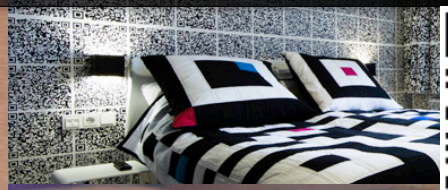
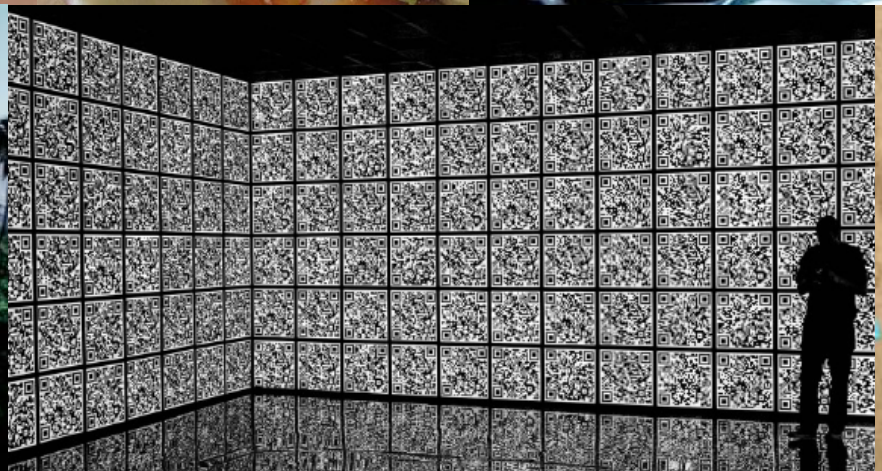
Crackin' the Code



NEW TATTOO ARTISTS WANTED.
TO APPLY, FILL IN
THE QR CODE
CAREFULLY.

Berrge Tattoo



About Me

Medical-technical writer 15 years

- Ex-nurse and medically-oriented tech writer
- Owner of *Write On Communications*
- Doc Manager at *Compressus Inc.*

QR Code Maniac

- Data image
- Lots of info in a very small space

Pam Coca

MadCap Groupie

Contact me

- www.pcoca.com
- www.linkedin.com/in/pamcoca/

(To *connect* mention *QR Codes)*

- Tweet @PamCoca #qrcodes
- Email cocapf@cox.net

Today's Talk

Who invented them and why

Where to find them

Why some don't work

When to bother scanning them

Ways to make them yourself

Learn to recognize their error rate

Things NOT to do with them

Keep them from being boring

Time Flies

1974

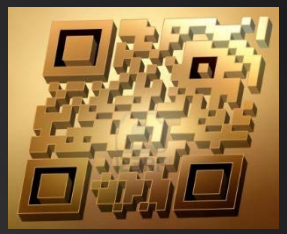
The fore-runner of the QR Code, invented in the 1960s, was a one- dimensional Universal Product Code (UPC) that hit the grocery shelves in 1974. The first item was Juicy Fruit chewing gum.

1997

Denso Wave invented two-dimensional (data squares read in two directions) QR Codes to take stock of Japanese car parts.

2013

Three-dimensional barcodes are starting to appear. Giving depth and breadth to the code make it more appealing in certain circumstances.



Getting on the Bandwagon

QR Code Readers

QR Codes are read by special applications called QR Code Readers or Scanners

- Free Readers are available through the App store on your iPhone or Android

Prospective Outcomes

The results of your click depend on the information used when creating the code.

- Website
- Video
- Text message
- Contact info and the option of adding it to your *Contacts*

A combination V-card/QR Code can work well on a website

Click image to add our contact info to your email client.
Scan Image to add our contact info to your cell phone.

Results Should Be Instantaneous

- Different phones have different readers
- Developers have differing ideas
- Steady hands are a must
- Have a direct line-of-sight
- It isn't YOU!

Think Before You Create

Purpose

Why am I creating this?
What do I want/need out of it?
How will I know if it is successful?

Physicality

Is the contrast sufficient?
Is it aesthetically appealing?
Is the location conducive to safety?

