

SMART CARD WAYFINDING

A Missing Link?

Jones
Worley



What is wayfinding?



The process of using spatial and environmental CUES to navigate through an environment.

What is a sign system?



The most popular tool or CUE that supports an effective wayfinding strategy.

How does wayfinding impact transit?



It is core to the Customer Experience.

Existing Challenges

Insufficient
or unclear
signage



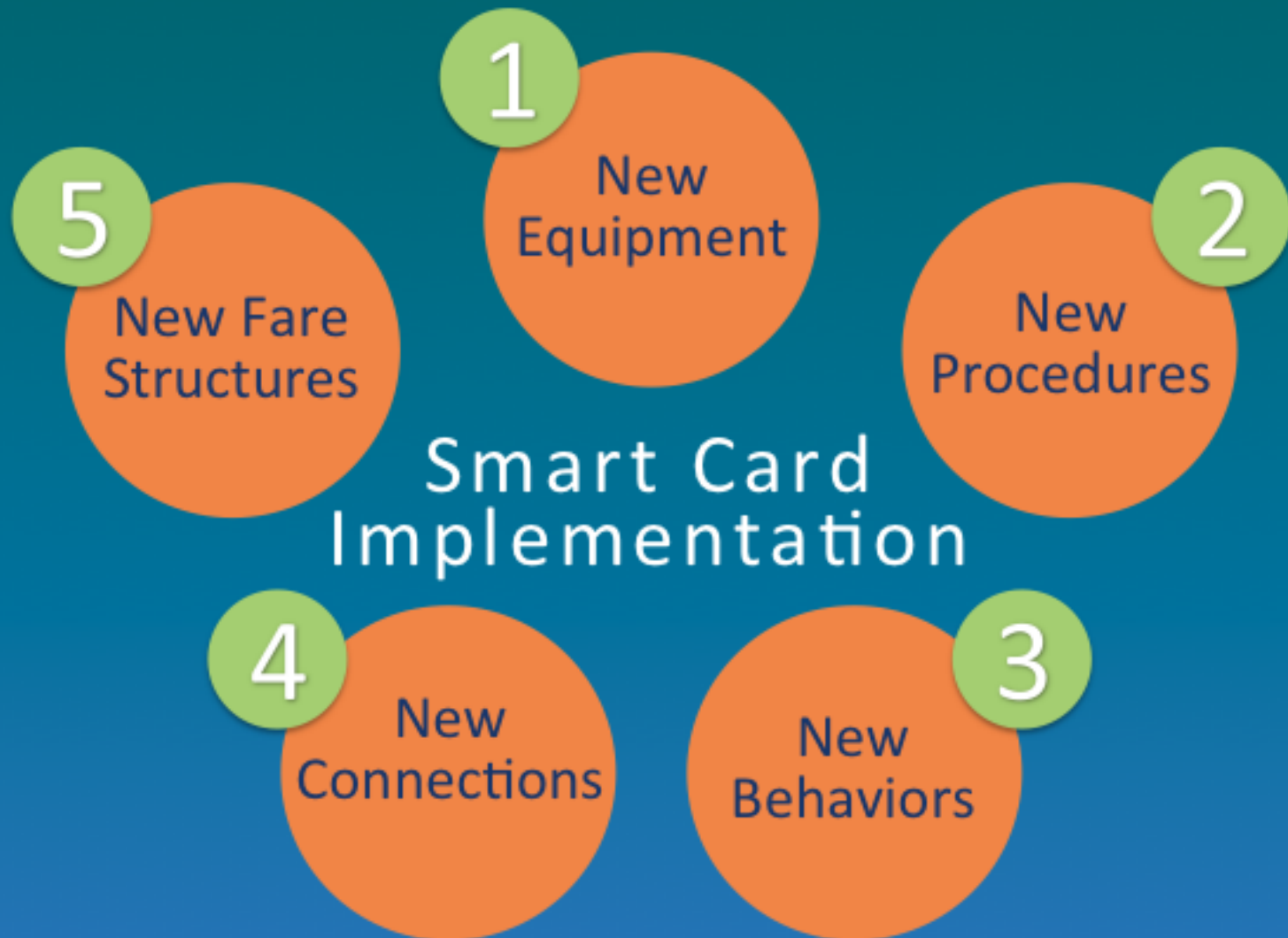
Outdated
signage /
clutter



ADA
compliance



New Challenges



Step 1: Funding



Make sure your wayfinding and signage improvements are a part of your smart card program and budget.

