and discuss costs and timescales.

SCREAM provided an online progress report so the Assistant Programme Manager could monitor developments and make suggestions for alterations and amendments. She also involved the staff team and parents in choosing colour schemes, content, logos etc. which resulted in the bright and cheerful kiosk pictured at the head of this report.

## Costs Involved

The overall costs for the two kiosks was approximately £12000 which included design of the kiosks, art work, hardware, software, web design, installation, maintenance, Intellescape editing and monitoring package, remote monitoring and helpline. There is a further annual charge for support, maintenance and license of approximately £250.

The service we have received from SCREAM has been excellent with prompt advice and support.

## Usage of kiosks between September '04 and December '05

<b>Type of use</b>	<b>Usage</b>
<b>Hits from domestic sites</b>	<b>99.82%</b>
<b>Commercial</b>	<b>0.18%</b>
<b>Average number of documents viewed per visitor</b>	<b>281.5</b>
<b>Number of documents viewed</b>	<b>563</b>
<b>Peak usage time</b>	<b>7am -noon                      1pm – 8pm</b>
<b>Relevant hits</b>	<b>72,433</b>
<b>Hits Sunday</b>	<b>9.94%</b>
<b>Monday</b>	<b>15.53%</b>
<b>Tuesday</b>	<b>18.22%</b>
<b>Wednesday</b>	<b>15.59%</b>
<b>Thursday</b>	<b>15.44%</b>
<b>Friday</b>	<b>15.44%</b>
<b>Saturday</b>	<b>9.83%</b>
<b>Hits by month January</b>	<b>8.87%</b>
<b>February</b>	<b>16.82%</b>
<b>March</b>	<b>7.27%</b>
<b>April</b>	<b>6.31%</b>
<b>May</b>	<b>4.42%</b>
<b>June</b>	<b>0.75%</b>
<b>July</b>	<b>1.96%</b>
<b>August</b>	<b>10.89%</b>
<b>September</b>	<b>22.16%</b>
<b>October</b>	<b>13.67%</b>
<b>November</b>	<b>6.88%</b>
<b>December</b>	<b>0%</b>

**Usage declined during June and July as there was a breakdown  
December they broke down and we were closed during Christmas**

## Topics searched

<b>Topic</b>	<b>%</b>
<b>Info Local programme</b>	<b>22.6%</b>
<b>Health</b>	<b>0.88%</b>
<b>Childcare</b>	<b>1.59%</b>
<b>Family Support</b>	<b>0.35%</b>
<b>Training</b>	<b>1.24%</b>
<b>Creche</b>	<b>0.53%</b>
<b>Breastfeeding</b>	<b>1.60%</b>
<b>Toy Library</b>	<b>0.17%</b>
<b>Smoking Cessation</b>	<b>0.88%</b>
<b>Links and Internet</b>	<b>70.50%</b>

## Conclusions

- The Touch Screens are well used
- Users of the centre have gained information about improving theirs and their child's wellbeing.
- The free Internet access has proved the most popular service.
- The cost is 6p per hit which appears to be value for money.

## Recommendations

- The kiosks are regularly updated to ensure current information is accessible.
- The kiosks are well maintained to ensure user satisfaction.

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