

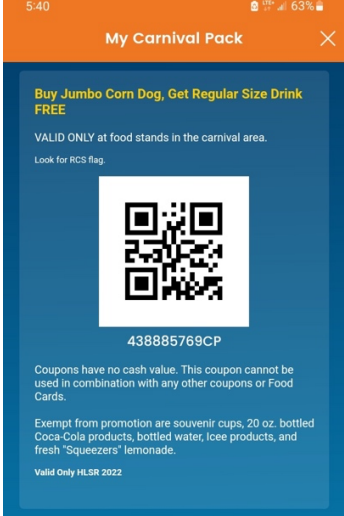



What is good, bad, and ugly QR codes?

Educause 2022
Denver, CO October 25 – 28, 2022

QR code image key

IMAGE	NOTES	QR BLACK
	<p>GOOD #1</p> <p>CLEAR INTENT, CONCERNED SOMEONE COULD MODIFY.</p>	
	<p>GOOD #2</p> <p>EMBEDDED IN APP, INTENDED FOR OTHER TO SCAN, EASY TO USE.</p>	

Poster session

10/26/2022 10:15:00 AM - 10/26/2022 11:00:00 AM and 3:00-3:45 PM (Mountain Time Zone)

Speaker: Robert Bircline, Manager of Web Technology, University of Houston

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BAD #3
CAN EASILY BE
REPLACED.



BAD #4
UNSUPERVISED, CAN
EASILY BE REPLACED,
NO CLEAR INTENT.



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BAD #5
UNSUPERVISED, NO CLEAR INTENT.



UGLY #6
NO CLEAR INTENT, WHAT INFO?



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GOOD #7

THIS QR WAS ALWAYS WITH A PERSON AND CHANGES DAILY. WOULD HAVE LIKED TO SEE THE DATE ADDED.



GOOD

EASY WAY TO QUICKLY FIND VOLUNTEER INFORMATION.



Poster session

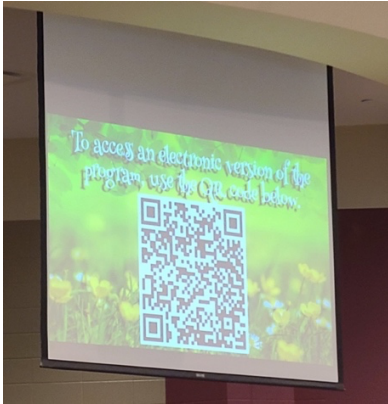
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UGLY #8
**INTENT WAS GOOD,
NOT USABLE BECAUSE
OF ANGLE AND
LIGHTING.**



UGLY
**CONTEXT IS GOOD
TOO SMALL ON
MACHINE. QR ONLY
CONTAINS THE ST
NUMBER NOT THE EX
NUMBER.**



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BAD #9

THIS SIGN IS UNSUPERVISED AND CAN EASILY BE CHANGED.



UGLY #10

TAKE ME TO AN INFO PAGE BUT SAYS TO REGISTER.



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UGLY #11
INTENT WAS GOOD
BAD PLACEMENT.



UGLY #12
THE QR INDICATES
THAT YOU GO FIND US
BUT DOES NOT TAKE
YOU THERE.



Poster session

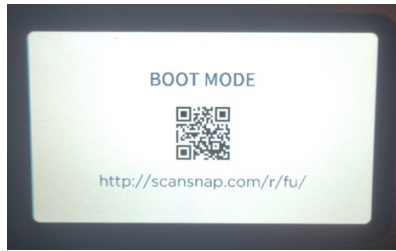
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UGLY

GOOD USE, IF YOU GO TO THE INFORMATION PAGE IT DOES NOT GIVE YOU ANY INFORMATION ON HOW TO RESOLVE THE ISSUE.



BAD

CAN BE EASILY REPLACED, NO CLEAR INDICATION OF WHERE THIS TAKES YOU.



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QR code image key



BAD

**THIS QR CODE SAYS
SCAN ME, WHAT IS IT
SUPPOSED TO DO?**



UGLY

**TRIED TO SCAN AT
STORE BUT WAS TOO
SMALL TO SCAN WITH
OTHER VISUAL NOISE.**



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UGLY

**GOES TO INSTAGRAM
BUT HARD TO TELL,
@BLAFFERARTMUSEU
M COULD MEAN
MULTIPLE THINGS.**



BAD

**THIS WAS
UNSUPERVISED AT A
TABLE, QR CODES
GOES TO A CODE
SHORTENER.**



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UGLY

HARD TO GET TO AT THE DRIVE THROUGH.



UGLY

PLACEMENT AT THE DRIVE THROUGH IT IS HARD TO GET TO THESE.



Poster session

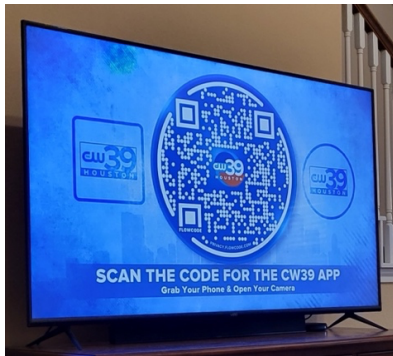
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GOOD
**CLEAR INTENT TO
DOWNLOAD THE APP.**



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