



# The Road to QR Code Comfort

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“Leadership and learning are indispensable to each other”

– JFK, Nov. 22, 1963



## Our time today

*It doesn't have to be hard and it's so versatile! Let's dig into QR codes with the latest best practices for public transit!*

- 01 QR Codes and Customers
- 02 QR Code Creation
- 03 Putting it into Practice





# 01 QR Codes and Customers

Best Practices for Public Transit

# Best Uses for QR codes

## Payments

- Parking garages/spaces
- Tickets
- Reservations

## Information

- Upcoming construction
  - Cyclists
  - Walkers
  - Neighbors



# Best Uses for QR codes

## Promotions

- Revenue Generation
- Good Will Programming
- Video
- Vendor/Partners

## Engagement

- Surveys
- Newsletter/Outreach Material Links
- Sign-Up Sheets
- Online Forms



# **Your Ideas and Successes?**

Let's make the most out of our session today and brainstorm together!







## Pro Tips

### ● Always test the QR codes

- When revising or recreating materials from existing materials or templates, take a moment to take a test run.
- If QR codes are not “dynamic QR codes,” expire, or were made using a client/project/company account that has lapsed in payment, the QR codes will expire.

### ● Create your own QR code in one central QR code generator

- Consider skipping the use of platforms that auto-generate QR codes
- It's too easy for tiny pieces to get lost when we're working on large, complex projects, and losing track of a QR code could lead you to have published materials out in the world with broken QR codes.





## Pro Tips

### ● Pay for tracking!

- It is very valuable to have reporting data on how many website visits have been generated by your QR codes and opens possibilities for A/B testing.

### ● Avoid more than one QR code on a design.

- People get confused and visually overwhelmed.

### ● Do not place QR codes on a colorful, patterned, or low-contrast background.

- This can prevent the code from scanning properly (i.e, removing the white background that the QR code comes with and placing it on a busy background).





## Pro Tips

### ● Security!

- QR codes can be changed with Sharpie pens or pasted over with QR code stickers to lead people to other, potentially malicious website links, although this is rare.
- Just in case, limit the use of QR codes to printed materials, digital materials, or posters with a low likelihood of vandalism or pranks.
- A gas station pump-top ad, bus stop ad, poster in a high school, or bank ATM ad might not be the best places for QR codes due to a combination of high traffic and moments of semi-privacy that result in high rates of vandalism.





## 02 QR Code Creation

Where? How? And How Much??



# Resources

## Free

- **QR Code Generator**
  - Pay options
- **Adobe Creative Suite**
  - Enables branding customizations and tracking (with a paid account) to see how many times your QR codes have been scanned.

## Paid

- **Beaconstac**
  - Lots of customization.
  - Change the link without having to change the image.
- **QR.IO**
  - Customization
  - Tracking
  - Database



### Recommendations?

Let the group know if you've found a QR Code Generator you love!



## 03 Putting it in Practice

Knocking the Roadblocks Away

# Problem Solving

- **Comfort Level**

- Provide some language to help like “Scan Me.”
- Place in official communications so it is trusted.

- **One-Way Communication**

- Ensure “Contact Us” is located on the sites you promote.
- Encourage dialogue in other ways.

- **Requires Internet Connection**

- Be aware of WIFI limitations in prospective places.
- Offer other alternatives.

- **Consider Location**

- Remember – high traffic, semi-privacy can be a recipe for vandalism!







## Questions?

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