

Wayfinding System



Memorial Sloan Kettering
Cancer Center™

Team:

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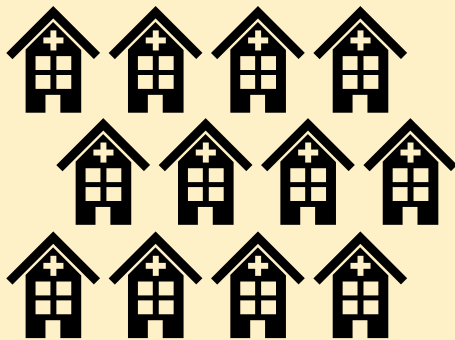
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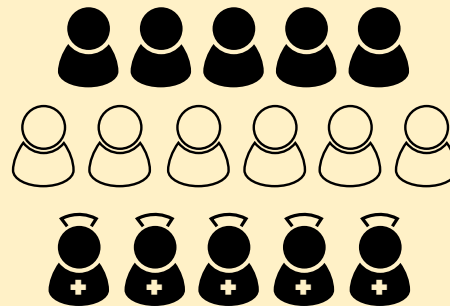
Jeremy Alexis

Masha Safina

Memorial Sloan Kettering Cancer Center aims to provide it's patients with the best care available.

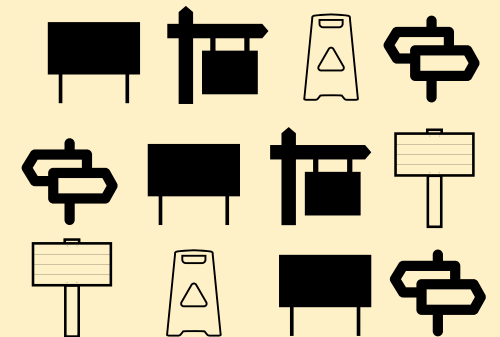


20+ facilities



Various stakeholders

Patients
Caregivers, Visitors
MSK staff



Inconsistent signs

PROJECT OBJECTIVE

How might we design a wayfinding experience that makes our patients feel confident, welcome, and at ease in a way that accommodates MSKCC's complex architectural needs, naming conventions and brand guidelines?

PROJECT OVERVIEW

observation & immersion

Visiting the Memorial Hospital facilities to understand how the space works, heard interesting stories about people getting lost in the space. Established research questions based on findings.



interview

Interviewed various staff members of the MSK family as well as patients and caregivers. Drew insights and major themes around our findings.



Observer: *Washa / John*
Location / Participant: *Irzen Heeley & Cary*
Date: *02/27/2014*

*• Mental & sensory -
bread crumb
maps*

Key Observations

*Our goal is a cohesive environment @ all our locations' - Irzen (integrating technology to make it happen)
patients often navigate for bread crumb maps
between diff. bldgs & there is no sense of coherency.
↳ 'creating seamless experience' is a challenge.
Hard to know which floors
entire through between bldgs
how elevator names relate*

Interesting Stories or Moments

- At old workplace, new employees have stickers on their badges (Irzen)*
- '20 cases on patient floors' → laundry, overhead in most streets*
- patients use paintings ^{env-d} to navigate, but paintings more as env-d*

PROJECT OVERVIEW

workshop

Based on the framework generated from the established HMW statements. Facilitates a collaborative brainstorming and metaphor session with the MSK staff members and ID team.



protoype 1: exploration

Tested two opposite systems (Routes and Zones) at Memorial Hospital during working hours and collected live feedback from people passing by to understand the elements that worked in each system for further refinement into a cohesive one.



PROJECT OVERVIEW

prototype 2: validation

Combined the previous prototypes into a cohesive “routes” and “zones” system model and collected feedback on how the elements in the system work together. Presented various types of elements.



consolidation

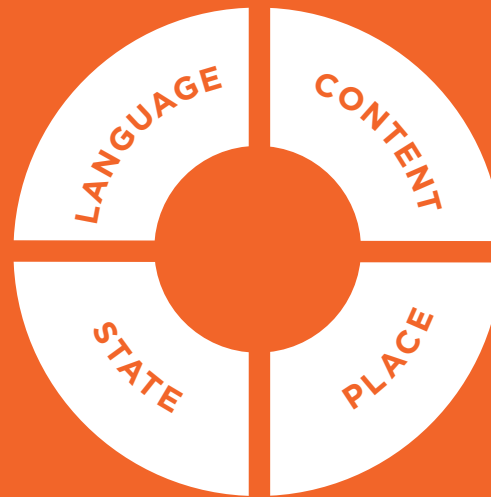
Synthesized the learnings from the previous prototypes to delineate the design principles that would shape a wayfinding strategy for MSK.. A guideline and roll out plan was created to scale the system in the other facilities.



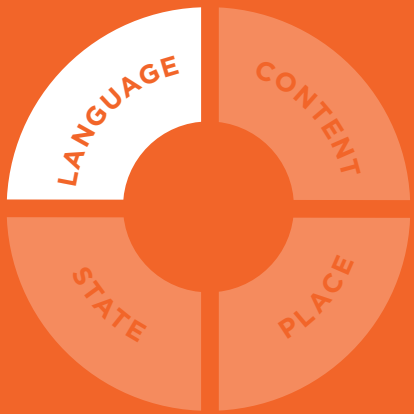
BIG PROBLEM

Today, wayfinding at MSK leads patients **confused and frustrated**. They **feel lost or intimidated** with information. It is not supporting MSK's mission of providing the best care.

Through our research we identified four areas that need to be addressed to create a cohesive wayfinding system...



PROBLEM



Inconsistency

No common or shared language

→ MEMORIAL HOSPITAL
→ ENID A. HAUPT PAVILION
→ OUTPATIENT SERVICES
→ KETTERING RESEARCH LABORATORIES

“The current signs are more clear to people who work here and not people who visit.”



