Wayfinding – Creating an Informed Passenger Journey

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Background

Example of a good application of wayfinding

The not-so-good

Example of redefining wayfinding

An informed journey is a digital journey

IATA - Airport Development Reference Manual (ADRM)

https://www.panynj.gov/content/dam/airports/pdfs/cx-performance-standards-manual.pdf

https://www.panynj.gov/content/dam/airports/pdfs/port-authority-wayfinding-manual.pdf
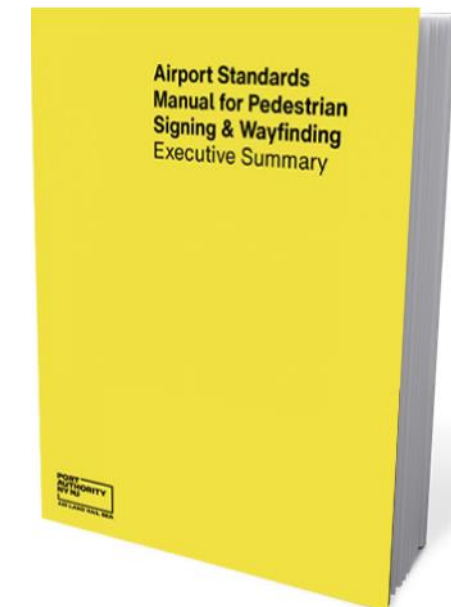
Port Authority Wayfinding Manual (Staging) (panynj.gov)

Idealised journey

What passengers want

Airport passenger wayfinding strategies should always prioritize the efficient and stress-free journey of passengers and airport operation.

Commercial retail offerings and advertising should support a strategy of "on the way, not in the way."

IATA ADRM Recommendation

Natural wayfinding through check-in

Space to compose

Interactive space

Clear consistent signage

Interactive maps and self-service check-in

Space for dining

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Retail on the way not in the way

Clarity of wayfinding through commercial

Supplementary assistance

Building form providing natural wayfinding with minimal signage

Spatial zoning of signage and commercial

Kids zone
– needs no signing

Assistance zone

Digital at every journey step

At the gate

Reality of the journey

What passengers want

What passengers get

Reality of travel

Stress!

Over-signage

No.1 Issue

Creates clutter and confusion

Less is more

Connecting Flights ↑

Ground Transportation AirTrain ↑

Pet Relief Area   Meeting Point   Exit ↑

The only direction needed

Confusing and…..

Non-standard signage

My passport is not shown?!

Wayfinding overwhelmed by commercial

Lack of spatial zoning

Wayfinding issues are not confined to airports

Introduction of wayfinding design at an early stage of terminal planning, using a suitably experienced specialist in this field who is able to fully understand and analyze the operational needs to the client and airport users is essential.

IATA ADRM Recommendation

What do passengers want?

And what do they need?

Research on passengers wants and needs

1. **Wayfinding is #1 want of passengers**

2. **Flight Information monitors are priority wayfinding clues**

3. **Signage needs to be consistent and complete**

4. **Terminal layouts and connections need to be easy to understand**

5. **Unnecessary decision points should be avoided**

6. **Phones will be used even if a last resort**

7. **Show the time to run on time**

8. **People ranked as valuable wayfinding support, but need reliable information**
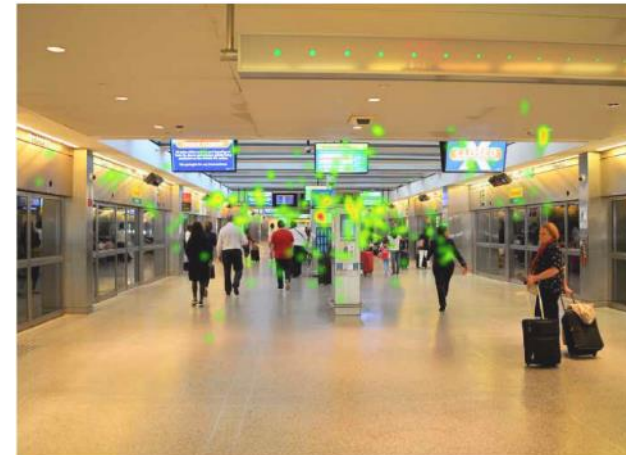
Tasks undertaken by Megan Ryerson from U.Penn and Mott MacDonald

Wayfinding basics

Clear and consistent information understandable to everyone

Technology enabled to manage the journey

Current information on when flights will open and close

Multimedia journey mapping support to the end destination

Source: PANYNJ Airport Customer Experience Performance and Standards Manual

Moving in the right direction.

