

# Digital Signage Display Design Checklist

10 customer questions to de-risk professional signage, advertising, wayfinding, and public information displays

## How to use the checklist

For each question, capture the application context, the display requirement, the acceptance evidence, and any residual risk. Escalate any unknown response where the display affects safety, uptime, operator decision-making, regulatory evidence, or customer experience. Escalate any unknown response where the display provides safety information, public instructions, emergency messaging, paid advertising, or transport information.

#	Customer design question	Why this matters	Evidence to request / acceptance criteria	Status / notes
1	<b>What communication objective must the signage achieve?</b>	Brightness and size mean little unless the display supports the message, audience, and viewing duration.	Content objective; audience profile; viewing distance; dwell-time assumption; success metric.	OK / Gap / N/A
2	<b>Where will the display be installed, and what ambient light or weather will it face?</b>	Window and outdoor installations require different luminance, ingress, and thermal design choices.	Site survey; brightness target; IP/weatherproofing requirement; sun path/glare review; heating/cooling plan.	OK / Gap / N/A
3	<b>What display format best fits the message: standard, stretched, square, circular, LED, transparent, or tablet?</b>	Format affects content production, installation depth, cost, and impact.	Format rationale; content template; pixel map; mounting drawing; prototype image review.	OK / Gap / N/A
4	<b>What viewing distance, angle, and resolution are required for legibility?</b>	Over- or under-specifying pixel density can waste budget or reduce message clarity.	Viewing envelope; font-size rule; pixel-pitch/resolution decision; readability test.	OK / Gap / N/A
5	<b>Will users interact with the display, and what touch environment applies?</b>	Interactive signage must survive public use while providing reliable input.	Touch technology selection; cover-glass specification; accessibility and reach review; false-touch test.	OK / Gap / N/A
6	<b>How will content be scheduled, distributed, monitored, and updated?</b>	A signage network needs operational control, not just a screen and media player.	CMS plan; network/security requirements; remote monitoring; content approval workflow; fallback content.	OK / Gap / N/A
7	<b>What duty cycle, image retention, and thermal conditions must be managed?</b>	Signage often operates 16/7 or 24/7 with static brand elements and high brightness.	Duty-cycle statement; screen-saver/pixel management; backlight life estimate; thermal test evidence.	OK / Gap / N/A
8	<b>What installation constraints apply: mounting, weight, cable access, power, and service clearance?</b>	Poor site integration increases installation cost and service difficulty.	Mounting survey; bracket/load calculation; power and network route; service access plan; method statement.	OK / Gap / N/A
9	<b>What compliance, safety, and public-location requirements apply?</b>	Public displays must be mechanically safe, electrically safe, and appropriate to the site.	Risk assessment; fire/electrical considerations; accessibility review; permissions and landlord/site requirements.	OK / Gap / N/A
10	<b>What acceptance evidence proves the signage is fit for launch?</b>	Final approval should use real content in real lighting, not only lab inspection.	On-site visual sign-off; content playback test; network monitoring check; maintenance handover pack.	OK / Gap / N/A

## Recommended review outputs

- Display subsystem requirements specification: optical, mechanical, electrical, environmental, touch, software-interface, mounting, and lifecycle requirements.
- Risk and application traceability: each display-related risk or customer-experience issue linked to a design control and verification method.
- Evidence pack: drawings, interface specifications, environmental assumptions, test reports, supplier declarations, support/lifecycle plan, and controlled change documentation.

## Reference prompts for the project team

- Confirm all customer, site, and regulatory requirements before final specification or quotation.
- Define testable acceptance criteria for every requirement that affects readability, touch operation, reliability, safety, or maintainability.
- Record any assumptions on duty cycle, lighting, environmental exposure, mounting, electrical interfaces, content, and long-term availability.
- Review the final display selection jointly with mechanical, electrical, software, operations, service, and commercial stakeholders.

Use this checklist for control-room, field, kiosk, monitoring, inspection, and process-interface displays in oil, gas, and energy applications. This is a practical customer-discovery guide. Its is not a substitute for project-specific engineering, safety, legal, or compliance assessment, in conjunction with discussion with CDS engineers and/or technical sales team.

For more information or to discuss your project and requirements please contact our technical sales team.