

7 Tips for QR Codes in Interpretation



Or: Technology's cool, let me at it

QR codes offer interpreters opportunities to tell stories in new, innovative and engaging ways. Unfortunately, because they appear cheap and easy to implement, QR codes are commonly abused and misused. This has led to a reluctance to use them, both from interpreters and visitors. Here are 7 tips from INNZ to help you include QR codes in your interpretive projects to ensure they play a role in creating memorable, and memory-making, experiences.

1. Codes are planned

QR codes are not an answer for telling the left-over stories from your initial interpretation. Instead they should be built into your plans from the outset. This type of technology allows for unique, dynamic and engaging content, make the most of that in your planning.

2. Content is exclusive

People need to feel like they're being rewarded for the extra effort that scanning a QR code requires. If the code takes them to a generic web page, they will be disappointed. You need to develop content that is exclusive to the QR code and specific to the mobile medium.

3. Content is complementary

If you already have interpretation, make sure that the QR code content complements it and doesn't detract or compete with it. If you (or someone else) have objects or stories that relate to what's on display, use the technology to highlight these things. Showing objects you couldn't otherwise display is a great way to build on your stories through QR codes.

4. Content is tailored

Many people think that digital technology allows them to provide visitors with **all of the information**. There is nothing wrong with giving visitors the opportunity to learn more, but digital technology and, specifically, QR codes are not necessarily the answer. People use their devices for dynamic, engaging experiences and your content needs to reflect this. Keep word counts and video lengths short and make sure your content is optimised for the smaller screen.

5. Technology is scary

In spite of what it might seem, not everyone has a smartphone. Making sure that people who aren't tech-loaded can also access the content is important. There are simple ways to do this; such as offering hire devices, instructions or exclusive access to 'hidden' web content through specific links. Offering users opportunities to share content through social media is another way to broaden reach.

6. Location is king

QR codes are great for site-specific messaging, acting as a trigger to enhance the visitor experience. The content within QR codes can effectively bring to life a static site and refer visitors on to any linked sites, objects or stories. However, remember that QR codes rely on a consistent internet connection for access – mobile blackspots are not QR hotspots.

7. Codes are free

While it is free to create QR codes and cheap to place them in your interpretation, creating content that aligns with our tips is not. Don't undervalue your time or the cost of developing content that is exclusive, complementary and tailored.