CORE SERVICE ELEMENT

1.4 WAYFINDING
- Clear and consistent information understandable to everyone
- Technology enabled to manage the journey
- Current information on when flights will open and close
- Multimedia journey mapping support to the end destination

Personas

AIRPORT VISITORS
Interested in their local airport facilities and amenities

FRIENDS AND FAMILY / MEETERS & GREETERS
Collecting arriving passengers

PASSENGERS WHO REQUIRE ASSISTANCE
· Additional Assistance: Representing a range of impairments, non-apparent or visible[5], who require and may use Additional Assistance services
· Self-assisted: Representing a range of impairments, non-apparent or visible, who are self-assisted

FRIENDS AND FAMILY WELL WISHERS
Seeing off loved ones

DRIVERS
Picking up or dropping off airport passengers (including loved ones and customers of app-based rides)

TRAVELING FAMILIES
Passengers traveling with children

EMPLOYEES (Passenger-facing)
Frontline, passenger-facing employees, carrier crew and airport employees

ANY OTHER PASSENGER GROUP WITH A UNIQUE PROFILE
Other personas with clear characteristics such as Premium / VIP passengers seeking luxury experiences; passengers with faith-based or cultural considerations; etc.

EMPLOYEES (Non passenger-facing)
Airport users who may not have a direct passenger interface but whose actions may influence customers' experience. Such airport employees could include those carrying out construction and maintenance

Airport Customer Segments and Other Airport User Segments

BUSINESS PASSENGERS
Very familiar with airport environments

NY/NJ-BASED PASSENGERS
Traveling on domestic or international flights for personal, recreational or business purposes

INTERNATIONAL PASSENGERS
Limited English proficiency and differing cultural backgrounds

