


**KINGMAN  
GROUP** 

## **Metropolitan Cemeteries Board**

Digital Signage Project

### **CASE STUDY**

[www.kingman.com.au](http://www.kingman.com.au)  
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“After implementing our Microsoft Dynamics 365 CRM, we looked for a solution to provide the community with simple and easy access to directions and cemetery information. The team at Kingman went the extra mile to provide us with an integrated solution that references live data from the cemetery records and presents that to the cemetery visitors. The design team exceeded our expectations by presenting an outstanding interface that is respectful, reliable and easy to use. The support team are prompt and very helpful. I can’t fault Kingman and look forward to implementing this solution at another MCB cemetery”

## **Brad Smith**

Project Manager, Metropolitan Cemeteries Board

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## Introduction

In January 2022, Kingman was awarded the Digital and Wayfinding signage contract for the Metropolitan Cemeteries Board, specifically for the exciting Digital Signage project at Karakkatta Cemetery.

This project represents a significant development that will revolutionize the way people navigate and engage with the cemetery, whether it's for burials, memorial services, or simply visiting their loved ones.

When visiting a cemetery, the last thing anyone wants is to wander aimlessly through numerous graves in search of a specific location.

These totems incorporate interactive maps and search systems, offering a seamless solution to alleviate the stress of your visit. They enable you to quickly and effortlessly access the information you need, ensuring a more efficient and meaningful experience.





Above, image from the Kingman factory.

## Behind the scenes

### Sign types throughout the project:

- External Totems
- Touch Screen LCD Display
- Digital wayfinding signage package
- Internal Media Player
- Digital Content & Custom Interactive Touch Screen design



This particular signage package comprised three external totems with digital screens. These screens were fully fabricated at Kingman's Malaga Factory. They are integrated with the Cemetery Board's data system, enabling the display of a vast range of real-time information, specifically the "Today's funeral listings," which is continuously updated. The system also features a built-in name search function that taps into the Metropolitan Cemeteries Board's comprehensive database, filters the information, and provides the burial location of the specified individuals.

### **Client**

- Metropolitan Cemeteries Board

### **Partners**

- Perth Branding & Marketing





2:40 PM

LADIES







## The Concept

Kingman collaborated closely with Brad, the Project Manager from the Metropolitan Cemeteries Board, to ensure that the layout of the wayfinding system took into careful consideration the needs of the public.

The design and presentation of the project are truly distinctive. The interface has been customized to showcase a captivating animation featuring radiant butterflies gracefully soaring amidst a vibrant sea of spherical lights, symbolizing the souls.

The incorporation of blue hues and butterfly symbols in the design aligns perfectly with the brand guidelines of the Metropolitan Cemeteries Board. As a collective decision, black was chosen as the primary additional color to evoke a sense of respect, reflecting the overarching theme.



