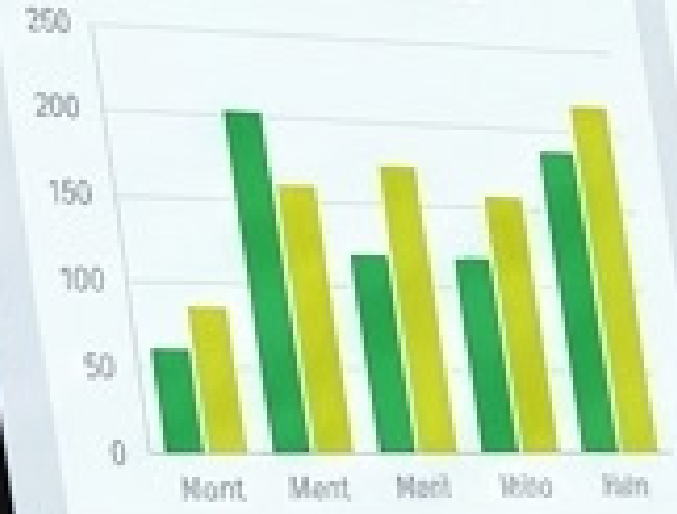


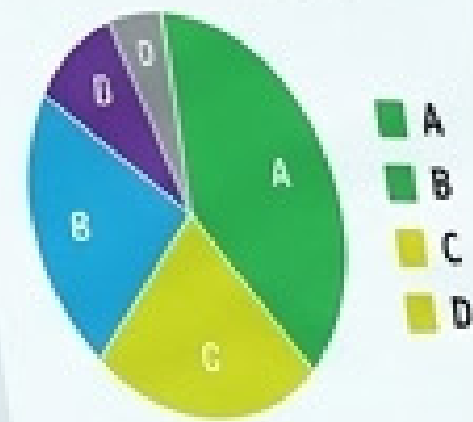
# Kiosk Software Evaluation



## Vendor Performance



## Vendor Performance



## Core Feature Comparison



## Feature Checklist

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## Feature Checklist

## Evaluation Results



WHITEPAPER

# KIOSK SOFTWARE BUYERS GUIDE

# INTRODUCTION

A kiosk that customers ignore is worse than no kiosk at all. It ties up budget, frustrates staff, and leaves a visible reminder on the shop floor that something didn't go to plan. Most underperforming kiosk deployments aren't a hardware problem. The screen, terminal, or placement is rarely the source of the problem. It almost always comes down to the interactive software, and more specifically, to a software decision that was made too quickly, with too little information.

That's what this guide is here to fix.

- ✔ Know your use case before evaluating any kiosk software platform
- ✔ Prioritise multi-touch performance, content management, hardware compatibility, cloud monitoring and analytics
- ✔ Ask providers the hard questions before committing to a platform
- ✔ Start with a pilot deployment, not a full rollout





## WHY INTERACTIVE KIOSK SOLUTIONS ARE NO LONGER OPTIONAL FOR RETAILERS

Retail is under pressure from several directions at once. Staff are harder to find and more expensive to keep. Online competitors offer instant product information and personalized recommendations that physical stores struggle to match. And customers, having grown accustomed to the speed and convenience, are bringing those same expectations through the door.

The numbers reflect how retailers are responding. The global self-service kiosk market is estimated to reach USD 27.96 billion in 2026, growing to USD 37.8 billion by 2030<sup>[1]</sup>. At EuroShop 2026, the world's leading retail trade fair, self-service kiosk solutions dominated the show floor in a way that would have been unthinkable three years earlier.

The shift goes deeper than operational efficiency. According to PwC, 73% of consumers cite customer experience as an important factor in their purchasing decisions, and one in three says they will walk away from a brand they love after just one bad experience<sup>[2]</sup>.

