

HIGHER EDUCATION

The Gear Room Blueprint:

How Higher Ed Programs Get Students Booking Gear Without Becoming a Help Desk

Built for the teams behind university gear rooms, equipment centers, and studios. Hundreds of students. High-value kits. The same five questions, every single day. This blueprint breaks down how **SAE Dubai** used short, task-focused videos to get students self-serving from day one, and gives you a 30-day plan to do the same on your campus.

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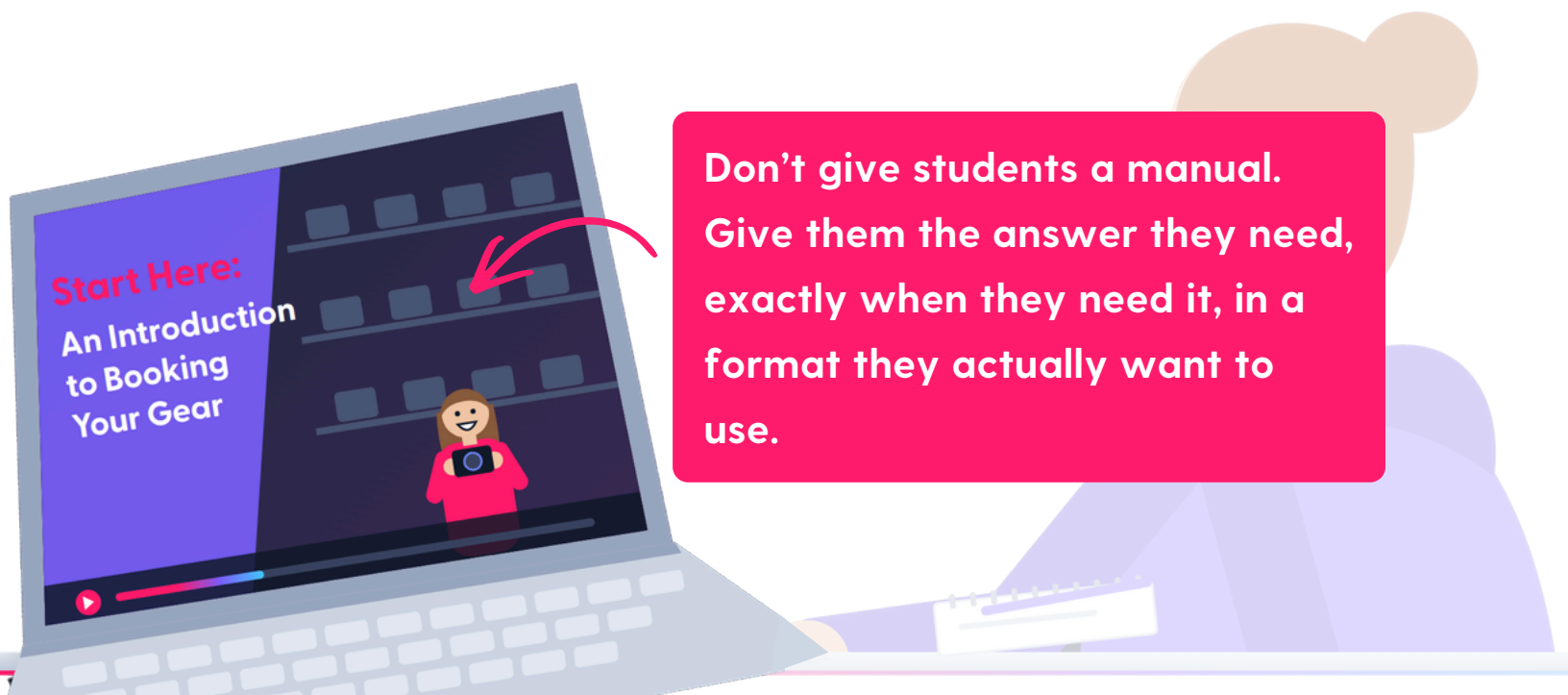
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The Challenge: Getting Students to Actually Use the System

For any university or creative media institute, the gear room is one of the busiest operational hubs. Cameras, lighting kits, microphones, studios, and other high-value equipment can move through hundreds of student hands every week. Keeping track of all that gear is one challenge. Getting hundreds of students to consistently use the systems designed to manage it is another.

So how do you get busy, fast-moving students up and running, without overwhelming gear room staff with the same basic questions, again and again?



This blueprint looks at one institution that broke that cycle and how you can too. SAE University College Dubai (SAE Dubai), a creative media institute with a busy gear room and high-value kit in constant rotation, rolled out a new booking system and got students using it from day one.

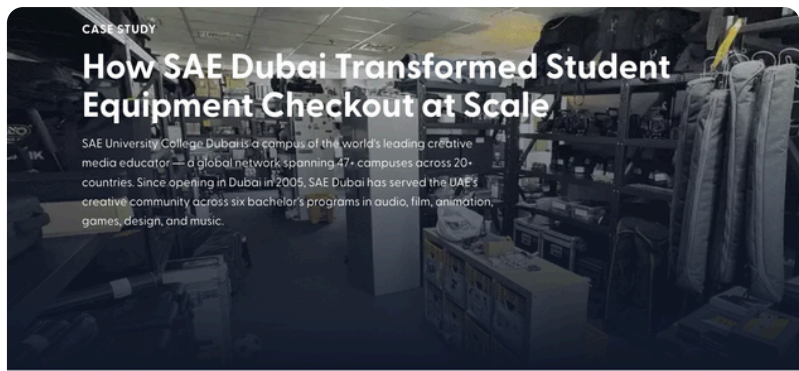
The SAE Dubai Approach: Micro-Learning Instead of Manuals

Before Cheqroom, SAE Dubai managed student equipment booking across 35 separate paper forms, with zero automation. Faculty and gear room staff were left acting as a help desk, cross-referencing submissions to make sure students had used the right form, contacting faculty to verify access, and manually correcting PDFs when mistakes were made. Even simple booking updates meant chasing students and staff for changes.



Read the Full Case Study:

[“How SAE Dubai Transformed Student Equipment Checkout at Scale”](#)



INDUSTRY
Education

GEAR TYPE

Audio & visual
equipment

USE CASE

Higher Education

At a Glance:

- SAE Dubai managed student equipment booking across several creative disciplines with no automation.
- Cheqroom replaced manual forms with a single enrollment-based booking portal, automatically restricting each student's access to equipment that matches their current coursework.
- Dynamic approvals automatically route booking requests to the right faculty.

SAE Dubai knew they needed a better solution. They needed a system that could simplify the process for staff and students alike.

But implementing the software was only half the challenge. Students still needed to know how to access the system, make error-free bookings, and understand the rules around equipment pickup and returns.

Rather than handing students a dense, multi-page PDF manual, the team at SAE Dubai built a masterclass in modern student engagement.