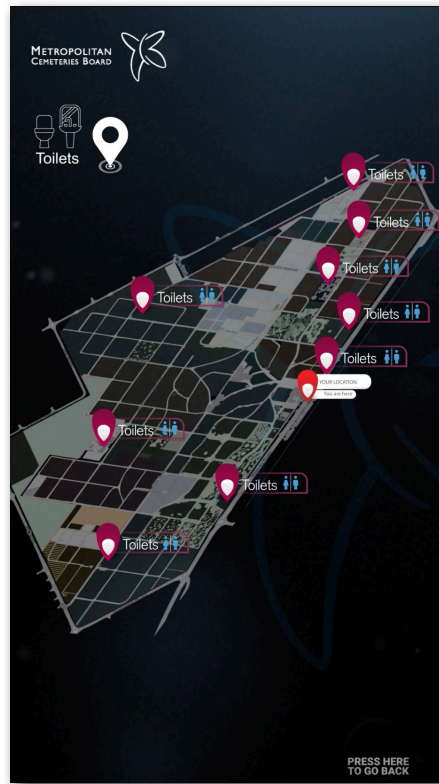
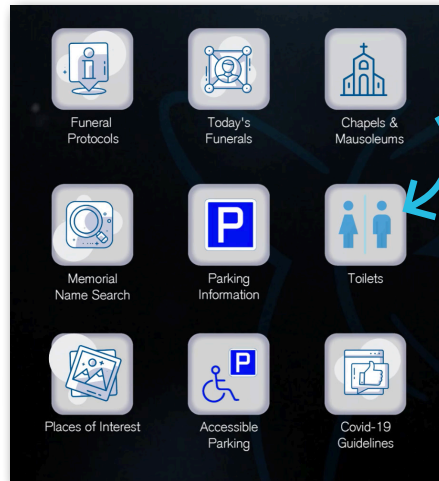
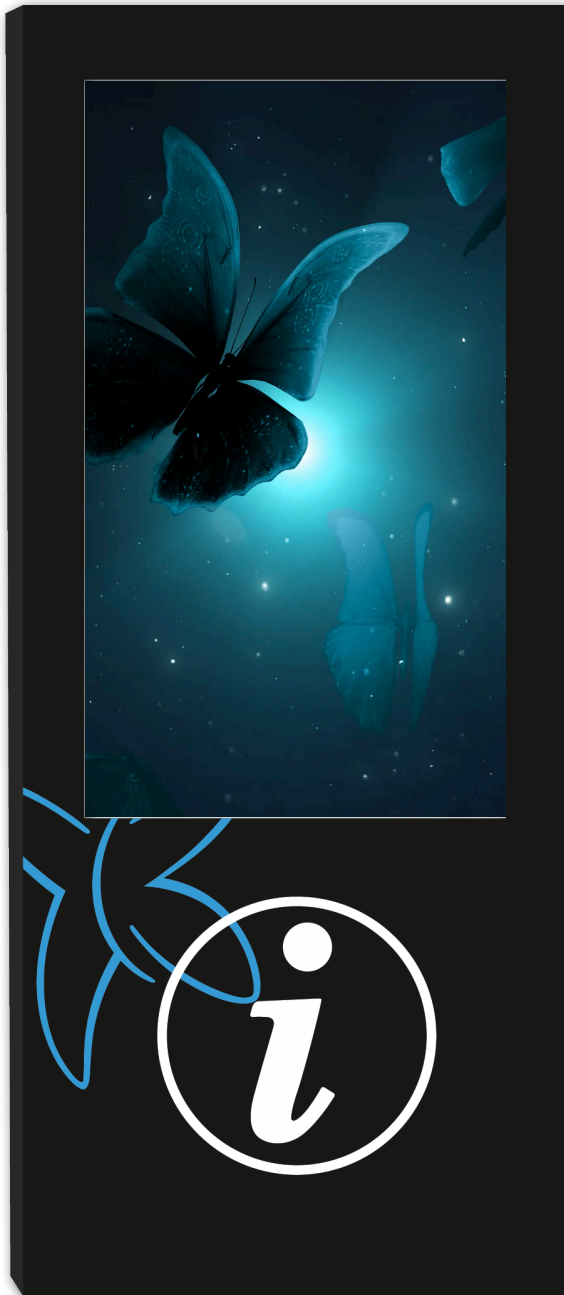


# Digital Wayfinding

## This information includes:

- Convenient name search functionality for locating the exact burial location of loved ones, accompanied by a map and QR code linked to Google maps.
- An up-to-date list of today's events, including burials, with details such as time, location, and a corresponding map.
- Clear mapping and highlighting of nearby places of interest, such as the American War Memorial, Aboriginal Keeping Place, and the Jewish Prayer Hall.
- Comprehensive mapping and highlighting of nearby chapels, memorials, toilets, parking areas, and accessible parking.