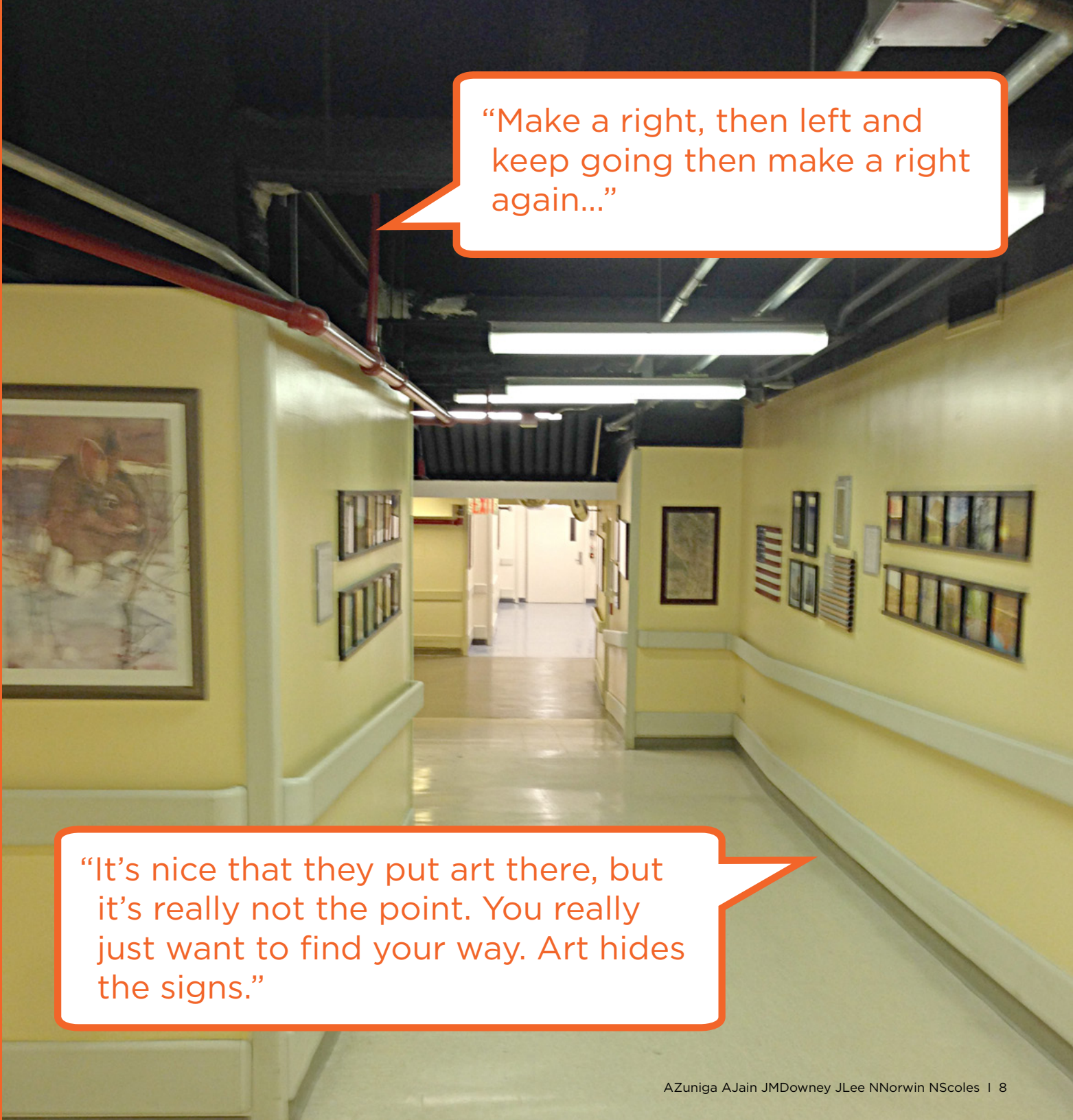
PROBLEM



Visual Clutter

Lacks Information Hierarchy

Information Disconnect



“Make a right, then left and keep going then make a right again...”

“It’s nice that they put art there, but it’s really not the point. You really just want to find your way. Art hides the signs.”

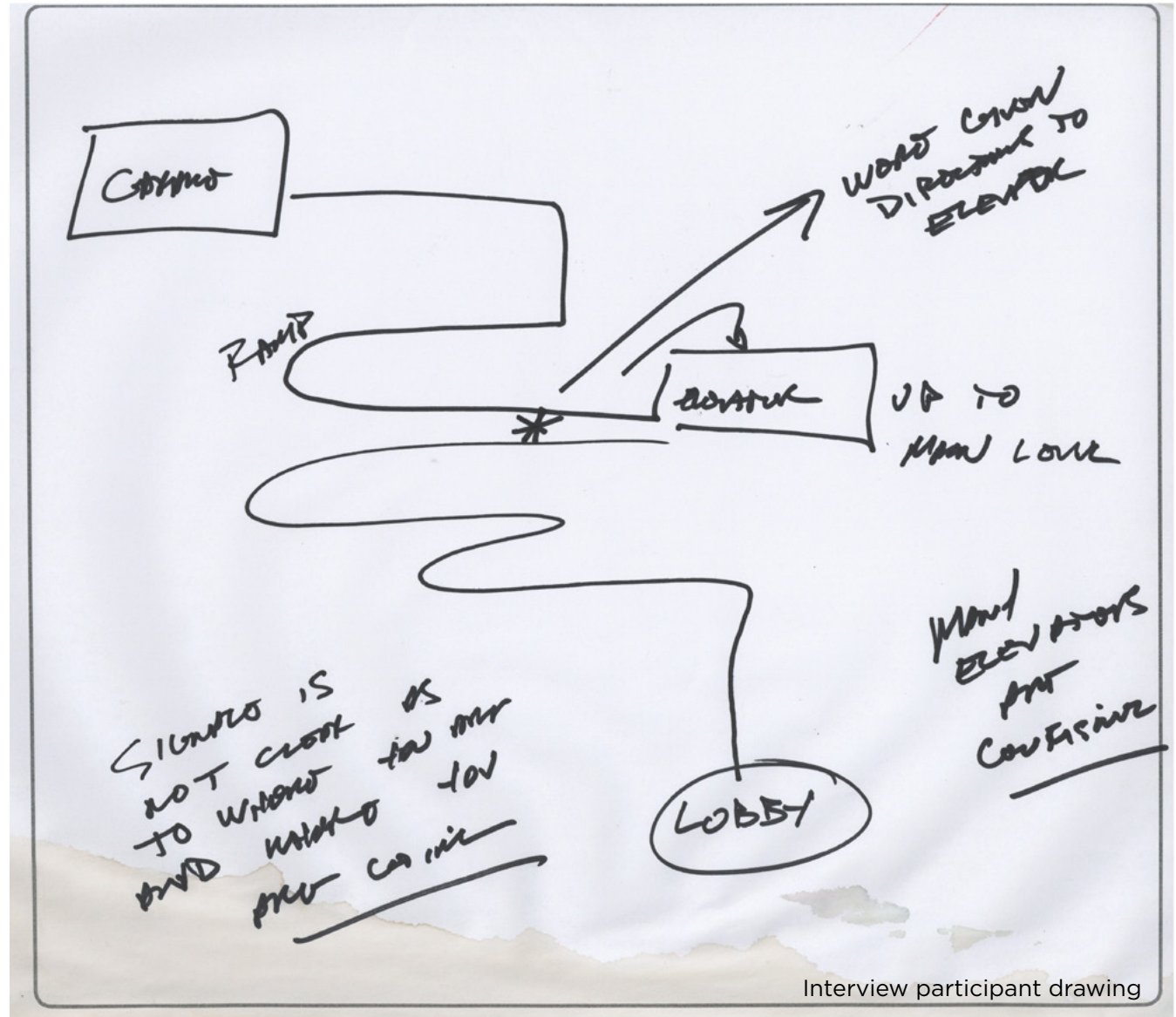
PROBLEM



Inflexible to frequent changes

Unintuitive space: over reliance on staff

Lack of orientation & space organization



"I am always lost."