<sup>1</sup> Self-Service Kiosk Market Size & Growth Report, [grandviewresearch.com](https://www.grandviewresearch.com)

<sup>2</sup> Future of Customer Experience, PwC Consumer Intelligence Series, [pwc.com](https://www.pwc.com)

Interactive kiosk solutions are increasingly how forward-thinking retailers bridge the gap between what customers expect and what a physical store, without the right technology in place, can actually deliver. The question for most retailers is no longer whether to invest in interactive kiosk technology — it is how to do it in a way that actually holds up in practice. That starts with the software.

## WHAT YOU'RE TRYING TO SOLVE

You need to establish your kiosk requirements before starting software platform evaluations. Most retailers fail to complete this obvious step, which causes them to select software that only partially meets their needs instead of choosing a system that was specifically designed for their requirements.

According to NCR Voyix, 77% of shoppers now prefer self-service touch solutions for the speed and autonomy they offer<sup>[3]</sup>. That shift makes it even more important to match the software to the specific job the kiosk is meant to do. The use case shapes everything: the software features you need, the hardware it runs on, and what a successful outcome even looks like.

<sup>3</sup> Self-Service Kiosks & Consumer Preference, [gncrvoyix.com](http://gncrvoyix.com)



# STRATEGIC

Analytics

Cloud  
management  
& monitoring

Content management

Hardware compatibility

Multi-touch performance

# FOUNDATIONAL

The most common retail use cases are:



## Self-Ordering

The kiosk replaces the counter. Customers browse, build, and pay for their order without any staff involvement. Software needs to be fast, accurate, and payment-ready from day one.



## Product Discovery

Interactive displays that let shoppers explore a full catalog, check availability, or get detailed product information. Particularly valuable where floor space limits physical stock.



## Self-Checkout

Reducing queue pressure at peak times by letting customers complete purchases independently.



## In-Store Information

Wayfinding, store maps, promotions, loyalty program access. Lower technical complexity, but still requires reliable content management.

# THE 5 THINGS TO LOOK FOR IN KIOSK SOFTWARE

Not every kiosk software platform is built to the same standard. These are the five criteria that separate software worth investing in from software that will create more problems than it solves. It almost always comes down to the interactive software, and more specifically, to a software decision that was made too quickly, with too little information.

## 1. MULTI-TOUCH PERFORMANCE

A kiosk on a busy shop floor gets put through its paces. Multiple people tapping at once, fast swipes, pinch gestures, impatient fingers during the Saturday afternoon rush. Most web-based software was never built with any of that in mind.





The problem is not whether the software supports touch. It is whether it holds up when things get hectic. Lag, missed inputs, and screens freezing mid-transaction are not hardware issues. They are a sign that the software is out of its depth.

- ? How does the software perform with multiple users interacting at the same time?
- ? Can we see a live demo under realistic conditions?

## 2. CONTENT MANAGEMENT

Think about who actually manages your store day to day. It is not a developer. It is a store manager, an ops coordinator, maybe a marketing exec. These are the people who need to swap out a promotion, update a price, or refresh a product listing on a Tuesday morning without calling anyone for help.

If that process requires a support ticket, it will not happen fast enough. And a kiosk running last week's offer or yesterday's pricing does not just look bad — it actively undermines the experience it was supposed to create.

- ❓ Who on our team can make content changes, and what level of training does that require?
- ❓ How long does it take to push an update to a live screen?

### 3. HARDWARE COMPATIBILITY

Your store today probably looks different from your store three years ago. And it will likely look different again in another three. A kiosk terminal made sense for one location, but now there is talk of a video wall for the flagship and an interactive table for the new concept store. The software needs to keep up with that, not hold it back.

- ❓ What screen types and form factors does your software support?
- ❓ If we expand to different hardware in the future, does the same software cover it?





## 4. CLOUD MANAGEMENT AND MONITORING

Three stores in, you understand that visiting each shop to update content through physical presence will not work. You need one place to see everything, fix everything, and move on. That is not a luxury — that is just basic operational sense.

- ? What screen types and form factors does your software support?
- ? If we expand to different hardware in the future, does the same software cover it?

