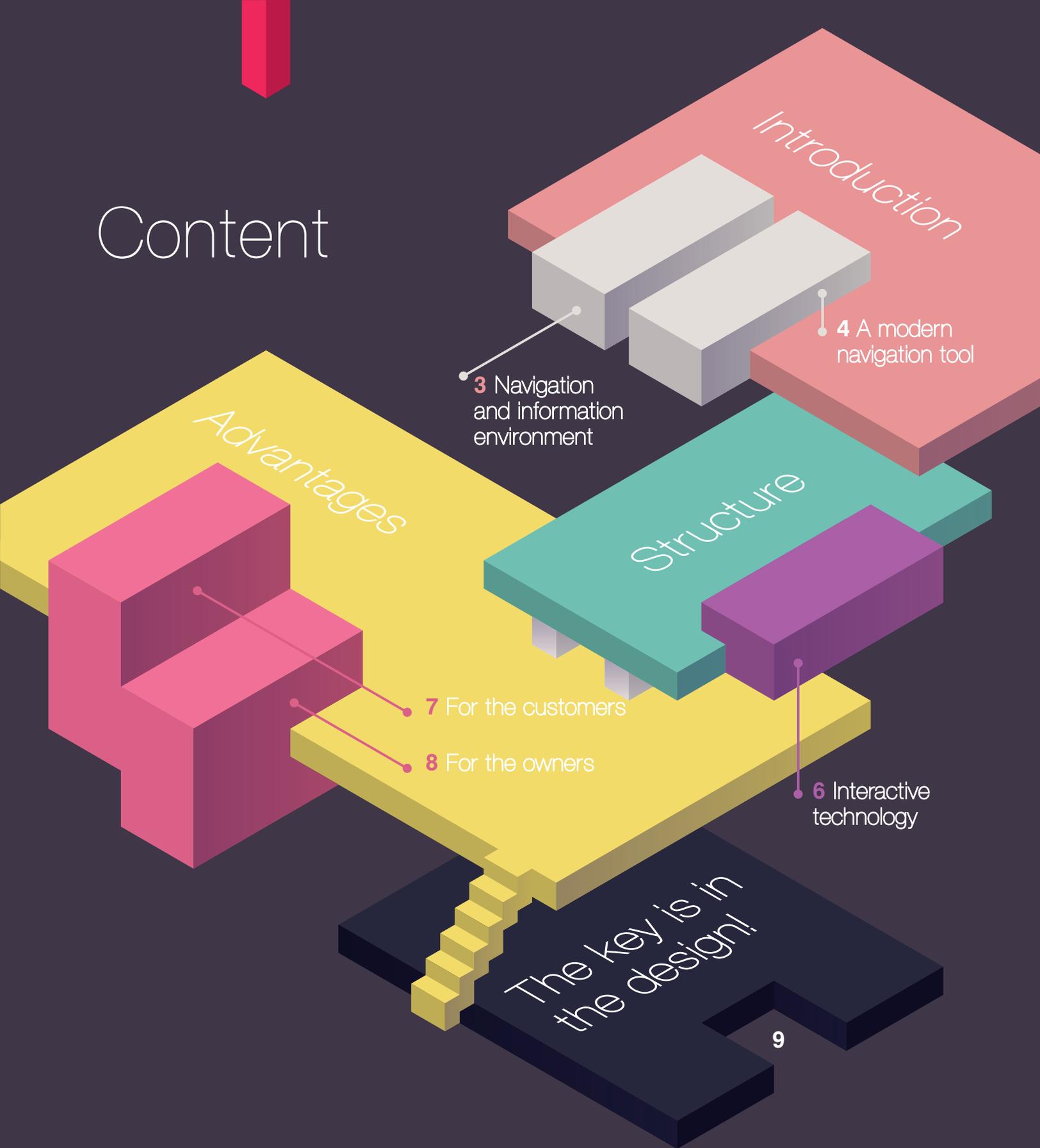




emocion

Navigation in an unknown  
environment

# Content



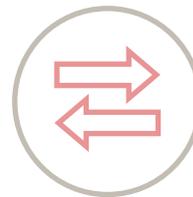
# Introduction

## Navigation and information environment

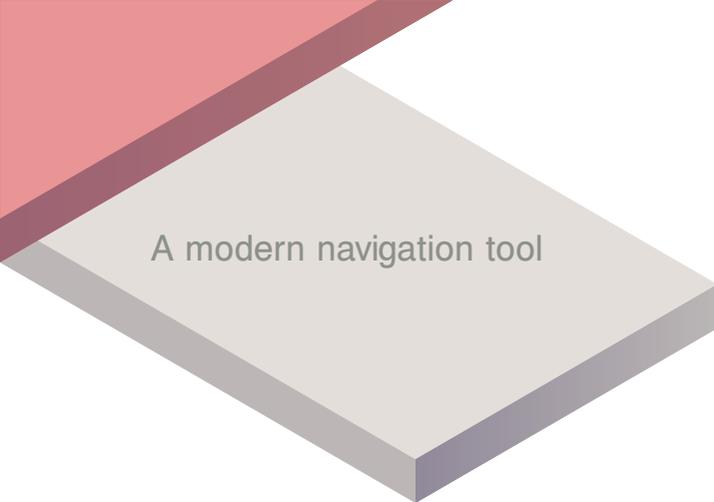
The contemporary architecture environment is getting more and more complicated and we all need different visual indications, maps, guides and symbols which help us to navigate and find a concrete place or object we look for. Effective systems for navigation create sensation of safety and security and lessen the level of stress which people feel in a unknown environment

The problem of the people orientation in public spaces was set in the 1960s by the architect Kevin Andrew Lynch in his book "The Image of the City," and during the next decades has attracted the attention of more and more researchers. As a result of the conclusions of these studies many of the modern requirements for the navigation and information environment in the buildings with different public functions are made.

The functions of the navigation system are to inform, guide and orientate people in an unfamiliar environment. These may be shopping centers, hospitals, museums, administrative buildings and all other types of buildings, airports and railway stations, stadiums, cinemas, including residential areas and many others. It is very important that guidance information be placed at strategic points so that effectively leads people to the direction, location or object they are seeking.



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## A modern navigation tool

Still, people mostly use permanent or temporary, event-specific, all kinds of paper maps and schemes, billboards, or just ask someone who can guide them. But paper information may not be always update, incomplete, not sufficiently detailed, or described in a way that does not help us to orient ourselves, and those to whom we refer for help cannot always answer us.

It may take us too long to navigate at the territory of various buildings and complexes, indoor open and closed spaces, where even modern applications for navigation we use on our mobile devices are not applicable. Wayfinding digital signage is a modern tool that can save time and nerves spent searching for the location of the desired site and respond adequately to the requirements of everchanging conditions.

