

MELVIN MCCLURE

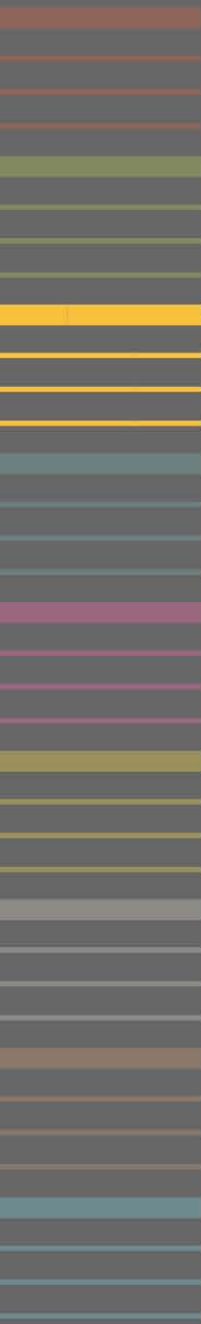
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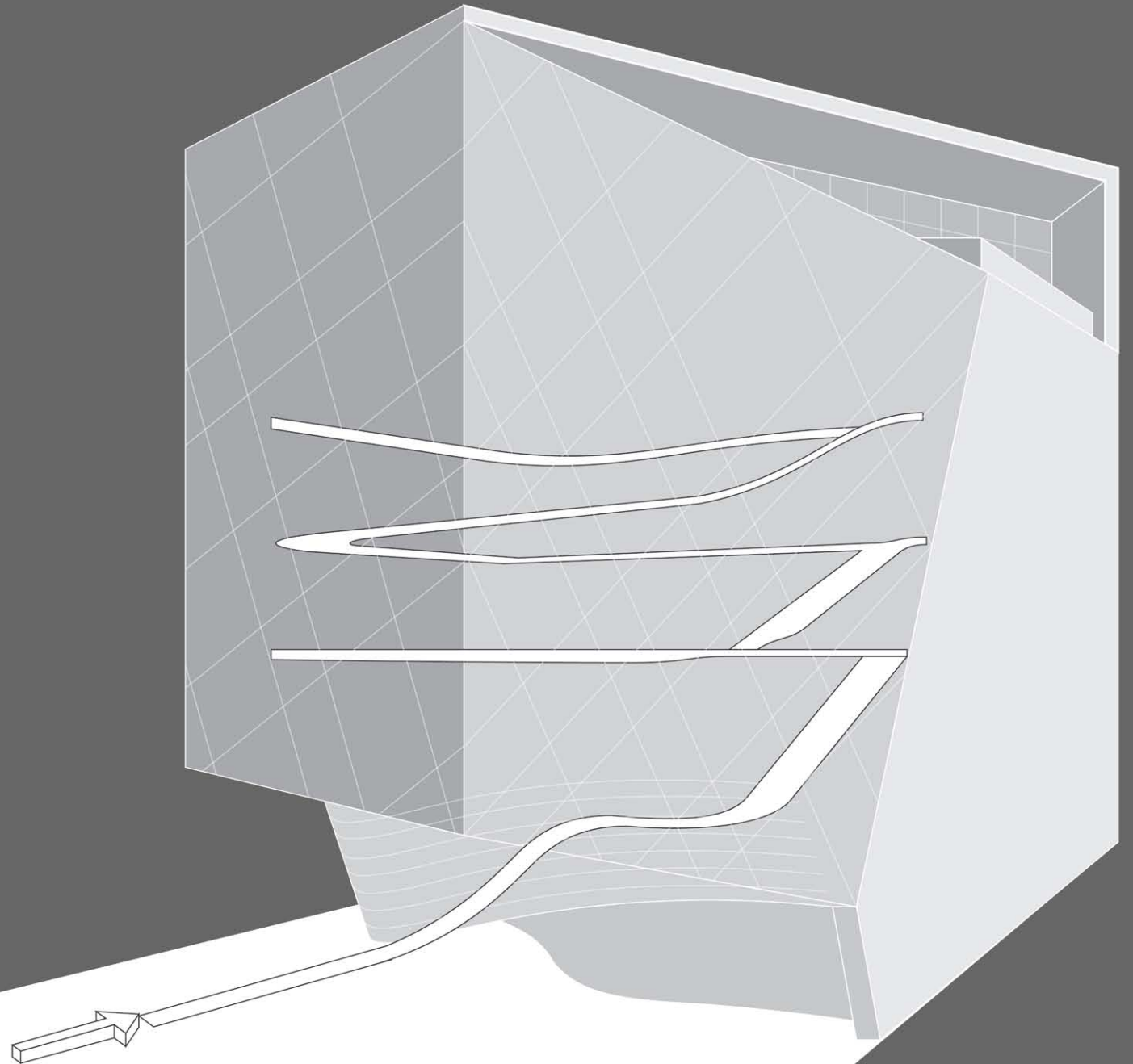


