LEDBANGERS FIELD GUIDE · EPISODE 9 DELIVERABLE

Top 10 Queue Messages

Thank, prepare, protect, invite. Pick three to five per screen, never all ten. Measure the contrast, then test from the back of the line.

STORE / COUNTER _____ BACK OF QUEUE (M) _____ LANGUAGES _____

1 The messages tick the ones you will run

Thanks

- [ ] Thanks for waiting. We'll be with you shortly.
- [ ] We're glad you're here. One moment, please.

Prepare

- [ ] Have your prescription and ID ready.
  Swap in your document: order number, booking, receipt.
- [ ] Collecting an order? Have your code ready.
- [ ] Returns and exchanges: please bring your receipt.

Privacy

- [ ] Your privacy matters. Please wait behind the line until invited.
- [ ] Prefer to talk in private? Ask for our quiet corner.

Help

- [ ] Need advice? Just ask. Our team is here until _____.
- [ ] Quick question? A colleague can help you while you wait.
- [ ] Next counter free? We'll call you forward.

Our own line _____

2 Accessibility rules check them with numbers

- Contrast at least **4.5:1**; large text at least **3:1**. Measure it.
- Bold weights; one or two lines per message
- Type readable in one glance from the back of the line
- Holds of **4 to 6 s**; soft dissolves only
- Nothing moves behind the words; nothing flashes
- Same position for the same information, every state
- Plain words, one idea each; alternate whole states for two languages
- Assume the sound is off

MEASURED CONTRAST _____ HEADLINE, % OF HEIGHT _____ HOLD PER STATE (S) _____

3 Field test 60 seconds at the back, not at the counter

- [ ] Every line readable from where I stand
- [ ] I know what to have ready and where to wait
- [ ] Layout stays still long enough to learn
- [ ] Fine to look at for ten minutes
- [ ] Staff: fewer "what do I need?" questions
- [ ] Staff: the line moves more smoothly

A queue screen takes the guessing away.