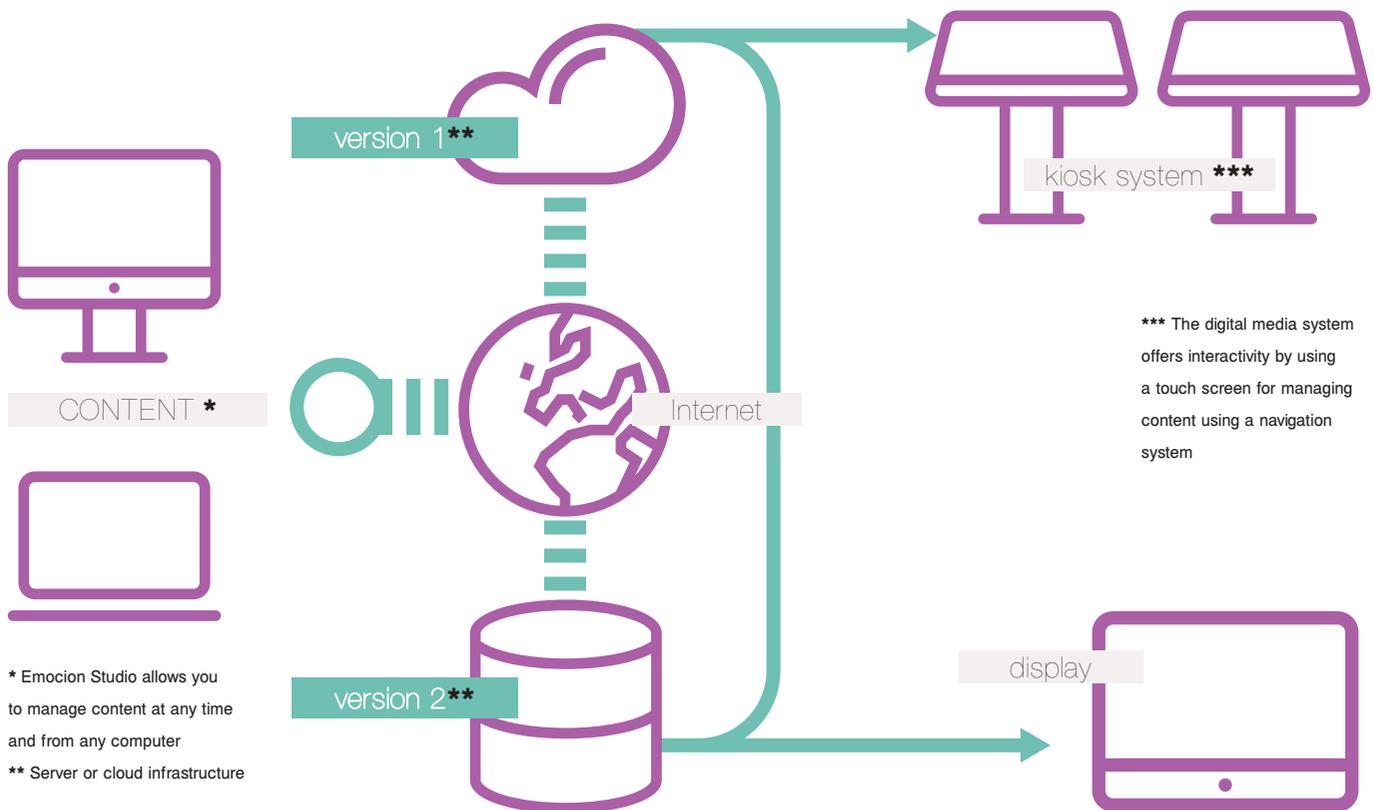
People, in an unfamiliar environment, should have the opportunity to know where exactly are they located in the building or area and the direction they have to go to reach the desired site or in a case of accident or emergency.

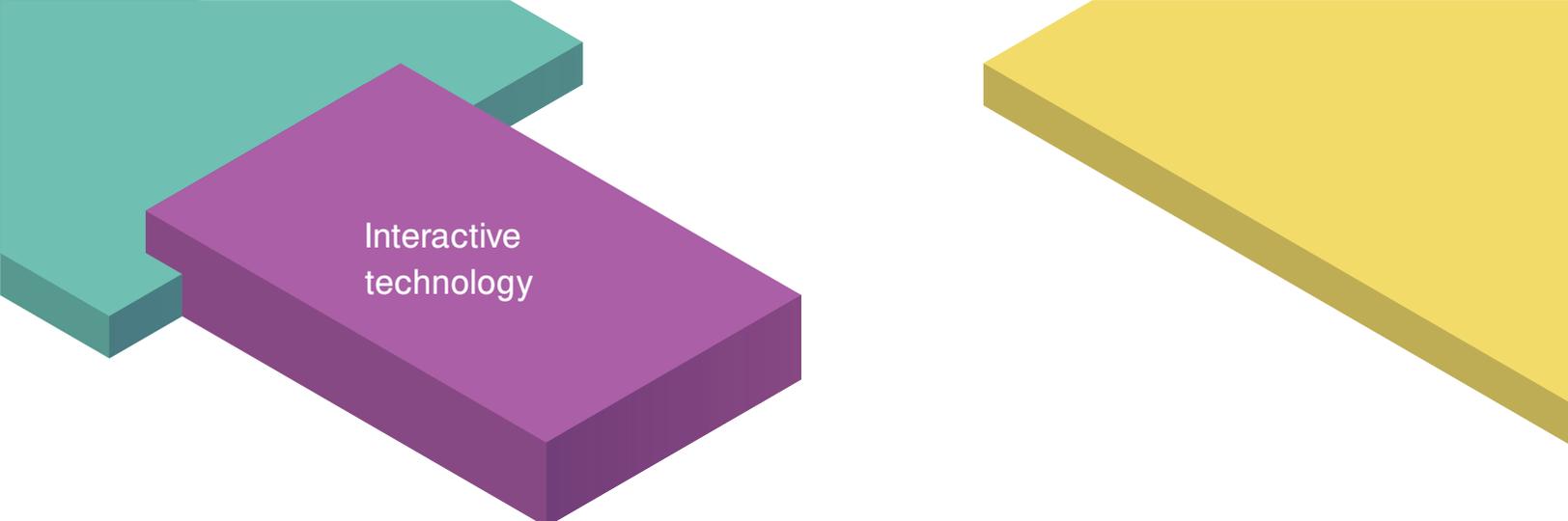
The architecture of the building and the interior, together with the graphical navigation tools, are designed to help, and should not confuse or disorientate. The navigation system as well as the information environment is particularly important component for larger multi-storey complexes as well as objects consisting of several buildings, wings and open spaces, regardless of their public purpose. The provided orientation amenities are proof that owners have taken care of the visitors and the clients adequately.

