Welcome to Interactive Print!

The following guide walks you through the three steps of creating and integrating Interactive Print into your publication process:

   Step 1: Getting Started with Interactive Print
   Step 2: Best Practices Guidelines
   Step 3: Integrating Interactive Print in a Workflow

Each step compiles a list of general observations, as well as recommendations based on user testing and prior experience with various types of publications. This guide is addressed to both decision-makers and members of your team that actually create the printed and digital content. We will continue to update it and warmly welcome your feedback!
Step 1: Get started on an Interactive Print campaign with Layar

If you are just getting started and want to experiment with creating your first Interactive Print campaign, take a moment to go through this checklist. The following points are vital for producing a simple and functional campaign using the Layar Creator, especially if you do not have time to dive into the detailed steps of campaign creation.

1. Plan your process.
Creating a top quality Interactive Print campaign involves several time-sensitive steps which may intersect with your existing publication process, so starting with a plan can be very useful. It’s useful to outline the campaign creation process and establish who will complete each task.

2. Create an attractive campaign concept.
Determine your key messages to readers and which content you would like to enhance. It is easier to attract readers and educate them about Interactive Print if the main content of the publication is enhanced.

3. Provide engaging interactive content.
Collect or create the digital content you would like to offer to readers. When determining which content to use, keep in mind that readers like content that is relevant, exclusive, interactive, informative and entertaining.

4. Use pages suitable for tracking.
Since Layar relies on visual recognition and tracking of printed pages, it is imperative that the pages you augment have enough distinctive design elements and meet our suggested technical requirements.
5. Add an instruction page. An instruction page near the beginning of the publication is a vital element for Interactive Print campaigns. It creates awareness for your campaign, triggers readers to download Layar and provides a preview to the extra content they can discover by scanning the pages of your publication.

6. Add eye-catching calls-to-action. Place attractive calls to action on each enhanced page to trigger readers to scan and enjoy the digital content. The best calls to action include a pictogram (such as the Layar logo) with accompanying text which informs the reader of the opportunity for more content and points back to the instructions.

7. Run preliminary tests. Before sending your publication to the printer, check whether the pages you have selected are suitable for tracking by running a quick test. Upload your pages in the Layar Creator, add some of our default buttons and check for errors by scanning with Layar while logged in.

8. Complement the printed content. Make use of your existing content by integrating Interactive Print content seamlessly into the actual print content. Try to use similar colors, textures, fonts and designs when creating Interactive Print content, just as you would when designing the printed page.

9. Run final tests. Before publishing the final campaign, retest all of your pages and make any necessary changes. Gather internal feedback by asking your colleagues to browse through the publication and scan the enhanced pages.

10. Spread the word! Let readers know that your publication is enhanced and ask for their feedback. This will give you a better understanding of their needs and expectations. It’s also an opportunity to establish communication with them and creates a starting point for the next campaign plan.
Step 2: Campaign Creation – Best Practices Guidelines

Once you have experimented with the Layar Creator and understood the basics, you can further improve by going through these guidelines. They include general and specific recommendations, example images, as well as insights derived from user tests. While it is great that you can create Interactive Print campaigns in a simple and quick manner, making them effective requires careful consideration of a few vital aspects, presented in the following section.

1. Campaign Concept Creation & To-doList

(a) Campaign Creation Principles
The starting point for all campaigns is setting the main objectives and content you would like to share with your audience. A deep understanding of the target group will bring insights into what their reading preferences are. You need to keep them in mind at all times during the campaign creation, especially when ensuring they benefit from an optimal user experience. As a rule of thumb, try to follow these few principles:

- Keep a good balance between editorial and commercial content. More often than not, users avoid reading advertisements, preferring editorial content, such as articles, interviews, etc. This translates in the case of digital content, as well. Readers will somehow feel whether you are using digital content purely to sell a product/service, or to tend to their needs and preferences.