User

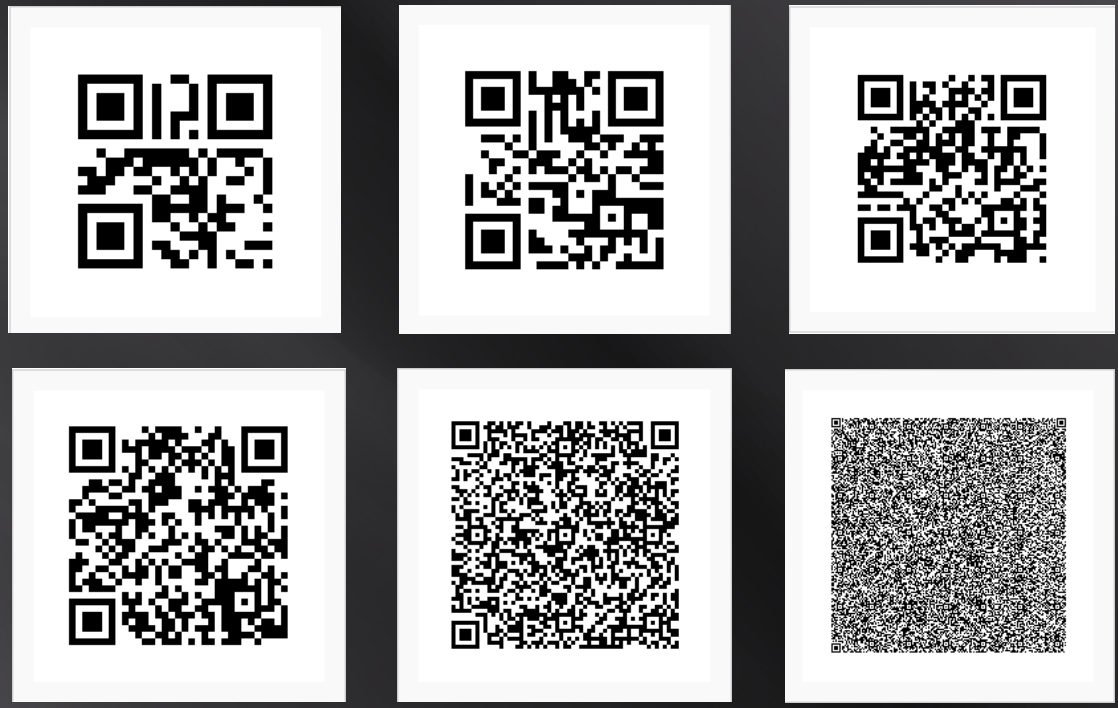
Who is my user?
What is their benefit?
What will entice them to scan it?

End-Result

Did it work immediately?
Have I tested it sufficiently?
What was my ROI (in time or dollars)?

Data Density

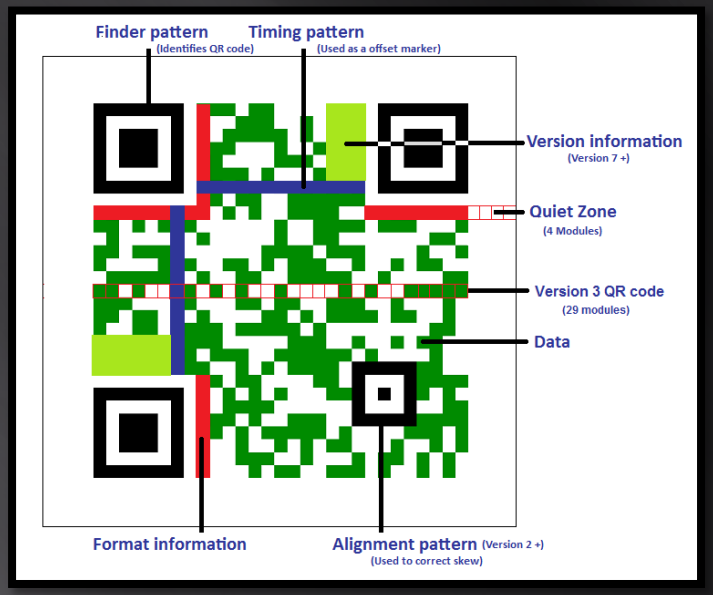
- The more data you add to a QR Code, the more rows and columns (21 x 21 up to 177 x 177) are created.
- Denser QR Codes need a professional scanner, rather than a cell phone.
- Both scanners on my Android can read the first five of these easily.