Step 2: Wayfinding Audit

MetroRail



Wayfinding Analysis & Recommendations

March 1, 2014 - 10:00 AM



Recommendations - At a Glance

Station Entrance

- Balance announcing ticket machines are open and EASY Card machine.
- Place cones ensuring EASY Card machine.
- Place cones ensuring EASY Card machine.
- Verify location for better visibility.



Station signage

- At station entrance to inform that all customers who use the EASY Card will need to scan their card at the platform on the platform prior to boarding the train.



Ticket Vending Machines

- Follow-up system.
- EASY Card Gateway Policy requirements.
- To-Go Policy: knowledge of boarding system.



Station Machines

- Wayfinding signage to identify ticket machines.
- Signage at validator to inform all customers who use the EASY Card to scan their card at the validator prior to boarding the train and before leaving the station.
- Wayfinding signage of A.



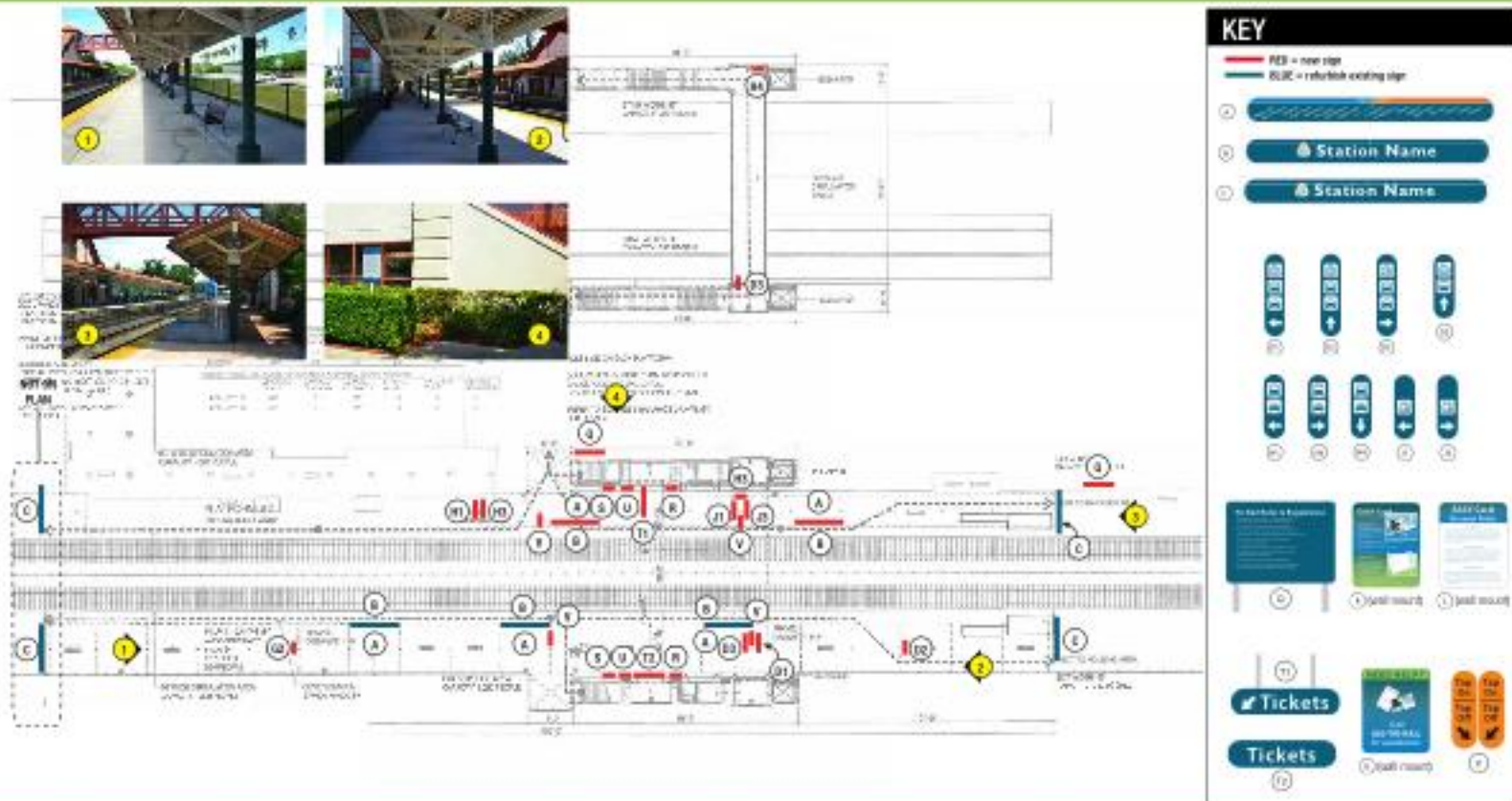
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- Interview stakeholders
- Document pre-existing conditions

