

# FINDING THE WAY

## 10 Steps To Building Successful Digital Wayfinding



### 1 Assess The Need

- Define your goals and objectives with your audience in mind
- Enlist key technical and creative staff early to ensure a seamless process
- Determine the number of displays, size, orientation and consider ADA requirements
- Choose the best wayfinding solution: kiosk, HTML5 mobile site, app



Installers, architects, facility management, designers, developers, implementers, etc.



### 2 Collect & Validate Assets

- Logos and style guides
- Database feeds or external data sources
- ROI collection: analytics, QR codes, SMS
- List and count all locations and destinations
- Rooms, Cafes, ATM Machines, Bus Stops, Conference Rooms, etc.
- Determine where your files will reside



### 3 Locations Please

- Obtain maps & other key assets
- Vector files or CAD maps work best
- Determine your map design - flat, 2D, 3D, color-coded, etc.
- Make a list of all locations being mapped - rooms, ATMs, cafes, etc.



### 4 Map It

- Are you showing the path or simply an indicator?
- Are you showing every room or general sections of the floor?
- If building an app, where will you place beacons and geofence?



Don't forget the goal

### 5 Design It

- Determine display resolution
- Comp each screen and show functionality and navigation
- Consider ADA requirements, indicators, icons and colors
- Entice the user to want to touch the display
- Use task flows and wireframes to keep the project goal and scope on track
- Test your design on a display of the same size and resolution
- Check for wasted space or graphics that are too large or small, and colors that don't contrast



Keep the user experience in mind

### 6 Build It

- Include buttons, scroll bars, swiping, videos, photo slideshows, etc.
- Allow enough time to ensure all components work together



### 7 Test, Test & Test It Some More

- Upon completion of development, test the interactivity, data connections and feeds
- Run through all destinations to make sure all required locations are mapping



Test mapping, icon locations and ease of use

### 8 Implement It

- Clean up files - use naming conventions
- Produce screenshots for implementers because you may not be around at setup
- Give detailed instructions on how the digital wayfinding is to function once implemented



Be prepared to do this again

### 9 Make Adjustments

- Gather feedback from the end users and make the necessary adjustments
- Testing your digital wayfinding's functionality is imperative to its success and adoption



Follow people through the entire wayfinding process

### 10 Lastly... MAINTAIN IT!

- Keep directory content current - update maps, photos, beacon locations, etc.
- Consider a rebrand with new colors or add an events directory



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