The different people have different abilities for orientation and remembering. This depends on the level of education, personal characteristics, age and gender. As a rule, the visitors determine their location to the entrances of the building or complex and some memorable elements and objects of the interior. The best way is when the need of a comfortable orientation system is taken into account during the initial design, and to this task, the interior designers be involved at a later stage.

# Structure

A navigation system for outdoor and indoor spaces in various public places generally includes production, positioning and installation of signboards, signs and markings, nowadays - modern digital devices – displays, kiosks with interactive displays, monitors and more





## Interactive technology

The high-tech digital wayfinding system, which can also be a part of the digital media, has significant advantages that make it an indispensable and effective tool for guiding and information distribution. The main advantage of the digital technology is its functionality – the user has the possibility to obtain more detailed and comprehensive information about the objects, as well as to search and find information on different criteria – category, alphabetical order, keyword and other. When using interactive applications, the search information is available even with one single touch. The entering and updating of data for various current events, news and messages can be done in a timely and easy manner.



# Advantages

For the customers



Detailed information about the selected object is provided



It saves time that is usually spent on finding a particular place or object



Ability to display the information quickly and easily – just by a single touch



Attractive and memorable view

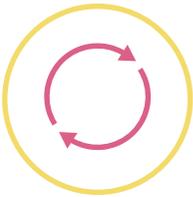


There is an opportunity for effective search by different criteria (by category, alphabetical order, and keyword)

Additional features can be added to share visitor flow and to ensure safety. Last but not least, as part of the interior, the components of the system can also have an aesthetic impact.

The basis of an effective navigation system is also the consideration of two main factors - the specifics of human behavior and the ways of perceiving the information. In this respect, the wayfinding should create a comprehensive, clear and consistent visual communication structure.

## For the owners



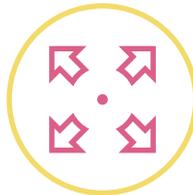
Easy and timely announcement of new information and changes to reduce printing and other materials costs whenever an update is needed.



A very good branding opportunity (marketing of a particular brand, for example in the malls) is provided by using the logos and colors of the advertised brand.



Avoiding the wear and tear in the quality of the navigation system components, as is the case with the usage of traditional tools and materials.



Expanding the possibilities for providing any useful additional information.

These benefits are important to many organizations looking for ways to improve the service of their customers or visitors.

In the most of the cases, digital media (Digital Signage) and its components are perceived only as a means of promotion and advertising and not as an effective tool for disseminating information. The wayfinding itself, as part of the digital media or as a stand-alone system does not generate direct

revenue and it is difficult to estimate the return on investment made for its deployment and modernization.

But the advantages and the benefits are usually obvious. Each component of the digital Wayfinding system can distribute and visualize multiple layers of information. The system has almost unlimited flexibility to use different forms of interactive content. All the information can be updated remotely and in a timely manner.