Source: PANYNJ Airport Customer Experience Performance and Standards Manual

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Inclusivity

For all customers

Visible and non-apparent

Assisted and self-service

Ease of use

Delivering empathy
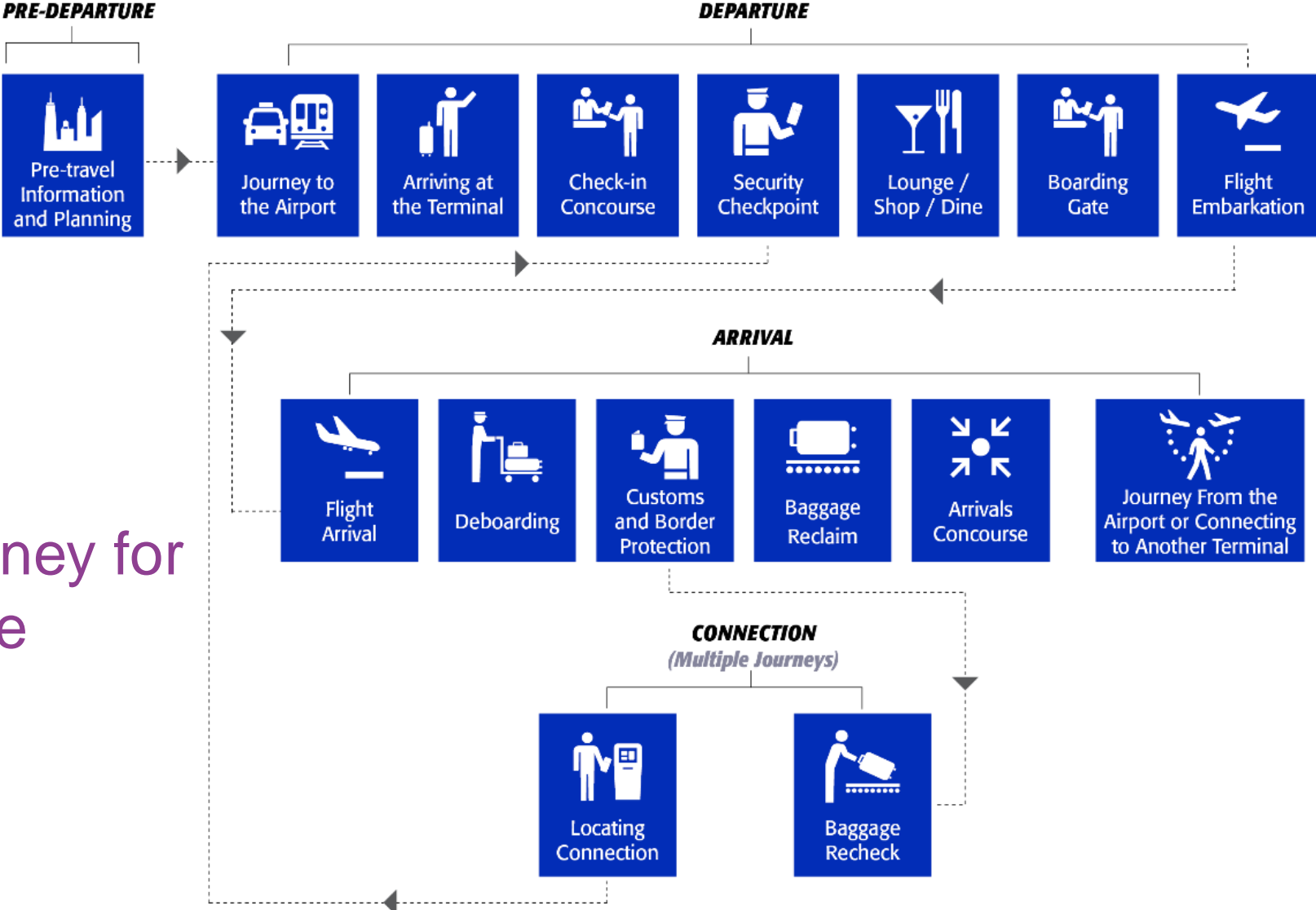and exceptional service.

