what is 'Wayfinding'?

When you are **navigating a place** you face a series of **decision points** as you **follow a route** to your **destination**.

A wayfinding system **guides** you by **providing answers** and **cues** along your journey.

where is ____?   where am I?   how do I get there?

In designing a wayfinding system, we must:
- identify **what** information is required
- determine **where** and **when** it is helpful
- connect with **who** we are guiding
- articulate the messages/directions **clearly + effectively**

Who uses wayfinding?

audiences/users ...
- residents
- business patrons
- employees
- visitors

their modes of travel ...
- pedestrian
- mobility device user
- transit rider
- cyclist
- driver

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Wayfinding System

objectives of a wayfinding system:

- to establish a clear **visual identity**
- to create a consistent **visual language**
- to reduce signage **clutter**
- to position in the **right locations**
- to **integrate** with other public realm elements
- to encourage **exploration and discovery**

system sample

4-SIDED UNIT
Scale 1" = 1'

2-SIDED UNIT
Scale 1" = 1'

SIDE VIEWS

POST & PANEL
Scale 1" = 1'
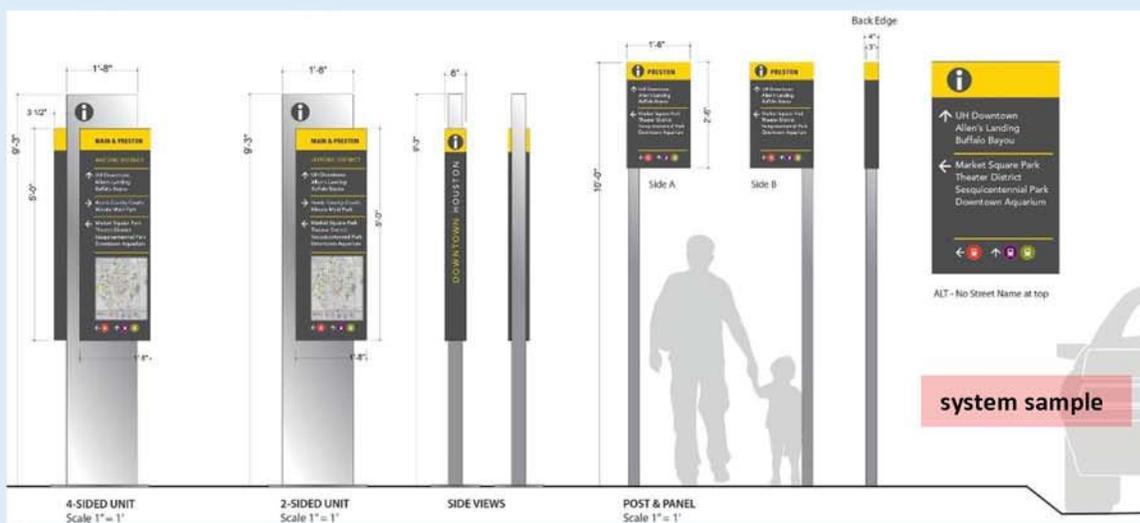
Wayfinding should be: (design considerations)

- informative
- accessible
- inclusive
- predictable
- intuitive
- *what else?*

- comprehensive
- coordinated
- integrated
- customizable
- sustainable
- *what else?*

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'Wayfinding' Elements

... **communication tools** to **facilitate movement**, **connect places**, and **reinforce identity** within the built environment.

permanent and temporary signage
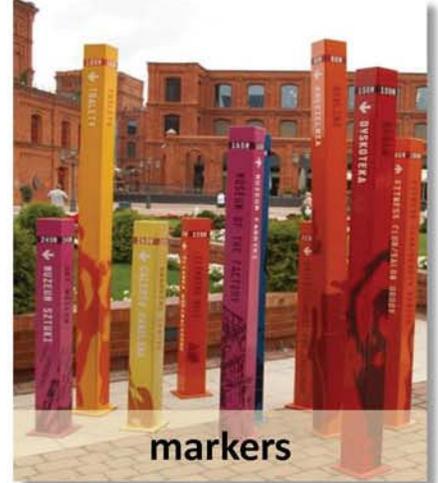
markers

public art

technology

street furnishings

buildings
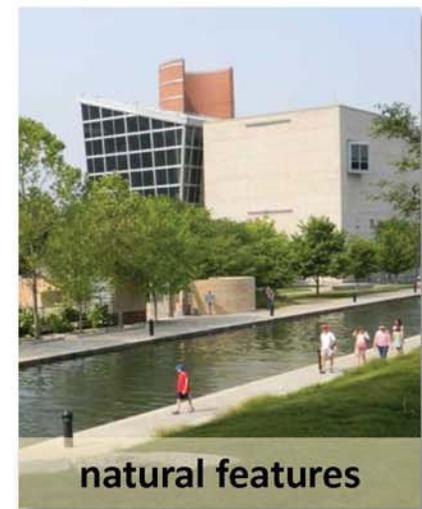
natural features

structures

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