

# SIGNAGE & WAYFINDING

*Before a product can be consumed it must first be located by the customers or users who need it.*

A wayfinding strategy, including an effective floor plan, signage, colour system, lighting, labels and graphics can ensure that your customers and users have a positive and efficient experience when they visit your location.

## OUR SERVICE

Akendi's experts are experienced in evaluating, designing and testing wayfinding systems that address the high-priority activities of customers and users.

We help libraries, retailers, universities, offices, medical centres, airports and other businesses whose operations rely on the use of physical space to gain insights and improve the use of these spaces by understanding:

- Gaps between the current flow and the ideal flow that users make through the space
- The impact on the business that problems with wayfinding and signage are having
- The highest-value areas to invest in when designing or redesigning a physical space
- The effectiveness of existing signage, symbols, architectural cues, use of colour, lighting, site lines and more.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Improves customer satisfaction
- Improves users ability to locate, assess and purchase products and services
- Increases sales while reducing the cost of sale
- Enhances the experience the customer has with the brand
- Allows staff to be more productive by enabling customer self-service

## CALL FOR A CONSULTATION

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

**+1.866.585.1660 (CAN)**  
**+44 (0)1223 853907 (UK)**  
**contact@akendi.com**

## OUR SIGNAGE & WAYFINDING PROCESS

### Research

- Define business requirements
- Determine customers and users

### Information Architecture

- Wayfinding structure
- Signage formats
- 3D floor plan rendering

### Visual Design

- Visual system creation — size, shape, colour, fonts, etc.
- Prototyping

### Testing

- Walkthrough experience
- Task-based testing

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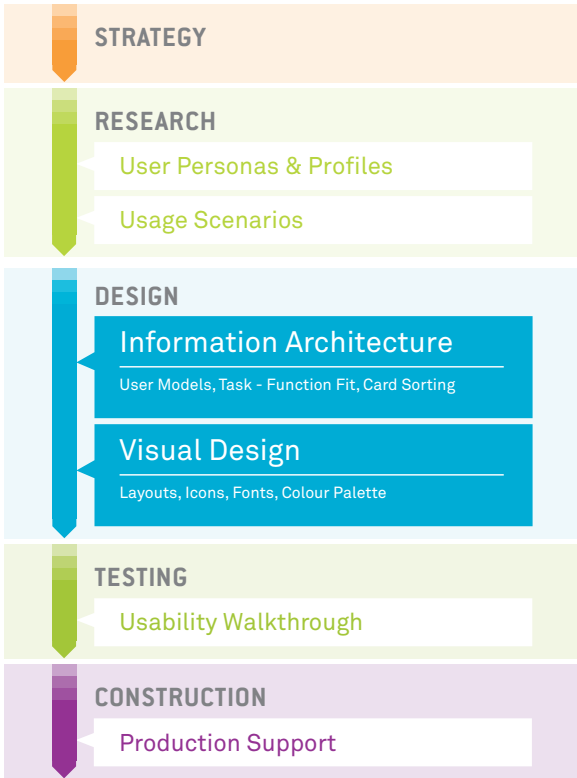


Toronto / Ottawa, Canada  
T +1.866.585.1660  
E contact@akendi.com

London / Cambridge, UK  
T +44 (0)1223 853907  
E contact@akendi.co.uk

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## OUR APPROACH

Our approach begins with user research and experience mapping. We will:

- Identify existing and potential user groups
- Map the current customer/user experience within the space and compare it to the ideal traffic flow and business goals
- Identify and evaluate the current effectiveness of key decision points for users within the flow
- Review the existing floor plan, observe and test users as they navigate the space
- Interview staff/employees to understand the most common questions that users ask about where to find things within the space
- Compile an inventory of the existing signage, labeling system and colour scheme

Based on our findings, we will design and test a proposed new wayfinding and/or signage system. The system may include an Information Architecture and classification system, proposed floor plans, visual design and colour scheme, 3D models, role-playing scenarios and/or paper prototypes to test the new design.

## CONTACT US

- TORONTO**  
30 Duncan Street, Suite 203  
Toronto, ON M5V 2C3 Canada  
T: 416.855.3367
- OTTAWA**  
375 Richmond Road, Suite 2  
Ottawa, ON K2A 0E7 Canada  
T: 613.688.0906
- CAMBRIDGE**  
The Tram Shed  
184 East Road  
Cambridge, UK CB1 1BG  
T: +44 (0)1223 853907
- LONDON**  
ScreenWorks, Studio 2.15  
22 Highbury Grove  
London, UK N5 2EF  
T: +44 (0)20 3598 2601



Signage example

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