CORE SERVICE ELEMENT

1.2 ACCESSIBILITY
- World class level of service for all customers
- Understanding the variety of requirements, both visible and non-apparent
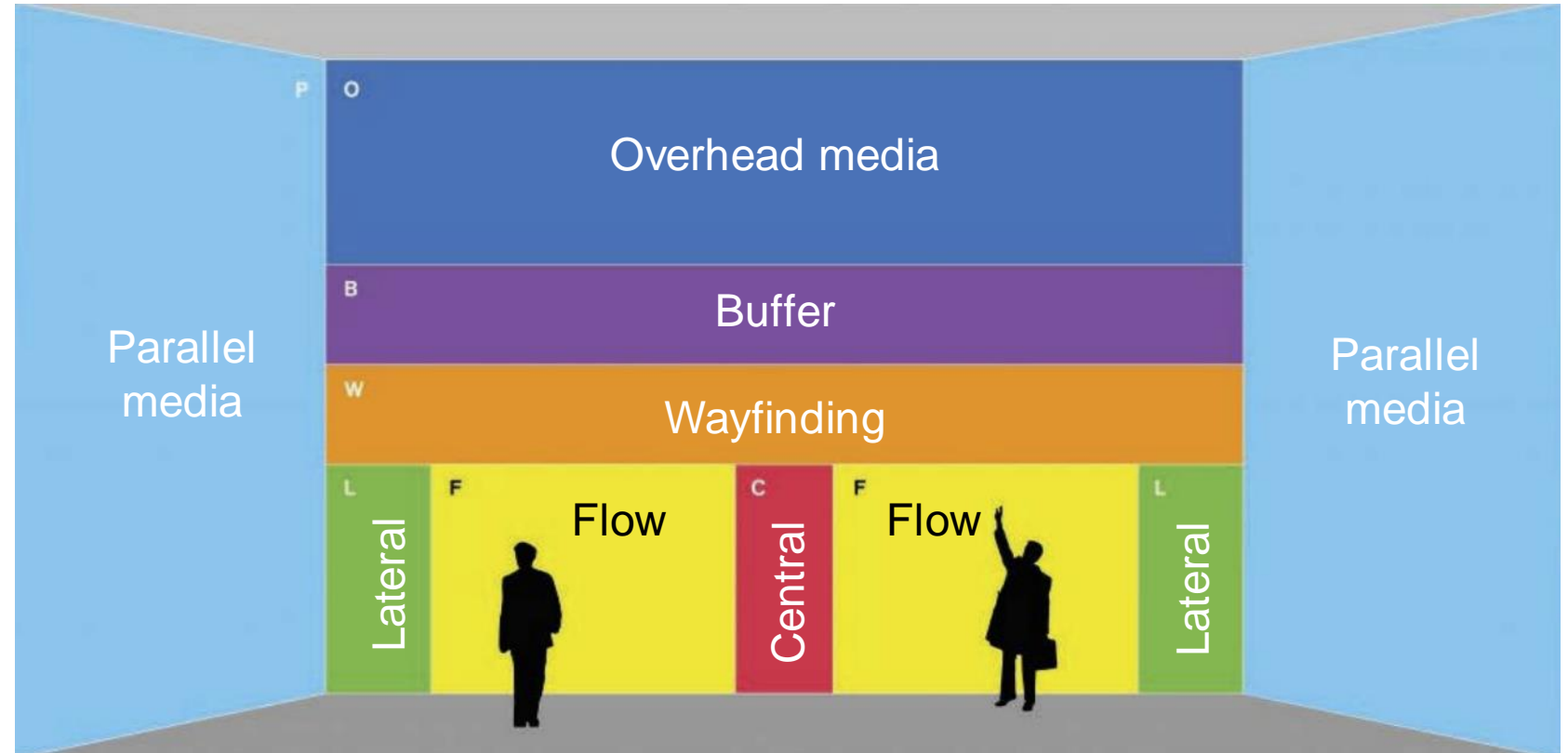- Easy-to-use facilities in convenient locations along the journey

Source: PANYNJ Airport Customer Experience
Performance and Standards Manual

From Journey Steps

To Journey Map

Need to map the journey for all users as part of the wayfinding design

PRE-DEPARTURE

DEPARTURE

Pre-travel Information and Planning

Journey to the Airport

Arriving at the Terminal

Check-in Concourse

Security Checkpoint

Lounge / Shop / Dine

Boarding Gate

Flight Embarkation

ARRIVAL

Flight Arrival

Deboarding

Customs and Border Protection

Baggage Reclaim

Arrivals Concourse

Journey From the Airport or Connecting to Another Terminal

CONNECTION (Multiple Journeys)

Locating Connection

Baggage Recheck

Source: PANYNJ Wayfinding Manual

Spatial Zoning

Wayfinding and notices taking precedence over media, art, branding in lateral and central zones

New PANYNJ Wayfinding Manual was developed by Mijksenaar + W&Co in association with the PANYNJ and Mott MacDonald

