

Poster Deployment Considerations

The Project has developed a series of posters that help to compliment and enhance current Project activities to build stronger awareness and understanding of the Solution. Each poster will include a call to action directing a user to the Florida PALM website through the introduction of a QR code.

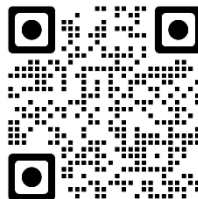
Poster Placement Considerations

The below section provides recommended suggestions of where to place the poster(s):

- Place in areas where employees who are transitioning onto the Solution can see them
 - In routes they often take between point A and point B
 - A main entrance to either their work unit or their floor
- Place in commonly used spaces such as a breakroom, a conference room, water cooler, or hallways
- Consider high traffic areas if safety permits:
 - Near building entrances
 - Elevators
 - Stairwell entrances
 - Lobbies
- Recommend placing the poster at an average eye level for your team to catch attention and facilitate potential usage of the QR code.
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- Tell people about the posters. Passive traffic is good, but directed traffic is great!

QR Code Usage Instructions

Each poster will leverage QR code technology to enable Stakeholders to access information about the Project quickly after viewing a poster. It provides an opportunity should the Stakeholder decide to take action given the quick access to our smart phones versus waiting to get to a computer. The QR code leverages a specific image that can be scanned by a smart phone to enable a user to find information about the Project and Solution quickly. A QR code looks like this:



The below section provides instructions on how to use the QR code available on the poster. It may be helpful to share these instructions with your team or staff to build awareness of both the poster and the functionality.

- How to use the QR Code:
 - Apple
 - Apple iPhones with iOS 11 or later (released in 2017) have built in QR code scanning capabilities in the Camera application

- Open the camera application, and position your phone straight on so the QR code appears in the view finder. All 4 corners of the QR code should be visible, and then the code will generate a notification at the top of the screen.
- Tap on the notification bar to launch the activity
- Android
 - Not all Android phones come with this ability yet, so you may have to take some extra steps before scanning.
 - Later models of Android phones (Android 8 and later) have built in QR code scanning capabilities in the Camera application.
 - To check if yours does open the camera application and position your phone straight on so the QR code appears in the view finder. All 4 corners of the QR code should be visible, and then the code will generate a notification at the top of the screen.
 - Tap on the notification bar to launch the activity
 - Earlier model of Android phones (Android 7 and below) may require a free QR code scanner to utilize the features. QR code reader is a simple and effective option.