The Strategy: Meeting Students Where They Are

Instead of building a traditional manual or hosting mandatory presentations, SAE Dubai's team met students exactly where they spend their time: online, watching short, hyper-focused video content.

SAE Dubai mapped out the primary friction points of the equipment lifecycle and created a series of short onboarding videos covering the most important student workflows. By breaking the process down into highly digestible, visual steps, they turned a potentially dry logistics hurdle into an engaging, self-service student experience.

Each video...



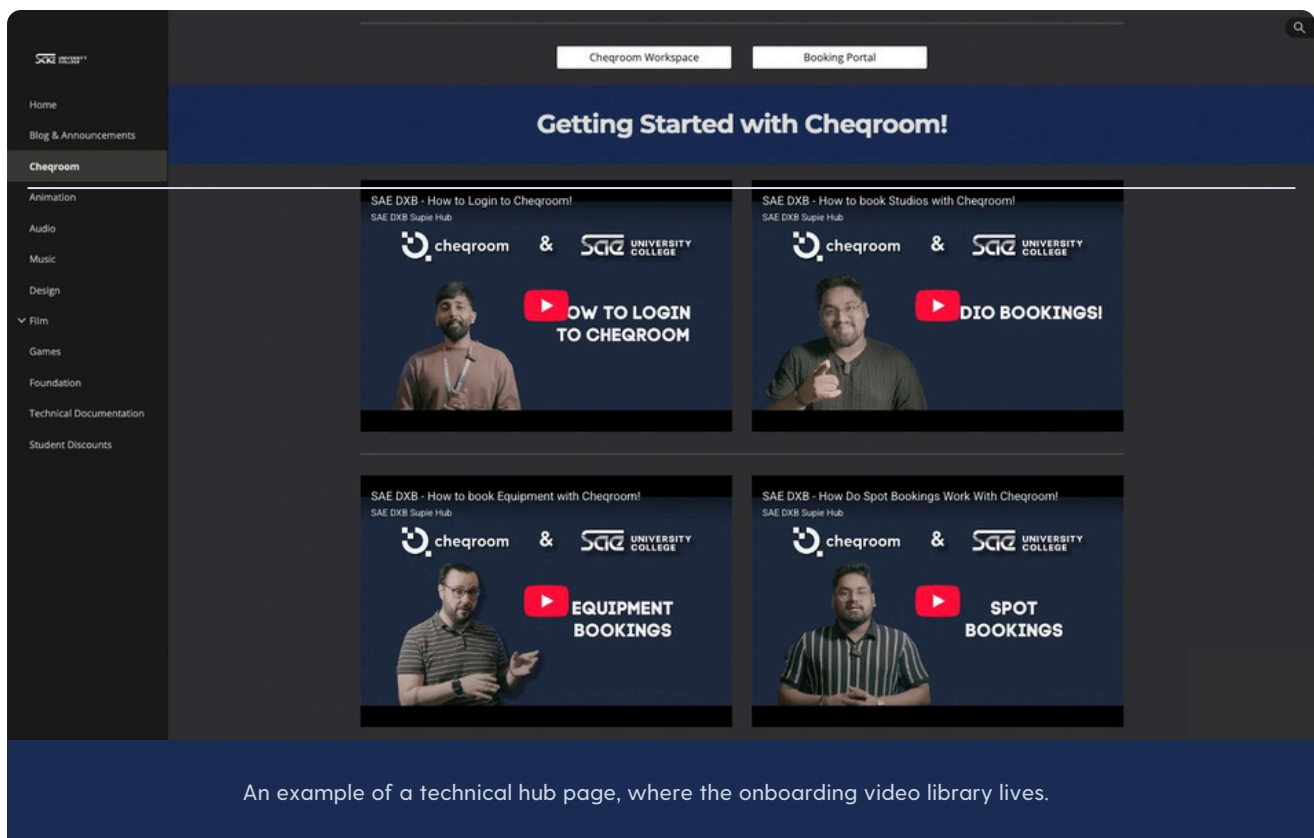
Focused on one task.



Demonstrated the real interface.



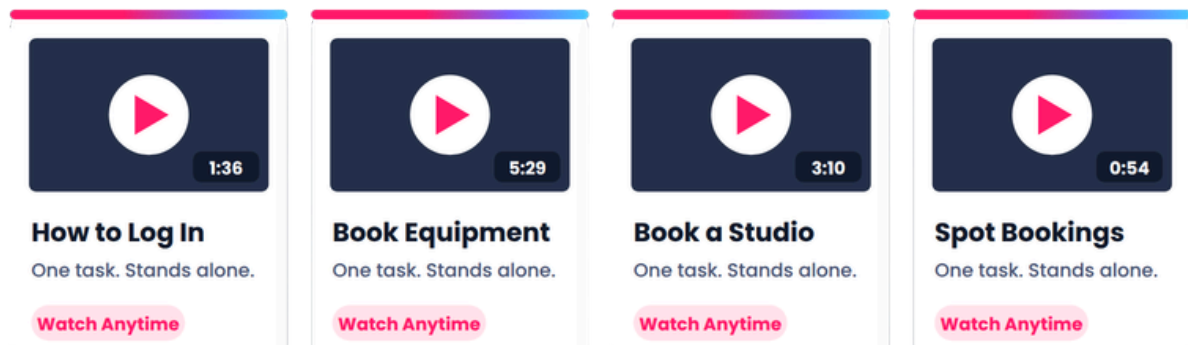
Could be watched independently.



Three Reasons This Strategy Works

1. Asynchronous Micro-Learning:

► *Students don't need to sit through a 20-minute training session to learn one task.* Instead, they can watch short videos covering exactly what they need, whether that's logging in, booking equipment, reserving a studio, or understanding a spot booking.



Some workflows naturally require 3–5 minutes. That's fine. The important thing is that each video remains focused on a specific task and can stand alone.

2. UI-Matched Visuals:

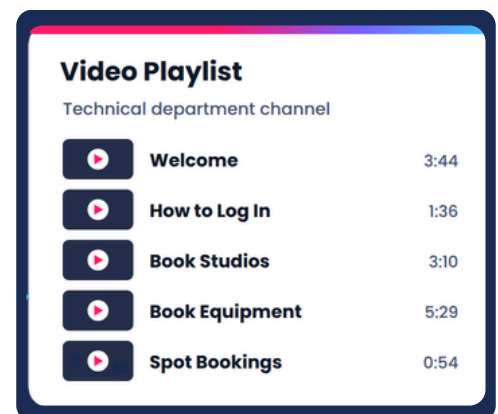
► *The videos show students exactly what they will see when they use the system.* Instead of explaining where a button is or describing a workflow in text, the student sees the interface, the clicks, and the expected outcome.

This leaves zero room for confusion.

3. Automated Delivery:

► *Students can find what they need, when they need it.*

- Hosted on a YouTube playlist and channel for the technical department
- Accessible from their technical hub page
- *In Progress*: QR codes on a notice board outside the office



Let's See It in Action: The SAE Video Framework

SAE Dubai's onboarding approach provides a useful framework for universities looking to build their own student equipment onboarding system.