## 5. ANALYTICS

Touch data — which tracks what customers are tapping, browsing, and engaging with — serves as the in-store equivalent of click data on e-commerce websites. The system shows which elements succeed, where users bypass certain features, and reveals areas needing enhancement.

According to Wavetec, McDonald's reported a 30% rise in average order value after introducing self-order kiosks, but results like that do not come from deploying hardware alone. They come from continuously refining the experience based on real data<sup>4</sup>.

- ❓ What customer interaction data does the software capture?
- ❓ Can that data be exported into our existing reporting or analytics tools?

## WHAT IS THE DIFFERENCE BETWEEN WEB-BASED AND NATIVE KIOSK SOFTWARE?

Web-based kiosk software runs inside a browser and struggles under heavy retail use. Native software runs at the operating system level, delivering better performance, stability, and multi-touch support in demanding store environments.

<sup>4</sup> McDonald's Self-Service Kiosks Impact on Order Value, [wavetec.com](http://wavetec.com)



## WEB-BASED SOFTWARE

## NATIVE SOFTWARE

### Multi-touch support

Limited, typically single or dual touch

Full multi-touch and multi-user support

### Performance

Constrained by browser resources

Direct access to CPU and GPU

### High-resolution content

Can struggle with large formats

Handles high-res and video wall formats natively

### Offline reliability

Dependent on internet connection

Runs on-premise without internet

### Crash resistance

More vulnerable under heavy load

More stable under continuous, heavy use

### Customisation depth

Limited by browser capabilities

Deep hardware and sensor integration

Retailers often face challenges with web-based software. The system demonstrates high performance during demonstrations yet fails to function correctly in a retail environment that requires multiple users to operate under bright lights throughout the day. Native software eliminates that gap entirely, because it is built to handle exactly those conditions from the ground up.



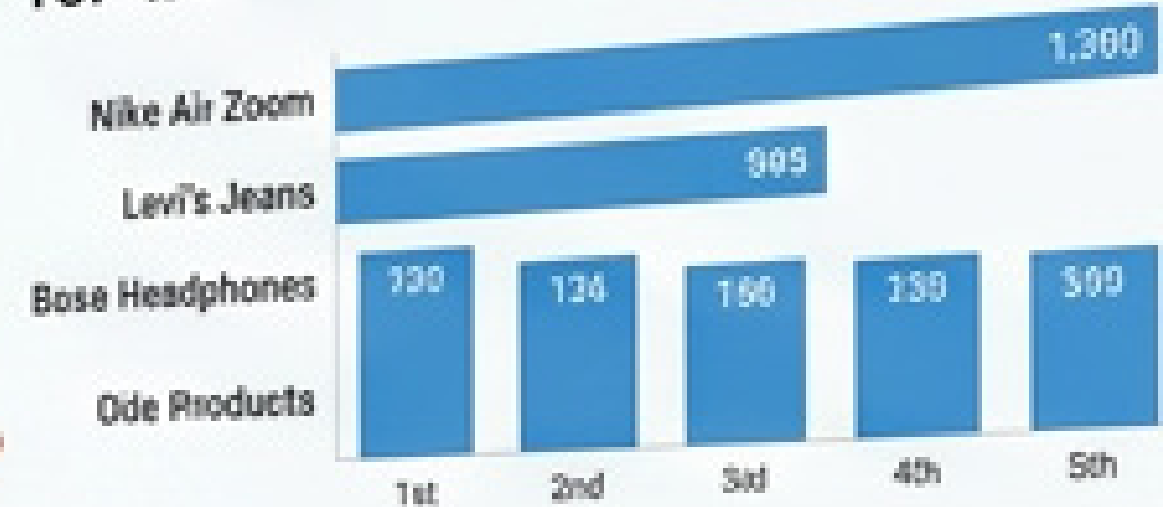
## INTERACTION ANALYTICS - Q4

eyefactive

map



### TOP TAPPED PRODUCTS



### SESSION METRICS

Avg. Duration  
**3m 52s**

Completed Sessions  
**1,850**

### ENGAGEMENT OVER TIME



# 5 QUESTIONS TO ASK BEFORE CHOOSING AN INTERACTIVE KIOSK SOFTWARE

Vendor websites all tell the same story. The real picture emerges when you ask direct questions and hold providers to specific answers.