HEALTHCARE RESEARCH PROJECT

OBJECTIVES

CONCLUSIONS

IMPLEMENTATION



## RESEARCH PROJECT WAYFINDING IN HEALTHCARE ARCHITECTURE



### WAYFINDING DEFINED:

- // HOW PEOPLE ORIENT THEMSELVES IN PHYSICAL SPACE.
- // NAVIGATION FROM AN ORIGIN POINT TO A DESTINATION.
- // METHODS OF CONVEYING LOCATION AND DIRECTIONS.
- // THE UTILIZATION OF SPATIAL PROBLEM-SOLVING TOOLS.

### OBJECTIVES OF ARCHITECT:

- // EASE OF NAVIGATE BETWEEN DESTINATIONS.
- // LOGICAL AWARENESS OF CURRENT LOCATION.
- // TO ENABLE EASE OF DECISION MAKING IN A SPACE.

### UTILIZATION:

- // PUBLIC SPACES WHERE PEOPLE ARE NAVIGATING.
- // SPACES WITH NUMEROUS PROGRAMS.
- // SETTINGS WITH USERS WITH LIMITED CAPABILITIES.
- // SETTINGS WITH MULTIPLE CIRCULATION PATHS/ ENTRIES.

### POTENTIAL IMPACT:

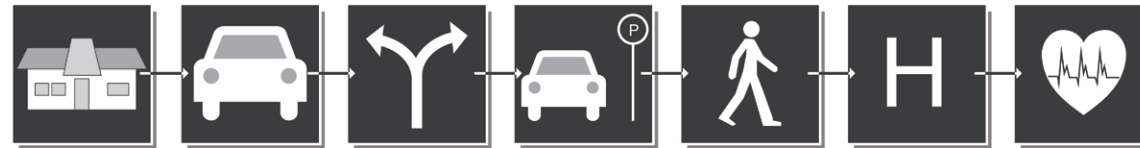
- // EFFECTIVE WAYFINDING:
  - // GREATER ACCESSIBILITY TO ALL USERS.
  - // HIGHER CUSTOMER/CLIENT SATISFACTION.
  - // EFFICIENCY IN REGARD TO CIRCULATION, TIME, & RESOURCES.
- // INEFFECTIVE WAYFINDING:
  - // CONFUSED & MISGUIDED CUSTOMERS.
  - // INABILITY TO NAVIGATE.
  - // DISSATISFIED CUSTOMERS & LOSS OF CUSTOMERS.

### WAYFINDING CAPACITY IN HEALTHCARE:

- // IDENTIFY HOSPITAL LOCATION, ENTRY, & COMPONENT / PROGRAM ORGANIZATION.
- // IDENTIFY FUNCTIONS, DEPARTMENTS, & ROOMS.
- // PROVIDE DIRECTIONS TO AREAS.
- // PROVIDE REGULATIONS.
- // INFORM OF FUNCTIONS.
- // MAPS FOR ROUTES, DIRECTIONS, & INFO.

### ISSUES TO OVERCOME:

- // ENDLESS CORRIDORS WHICH SEEM TO LEAD TO NOWHERE.
- // POORLY MARKED AND DIFFICULT TO LOCATE ENTRANCES.
- // MULTIPLE POINTS OF VERTICAL CIRCULATION AND CONNECTIVITY.
- // POOR / INCOMPREHENSIBLE SIGNAGE.