The goal isn't to copy the exact videos. It's to replicate the structure: identify the moments where students are most likely to get stuck, then create a short, visual answer for each one.

1. Overview & Setup:

Before students book gear, give them the big picture. The introductory video should explain:

- Why the system is being used
- What students can do with it
- What they need before making a booking
- How equipment and studio bookings fit together
- Where to find further help

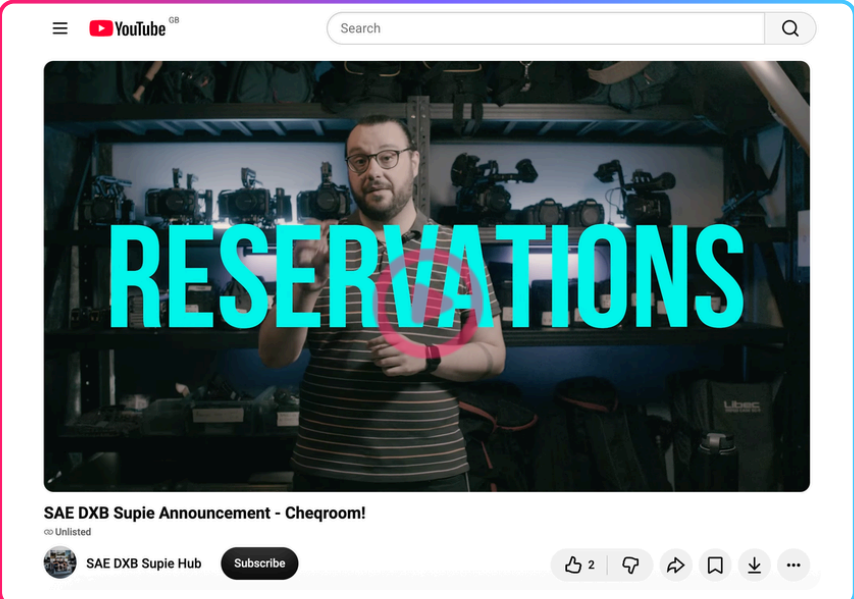
This establishes expectations before students begin using the system.

SAE Dubai Example: This introductory module explains why the system exists, sets expectations, previews how students will book and collect equipment, and introduces the new terms they'll be using.



Watch the Real Video:

[“SAE DXB Supie Announcement - Chegroom!”](#)



SAE DXB Supie Announcement - Chegroom!

Unlisted

SAE DXB Supie Hub

Subscribe

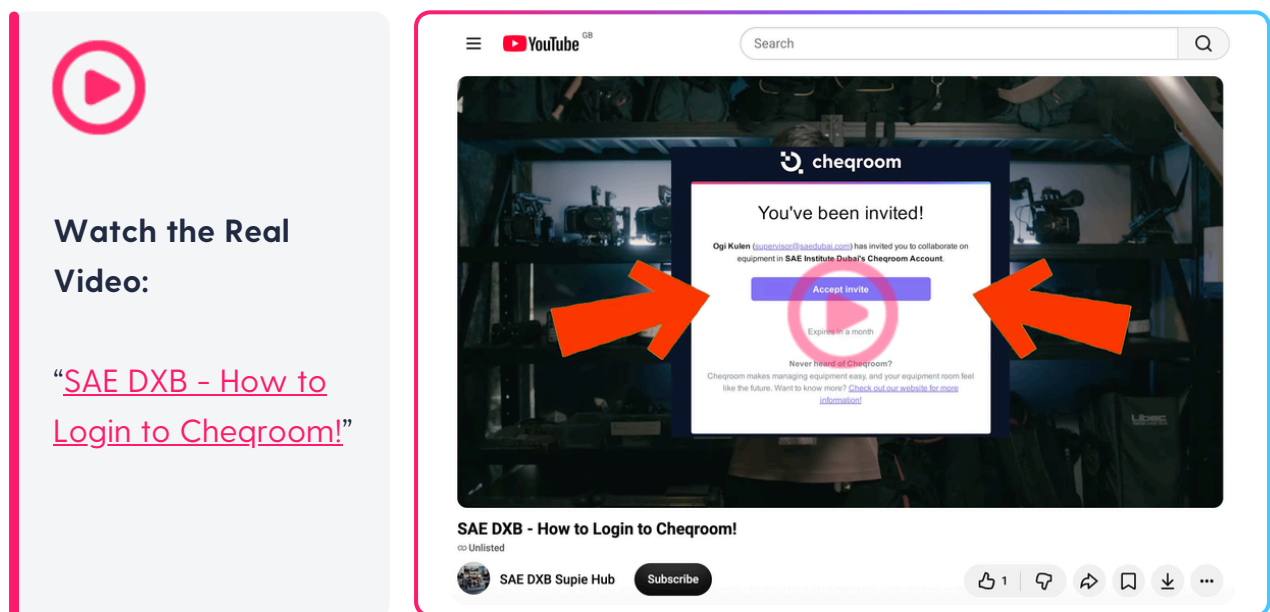
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2. Access & Profile Creation:

The first practical hurdle is getting students into the system. This module should show students how to:

- Log in for the first time
- Use SSO, where applicable
- Set up or verify their profile
- Configure relevant preferences
- Navigate the system
- Confirm that they are ready to make a booking

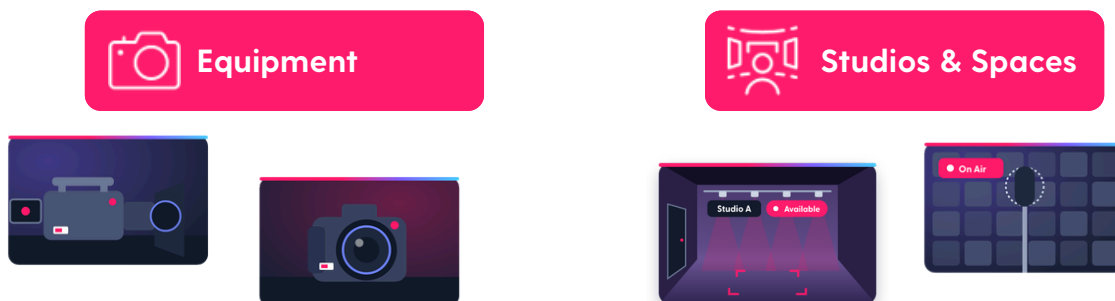
SAE Dubai Example: This module walks students through getting their credentials, their first login, and navigating the dashboard.



3. Mastering the Booking Workflow, Equipment & Studios:

This is the core operational training. Show students exactly how to move from intention to confirmed booking.