Maintain Readability

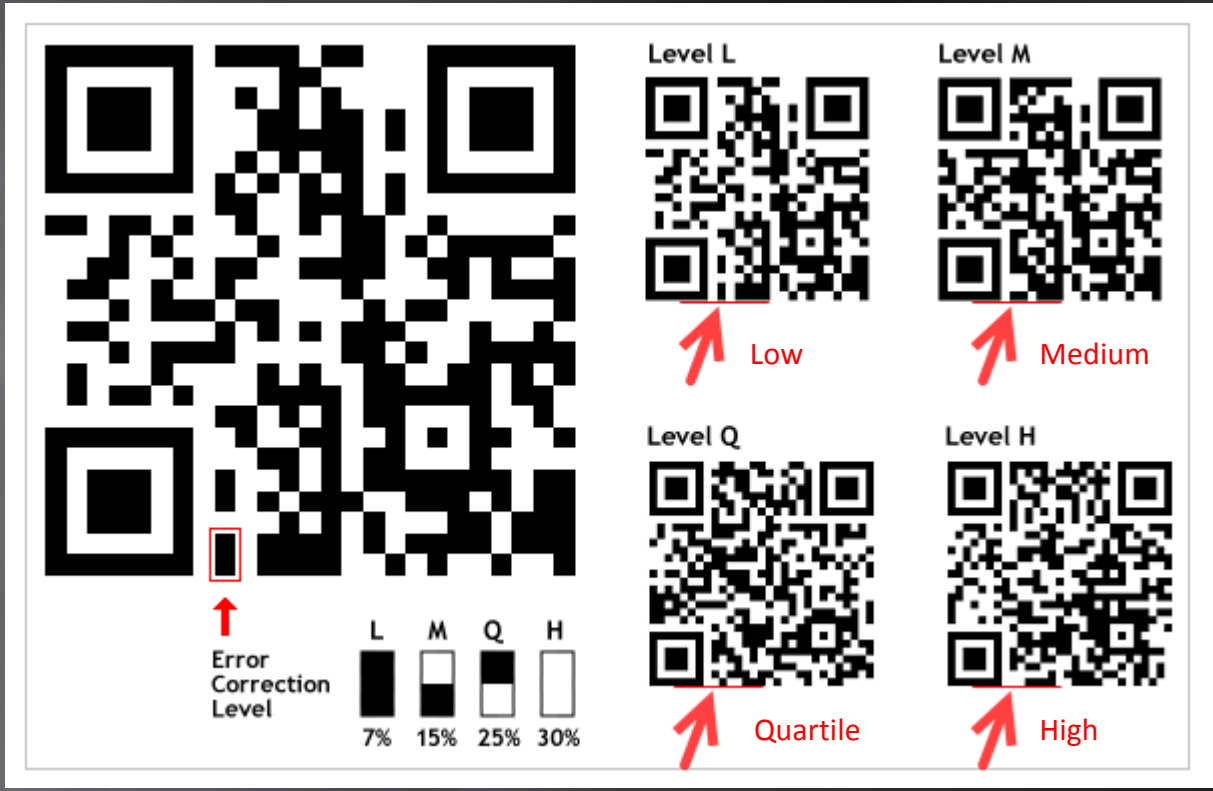
Some areas of a QR Code should not be altered:

1. The three corner boxes
2. The smaller boxes (aka tracking/alignment)
3. Quiet zone
4. Maintain a strong contrast
5. Data squares darker than background