## Can I test it before committing?

Any credible provider should let you explore the platform before you spend anything. A free plan that gives you full access to build mockups and run real-world demos — with no payment required until you go live — is the gold standard.



## How long does deployment actually take?

Ask for a realistic timeline, not a best-case scenario. Software built around ready-to-use, configurable apps will always get you to market faster than a platform that requires custom development from scratch.



### What happens if the internet goes down?

A cloud-dependent platform means a blank screen when connectivity drops. If your locations cannot guarantee a stable connection, on-premise capability is not optional.



### Do I need an IT team to manage it day to day?

Ongoing management should not require technical resources. Ask providers to walk you through what a routine content update looks like for a non-technical team member.



### What does support look like after go-live?

Pre-sale support is rarely the problem. Ask specifically about response times, support channels and whether SLA-based maintenance is available once the initial onboarding is over.



# WHAT DOES A SUCCESSFUL KIOSK SOFTWARE IMPLEMENTATION LOOK LIKE?

A successful kiosk software implementation starts with a small, focused pilot and scales only once real-world performance has been validated.



## Start with one location and one use case

A single pilot store generates real data without exposing your entire estate to an untested decision.



## Get to a live demo quickly

The faster real customers interact with the kiosk, the faster you learn what works and what needs adjusting.



## Keep the first deployment simple

A focused, well-executed single-use case will always outperform an ambitious but half-finished multi-feature rollout.





### Ensure your team can manage it independently

If every content update requires a developer, your ability to react quickly disappears the moment you go live.



### Work with a provider who offers ongoing support

Clear SLAs and a partner with experience at scale make a measurable difference when issues arise.





## ABOUT THE AUTHOR

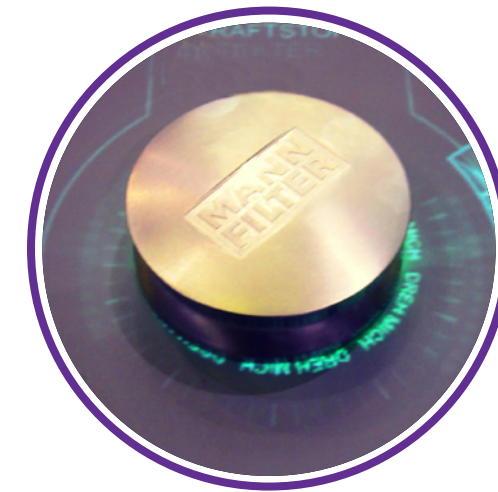
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Matthias Woggon is CEO & Co-founder of eyefactive GmbH. A pioneer in interactive signage, eyefactive combines interactive touchscreen systems, software and technologies like object recognition to offer innovative solutions for businesses. Furthermore, clients and partners can create ready to use apps with individual content and designs in the world's first ever app store for professional large-scale touchscreens.



## **TOUCHSCREEN SOFTWARE**

Customizable multitouch apps from the world's first dedicated app store for large-scale touchscreens.



## **TOUCHSCREEN TECHNOLOGIES**

Innovative technologies like object-recognition, payment, scanners and video retail analytics.



## **TOUCHSCREEN HARDWARE**

Various MultiTouch Screens, Tables, Kiosks or Video-walls in any size or format.



## **TOUCHSCREEN SERVICES**

From expert consultation, to cloud-based content integration and system administration.



## TOUCHSCREEN APP PLATFORM

Start the tour, browse apps & widgets and download your free version of AppSuite CMS at:

[www.multitouch-appstore.com](http://www.multitouch-appstore.com)

## INTERACTIVE SIGNAGE XXL

Find out more about our eyefactive's interactive touchscreen technologies and products:

[www.eyefactive.com](http://www.eyefactive.com)





TOUCH FUTURE. *TOGETHER.*