Depending on your institution, this may include separate modules for:





Equipment

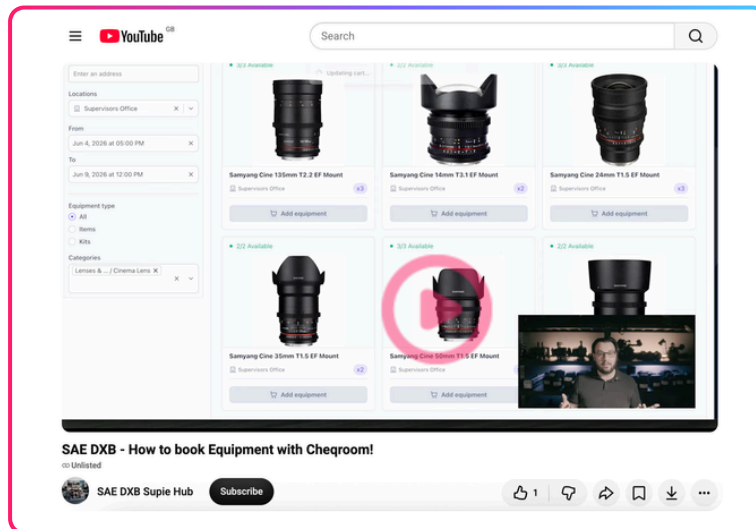
This module can highlight:

- Finding equipment
- Checking availability
- Selecting the right item
- Choosing dates and times
- Confirming a booking
- Managing an existing reservation



Watch the Real Video:

[“SAE DXB - How to book Equipment with Cheqroom!”](#)



Studios & Spaces

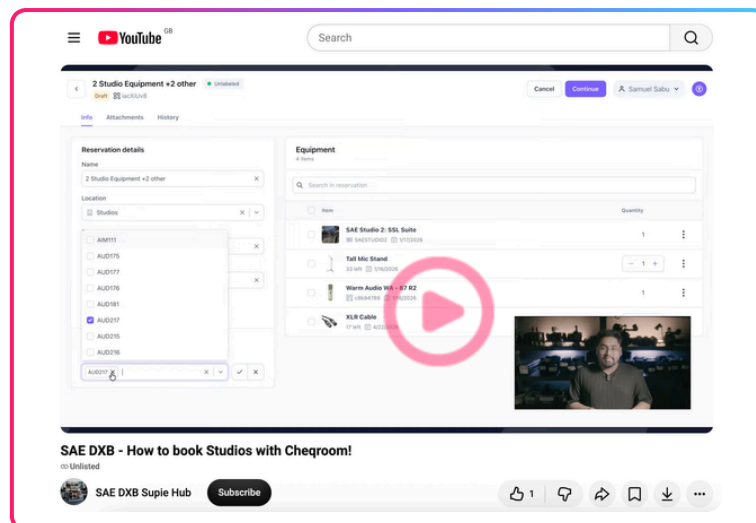
This module can highlight:

- Finding available studios
- Checking time slots
- Selecting a space
- Making a reservation
- Updating or canceling a booking



Watch the Real Video:

[“SAE DXB - How to book Studios with Cheqroom!”](#)



4. Pickup, Returns & Spot Bookings:

The booking isn't the end of the student journey.

The most important operational moments often happen at the physical gear room: pickup, checkout, return, and last-minute or on-the-spot bookings.

This module can explain:

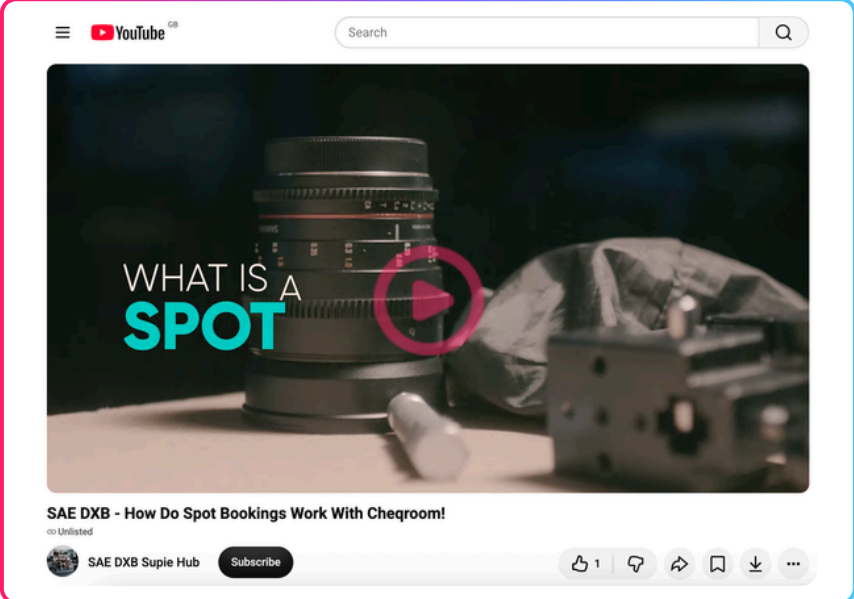
- How spot bookings work
- What students need to do at pickup
- Return deadlines
- What happens when equipment is damaged or missing
- What happens when equipment is returned
- Late-return policies
- Where students can get help

SAE Dubai Example: This module explains spot bookings: students walk up with their ID, say what they need, staff scan the ID and item, and Cheqroom tracks who has what in real time.



Watch the Real Video:

["SAE DXB - How Do Spot Bookings Work With Cheqroom!"](#)



At SAE Dubai, late returns on high-demand items trigger an automatic, time-bound suspension of booking privileges, with a built-in reinstatement date. No manual staff intervention required. Students know the consequences from day one:

“

We try to be strict but fair. Students don't lose booking privileges needlessly, but they really have to follow the rules. Cheqroom gives us the exact operational architecture to enforce that structure seamlessly.

- OGNJEN KULENOVIC, SENIOR TECHNICAL SUPERVISOR, OPERATIONS DEPARTMENT, SAE DUBAI

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The exact content will vary by institution, but the principle remains the same: use video to make operational expectations clear before they become operational problems.

5. Additional Topics to Consider:

- How to Book a Full Kit, Not Just One Item
- How to Report Damaged or Missing Gear the Right Way
- How to Extend or Cancel a Booking
- Returning Equipment at the End of the Semester
- Why You Only See Gear for Your Program

SAE Dubai proved that software rollout doesn't have to be a headache. By combining Cheqroom's intuitive interface with creative, proactive communication, they turned a potentially chaotic logistics hurdle into a smooth, self-service student experience.

The Blueprint: Build Your Own Student Onboarding Campaign

The SAE Dubai example can be translated into a repeatable four-phase process.

Phase 1 Plan (Getting Ready)

Before you hit record on a single video, you need to lay the groundwork. SAE Dubai's success relied on aligning their physical gear room policies with their digital workflow before production started.

1. Audit Your Friction Points:

Look at your support logs and talk to your gear room staff. Identify the top questions they answer every single day.