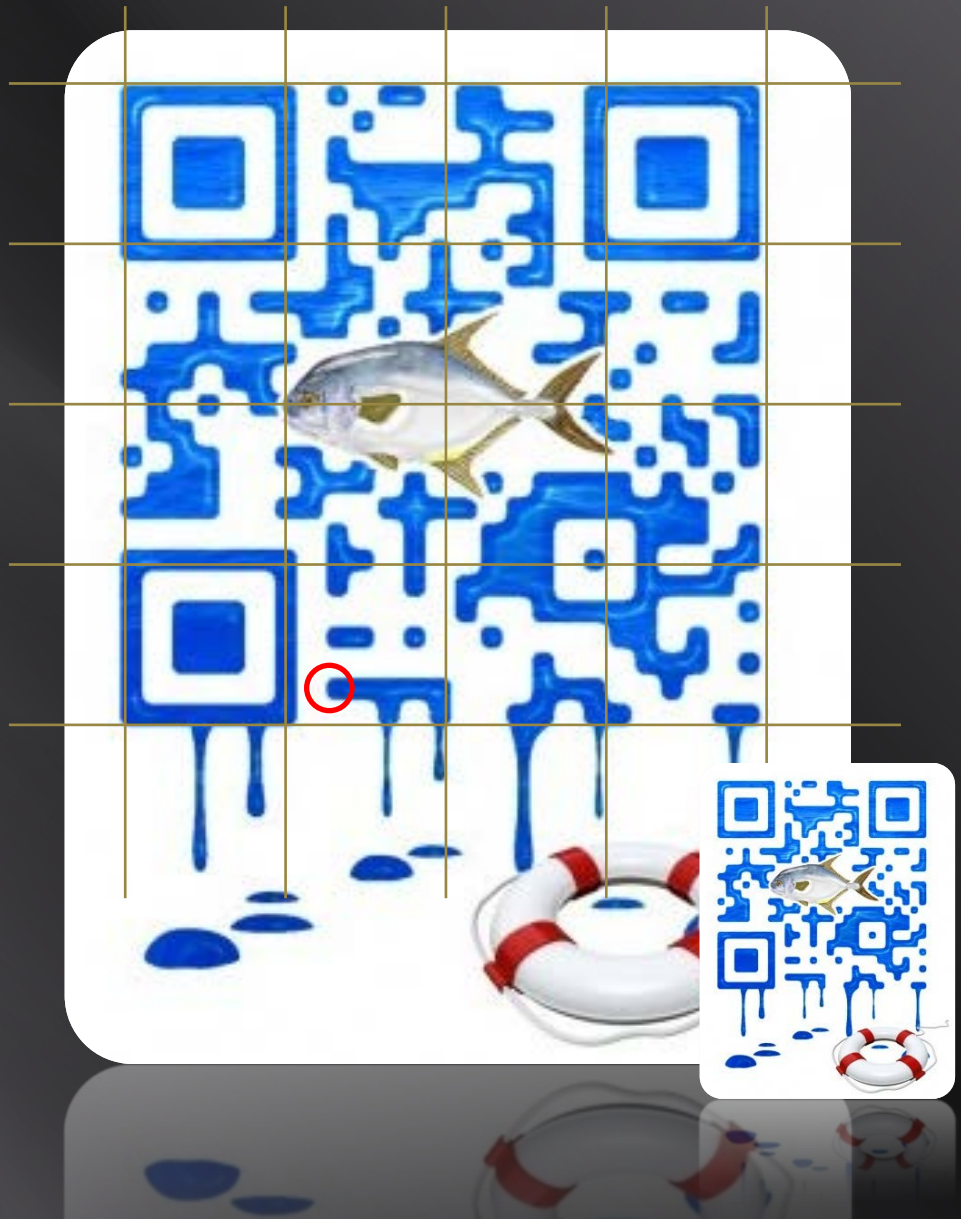
Forgiveness/Error Rate

- QR Codes use the Reed-Solomon Error Correction Algorithm
- Developers can set their own error rate (Flare's rate is 11%)
- A lower error rate results in an easier to read code that can be displayed very small and read more successfully by a variety of readers/scanners
- A higher error rate allows more design creativity, but is not as easily read