"I will never understand this building."

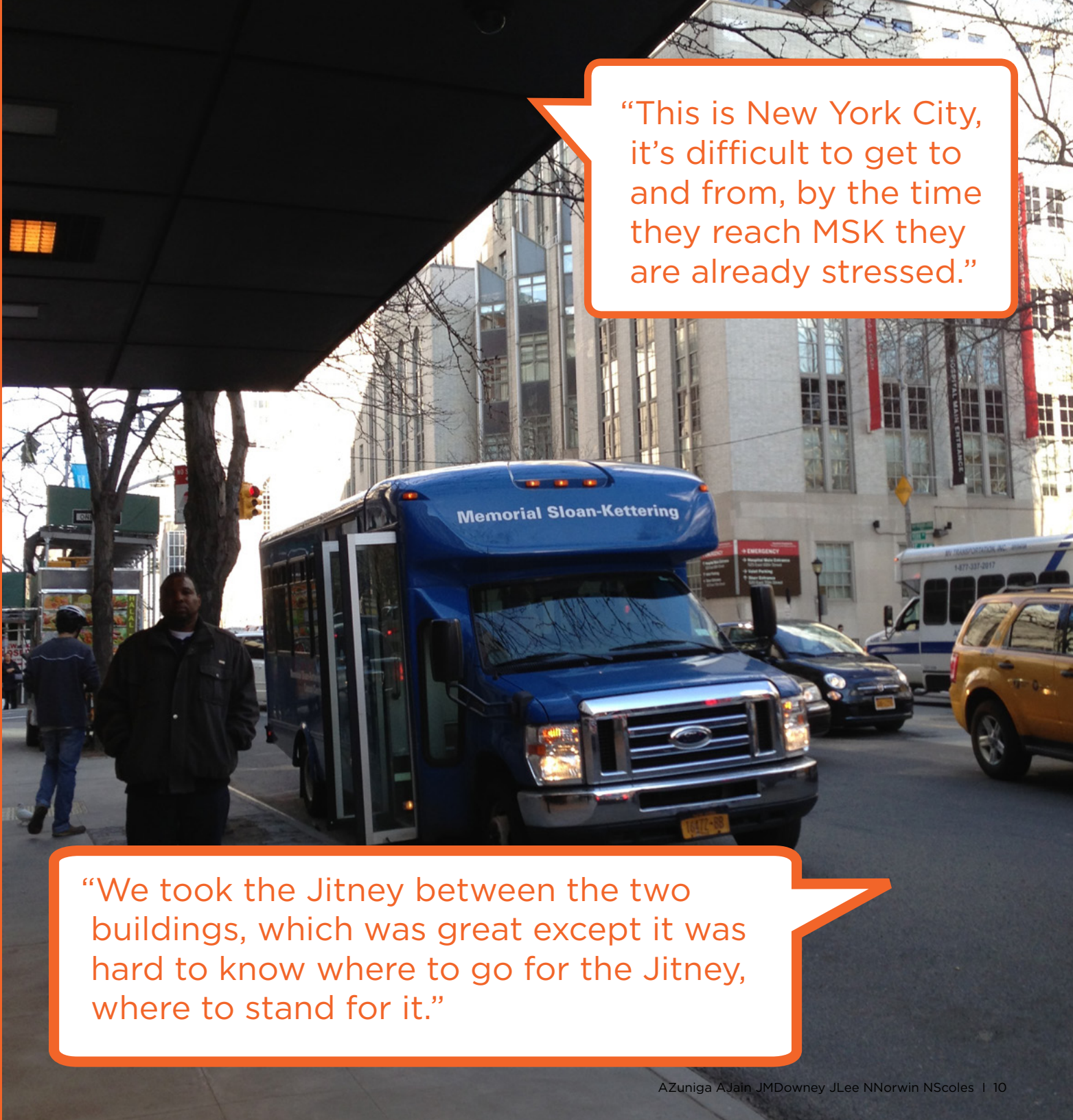
PROBLEM



Disjointed user experience

Indistinct, mixed information

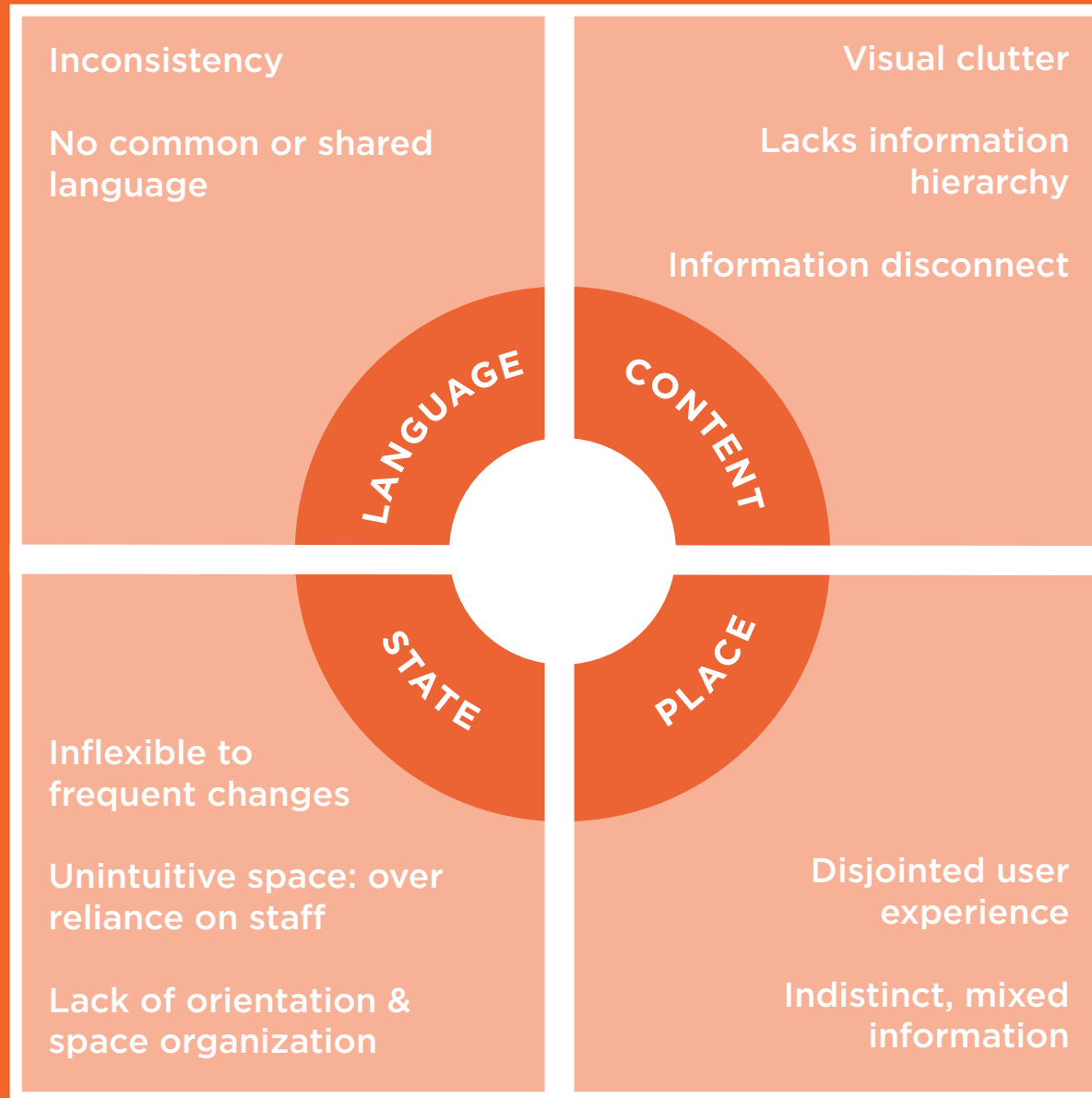
“This is New York City, it’s difficult to get to and from, by the time they reach MSK they are already stressed.”