### IDENTIFYING NEEDS: VISUAL ANALYSIS

- // WHAT:
  - // THE TRANSLATION, INTERPRETATION, AND VISUALIZATION OF A DATA SET.
- // WHY:
  - // TO IDENTIFY INTERACTIONS BETWEEN PEOPLE, PLACES, AND THINGS.
  - // TO IDENTIFY / SOLVE ISSUES THAT MAY ARISE IN THE FUTURE OF A DESIGN PROJECT.
- // OUTCOME:
  - // TO ENABLE THE ARCHITECT TO ACHIEVE GREATER AWARENESS OF NEEDS OF THE DESIGN AND ITS INHABITANTS.
  - // TO SUPPORT THE MULTIFACETED NATURE OF USERS' EXPERIENCE.
- // STEPS:
  - // OVERVIEW OF ALL FACTORS INVOLVED.
  - // EACH STEP BECOMES MORE SPECIFIC.
  - // IDENTIFY INTERACTIONS, EXPERIENCES, ETC.
  - // VISUALLY REPRESENT EACH STEP.

### INTERACTIONS IDENTIFIED:

- // PATIENT NAVIGATES FROM ORIGIN TO FACILITY.
- // FACILITY IS IDENTIFIED + PARKING IS LOCATED.
- // PATIENT WALKS FROM PARKING TO ENTRANCE.
- // PATIENT ENTERS FACILITY, SEEKS ASSISTANCE.
- // PATIENT LOCATES DEPARTMENT/FUNCTION.

### OPPORTUNITIES IDENTIFIED:

- // FACILITY MUST BE EASILY RECOGNIZABLE FROM STREET OR OTHER MODE OF TRANSPORTATION.
- // PARKING MUST BE USER-FRIENDLY AND EASILY ACCESSIBLE TO / FROM ENTRANCES.
- // ENTRANCE ALLOWS ACCESS TO ALL FUNCTIONS.
- // CIRCULATION ROUTES SHOULD BE IDENTIFIABLE AND PROVIDE ADEQUATE INFORMATION.
- // SIGNAGE MUST DIRECT INTER-DEPARTMENTAL CIRCULATION AND PROVIDE VITAL INFORMATION REGARDING CIRCULATION.

## SOLUTIONS AVAILABLE TO ARCHITECT:

### WAYFINDING TOOLS:



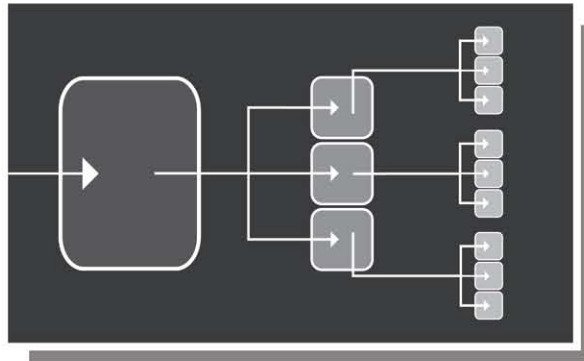
// DESIGN TOOLS:  
// LINES OF SIGHT  
// ARCHITECTURAL ELEMENTS  
// LANDMARKS



// VISUAL TOOLS:  
// SIGNAGE  
// MAPS  
// INFO-GRAPHICS



// AUDIBLE TOOLS:  
// DIRECTIONS  
// TECHNOLOGY  
// SIGNALS



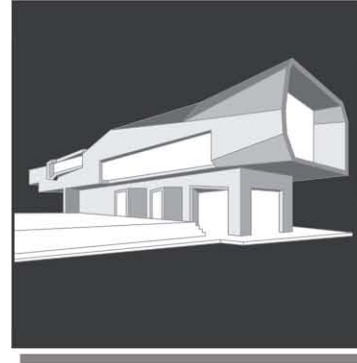
### PROGRESSIVE DISCLOSURE:

// AIRPORT-STYLE APPROACH: USER IS DIRECTED IN A SEQUENTIAL, ORDERED MANNER TOWARD AN END DESTINATION.

