

Placing a HappyOrNot Smiley Terminal

Optimize the amount of feedback

1. Placement

2. Distance

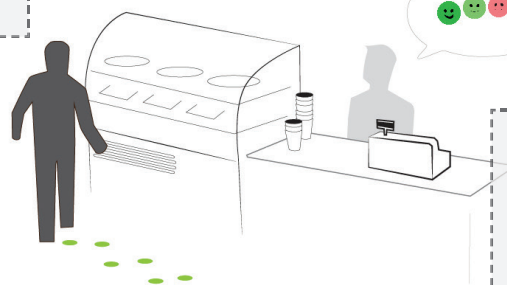
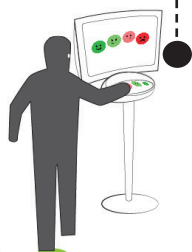
3. Readability

1. Placement

Place the Smiley Terminal near **exit**. Observe the fairways that your customers favor. In most cases, it is best to place the device to the **right** side of the passage way, since most people are right-handed.



HappyOrNot Smiley Terminal

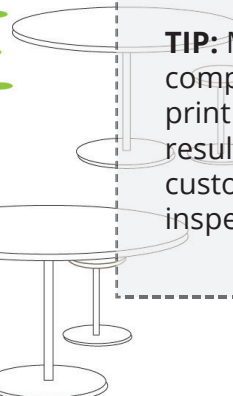
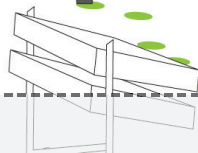


Motivate!
Invite your customers to give feedback when leaving.

TIP: Many companies print the results for their customers inspection.

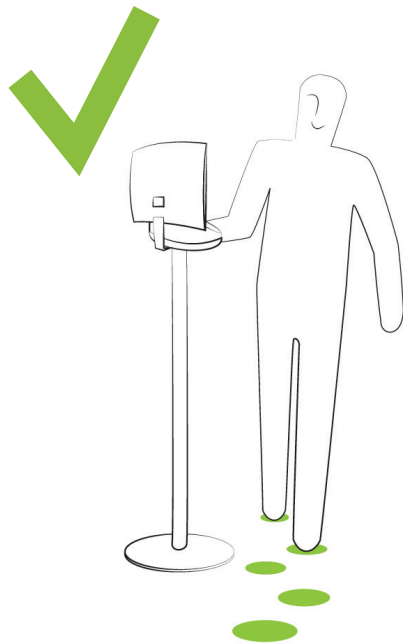
Exit- or fairway

Also open area stores, such as airport cafeterias, usually have some kind of an egress.



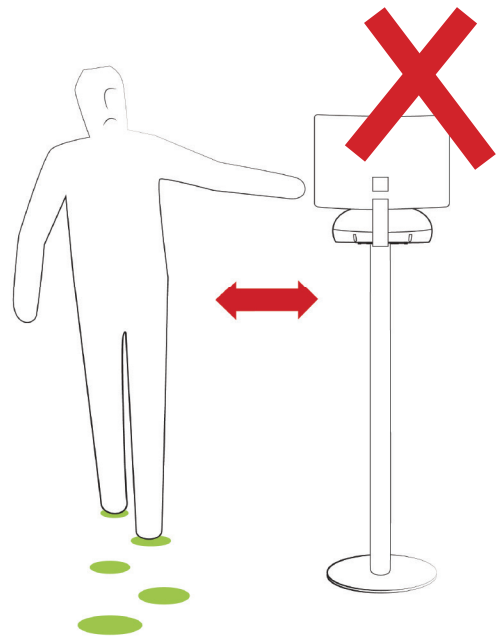
2. Distance

Even a small adjustment in the smiley terminal's placement can make a critical change in the amount of feedback. Place the smileys so, that the customer won't have to deviate from his/her path.



Correct

- The terminal stands just beside the customers passage way.
- The smiley buttons and the question sheet are facing towards the customer.
- The terminal is located at the **right** side of the customer - most people are right handed!

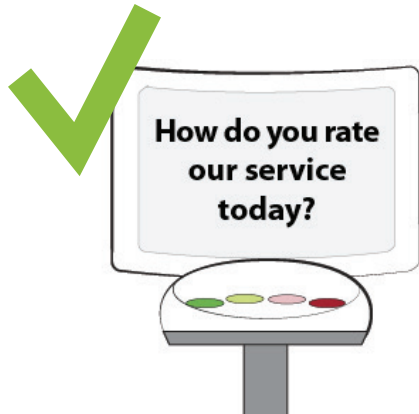


Incorrect

- The Smiley Terminal is standing too far away from the customers passage way.
- The smiley buttons and the question sheet face away from the customer.

3. Readability

It is essential that the question sign is quick-to-read. The question sheet instructions below ensure that the customer will read and understand the question.



Correct

- The question is short
- The question is written with the largest font size possible
- The text includes small and CAPITAL letters
- The text separates from its background



Incorrect

- The question is too long
- The text is written in too small of a font size
- The text is written in CAPITAL LETTERS
- The text blends into the background

Tip: Adjusting the Question Sign

(Smiley terminal model HON240-V1 only)

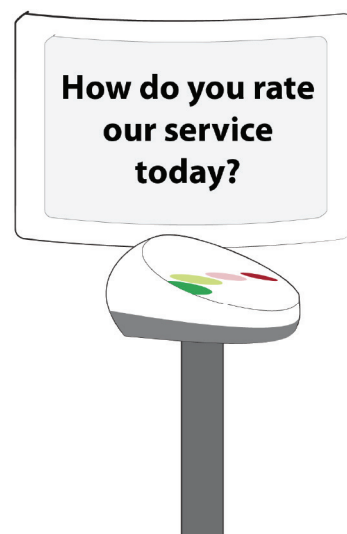
It is also possible to adjust the question sign in relation to the device. Adjusting the question sign can be helpful, for example, in following situations:

1) Ensuring the anonymity

Should you wish to turn the button panel so that the staff won't see the feedback, you can improve the device's visibility by adjusting the question sign to face the customer.

2) Optimizing visibility in narrow places:

The question sign can be adjusted so that the customer can read the question far away.



Adjust the question sign by loosening the big screw below the question sign holder and adjusting the question sheet (only in Smiley terminal model HON240-V1).