“We took the Jitney between the two buildings, which was great except it was hard to know where to go for the Jitney, where to stand for it.”

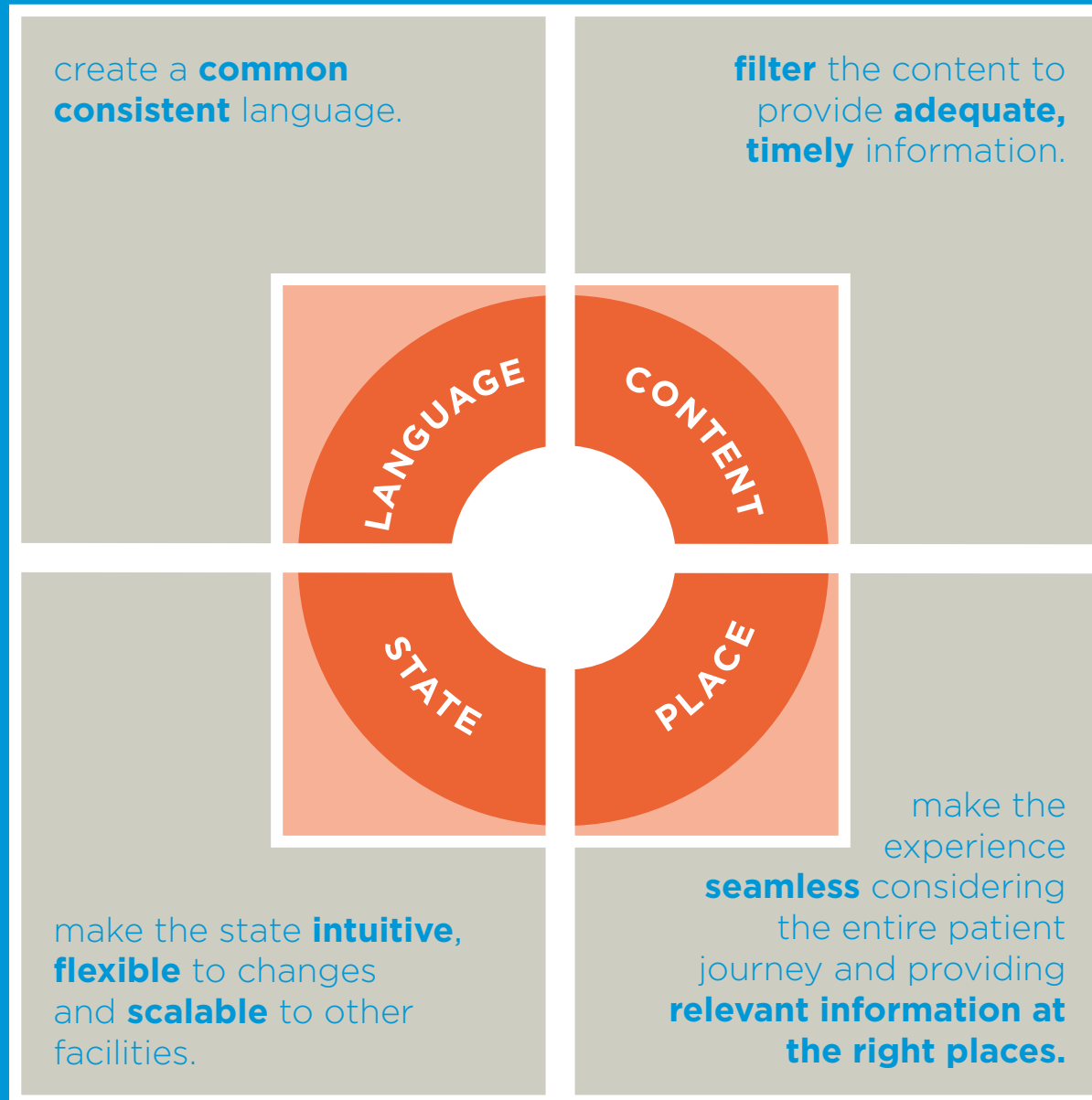
PROBLEM SUMMARY

Currently wayfinding at MSK worsens the situation instead of supporting the care it wishes to provide.

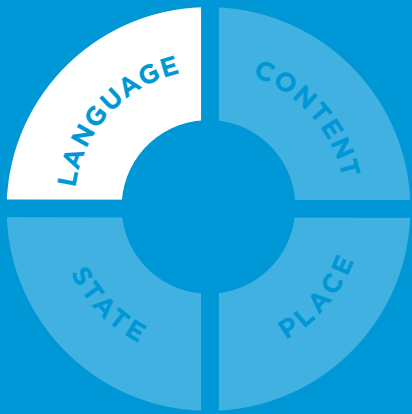


SOLUTION CRITERIA

How might we design a **cohesive wayfinding system** that supports the best care MSK aims to provide to it's patients and visitors by...