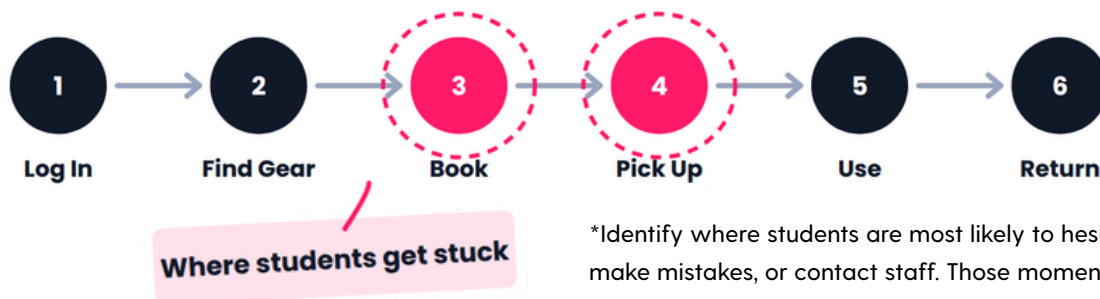
For example:

- How do I log in?
- How do I book gear?
- Why can't I book this camera?
- How do I change my booking?
- Can I book this studio?
- What happens if I'm late returning equipment?
- How do spot bookings work?
- How do I book for a specific class?
- What do I do if my booking isn't approved?

► These form the outline of your video scripts.

2. Map the "Golden Path" Workflow:

Define the ideal journey a student takes from login to return.



Tip: Any step requiring more than three clicks in Cheqroom needs its own 30-second highlight.

3. Establish the Tech & Gear Prep:

Before production begins, gather everything you need to create consistent, reusable content. Think about what you'll need in the following areas:

- Screen recording tool
- Video editing tool
- Script/storyboard/outline
- Graphics
- Audio: A quality USB microphone or headset microphone
- A demo account/user

Use a dummy “Student Demo Account” in Cheqroom so you don’t expose real student data during screen recordings. Cancel demo reservations as soon as you finish recording so that you don’t impact your actual gear availability.

Tip: As a general guideline, around 150 words or fewer is a good target for a short module, although some more complex workflows may naturally require additional time.

“ We tried writing a script but found it challenging to follow it word for word, so instead we set up bullet points of key points and improvised along the way. ”
- SAE Dubai



You don’t need cinema cameras to make this work. SAE Dubai used them anyway, along with pro lighting and a dressed gear room set, to show students the standard of work and the gear waiting for them.

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Phase 2 Create (Production & Best Practices)

Traditional corporate training content can quickly lose the attention of today's students.

Create fast, useful answers to the questions students actually have. To drive high engagement, consider your visuals as well.

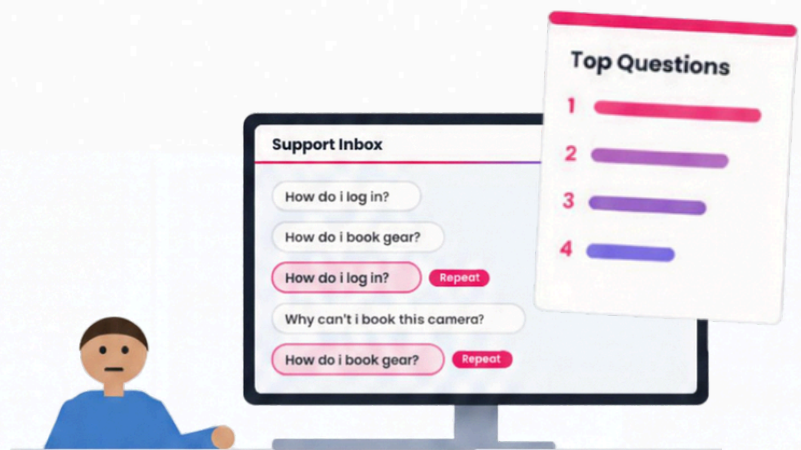
A Tip from SAE: Ask yourself, “what do I want to explain the least amount of times in person.” Focus on the important details that could cause problems if students, staff, or any users don’t understand. Explain useful context, such as limitations, but don’t go into too much detail.

Keep It Focused:

Use your friction points established in Phase 1 to think of video themes.

Try:

- How to Log In
- How to Book Equipment
- How to Book a Studio
- How to Change a Booking
- Pickup & Return Rules



Show, Don't Tell:

If you're explaining where to click, show the click.

Use:

- Cursor highlights
- Zoom-ins
- Callouts
- On-screen text
- Progress indicators
- Before/after examples



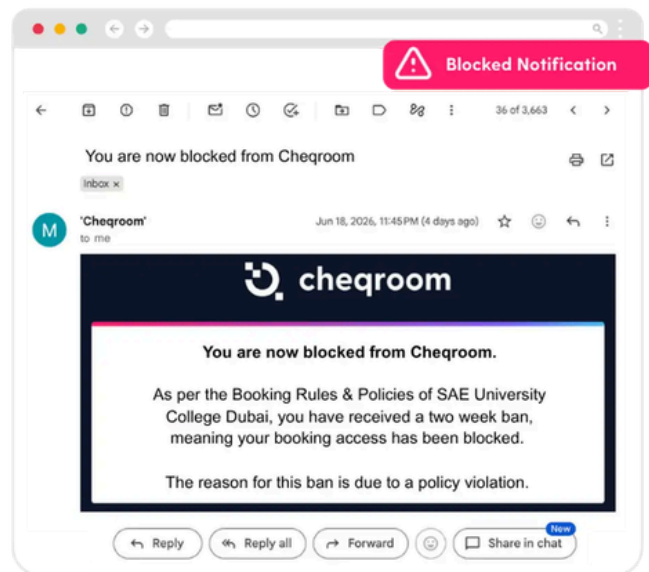
Prepare screenshots and live screen recordings of Cheqroom's pages to show each step of the way when it comes to logging in, making reservations, etc.

Use Consequence-Forward Explanations:

Students care less about “inventory optimization” and more about how policies affect them.

Example: Instead of saying “Late returns disrupt scheduling workflow,” say “If you are 15 minutes late, your booking privileges are locked for 48 hours, and you will miss your project deadline.” Clear boundaries drive respect for the gear.

Cheqroom supports automated enforcement. Trigger automatic, time-bound suspension of booking privileges with zero manual intervention from staff.



SAE Dubai Email Copy

Three Rules for Every Video



Design for Mobile Where Possible

Students may watch these videos from a laptop, phone, or tablet, potentially while standing at the gear room counter. Make important UI elements large enough to see.



Make Every Video Stand Alone

Structure videos so they don't rely on each other. If a student is standing at the gear room counter trying to figure out a return, they should be able to find specific help for this.



Include Captions

Captions improve accessibility and make videos usable in environments where students can't or don't want to use audio. They also make key terminology easier to follow.