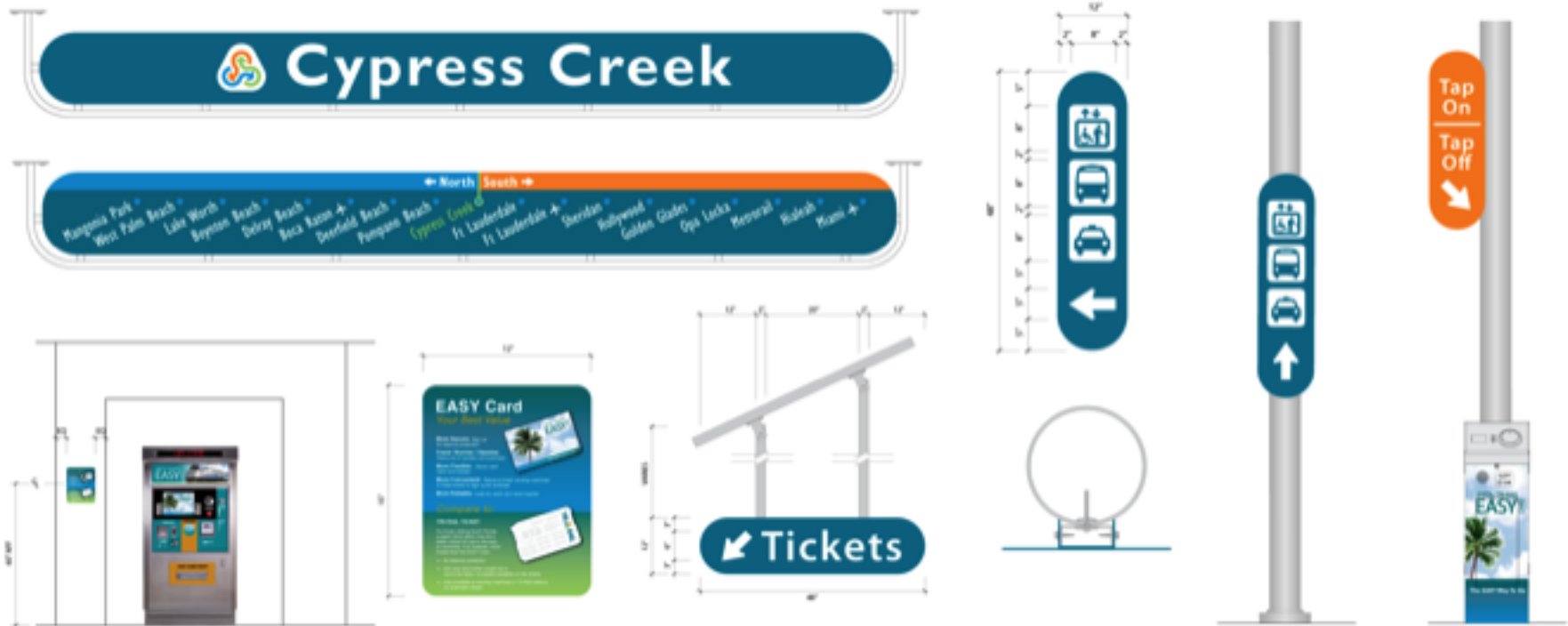
- Develop a strategy and recommendations

Step 3: Wayfinding Plan



- Circulation patterns assessment
- Architectural integration
- Optimum sign placement and frequency

Step 4: Signage System Design



- ADA compliance and Transit Guidelines
- Branding opportunities
- Graphics standards for future work
- Bid-ready documentation

Step 5: Implementation

Locating New Equipment



Instructions for Using Equipment



Support of New Procedures



Implementation

Reinforce New Behaviors



Direction to Connecting Systems



Improve Existing Wayfinding



Thank You!

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