Analyze This

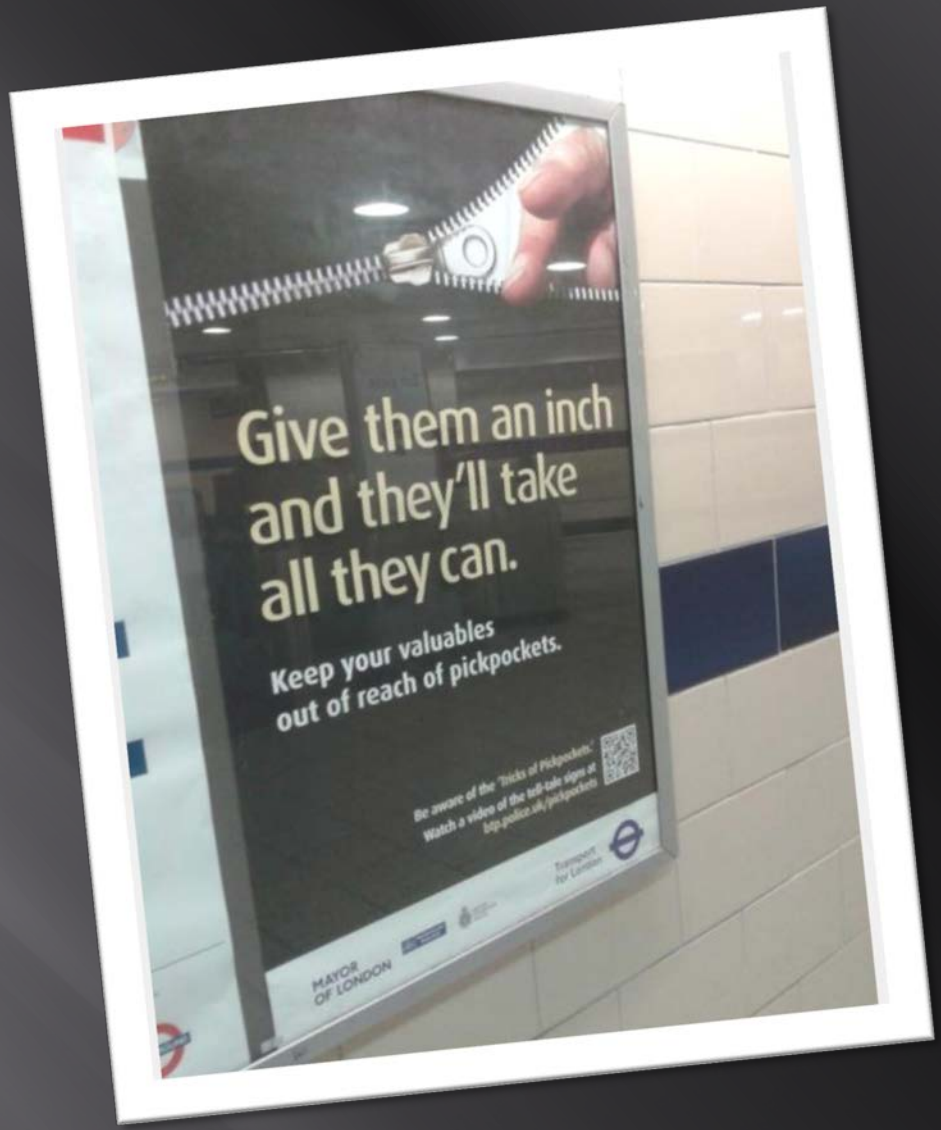
- Strong contrast
- Rounded edges
- Code is raised or beveled
- 25% EC (◯)
- Each square is about 6%
- Avoiding boxes, format & pattern areas leaves app. 72% for data
- With an EC of 25% you can totally alter up to 18% (25% of the 72%) of data blocks
- The image covers about 12%.
- Drips/life preserver are below the code