- Keep a good balance between the quality and the quantity of the digital/printed content. User tests have repeatedly indicated that readers would much rather see a few pages with great interactive content, rather than a large amount of pages, with average quality content.

- Focus on the key messages first. It is easier to attract readers and educate them about Interactive Print if the main articles of the publication are augmented. Being the subjects of major interest, those articles will get most of the attention and time spent reading; it is a good way to ensure high visibility and user engagement.

- Augment your cover page. One of the most effective ways to introduce Interactive Print to your readers is to augment the cover page and advertise it as such. It is one of the most compelling and effective ways to introduce Interactive Print to readers.
When it comes to determining what kind of digital content should be used and is available, keep in mind that it has to meet at least 2-3 of the following attributes:

- **Relevant:**
  What do your average readers like to read?

- **Exclusive:**
  Attract them with special contests, promotions and exclusive content.

- **Interactive:**
  It is a well known fact that readers no longer settle for simply consuming content; they increasingly prefer interacting with content. One way you can achieve that is by adding HTML widgets (see Tips section below).

- **Informative:**
  Aside from its interactive potential, digital content can be used to provide further information about the printed content.
Entertaining:
Readers love to read and experience entertaining things, as well as information presented in an entertaining way.

In the example below (right side, augments), you can see that the digital content offered brings entertainment (video about Interactive Key Award 2012), a download link to a presentation about the company, as well as links to their portfolio.

One of the best ways to test out the campaign concept is to collaborate with your colleagues and ask yourselves “What would I like to experience with Interactive Print, as a normal reader?”.

1.2. Concept Creation Tips
Campaign Theme.
After setting the main objectives, an easy step forward is to come up with a theme for the campaign. This will help you in making the digital content coherent, as well choosing the type of augmentations you would like to add (videos, contests, various links, images, etc). For example, you can consider creating a special Christmas edition, which would translate into videos with Christmas carols, contests for Christmas presents, links to recipes for Christmas dinners, outdoor activities, do-it-yourself projects, etc. You can do this on various types of print, including magazine articles, calendars, or even cards (see our blog post regarding Christmas cards here).
THE MAGIC OF THE HOLIDAY SEASON IS ALL AROUND US.
Here is another example of a themed augmented article with a tutorial on how to make Christmas decorations:

Enhance Augmented Reality.

When creating an augmented reality campaign (especially when first introducing it to your readers), it is fairly important to insist on the "wow" factor. You can create that by using the following tricks:

- **Hidden reality:**
  The printed content shows a blank area, that can only be seen by scanning it with Layar (see example below).

- **Incomplete reality:**
  The printed content shows only a part of the final image. Users can see the full image by scanning the page with Layar (see example below).
Complement Printed Content.
It is imperative that you make good use of the printed content, by integrating Interactive
Print content seamlessly into the actual print. Try to use similar colours, textures and
designs in creating buttons, as you do when creating the printed page. Do not match them
to the point where users cannot distinguish one from another, but rather use
complementary designs that stand out. Here is an example of complementing printed
content, whereby placing an image carousel next to the image of a magazine page gives
readers the opportunity to "swipe" through other pages from the same magazine.
In terms of social media, you can help readers engage in discussions via Twitter (using the Twitter button, or the HTML Twitter feed widget), via Facebook (Facebook Like button, Facebook Share button), voting in a poll, or sending email responses to the editorial team. You can find more demos of HTML widgets and interactive content in the LAYARED Magazine.

(b) To-Do List
We highly recommend you to use to-do lists, in order to keep track of the progress and hold team members accountable for their tasks. Here is an example that you can use in the campaign creation process:

- **Page Name**

- **Needed print page design/changes**

- **Needed digital content (video, audio, webpage, button design, development, etc)**

- **Who is responsible for it?**

- **When should it be done?**
2. Campaign Creation Preparation: Print & Digital Materials

At this stage, the team members involved in the previous step must be focused on getting the final version of the print ready and collecting the digital materials. We strongly recommend you to check whether everything mentioned in the following checklist is done before sending out the pages to the printer.

