

CREATING CALMING HEALTHCARE ENVIRONMENTS

WAYFINDING

All the ways in which people orient themselves in a physical space and navigate from place to place.

Effective wayfinding in healthcare environments should:

- Provide moments of hope and positive distraction
- Reinforce brand
- Be clear and easy to read
- Include zones (floor, specialty, or area specific) through color usage, icons, symbols, animals, natural elements, etc.
- Be understandable for a variety of individuals
- Navigated smoothly/easy to follow paths

Effective wayfinding:

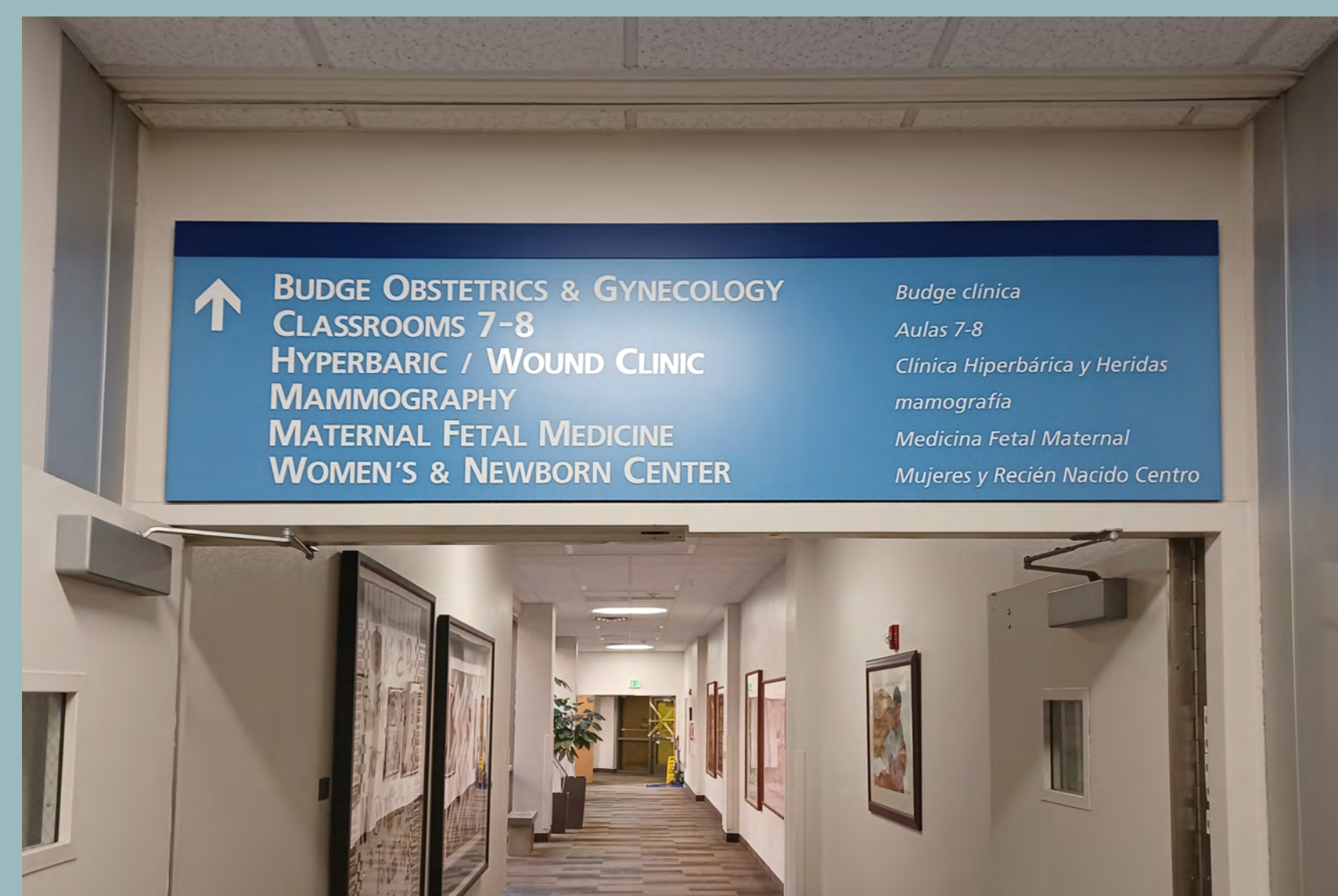
- Relieves anxiety and stress associated with finding where your healthcare provider is within a healthcare setting.
- Reduces accidents by healthcare staff and increases patient quality of care.