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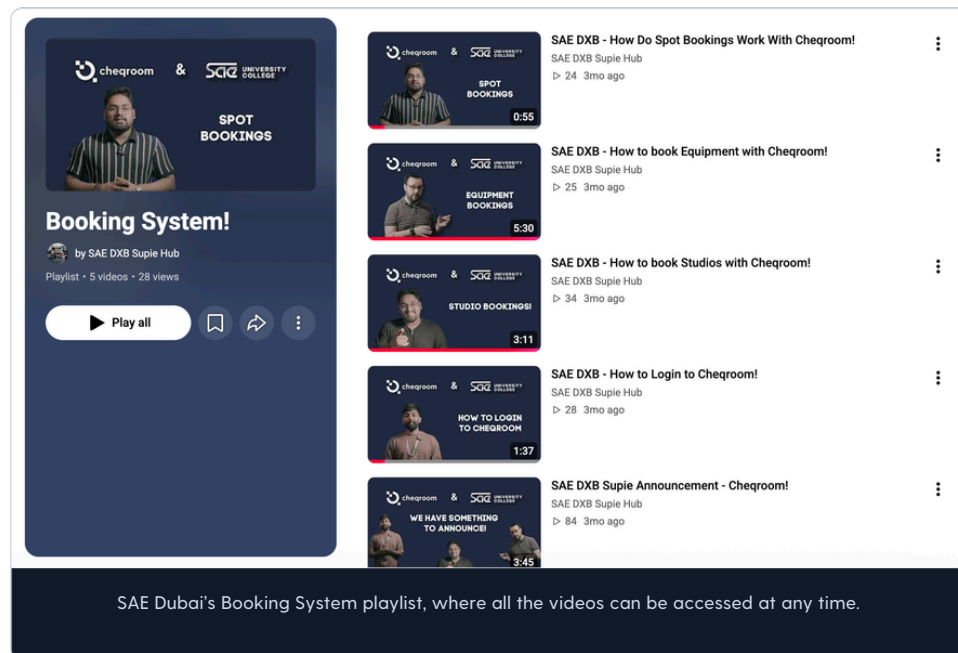
Phase 3 Distribute (Hosting & Sharing)

Creating the videos is only half the job.

The next question is: Where will students discover them?

Create Playlists:

Host the videos on a platform like YouTube or Vimeo so they are instantly accessible without requiring secondary logins.

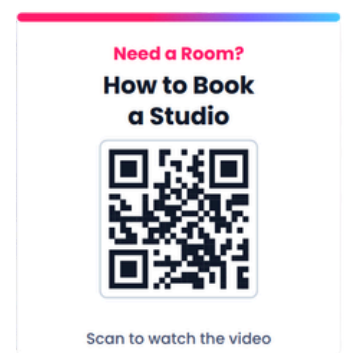
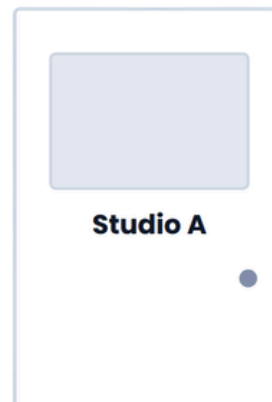


Deploy On-Site QR Codes:

Generate custom QR codes linking directly to specific videos.

For Example:

- **At the Checkout Counter:**
 - QR Code → How to Pick Up & Return Equipment
- **At the Studio Entrance:**
 - QR Code → How to Book a Studio
- **On Orientation Materials:**
 - QR Code → Welcome to Equipment Booking



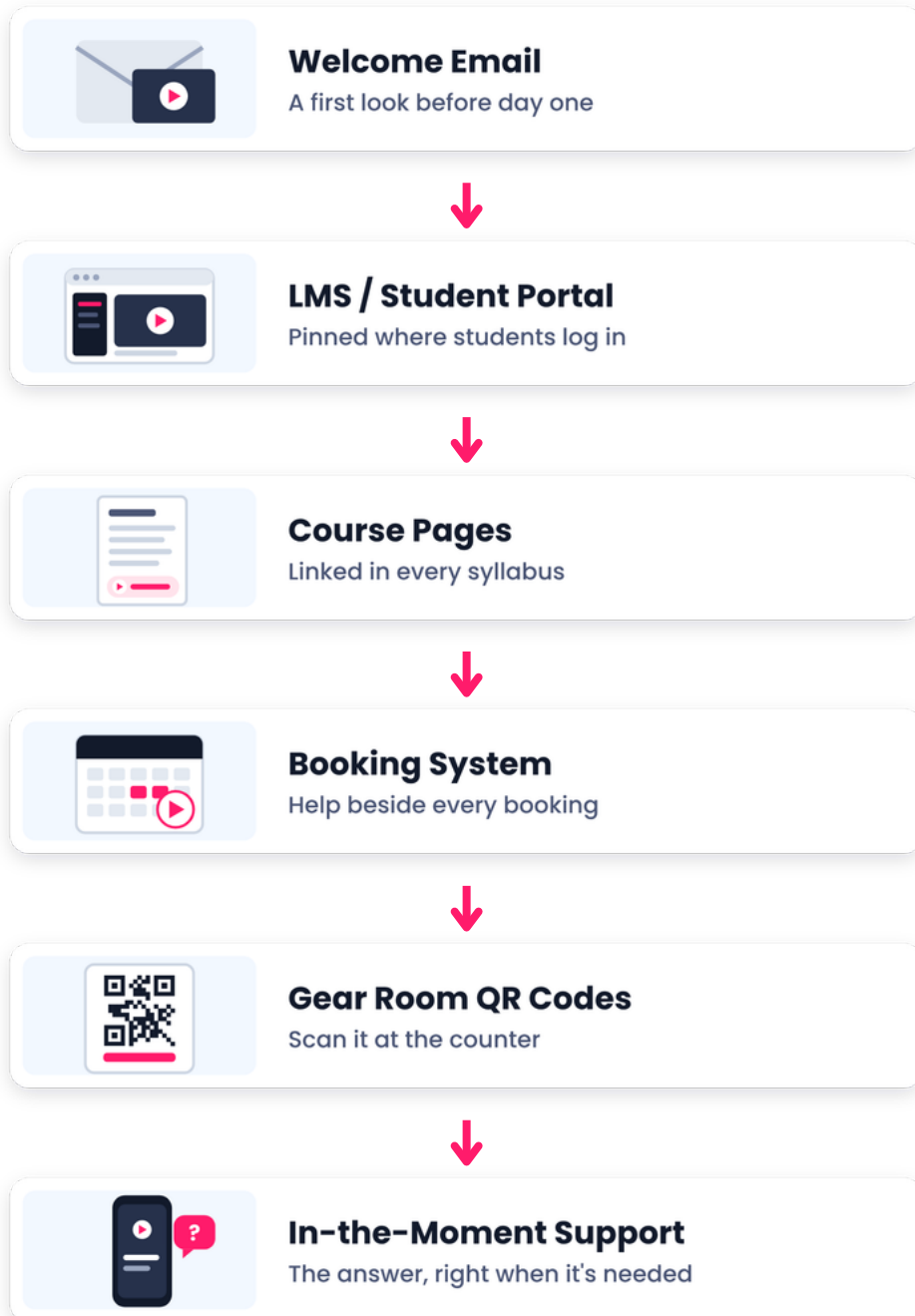
The shorter the journey between “I have a question” and “Here’s the answer,” the more useful the content becomes.