(c) Selected Page

- **Fit the needs** and/or **objectives** established in the Campaign Concept stage.

- **Meet the requirements** for creating pages suitable for Layar. Not every page may be suitable for tracking with the Layar App.

- In order to check if they meet the requirements, it is best to upload the pages in the Layar Creator and add dummy buttons on them. Scan each page with the Layar App and check for any errors. The user experience should be smooth, buttons should be scaled and easy to spot and shouldn’t look "shaky". If they do, it means that either you need to reposition them to a more visually busy area, or the reference image is not really suitable for augmenting.

2.2. Instruction Page (describing how to discover digital content with Layar)

The instruction page is a vital element in an augmented magazine. The main purpose is to create awareness, ultimately triggering users to download and use Layar. This is part of the effort to educate your readers on how to use the app and what they can discover by scanning the pages of your publication. It is crucial to make it stand out, so avoid a design similar to other advertising/editorial pieces.

**Dos & Don’ts : Positioning and Design of Instruction Page Dos**

- Instruction page.
  Include an instruction page in your publication in order to create awareness, triggering users to download and use Layar. This is basically part of the effort to educate your readers on how to use the app and what they can discover by scanning the pages of your publication.

- Positioning.
  Give the instruction page a prime spot in your publication. For instance, position it at the beginning of the magazine, after the cover and the content page. We have also seen publishers place the how-to instructions on a cover flap. Any of these options will increase the visibility of the page and act as a reminder to subscribers to re-engage with the app with each issue.
Layout and design. We have found that the more space allotted for the instructions, the better the results. We warmly recommend you to dedicate a full page and prominently display your instructions using the designs provided in the Layar Creator Call-to-Action Styleguide. Even better, in your first augmented issue, you can mention Layar in the Editorial note.

Visibility. Should you prefer presenting the instructions simply as a page section, ensure that they stand out properly. It is critical to make it appealing to readers and to attract their attention. There is only one chance to make a first impression.

Fonts and style. Use medium-large font so that the paragraphs are eye-catching and easy to read. Make it aesthetically pleasant or attractive; simply give it an editorial look and style, rather than that of an advertisement.

Whitespace. When placing the instruction steps on the page, make use of whitespace (blank space) between paragraphs, as this increases comprehension by up to 20%, according to
research. In the example below, you will see that each instruction step is placed at a distance and easy to read.

Don’ts

● Heavy/advertisement-styled pages.
Avoid heavily styled pages that resemble the design of advertisements. As you might know, readers have gradually developed a remarkable ability to avoid ads in printed content or any other media.

● Instruction page.
Do not place it randomly; instructions have higher chances of being noticed if placed at the beginning of the magazine.

Dos & Don’ts: Communication Style of Instruction Page Dos

● Clear and simple instructions.
Keep the instructions simple, short and clear. Explain in a few words the essential steps to start experimenting augmented content (e.g., “Download - Scan - View - Enjoy”).

● Repeat instructions.
We strongly recommend that you include the instructions in each edition so that readers get used to recognizing calls-to-action and scanning your pages. It will also be helpful to your new readers that haven’t had the chance to discover this type of digital content before.
Installation steps.
Instead of only using text, it is better to illustrate the installation steps for Layar. Tell them exactly what they need to scan (either the whole page or parts of it) and how to recognize the augmented pages (see more details below in the “call-to-action” section). For more information about instructions, download the Layar Logo Pack. Make the page easy to skim using visual steps as seen in the example below. Displaying the Layar logo helps readers recognize both the app they need to use and the augmented pages in your publication.

Explanations.
Explain to your readers what they can expect from scanning the magazine, because they will most likely try out something that makes them excited or curious. The more exclusive the provided content is, the more attention it will attract.

Free App.
Another important aspect is to mention that Layar is a FREE app, available for Android and iOS. Users have an overall positive and immediate response to the word “free”, which acts as a strong incentive when trying something new. Using this language will let readers know what to expect and significantly influence their willingness to download and experiment with your digital pages.