// INFO GIVEN STEP-BY-STEP, ONLY AS NEEDED TO PROGRESS TO NEXT STEP.

// VISITORS GUIDED TO BROAD LOBBY AREA, TO SPECIFIC DEPARTMENT, THEN TO MORE SPECIALIZED DESTINATIONS AS NEEDED.

### DESIGN STRATEGIES:

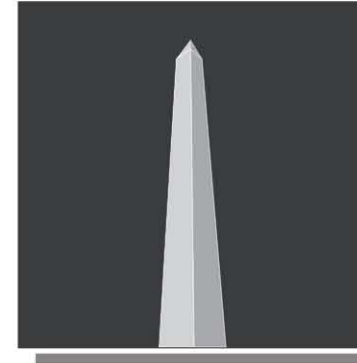


#### EXPRESSIVE DESIGN

// ARCHITECTURAL ELEMENTS SIGNAL FUNCTION OR PROGRAM.

// EXAMPLES:

// EXPRESSIVE USE OF MATERIALS TO ILLUSTRATE DIFFERENTIATION OF SPACES.  
// HIGHLY VISIBLE OR APPARENT CIRCULATION ROUTES.  
// VARIABILITY OF ROOF HEIGHTS TO SIGNAL COMMON SPACES.

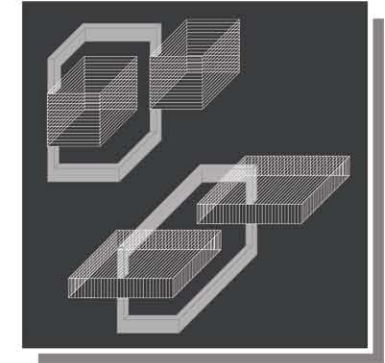


#### LANDMARKS

// ELEMENTS PLACED AT STRATEGIC POINTS ESTABLISH ORIENTATION TO USERS.

// EXAMPLES:

// ELEMENTS SUCH AS STATUES, TREES, OR ART WORK IN CENTRAL LOCATIONS IN WHICH NAVIGATION OCCURS.  
// ENTRIES & LOBBIES WITH DISTINGUISHABLE CHARACTERISTICS.  
// VARIED ROOF LEVELS TO INDICATE CIRCULATION PATHS OR INFORMATION AREAS.



#### COMMON AESTHETICS

// A FACILITY'S RELATED COMPONENTS OR PROGRAMS SHARE AESTHETIC QUALITIES.

// EXAMPLES:

// ALL ELEMENTS WITHIN A SPECIFIC DEPARTMENT SHARE SIMILAR MATERIALS, COLORS, ETC.  
// ALL CIRCULATION ZONES MAY FEATURE UNIQUE ELEMENTS OR SIGNAGE.  
// INTER-DEPARTMENTAL NAVIGATION IS MORE EASILY ACHIEVED.

### WAYFINDING DESIGN STRATEGIES:

// TRACK FOLLOWING  
// THE USER FOLLOWS DIRECTIONS ON LOCATION.

// ROUTE FOLLOWING  
// NAVIGATION INFORMATION IS PROVIDED OFF LOCATION.

// EDUCATED SEEKING  
// ORIENTATION AND DIRECTION DETERMINED BY LOGIC.

// INFERENCE  
// ROUTE IS INFORMED BY READING NUMBERS/LETTERS.

// SCREENING  
// DESTINATION IDENTIFIED BY SEARCH OF A SPECIFIC AREA.

// AIMING  
// VISUAL RECOGNITION WITHIN AREA OF CLOSE PROXIMITY.

// MAP-READING  
// ORIENTATION RELATED TO READING OF A MAP.

// COMPASSING  
// WAYFINDING ASSISTED BY CARDINAL DIRECTIONS.

// SOCIAL NAVIGATION  
// OBSERVING/APPLYING PATTERNS OF PEERS.

APPLICATION OF RESEARCH:  
// PEACHTREE HILLS HOSPITAL  
// EDGEWOOD AVENUE HEALTH CLINIC