Embed Everywhere:

Integrate the playlist directly into first-year welcome emails, course syllabi, and your Learning Management System (LMS) homepages.

Your onboarding videos can live across the student journey:

From the first welcome email to the gear room counter.



Turn your video library into an always-available support layer.

4

Phase 4 Measure (Track & Improve)

Creating and launching the videos is only the beginning.

45%

SAE Dubai saw a 45% reduction in administrative workload after implementation.

Don't stop at video views. The ultimate measure of success is whether the content makes the equipment operation easier for both students and staff.

Track metrics such as:

► Student Adoption

- Percentage of students who successfully log in
- Percentage who complete their first booking
- Number of students using the booking system

► Operational Efficiency

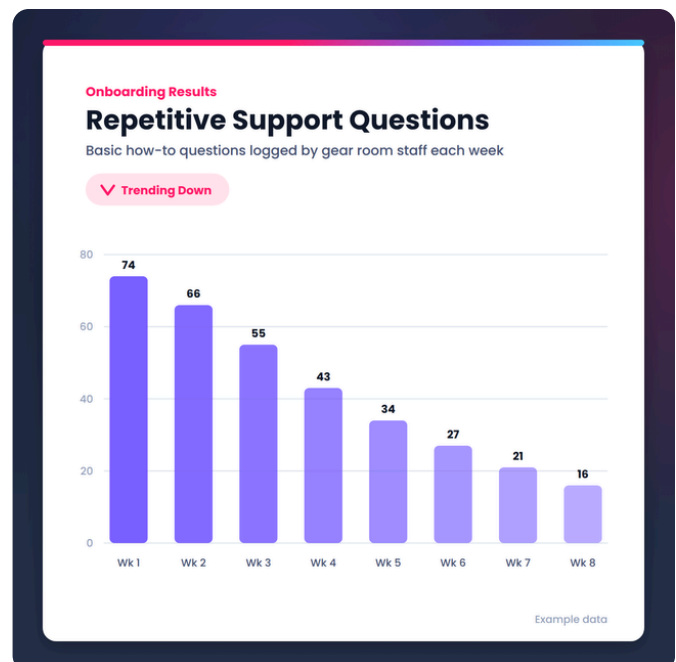
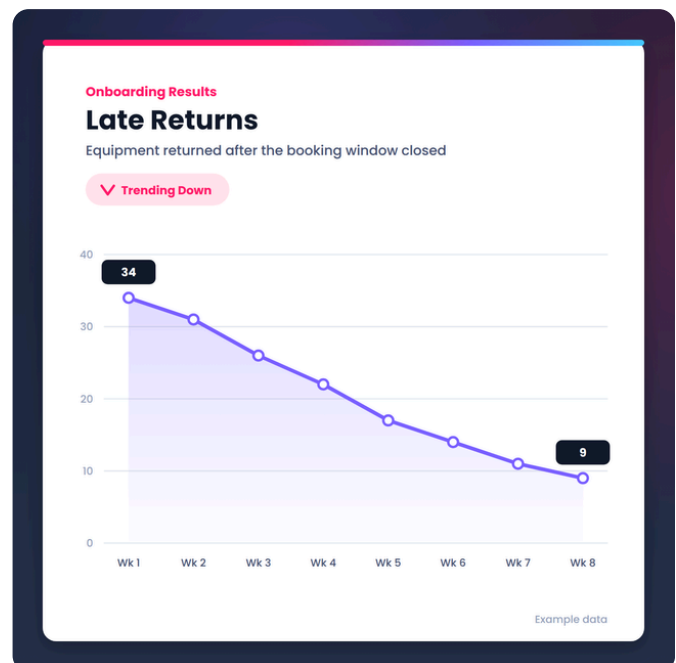
- Reduction in repetitive support questions
- Reduction in booking errors
- Reduction in incorrect or duplicate bookings
- Staff time spent answering basic “how-to” questions

► Equipment Operations

- Reduction in late returns
- Reduction in missed pickup windows
- Changes in spot booking usage
- Equipment availability and utilization

► Content Performance

- Video views
- Average watch time
- Drop-off points
- Most frequently accessed videos
- QR-code scans



Use these insights to improve the content. If students repeatedly drop off at a particular section, simplify it. If one question generates hundreds of support requests, create a video for it.

The blueprint should evolve with the student experience.

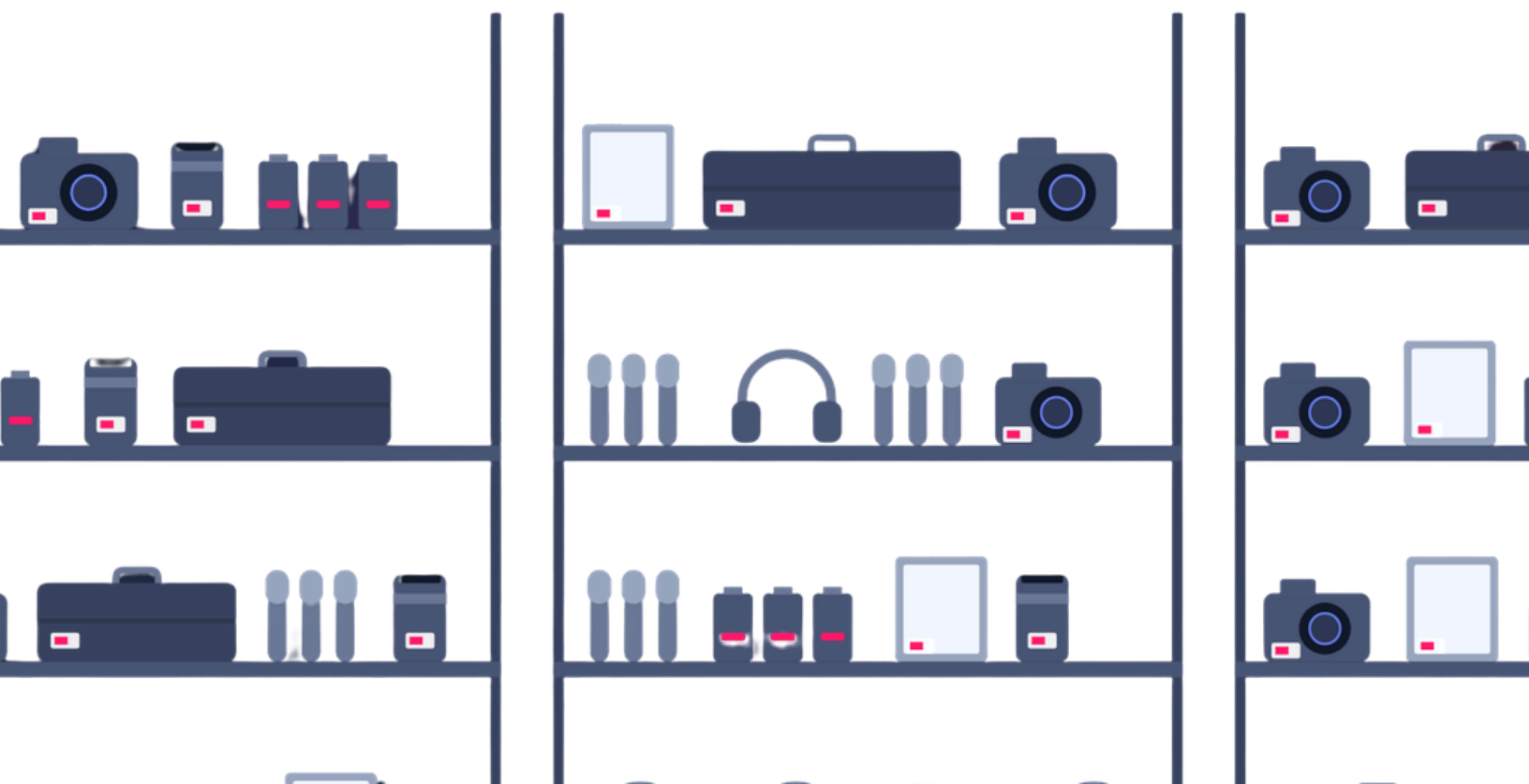
After implementing Cheqroom, scheduling, approvals, and policy enforcement now run automatically instead of requiring staff to respond to individual email requests. Student adoption was immediate, with students actively thanking staff for the change. That's the kind of benchmark worth tracking against as you roll out your own program.

