

Troubleshooting Slow Adoption to Your Kiosk Pilot

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After you've invested time and money into planning your initial kiosk deployment, sluggish customer adoption can be a major frustration. But before scrapping your entire roll out, it's worth examining whether the pilot conditions are set up for success.

Luckily, this early phase is the best time for adjustments. Course-correcting now helps ensure stronger kiosk adoption when the program scales.

Here, we cover common missteps that affect kiosk engagement and how to troubleshoot them.

Kiosk Placement

Where you place your kiosks directly affects how much engagement they get. Is the current location visible to patrons upon entry? Does it require effort to find them?

Before installation, observe foot traffic patterns to identify natural flow paths and common pause points. Areas where customers naturally stop can indicate where kiosks may be most successful.

In addition, A/B test different locations to determine which ones drive the most usage.

If your kiosks are out of sight or crowded into a high-traffic zone, consider reassessing their placement and testing for optimal placement.

UI and UX Performance

The user experience plays a critical role in kiosk adoption by influencing the amount of friction a customer encounters during the ordering process. Looking closely at the user interface (UI) and user experience (UX) data can identify bottlenecks.

In a [2022 survey by Raydiant](#), more than 25 percent of respondents indicated they avoid self-checkout because of a poor past experience. Because of this, it's important to isolate and address problems quickly, before they turn customers away.

Read the full article [here](#).