- “Improved wayfinding systems can help the bottom line, allowing organizations to save money and invest more funds into mission-driven projects... A well-designed, proactive and comprehensive wayfinding strategy not only saves money, but also improves the experiences of both staff and visitors.” – Mark VanderKlipp

CASE STUDY : HOSPITAL WAYFINDING

LOGAN REGIONAL HOSPITAL - INTERMOUNTAIN HEALTHCARE

ORIGINAL



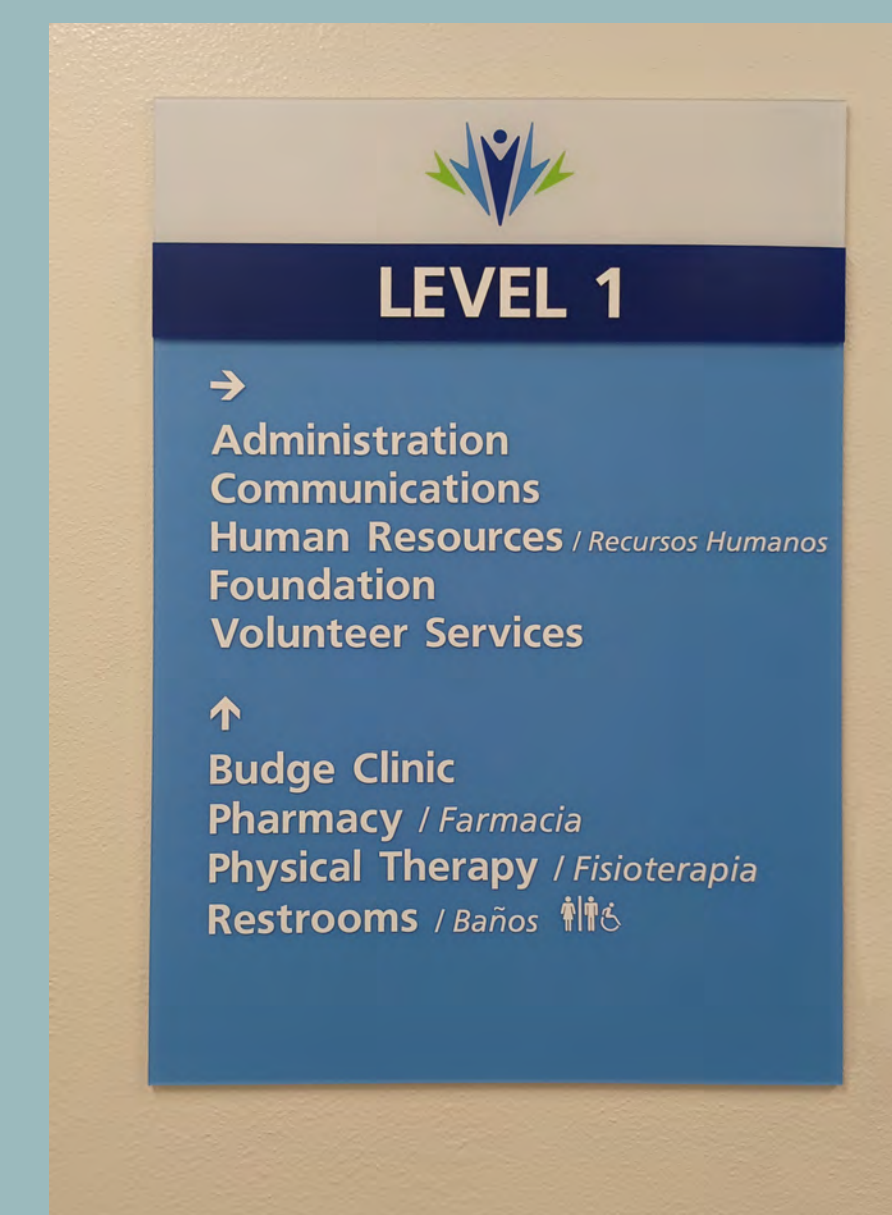
Large and clear directional cues. Wide distance between English and Spanish translations making the pieces of type not look connected to one another.