“

Everyone's really impressed with Cheqroom so far, and I lost count of how many students have said 'thank you' when we showed it to them.

- OGNJEN KULENOVIC, SENIOR TECHNICAL SUPERVISOR, OPERATIONS
DEPARTMENT, SAE DUBAI

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The 30-Day Rollout Timeline

Your week-by-week launch checklist.

Week	Task	Focus Area	Done?
Week 1	Identify the top 5 student booking questions or bottlenecks	Strategy & Prep	☐
Week 1	Map the student “golden path” from login to return	Strategy & Prep	☐
Week 1	Finalize workflows, policies, demo users/accounts, and tools	Pre-Production	☐
Week 1	Script 5–6 focused videos (aim for under 150 words)	Content Creation	☐
Week 2	Record screen captures using a demo user/student account	Production	☐
Week 2	Edit with clear zoom-ins, captions, and callouts	Production	☐
Week 3	Test videos with a small group of students	QA	☐
Week 3	Upload videos and organize relevant playlists	Hosting	☐
Week 3	Build QR codes linking to your videos and/or playlists	Distribution	☐
Week 4	Embed videos into welcome emails and LMS pages	Launch	☐
Week 4	Add QR codes to gear room and studio touchpoints	Launch	☐
Week 4	Establish baseline metrics and begin tracking results	Measurement	☐

The Takeaway

SAE Dubai demonstrates that successful software adoption doesn't have to mean more training sessions, longer manuals, or more work for already-busy gear room staff.

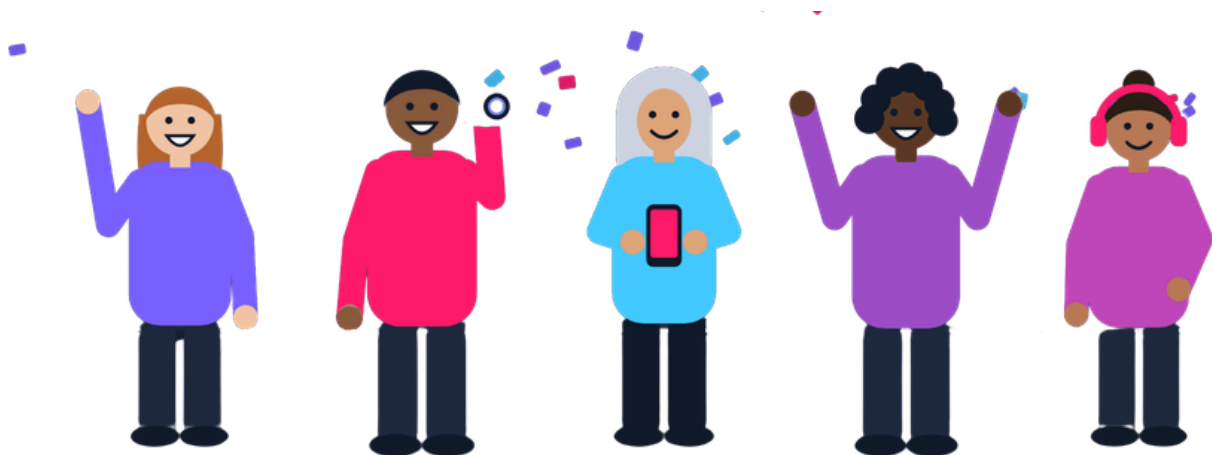
SAE Dubai found the moments where students got stuck and turned each one into a short, visual, on-demand answer. **The result: less admin work, immediate student adoption, and students who self-serve. Any university can do the same.**

- ▶ The technology provides the infrastructure.
- ▶ The onboarding experience determines whether students actually use it.
- ▶ And the most effective onboarding doesn't ask students to learn everything upfront. It gives them the right answer, at the right moment, in the shortest possible format.

Ready to Get Students the Right Answer, Faster?

See exactly how universities like SAE Dubai cut admin and get students using equipment faster.

[See Cheqroom in Action](#)



Your Higher Ed Equipment Onboarding Blueprint

PLAN → CREATE → DISTRIBUTE → MEASURE

1

Find the Friction

Identify the questions students ask repeatedly.



2

Map the Journey

Define the ideal path from login to return.



3

Create Micro-Learning

Turn each friction point into a focused, visual tutorial.



4

Distribute Everywhere

Put videos in emails, LMS pages, booking workflows, and physical gear rooms.



5

Measure & Improve

Track adoption, support volume, booking errors, and student behavior.



That's how a collection of training videos becomes a student onboarding system.

SAE Dubai Videos for Reference

All five SAE Dubai videos, in one place.

Video	Length	Link
Intro/Welcome	3:44	Watch
How to Log In	1:36	Watch
How to Book Studios	3:10	Watch
How to Book Equipment	5:29	Watch
Spot Bookings	0:54	Watch

From Managing Gear to Powering Operations

Cheqroom is the Asset Operations Platform. Trusted by 1,400+ organizations to safeguard over \$15B in equipment.

Learn more by visiting www.cheqroom.com