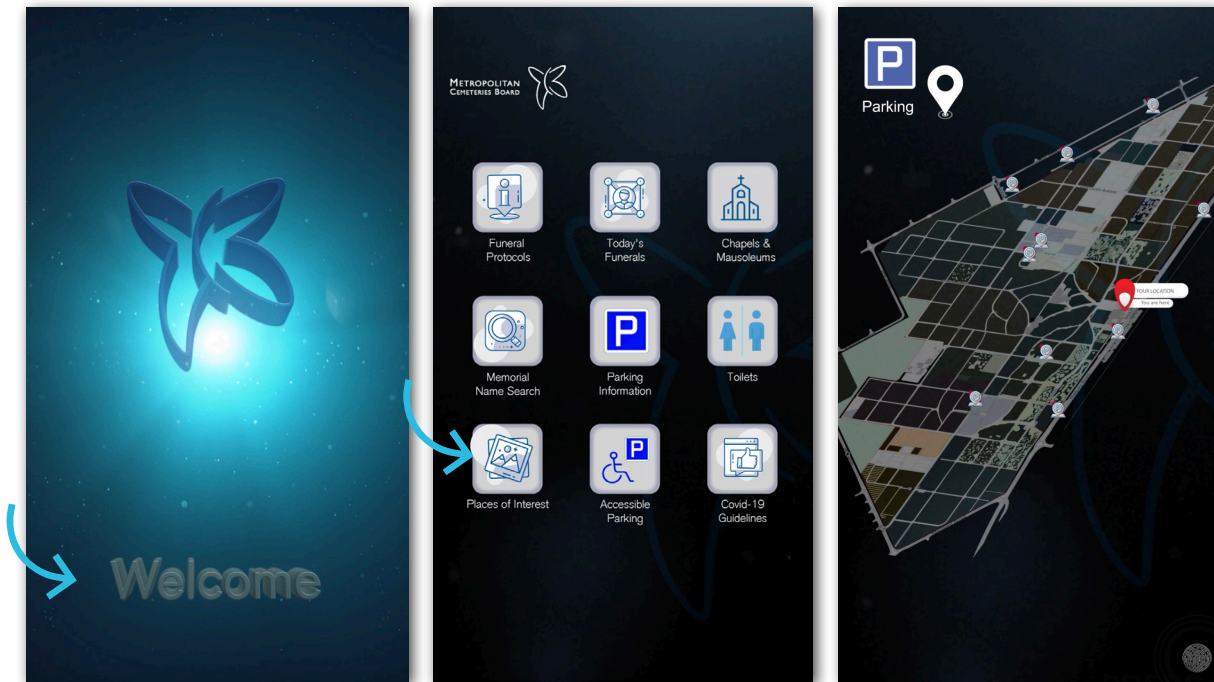


## Menu Navigation

**The landing page seamlessly transitions between three captivating elements:**

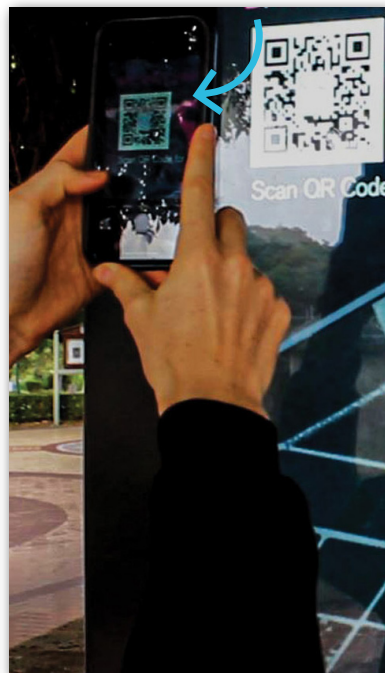
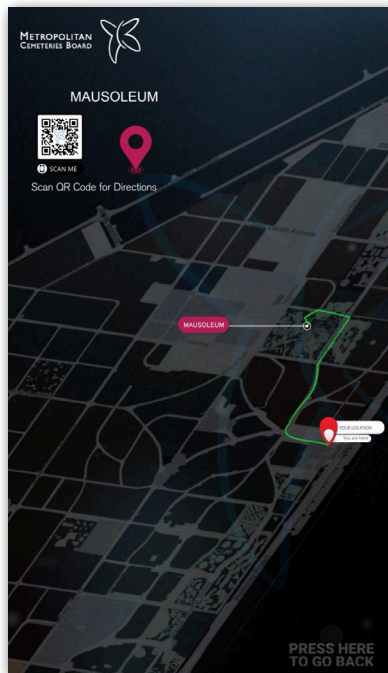
a mesmerizing butterfly animation, a respectful acknowledgment of country, and a dutiful Stay Covid Safe message. Additionally, there is flexibility to include additional messaging in this area as needed.

Upon touching the screen, you are instantly directed to the Menu page. This innovative menu page stands out as one of the pioneering wayfinding solutions that utilizes motion icons instead of static iconography, enhancing user interaction and engagement.



## Map Functionality

Upon navigating to your desired location, all maps become interactive, displaying essential information such as “you are here,” the designated route to your destination, and the convenient option to scan a QR code for accessing the route on your smartphone.





# Languages

During the implementation of the new wayfinding solution, Kingman collaborated with the project manager from the Perth Metropolitan Cemeteries Board to enhance the user experience continuously. One important aspect that emerged was the need for multilingual content. Leveraging the expertise of Kingman's experienced developer and digital content creator, the functionality to change the content's languages was swiftly and effectively integrated. The following languages have been incorporated.

- Mandarin
- Arabic
- Vietnamese
- Cantonese
- Punjabi



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