Don’ts

Long explanation paragraphs. Illustrate the installation steps for Layar and avoid only using long paragraphs.

Publish the instruction page only in the first edition. Readers need to get used to the augmented content and be periodically reminded of it. Keep in mind that it is also useful for your new readers that did not get a chance to discover your digital content.
Layar Logo Pack
We kindly recommend that you make use of the Layar Logo Pack, which includes instructions and templates of call-to-action. You can of course customize it according to your preferences, matching it with the magazine design or simply altering it to fit the page’s structure. You can find the Layar Logo Pack [here](#) and use the designs accordingly.

2.3. Calls to Action in Print
The idea behind a call-to-action is to trigger readers to perform a certain activity. They consist of a pictogram (such as the Layar logo) and text. While the logo plays an important role in recognition, the text prompts the user to perform an action.

**Dos & Don’ts: call-to-action Dos**

- **Reference to instruction page.**
  Use the call-to-action to refer back to the instruction page by adding a subtext, like “see page 6 for more information,” in case readers happen to skip that page at a first glance.

- **Customized call-to-action.**
  Decide whether you want to augment the entire page, or just a section, box, image, etc., and communicate it to your reader accordingly. For more information about page requirements, check this section.

**Don’ts**

- **Lack of calls to action.**
  In the absence of calls to action, people could mistakenly assume all pages are augmented and randomly scan them, without getting any results. It is difficult and frustrating to guess which page is augmented, so make sure to place the calls-to-action on all pages that contain Interactive Print.

- **Irrelevant calls to action.**
  Do not place calls-to-action on pages that are not augmented or on those from which you may later decide to remove the augments. This is very misleading.
Dos & Don'ts: Positioning and design of a call-to-action

Dos

Visibility. Make sure the call-to-action has a visible, easy-to-spot position on the page (see example below). Consider the following positions:

- Close to the section of the page that you would like to augment;
- In the editorial content itself - such as the last sentence of your article, signaling the existence of digital content;
- Anywhere close to the center of the page, etc.

Sizes and colors. Experiment with various sizes and contrasting colors to capture attention. We warmly recommend using the designs provided in the Layar Call-to-Action styleguide for optimal results.

Similar positioning. User tests indicate that many users would like to see a call-to-action (including a logo) in the same position on all the pages so they can easily see whether there is anything to be scanned.

Don’ts

Positioning. As a rule of thumb, avoid placing a call-to-action on the interior margin of the page where the magazine is folded. As people keep reading, it will be increasingly hard to notice the call-to-action.
Dos & Don’ts: Text and Layar logo in a call-to-action Dos

● Clear description. Another insight gathered during our user tests was the user’s desire to know what to expect from an augmented page by being provided with a clear description of the “hidden” content. Here are a few examples of specific calls-to-action from Layar’s Call-to-Action Styleguide:

● Use verbs. Incorporating a verb will emphasize the action, which is highly recommended in this case.

● Refer back to instructions page. For various reasons, readers might miss the instruction page, so it is quite helpful to add a fine-print reference to it near the call-to-action.
Psychological triggers. While creating these calls-to-action, keep in mind a few psychological triggers that are likely to increase the response rate of your readers:

- Reciprocation. When offered a freebie, people tend to feel like returning the favor. For example, if your call-to-action is “Get Free Sample with Layar”, it might be useful to include a Buy button in your digital content, as users will likely consider buying the product.

- Social Proof. If you would like to prompt readers to subscribe to your publication or online community, it would be useful to emphasize the social aspect with a call-to-action like “Join our community with Layar.”

- Scarcity. This principle emphasizes the effect of limited editions on product offers. The idea of limited, unique supplies usually makes readers feel an urgency to pay attention or purchase an item. You can convey this aspect by using a call-to-action, such as “See exclusive video with Layar.”
Use the Layar logo. We advise you to use the Layar logo in order to notify readers about your augmented pages (see example below from the Layar Call-to-action styleguide). You can place it next to the aforementioned calls to action, or within their general vicinity. User test results show that users that are familiar or that have used Layar before will naturally start looking for the logo in such context. It also actively communicates to new users the name of the app that needs to be downloaded and used.

