

# Research

**Causes for getting lost broadly include:** Unfamiliarity with building, distractions, expectations.

**Most common strategies for getting back on track:**

- Asking for directions (51%)
- Look for someone to follow (9%)
- Continue walking and looking around (9%)
- Look for a map (9%)
- Look for a sign (7%)
- Look for landmarks or building features (7%)

Importantly, people experience mostly unpleasant emotions after getting lost.

Understanding these will help us to create more effective maps and wayfinding, and the importance of doing it thoughtfully.

Dr. Colette Jeffrey has spent 20 years exploring human behaviour inside hospitals, museums, libraries, airports and most recently university buildings to develop wayfinding strategies and design wayguiding systems for buildings to help navigator avoid waylosing. Colette shares her ideas on indoor navigation and the MAGPIE model that emerged from her PhD research findings and which she hopes will help designer, architects, engineers and navigators find their way, making the most complex buildings inclusive and accessible for all.

[\[source\]](#)

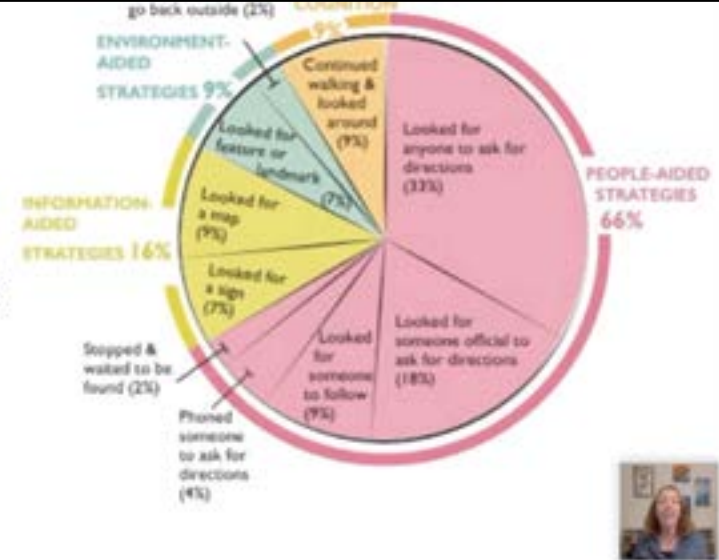


## Further analysed recalled indoor navigation strategies

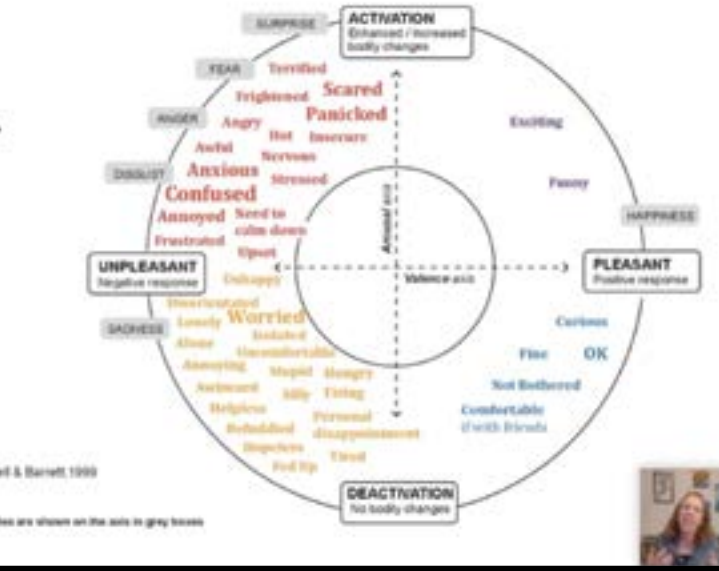
| Building user survey data  | Cognition Factor | Sub-causal Factor |
|--|------------------|-------------------|
| I had never been in the building before (P4)                                       | Memory           | Unfamiliarity     |
| I didn't know where the room was (P4)  | Memory           | Unfamiliarity     |
| I had not been very often before (P7)  | Memory           | Unfamiliarity     |
| I didn't know the place (P7)   | Memory           | Unfamiliarity     |
| It was a new building, I didn't know the room locations (P9)                       | Memory           | Unfamiliarity     |
| First time (P4, P10, P4)   | Memory           | Unfamiliarity     |
| There were no signs (P3)   | Attention        | Distraction       |
| I was chatting and not paying attention (P4)                                       | Attention        | Distraction       |
| I was looking around, not paying attention (P4)                                    | Attention        | Distraction       |
| I wasn't keeping record of the direction (P7)                                      | Attention        | Distraction       |
| I assumed the sign was on the middle floor (P3)                                    | Assumption       | Distraction       |
| Thought I would know the way I didn't (P7)   | Assumption       | Distraction       |
| I was looking for the shop on the wrong floor (P7)                                 | Assumption       | Distraction       |
| I expected the exit to be on the Ground floor (P4)                                 | Assumption       | Distraction       |
| I took a wrong turn and couldn't return my steps as I needed an identity card (P4) | Decision-making  | Wrong turn        |
| I entered the wrong underground station (P4)                                       | Decision-making  | Wrong turn        |
| I took a wrong turn (P4)   | Decision-making  | Wrong turn        |