SOLUTION



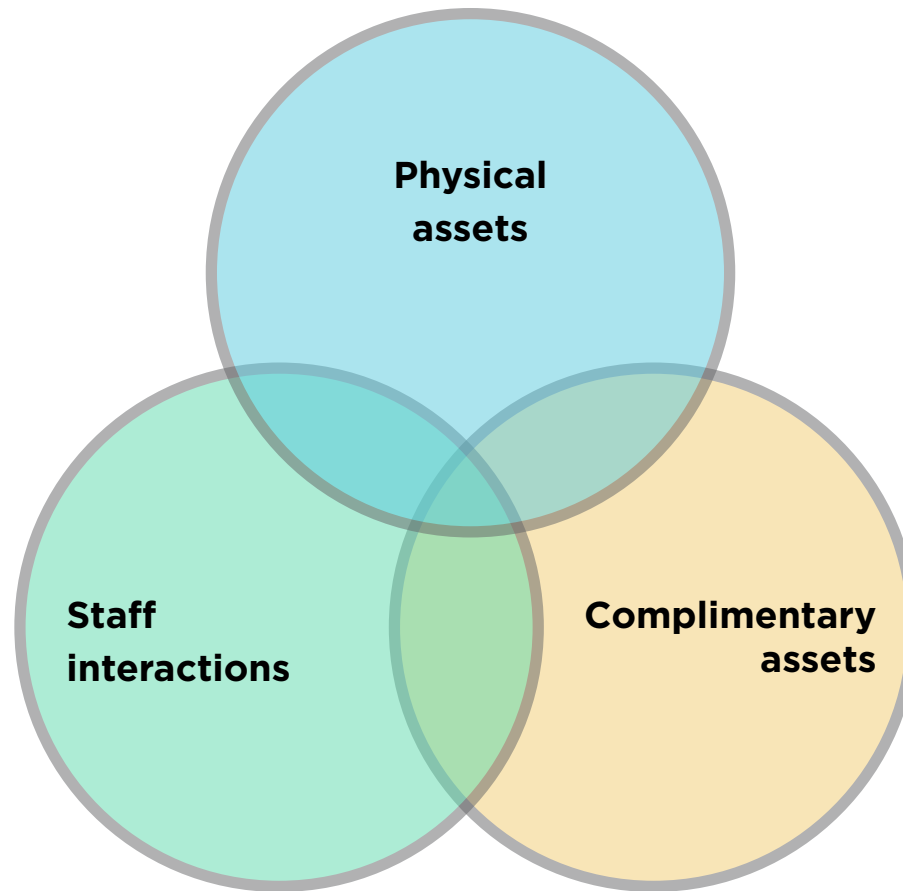
“Say the same thing”

Consistency

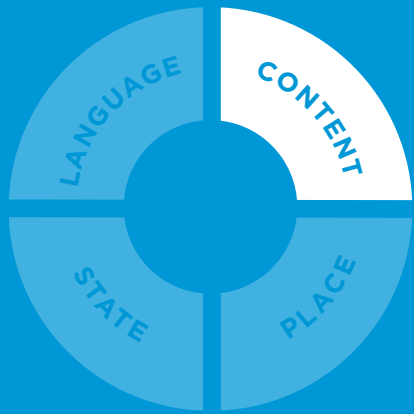
Reinforcements

Complimentary

Create a **common, consistent** language



SOLUTION



“Give them what they need”

Regulation

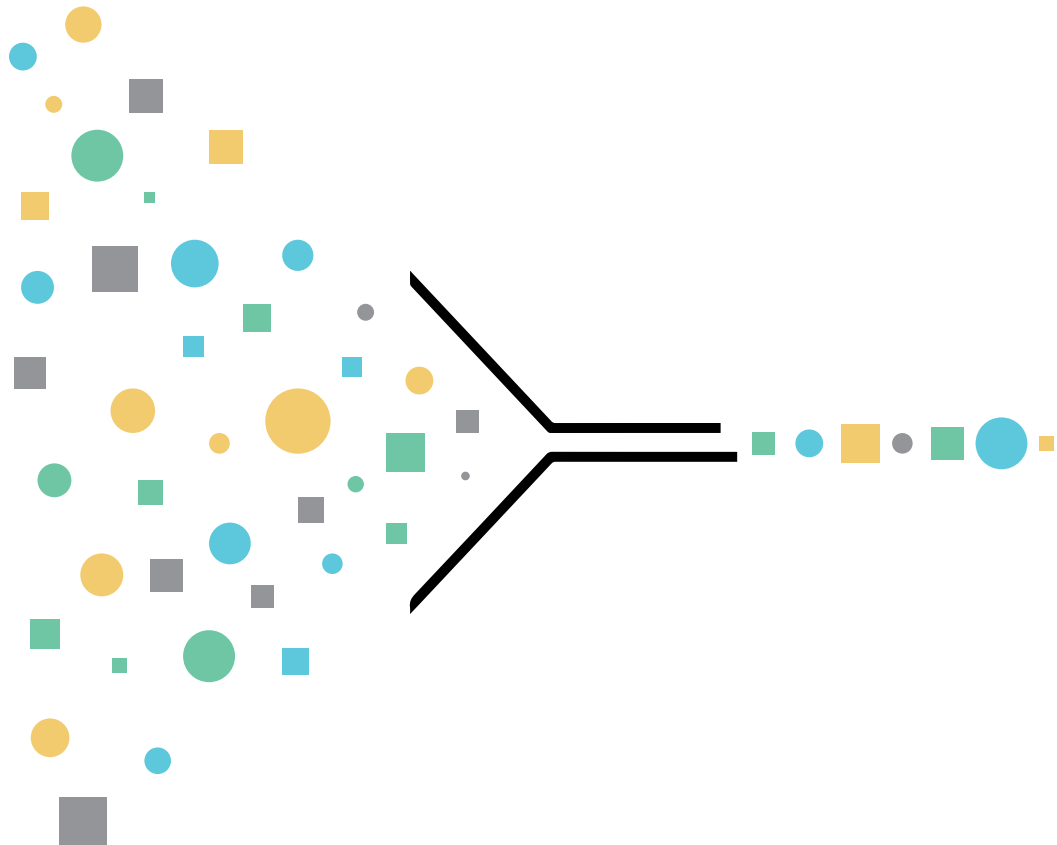
Prioritization

Steering

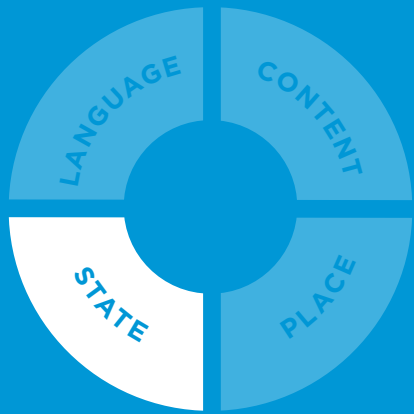
Alloting

Managing

Filter the content to provide **adequate, timely** information



SOLUTION



“Make it work everywhere”