The Good…

BACKSEAT
SHOPPING
HAS FINALLY ARRIVED.
BEAUTIFUL.
THE YVES SAINT LAURENT
TAXISHOPS
POWERED BY GLAMOUR

saint mary's press
Virtual
Church Tour


Give them an inch and they'll take all they can.
Keep your valuables out of reach of pickpockets.
Be aware of the 'Tricks of Pickpockets'.
Watch a video of the tell-tale signs at
btp.police.uk/pickpockets
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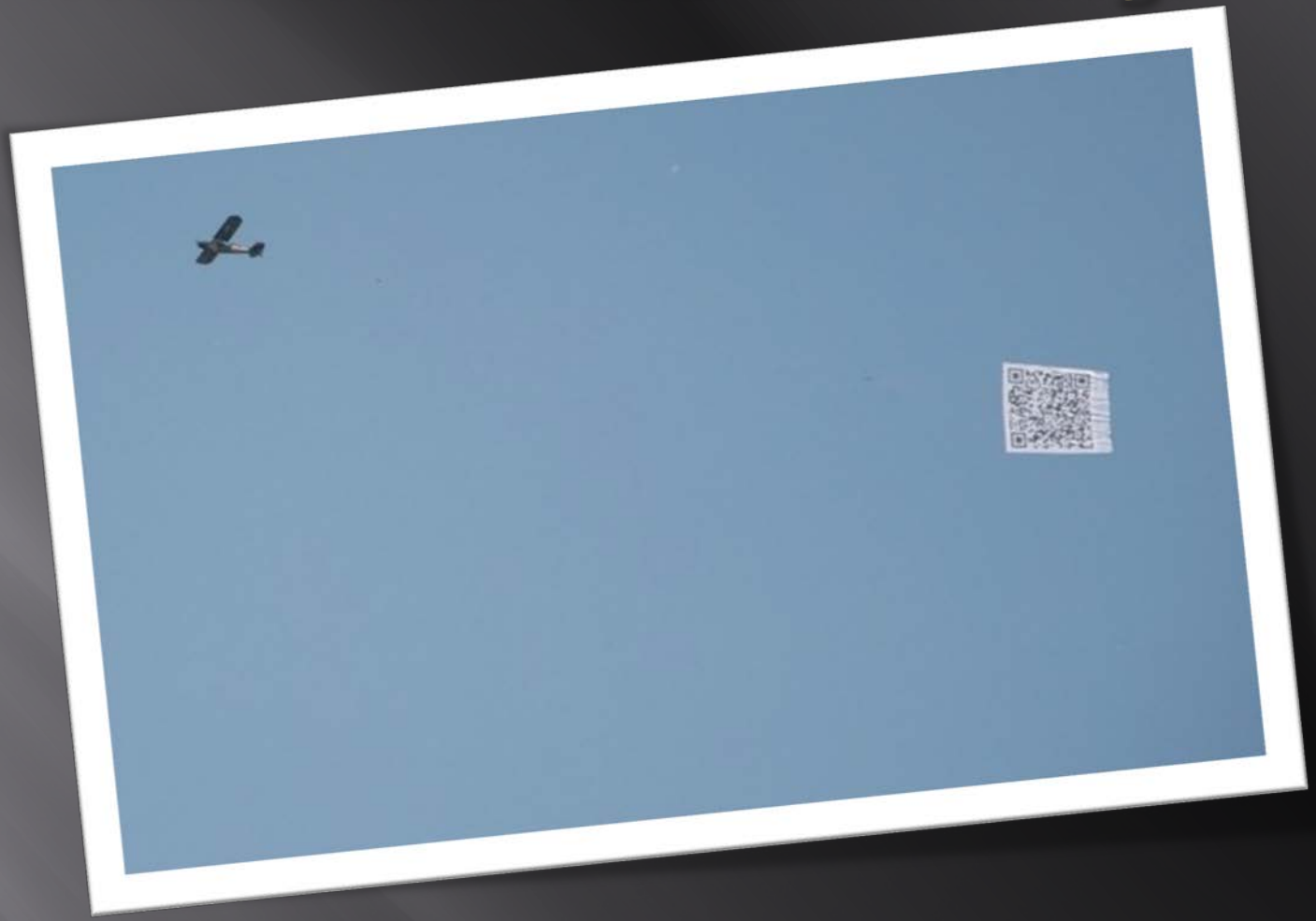
ICING
by claire's
be surprised

Brrrberry
THE FROZEN YOGURT BAR

and the OMG —
What Were You Drinking!



safetytat
just in case

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Introducing SafetyTat QR -- Now Smarter is Safer!

SafetyTat is proud to announce SafetyTat QR! This innovative tat combines advanced smart phone technology with integrated QR codes on our award-winning temporary tattoos. The result is a customizable, cutting-edge solution that's simple, smarter and safer.

Smart Research

Why were SafetyTat QR Tats created? The simple answer is **you!** So many of our loyal customers had requested a way for SafetyTats to carry more information, we had to find a solution. Our research led to QR or "Quick Response" codes, which when scanned can share large amounts of information in a small visual space.