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New Wayfinding

Internally illuminated

Extensive use of pictograms

Colour coding

Simplified signage

Digital application

Source: PANYNJ Wayfinding Manual

Irregular operations

Route recovery

Variable messaging

Systems resilience

Stand-by for digital wayfinding systems
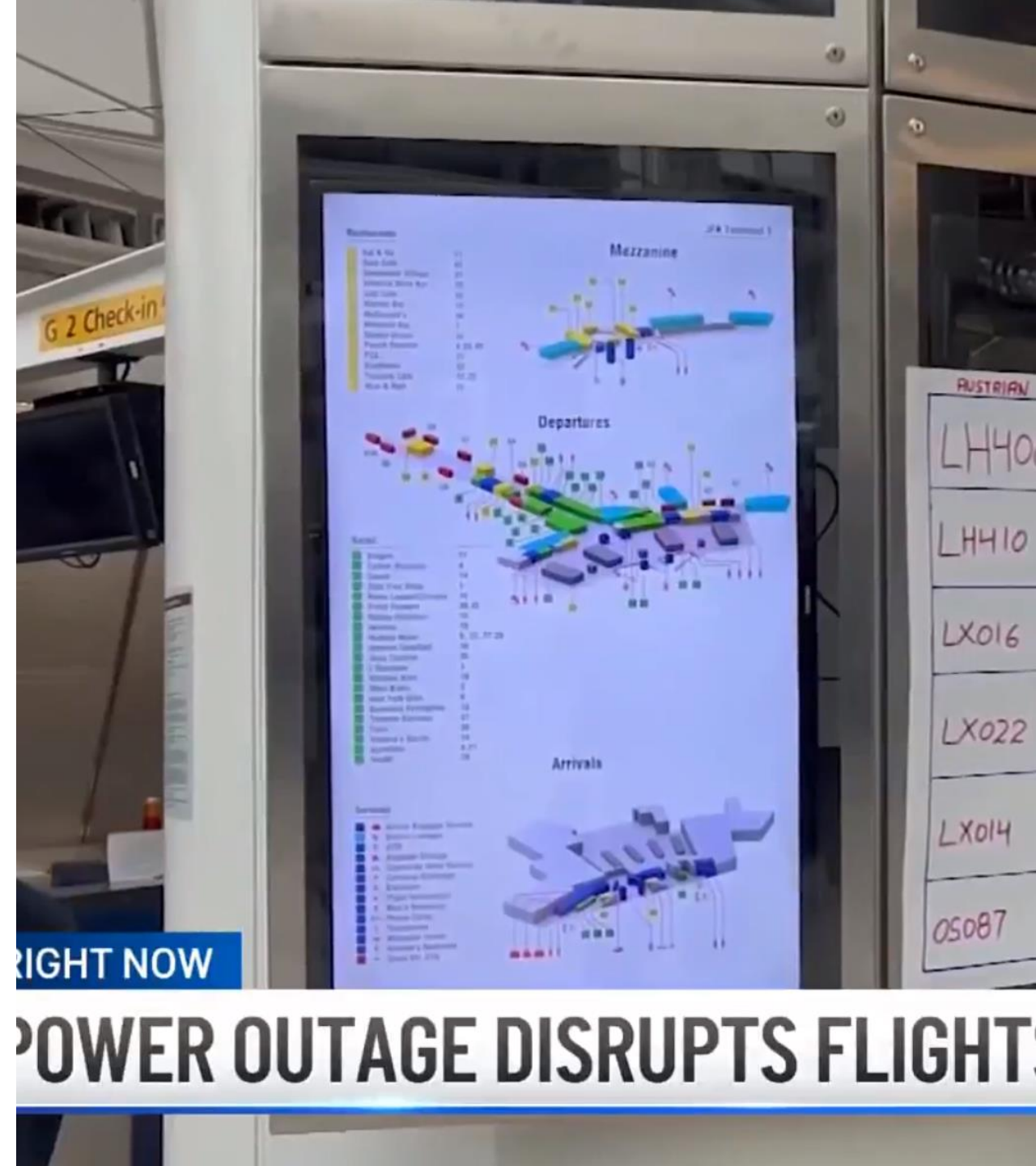
Empathy and the value of the human touch