Accomodating

Translation

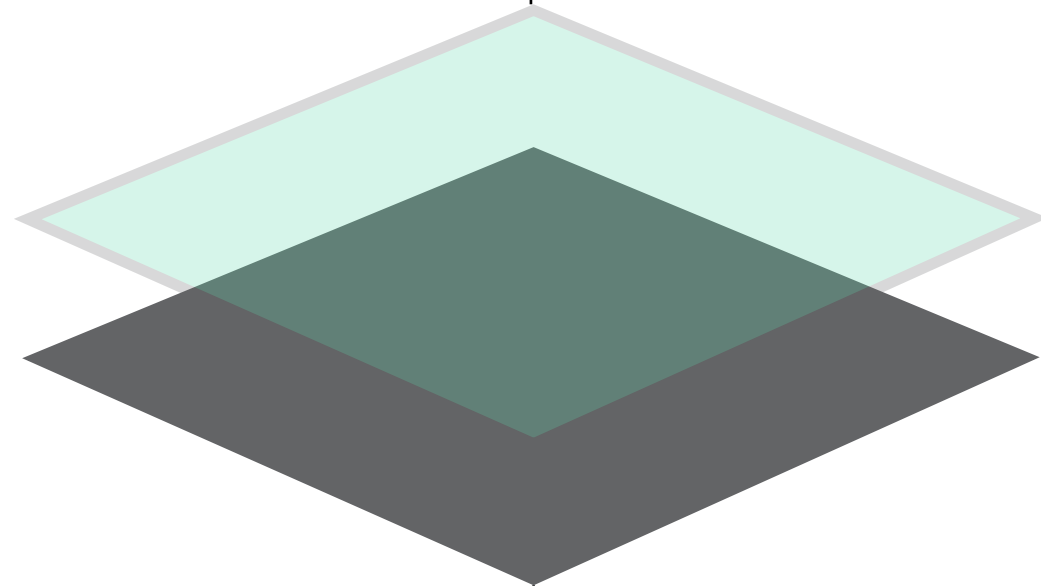
Customization

Allowance

making the state **intuitive, flexible** to changes and **scalable** to other facilities

Fixed elements

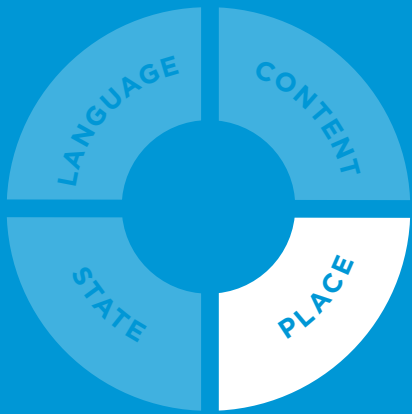
Zones - Buildings, Floors
Landmarks - Elevators



Variable elements

Areas - Rooms; Routes

SOLUTION



“Put it in the right place”

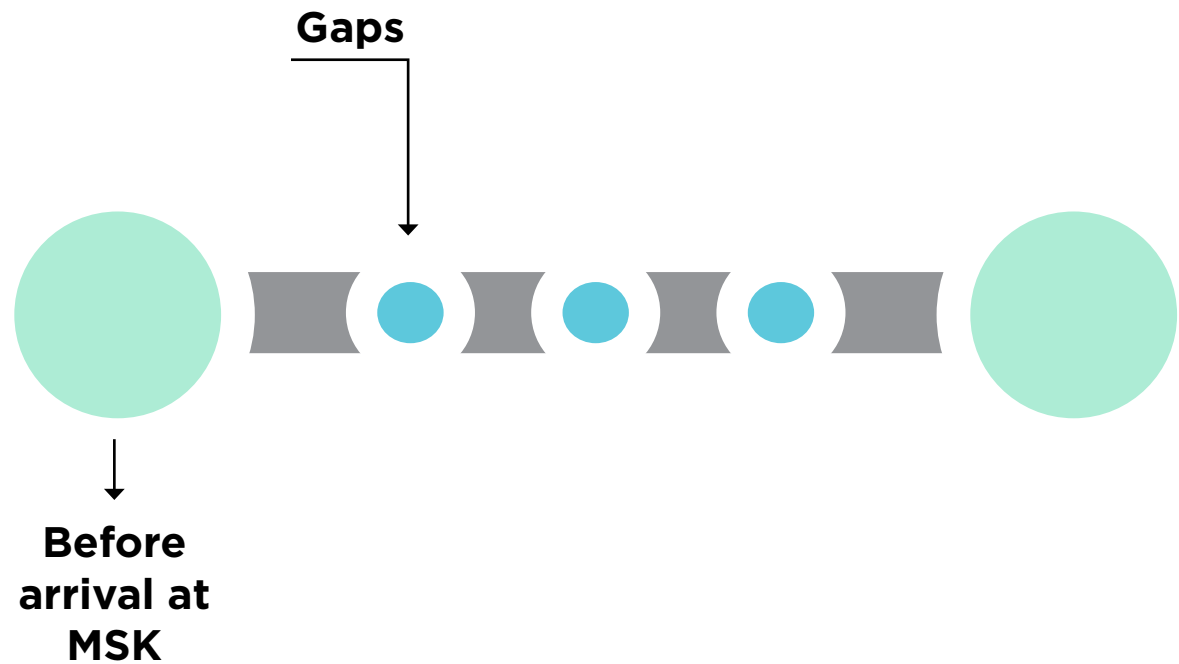
Extending

Tailoring

Optimizing

Sustaining

making the experience **seamless** considering the entire patient journey and providing **relevant information at the right places**



SOLUTION FRAMEWORK

3 System elements:

Physical Assets
Staff Interactions
Complimentary Assets

Consistency: utilize a cohesive language, information architecture, hierarchy, form and style.

Complimentary: work together to support each other.

Reinforce: Overlap in nature to avoid gaps

2 Levels of elements:

Fixed
Variable

Accommodate: Changes to the space such as renovation and maintenance.

Translate: The elements need to work in all of MSK's facilities whether they are existing, renovated, or new.

Customize: Each patient has a different route that needs to be accommodated.

Allowance: Of use by many types of people including but no limited to: patients, caregivers, visitors, staff, deliveries, and construction staff,



Regulate: control information that is not appropriate for everyone.

Prioritize: public areas are prominently labeled, private areas labels recede.

Steer: Manage flow of patients so that they are in the right place at the right time.

Allot: Provide navigation information to guests in digestible amounts.

Manage: Create a system of internal control of signs and wall space

Extend: Patient's journey begin before and ends after they reach the hospital.

Tailor: Create specific plans for different patient needs.

Optimize: Lessen the gaps and smooth the journey between touch points.

Sustain: Consider needs during entire patient journey including wait times.

ROLL OUT

To make the wayfinding system **scalable** and **applicable to other facilities**.