Navigator cognition a key waylosing influence

## Analysed recalled indoor navigation strategies after waylosing occurrence



## Analysed recalled emotions after waylosing occurrence



# Ikea

Ikea uses many tricks to get people to spend more money. As our facility is also a complex path, we can take advantage of their experience.



## Maze-like design

IKEA as a maze is a popular meme...but also true. Even though there are exits and shortcuts, the store is designed for a shopper to see everything on offer in the showroom.

And, again, the “effort” of solving the maze increases the perception of value.



## Guiding arrows

The maze-like design is complemented by floor arrows that guide shoppers.

This is another hack: you are handing over your decision-making (where to go) over to IKEA.

This is psychologically disarming and primes you for a later purchase.

[\[source\]](#)

# Children's Hospital

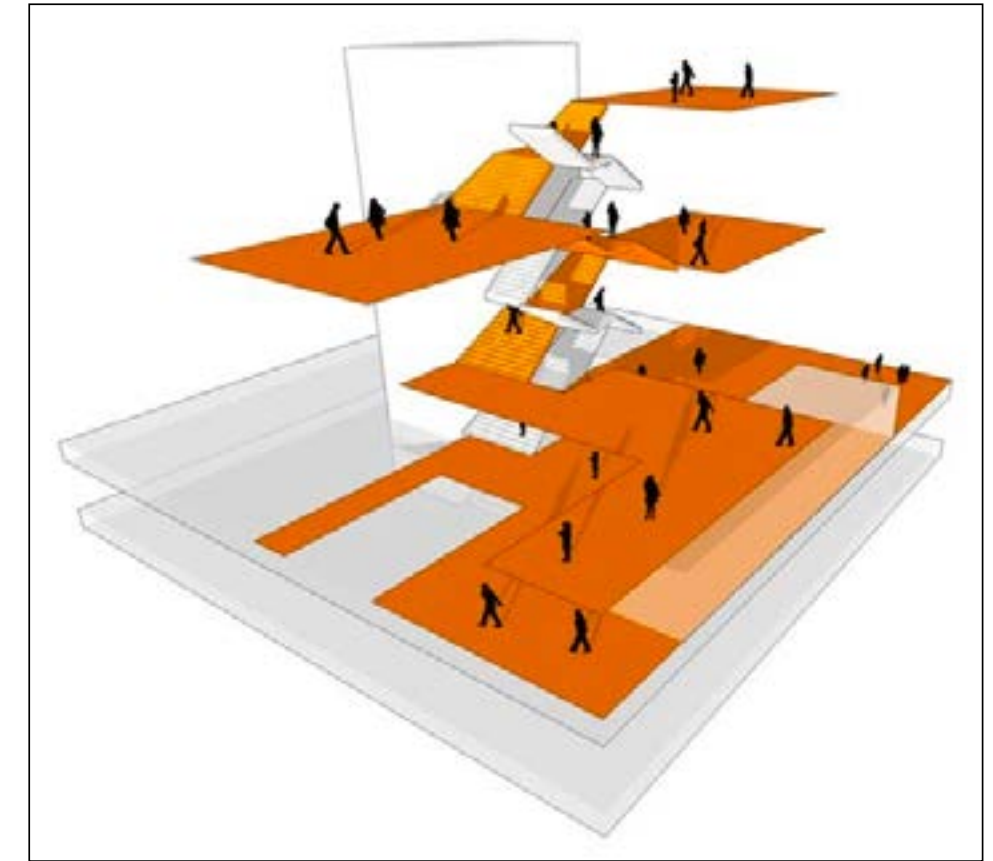
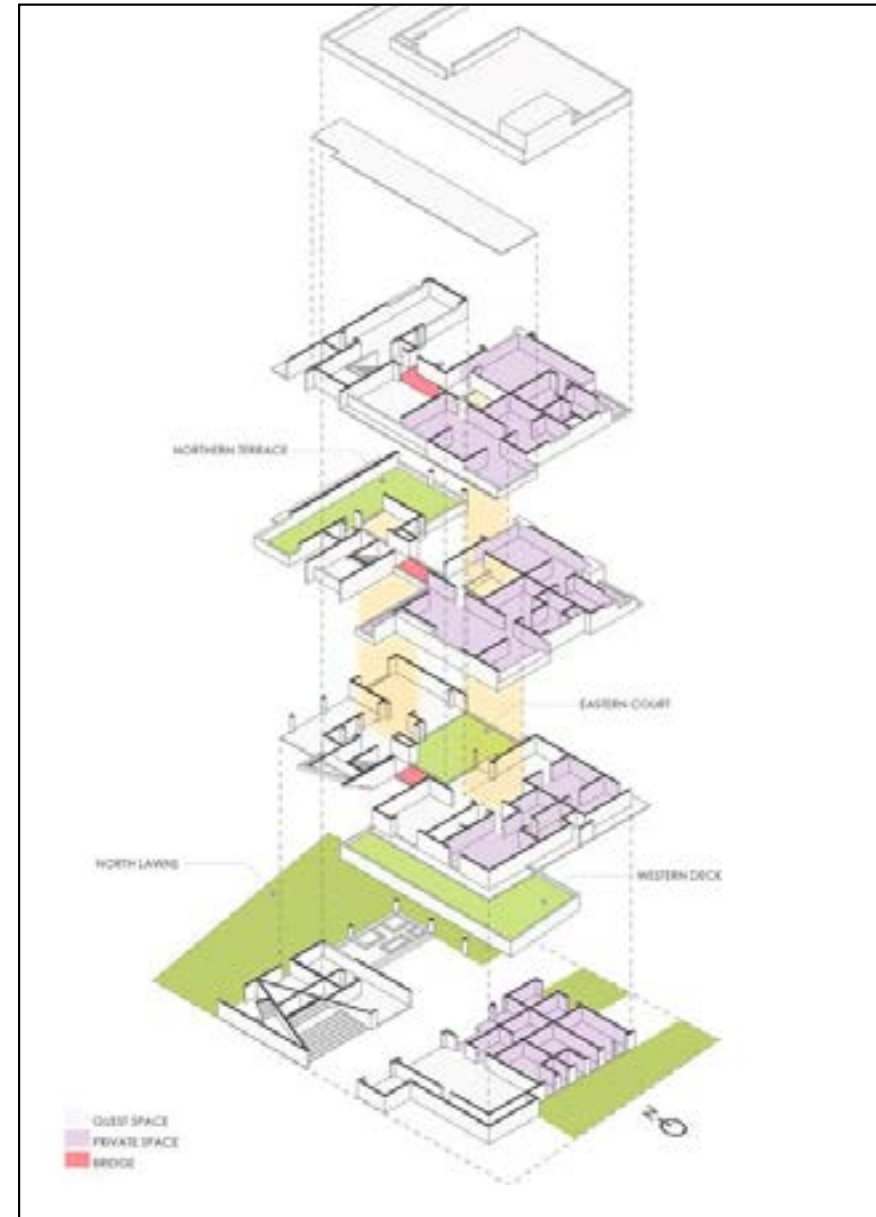
The Seattle Children's Hospital wayfinding and graphics program eases navigation through a growing campus while offering an ongoing source of serenity and imagination.

[\[source\]](#)



# Wayfinding 3D exploded map exploration

The Seattle Aquarium's Pier 59 and Pier 60 may be better depicted as a 3D exploded map. This could be extended to include OP and overlook walk.



Existing examples already in use