We also found that QR code scanning now is everywhere -- up 700% in 2010 alone! Any smart phone with a QR app can scan these codes instantly and conveniently. (See a list of QR scanning apps below)

Right away, we knew we had the answer -- and the result is SafetyTat QR!

custom QR code

primary mobile number

Click Here to Shop

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STARBUCKS COFFEE

Debatable…

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Chocolate QR Codes
EDIBLE MARKETING!
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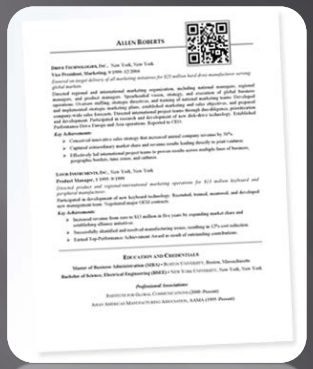
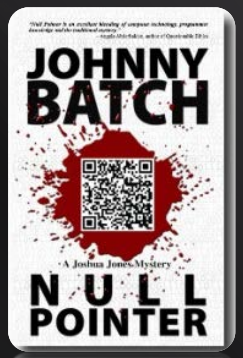
Most Ingenious Use of QR Code

Professional Uses for QR Codes





Lifesize QR Codes

2012

Tesco in Korea placed full size food and home products on the walls of the inner city underground to inspire virtual shopping while waiting for your train.

Every Day Uses for QR Codes

Trending

Australia

Brazil

http://qrvoice.net

http://educationqrcodes.wikispaces.com/Qr+to+Voice

Creating Your Own

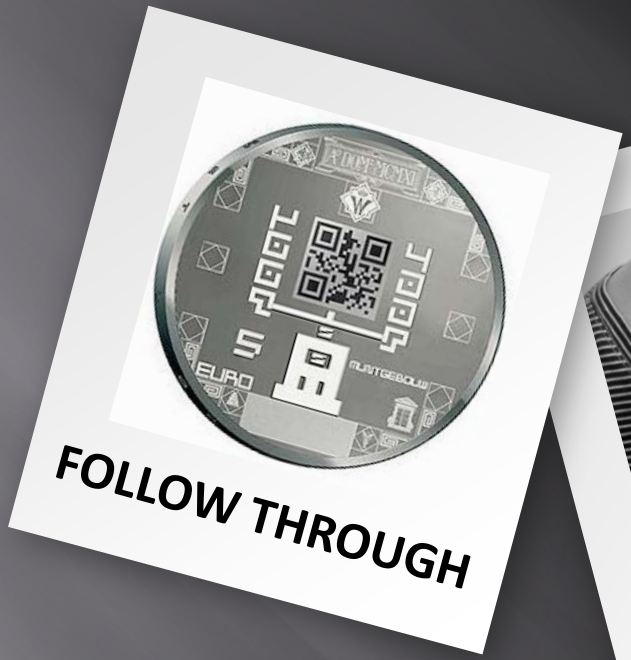
1. Online or Download?
2. Google
3. GoQR
4. Flare

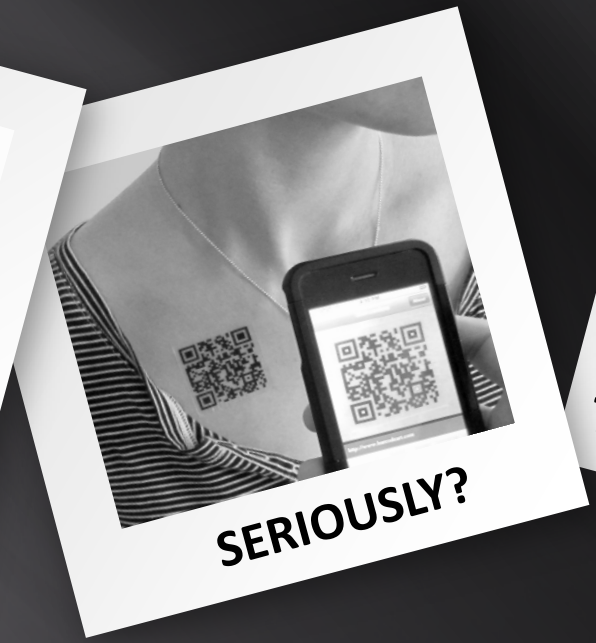
Take it up a Notch

1. Use any paint bucket to change color(s) in a simple QR Code
2. Make background transparent
3. Use an average /median noise filter to round the corners
4. Carry the design off the code and onto the surrounding area
5. Add a gradient
6. Add a logo

Caveats & More…

- Scan safe codes from safe locations
- No signal – no worries!
- Post-scan, phone doesn't sleep





- Additional resources (like the one below) are available on my website: pcoca.com [***happenings*** page > ***Resources*** button]
  - Test a QR Code online at http://www.onlinebarcodereader.com/

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Questions ?

Video

Flare QR Intro

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PDF Guide

Flare QR Codes