TODAY

Leverage existing system

Combine signs with personal touch

Create standards based on existing conventions

FUTURE

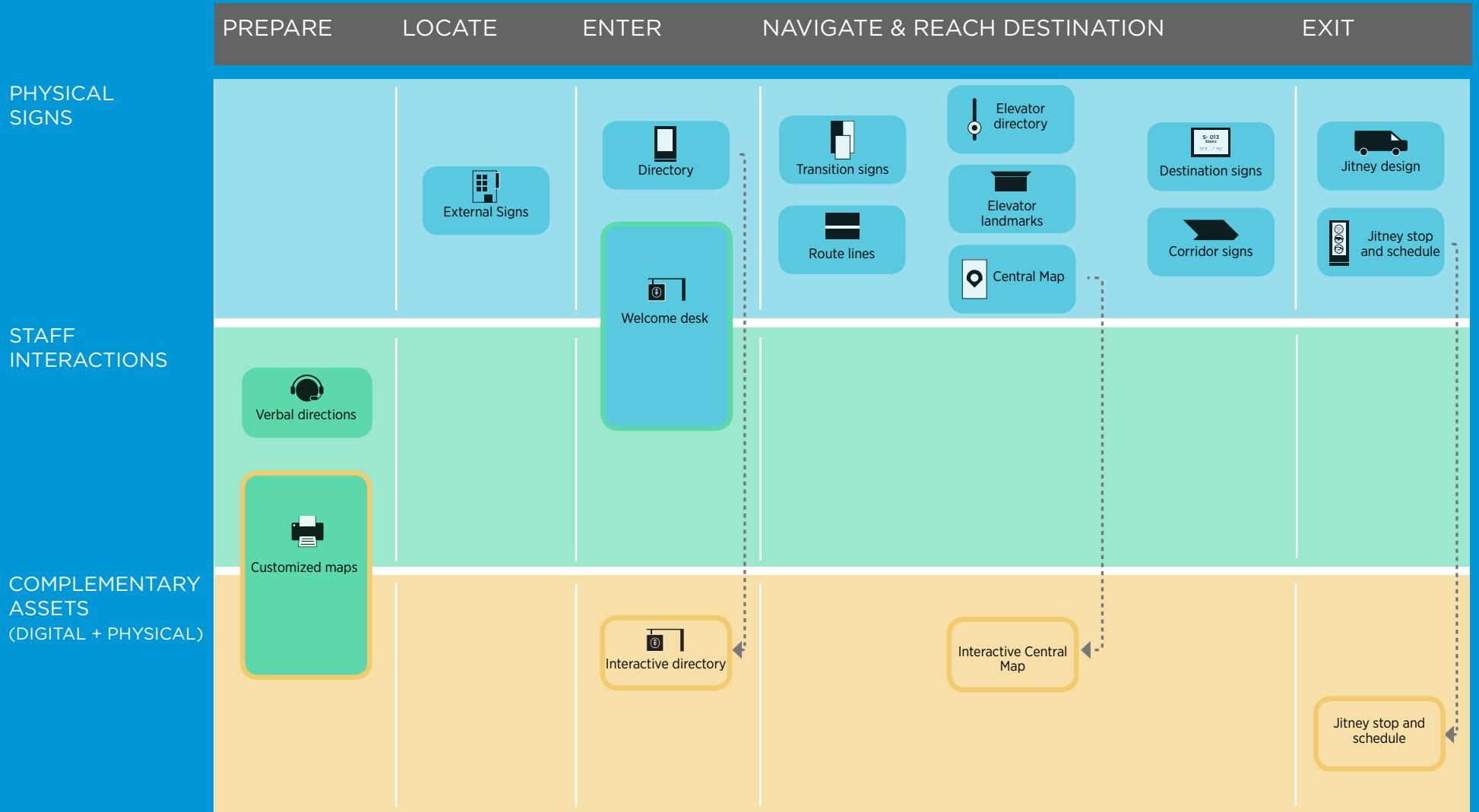
Supportive infrastructural changes

Complimentary digital assets

Adopt standards throughout

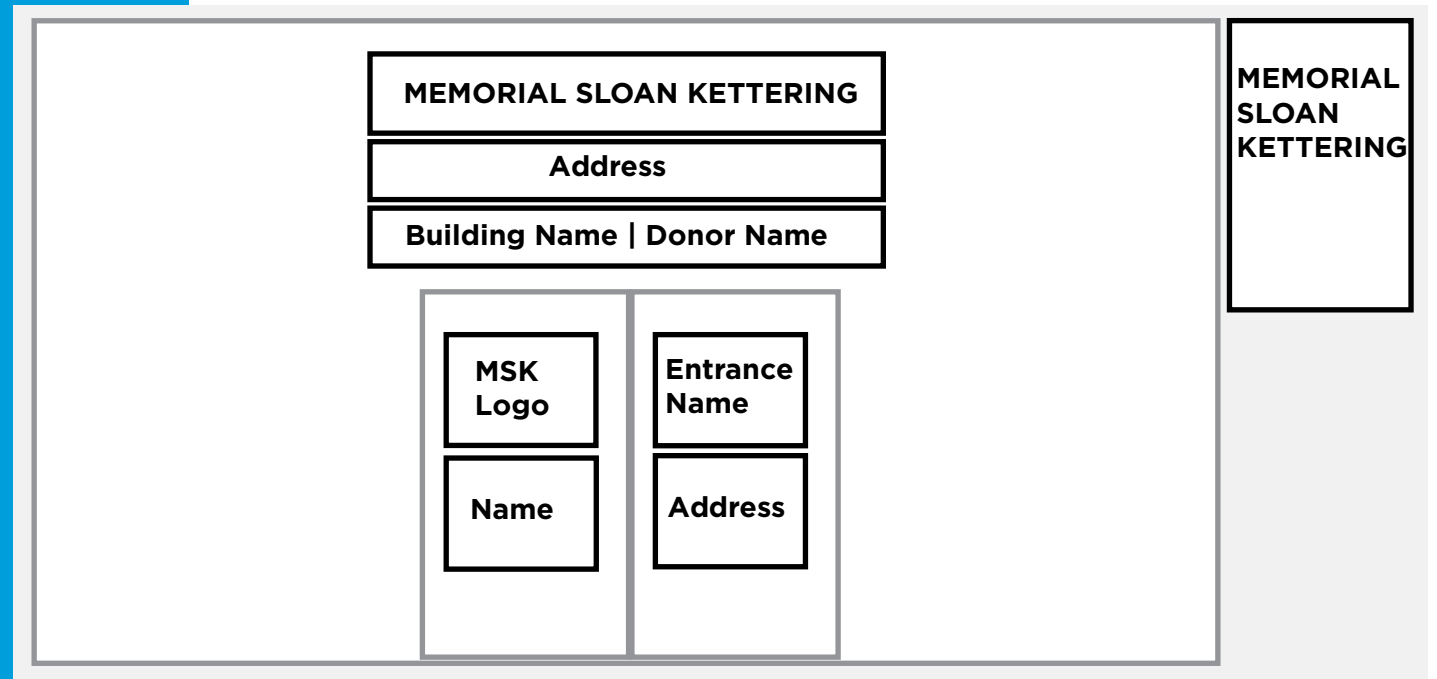
Incorporate with other projects
(like welcome package, patient portal)

SYSTEM MODEL



some examples..

BUILDING EXTERIORS TEMPLATE



The driving principal behind the exterior template is to create consistency amongst MSK buildings, and to reduce confusion with more prominent and brand aligned signage.