Custom logos. If you prefer using a custom logo, please make sure that the design is clean and clear to users. It is better to run tests with users to make sure that people actually notice it and take action.

Other examples of good calls to action:

Audio content

- “Listen to Andy with Layar”
- “Hear the interview with Layar”

Video content

- “See the Hugo trailer with Layar”
- “Watch test drive with Layar”

Linking to Website / Google Play or App Store / Email App

- “Download app with Layar”
- “Get free tickets with Layar”
- “Send feedback to us”

Product placements

- “Buy the album with Layar”
- “Get discount with Layar”
Don’t

2.4. Digital Content

Collecting digital content that is relevant and engaging can be quite a task. Users will be looking for exclusive, informative and interactive content that adds value to the page they are reading. A good way to keep your readers involved over time is to try surprising them with new exclusive content in each issue. Invest time in finding and/or creating high quality content. Visual output plays a major role in the augmented reality user experience. Make sure the images, videos and audio files are high-quality and the websites you are linking users to are mobile-optimized. This is especially important when you want readers to shop via augmented reality. As mentioned before, make sure you use custom designed buttons that fit the look and feel of the printed content. If you would like to make use of AR videos that play directly on the page when scanned, keeping in mind that they should have the same aspect ratio and resolution as the preview image.

Unclear text. Clearly state what can be expected after scanning the page, otherwise it may not be enough to trigger readers to access the "hidden" digital content using Layar.
3. Campaign Creation in the Creator or Using Development API

This step represents the actual campaign creation using the Layar Creator or the Development API. During the process, you can make use of the Layar Creation Support environment, which includes forums and a ticketing system. Here is a list of the main resources you can refer to in case you experience any issues while creating the campaign.

- **Video Tutorials:**
  video tutorials on how to use the main features of the Layar Creator.

- **Getting Started Guide:**
  a set of guidelines that offer a detailed explanation of each element of the Layar Creator.

- **Best Practice Guide:**
  a set of guidelines on how to make the best use of the Layar Creator and create successful campaigns.

- **FAQs:**
  part of the Layar Creator Support environment that deals with frequently asked questions and provides important information about particular issues in the Layar Creator.

Should you want to create your own layers using the Development API, you can consult our API Developer Documentation here, as well as tutorials and tools.

4. Campaign Testing & User Experience Optimization

4.1. Tips & Tricks

- **Look to correct both technical and aesthetic aspects.**

- **Test your campaign**
  as much as possible, using both iOS and Android devices, using the latest version of the Layar App.

- **Test your campaign using the actual printed pages**
  to have an accurate user experience and identify eventual issues.
Ask friends and colleagues to try out the campaign you have created (user testing).

To make testing easier, you can publish the pages as an Ad-Supported Campaign.

**Important note:**
Only publish the campaign as a Paid Campaign when you are satisfied with the quality of the printed pages and are done with making modifications. Either way, you can make subsequent changes to the augments even after publishing the campaign. You can find more guidelines for campaign testing in the Layar Creation Support environment [here](#).

### Step 3: Integrate Interactive Print in Your Workflow

The following section includes a list of steps recommended to publishers for an optimal integration of Layar in their publication process. It is addressed to the project members that actually create the printed and digital content. At this stage, you consider making Interactive Print a part of your normal workflow. We are aware that some of the recommendations and methods in this section work better for some publications than others, that is why we kindly ask you to share your experience with us - we would love to hear back from you!

1. **Pre-planning**
   Before designing a plan for creating a campaign in the Layar Creator, it would be beneficial to consider the following frequently asked questions. They will give you insight into what the premises for a successful Interactive Print campaign are and what resources are needed to create one.