"That human interaction, that human touch, they need that. It makes them feel better. All of a sudden, they are not lost anymore, they feel ok. It's much better than a machine, machines break down, I put them at ease."
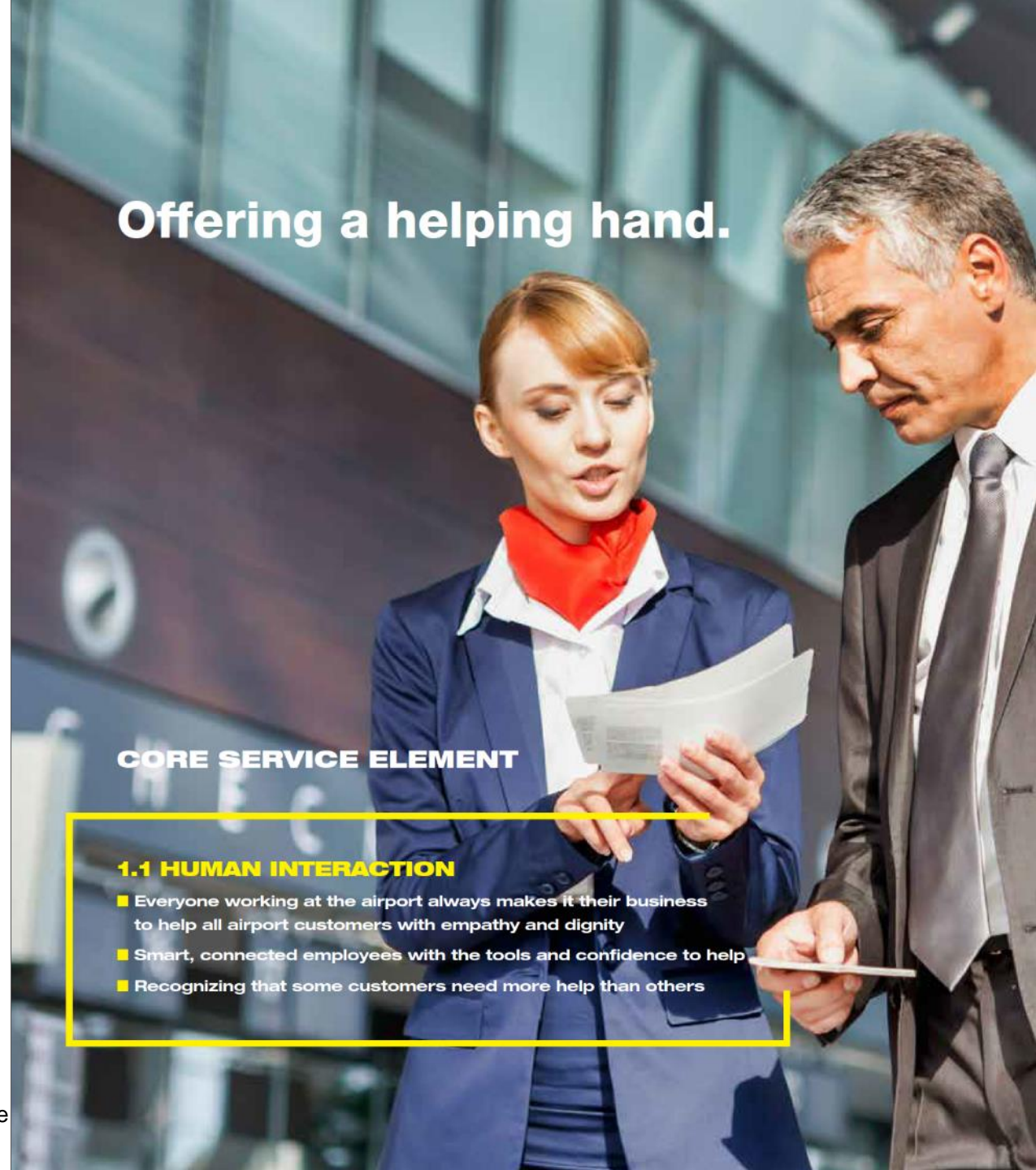
Offering a helping hand.

CORE SERVICE ELEMENT

1.1 HUMAN INTERACTION
- Everyone working at the airport always makes it their business to help all airport customers with empathy and dignity
- Smart, connected employees with the tools and confidence to help
- Recognizing that some customers need more help than others

Source: PANYNJ Airport Customer Experience Performance and Standards Manual

Digital opportunities

All access, all the time

- **Creating exceptional experiences and seamless travel through smart technology**

- **Technology to support performance management and proactive improvement**

- **Platform for keeping customers informed throughout their airport journey**

Source: PANYNJ Airport Customer Experience Performance and Standards Manual

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Not just signage – an informed journey is a digital journey

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References

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Thank you

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