MODIFIED



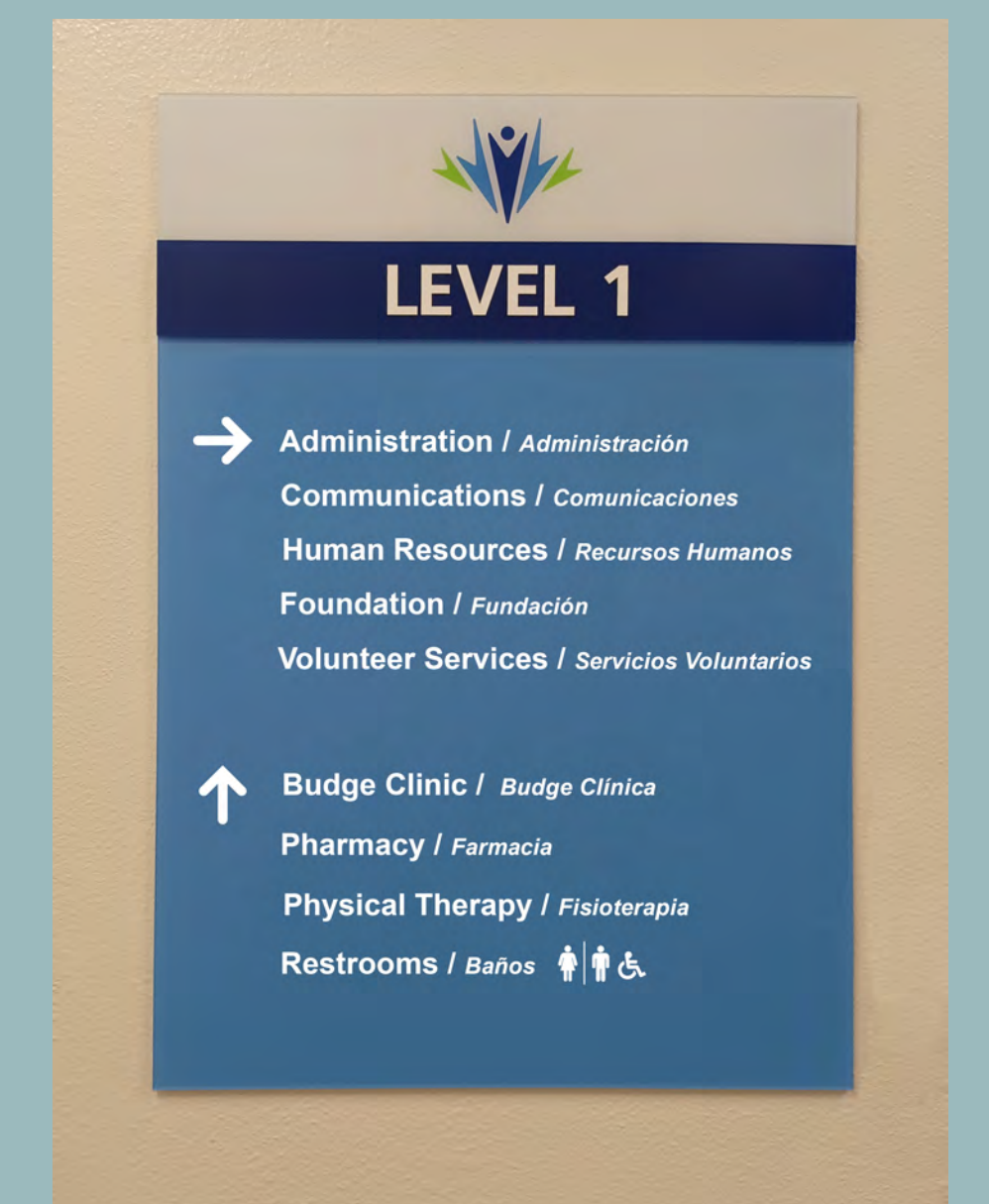
Typography has been improved by moving these pieces of type closer to one another to make them feel related to each other. The corners on the arrows have been rounded to give a more friendly feeling.

ORIGINAL



Large level indicator and clear directional cues as to where services are. Inconsistent English and Spanish translations of services.

MODIFIED



Consistent English and Spanish translation of services were added. Updated icon for the restrooms. Consistent margins around the text. The corners on the arrows have been rounded to give a more friendly feeling.

CACHE VALLEY HOSPITAL - MOUNTAINSTAR HEALTHCARE

ORIGINAL



Large and located at entrance of hospital. Includes lots of information with no clear hierarchy of information.

MODIFIED



The corners on the arrows have been rounded to give a more friendly feeling. Hierarchy was added by using blue behind the "HOSPITAL" directional cue. More white space was added around the Suite directional cues and staff names to improve legibility.

ORIGINAL



Clear directional arrows and large letters and numbers. Abbreviation in main direction hard to understand for those unfamiliar with medical terminology.

MODIFIED



Abbreviation in main direction removed and replaced with full area name. This helps clarify where the arrow is pointing for those who are unfamiliar with medical terminology. The corners on the arrows have been rounded to give a more friendly feeling.