   **What type of publication is suitable for Interactive Print?**
   Take into consideration the type of publication you plan on augmenting. Category wise, a few examples of successful Interactive Print use cases are magazines, catalogues, advertisements, billboards, newspapers and packaging. To view some examples please visit our [blog](#). Word of advice: only augment packaging that has flat surfaces and includes multiple print design features (contrasting shapes, large-scale text).

   **How often do you publish content?**
   Considering that creating an effective Interactive Print campaign may require a considerable amount of preparation time (and other resources), the frequency of the publication can have an impact on the overall quality of the campaign. If your print publications is distributed more often than on a monthly basis, you might want to consider
either creating special editions with Interactive Print, or picking a limited amount of pages that are to be augmented.

- **What is the target audience of Interactive Print?**
  A very important aspect of integrating Interactive Print is its target group. It is safe to assume that the adoption rates of smartphones are quickly increasing. However, the fact that users experience Interactive Print via a smartphone poses a few conditions: the readers should own or have access to a smartphone with a Wi-Fi or mobile Internet connection, as well as a willingness to try new technologies.

While younger target groups can easily meet these conditions, the story is a bit different when it comes to older readers. Keeping this fact in mind will help you set realistic expectations and key performance indicators (KPIs). Introducing new technology to readers means that you need to educate them as they enter an experimental stage.

- **How many resources should be allocated to the project?**
  Resource allocation is a major factor in integrating Interactive Print in the normal publication process. It is fairly easy to create a new campaign, but it takes time, as well as creative input to produce a highly effective one.
  The main resources and skills needed for an optimal implementation of Interactive Print are:

  - **Project management:**
    The entire process involves several steps and it needs to be integrated into the existing print publication process.

  - **Creative support:**
    Activating print means higher interactivity and engagement levels; in order to achieve that, creative ideas need to be thoroughly put into action.

  - **Digital content creation:**
    Creating digital content implies graphic design, video editing, and copywriting-abilities.

  - **Web development skills:**
    Should you want to create advanced features for your campaign or add a video that plays directly in Augmented Reality, make sure you are able to host mobile webpages and .MP4 videos.
Explore the Layar Creator and try to create a test campaign using your own material. You can recreate the Interactive Print experience using materials prepared by Layar. In general, it takes some time before Interactive Print becomes a part of the print process. We recommend starting by augmenting a few pages and work on making them look fantastic. Meanwhile, you will get a feeling of how much time and resources you will need.

2. Campaign Creation Planning & Team Setup

2.1. Objectives
The two main objectives of this step are establishing a project team and developing a campaign creation plan. A good campaign plan is vital because the whole process involves several steps that are time-sensitive and closely related to the existing publication process.

2.2. Team Setup
Selecting the people that need to be involved and creating a project team are two very important aspects of the project planning. Key business decision makers (such as marketing managers, IT managers, head editors, etc.), as well as responsibilities need to be clearly set out before any other decisions are made.

2.3. Checklist
Here is a short list of questions meant to help you come up with a campaign creation plan:

- What are the main objectives of the project?
- What printed content will be augmented? How many issues? How many pages per issue?
- What is the target group (characteristics, reading preferences, buying habits, etc.)?
- What are the action steps to be included in the campaign creation process?
- Who is responsible for each action step?
- How much time should be assigned to each action step?

Which marketing actions are needed to bring awareness to the project?*
Consider using blog posts, social media, newsletters, press releases and/or ads to let your users know that you are incorporating Interactive Print in your publication. The novelty factor will give you an edge in keeping your current readers engaged, as well as provide the opportunity to gain new ones.

2.4. Recommended Campaign Creation Timeline
Regardless of the type of publication you plan on augmenting, it is extremely useful to plan the campaign creation process based on a timeline. You can find an example below, suitable for a monthly magazine. It includes all the major activities that need to be fulfilled during the process, as well as a general idea of how long it should take to accomplish them.
This timeline aims to help you integrate the campaign creation process into the print production workflow. It is a typical process that a monthly magazine can follow in preparing and creating a Layar campaign in parallel with the printing process.