# The key is in the design!

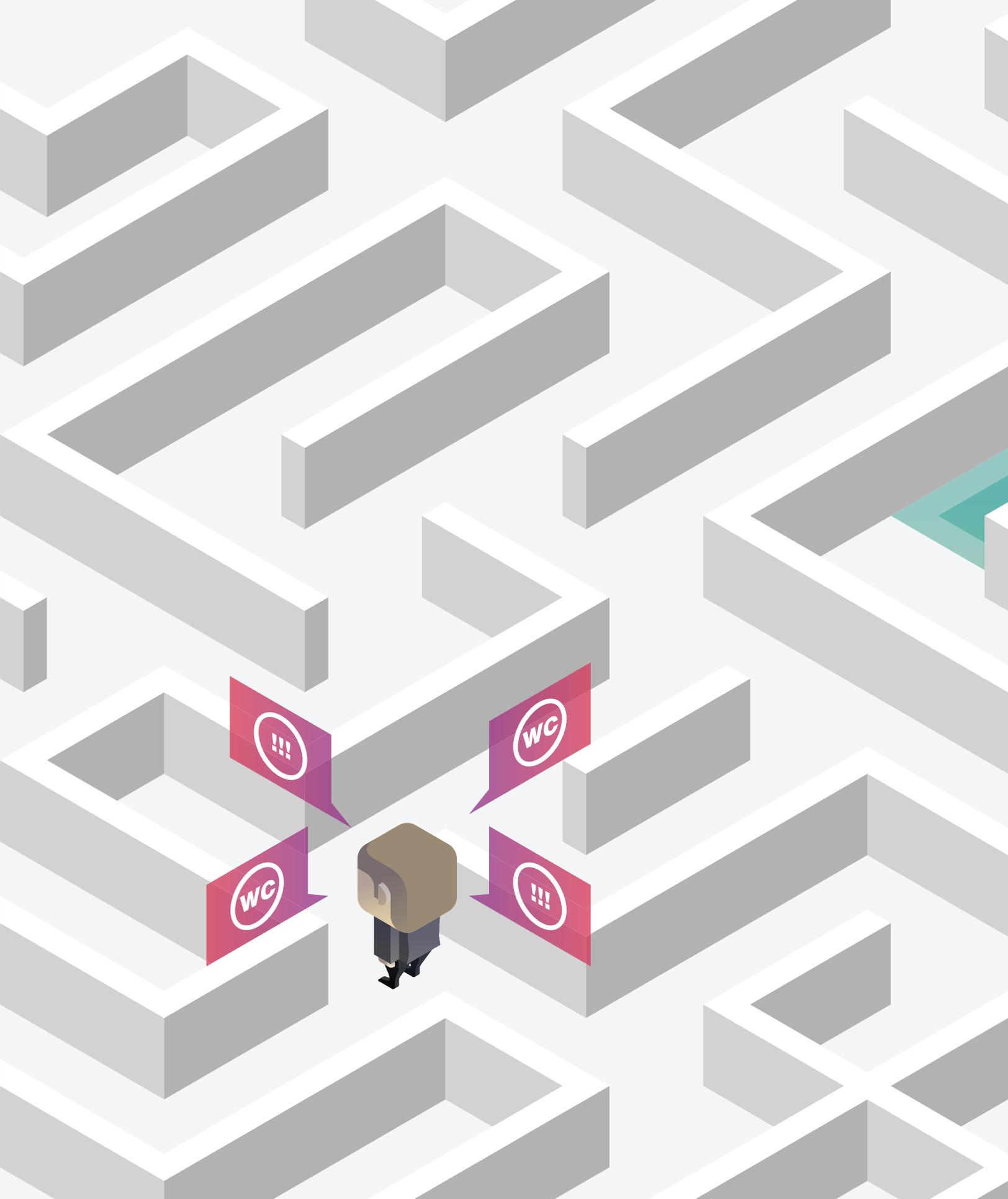
Regardless of the course of the wayfinding, the good and quality design will always be the most important factor in the effectiveness of any system.