It is important to take note of the following points (later explained in this guide), when planning the two timelines depicted above:

- **Experimenting with Layar Creator.** Reserve enough time to learn and play with the Creator. It is better to start with creating a demo campaign in order to get a general feeling about the whole process of campaign creation. This way it is easier to determine the time and human resources needed to carry on with the project.

- **Test the printed content.** When the printed content is ready, upload it to the Creator and test the pages’ trackability, by putting some dummy buttons. Make any needed changes before sending them to the printer. Try to reserve 2-3 days for this action step.

- **Campaign testing.** After testing the trackability, it is time for the final buttons and digital content to be added to the pages. Test the campaign on the actual printed pages for an accurate assessment of the real user experience. Testing is critical for improving the user experience and it always takes more time than you think. Try to reserve 3-5 days for testing and fixing eventual issues.
3. Campaign Review & Evaluation

After publishing the campaign, the next logical step is a campaign evaluation. Use the evaluation to draw conclusions based on statistics and establish what needs to be pursued or corrected in future campaigns. It is both a performance and a qualitative evaluation in which the entire campaign creation team is involved. In this stage, try to address the following main questions:

- How is my campaign performing? Is it effective? Why or why not?
- What is the quality of my campaign? How can I further improve it?
- Do I need to improve the campaign creation process?

3.1. Performance Evaluation

The Performance Evaluation is basically an analysis of the statistics and key performance indicators (KPIs). It shows you a comparison to previous campaigns, as well as a breakdown of those KPIs for each level (campaign statistics, page statistics and buttons statistics), as well as a few additional metrics. You can find out and compare amongst:

- Pages that have the highest and lowest views, clicks, or users
- Types of digital content that have the highest and lowest views, clicks or users.

With the Performance Evaluation, you will be able to gain a better understanding of your readers' preferences and browsing behavior. Additionally, you will learn how to interpret the data provided by the Statistics section in the Layar Creator.

3.2. Quality Evaluation

The Quality Evaluation of the campaign needs to take into account the overall user experience, as well as the general technical aspects. In terms of user experience, a human-centered approach is crucial to delivering a pleasant experience. Try to create and evaluate your campaign based on the following principles:

- Users are surrounded by variable contexts and environments.
  The screen size of their mobile devices are not comparable to a computer screen or printed content.

Users have a significantly shorter attention span while using mobile devices, than computers, or reading printed content.
The digital (augmented) content should deliver unique value to readers. This means that they will discover hidden, interactive content that cannot be conveyed in a similar fashion by printed content. In this sense, the Layar Creator enables you to deliver this type of content and value to your readers.

From a technical point of view, keep in mind that the pages and buttons of your campaign need to provide users with a functional and optimal experience. Evaluate the process of creating the campaign concept, the pages and buttons, as well as the actual publishing and testing of the campaign. Try to find out the answers to these questions:

- Is everything working in the end?
- What is the user feedback (via social media, website, surveys, etc.)?
- Do they like or dislike the content or the experience?
- What other preferences do they have?

4. Optimization

Optimizing the campaign process is a very important part of integrating Interactive Print in your publication. At this stage, draw the general observations, conclusions and solutions to be put into action for the following campaign. Establish targets for the next one in terms of the time frame allocated for the actual creation, publishing, and testing, as well as evaluating these checkpoints:

- Was each activity done on time? If not, how can it be improved?
- Did we have the right people in the campaign creation team? If not, who should be involved instead?
- Was there any conflict between the campaign creation process and the print publication process? If so, how can it be avoided?
Conclusion

Interactive Print has a lot of potential that is waiting to be put to great use. Now that you have fully integrated it in your publication process, it is time to make the most of it by keeping your campaigns interesting, relevant and exciting for your audience. Experiment with new types of content and interactions (HTML widgets, contests, etc.) and keep readers engaged.

Check back with our Support Environment for updates and tips from our support engineers, or simply get inspired by recent use cases on our blog.