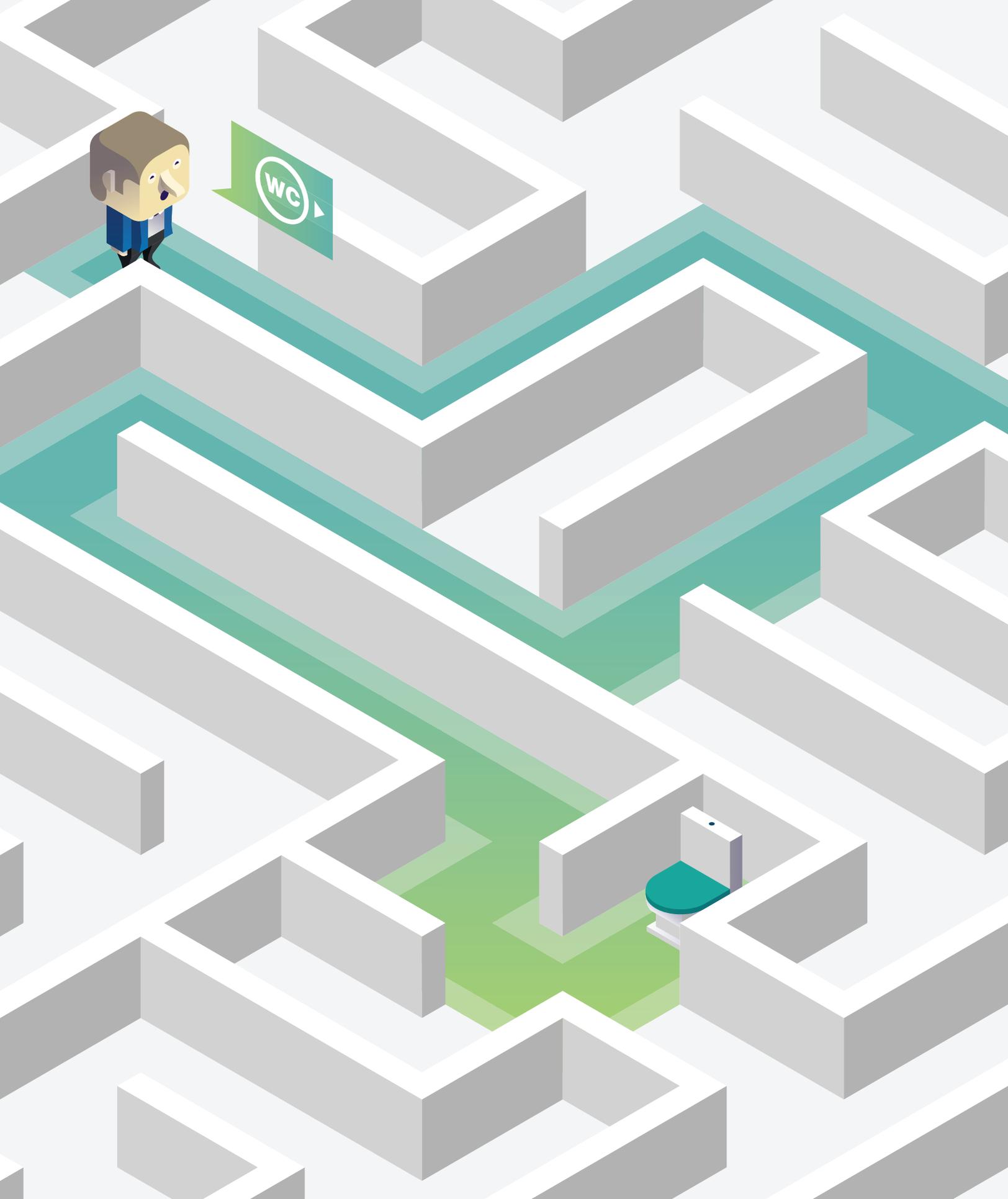
It is recommended that the graphic and aesthetic vision of the Wayfinding System to be tailored to the specifics of the architectural space and interior design.

Whether it is a commercial complex, an administrative building, a hospital, a school, a sports complex or a museum, the visitors need a well-designed and organized system for navigation.

A successful approach for creating such an effective system is it to be tailored and respond to the users expectations, using both accessible and memorable environmental information.

The traditional static navigation tools, signposts, markings, and tokens help visitors to create a mental imaginary path to the supposed direction of movement. The implementation of a wayfinding solution is a new, modern approach – more practical, efficient and flexible, to provide a more detailed visualization of each visitor's path to the place he/she wants to reach. The digital solution also allows the inclusion of additional, user helpful information. Additionally, combining the digital navigation system with traditional ways of marking and guiding, as well as the capabilities of digital mobile applications, can offer a truly successful and comprehensive orientation strategy.





Your business  
is of importance for us

# Contacts

If you would like to share your ideas and comments on this subject, please send a message to: [sales@risk.bg](mailto:sales@risk.bg)

## **Office and showroom**

Business center Boila  
2L, Samokovsko shosse blvd.  
1138 Sofia, Bulgaria

tel.: (+359 2) 9175 426  
(+359 2) 9175 437

website: [www.risk.bg](http://www.risk.bg)

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