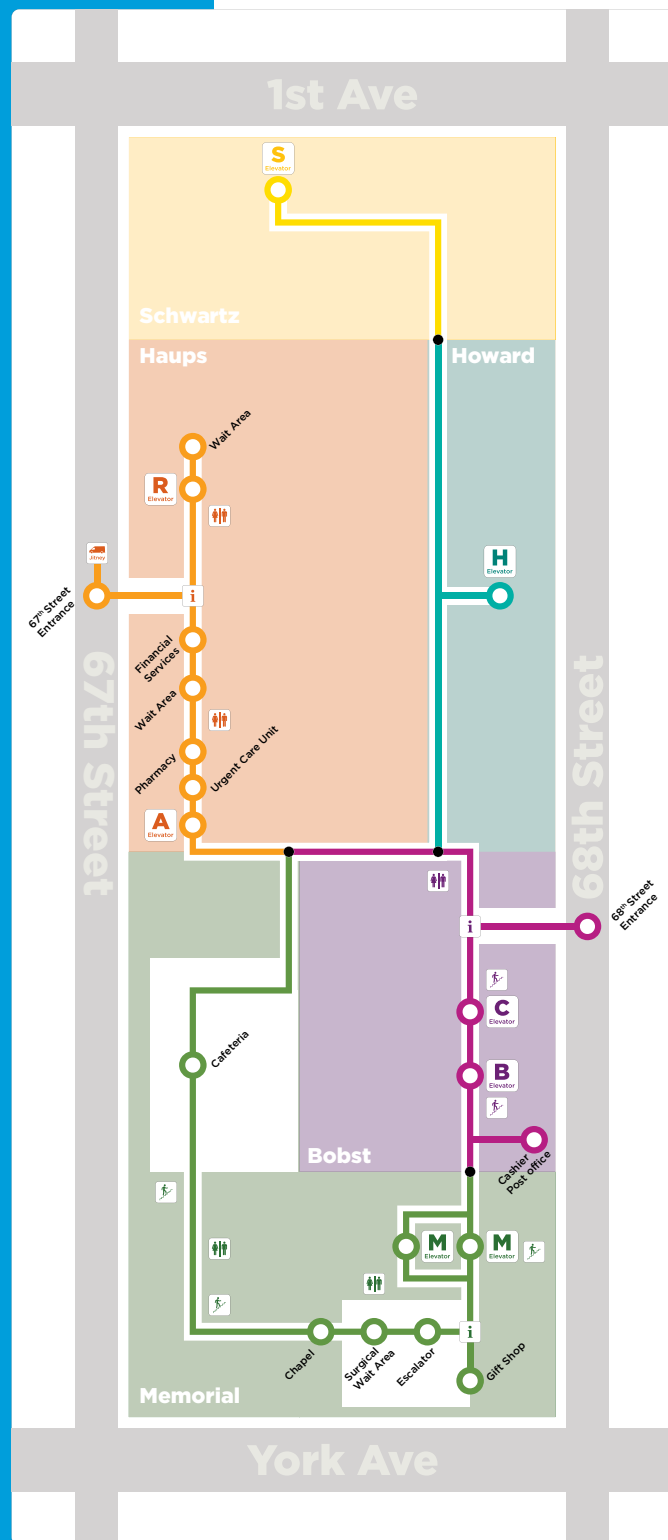
Consistency is key, and utilizing a similar hierarchy of information across MSK buildings will add a layer of clarity and brand awareness amongst the properties.

WELCOME DESK



The welcome/security desks at the entrance of buildings are a critical human element in helping visitors find their way. By implementing consistent branding and signage, MSK can begin to help create another element of consistency among the numerous and varied spaces throughout the city. This approach also allows for integration into the zone and route system that would show what “stop” the desk is at and color coding to help it stand out identify the zone it is a part of.

CENTRAL MAP

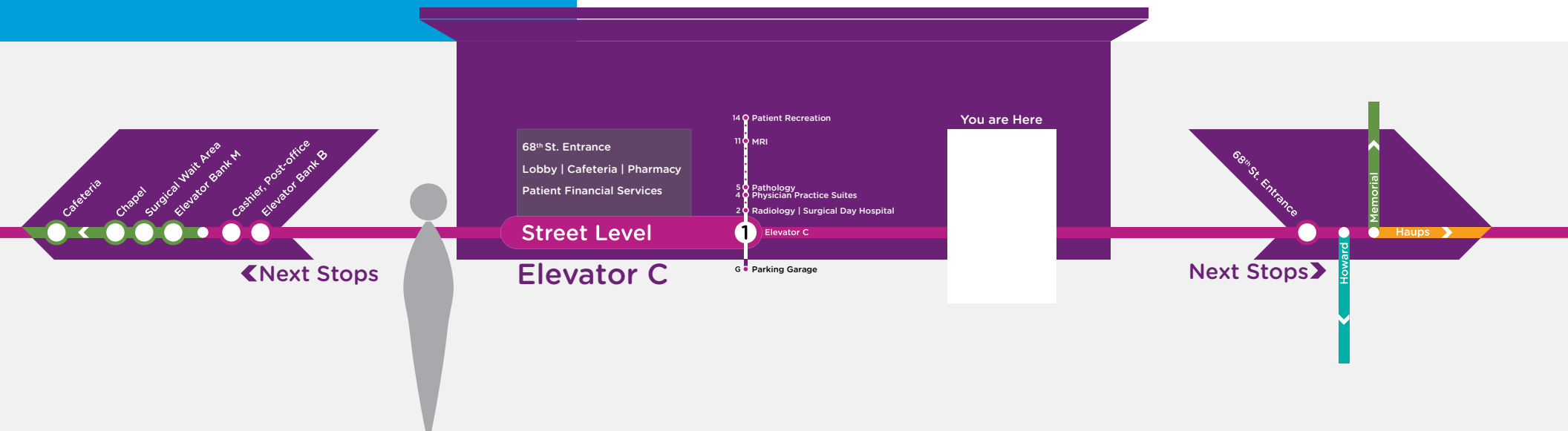


The route and connector map was selected for its simplicity and easy to understand nature. Based on primary research and field prototyping, we found that having an actual map to help orient visitors to the hospital was of critical importance.

This approach also highlights the importance of having the elevators as landmarks in the space, as these are the most common waypoints that people need to find during their navigation of the Memorial complex.

Zones, as identified by different buildings, are used to differentiate between the different buildings and key areas of the hospitals, while routes within the zones demarcate major common destinations within each zone. Surrounding street names were added to help visitors orientate themselves to the outside world.

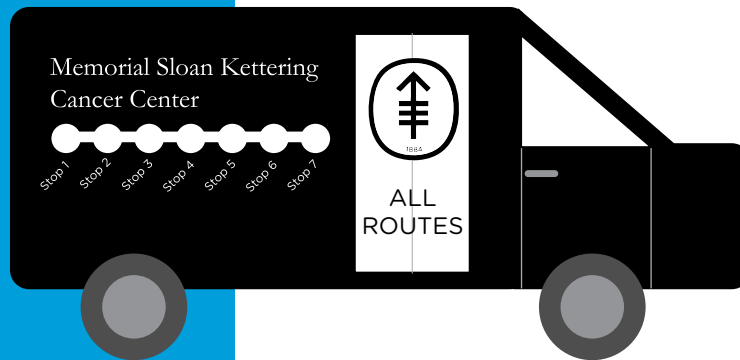
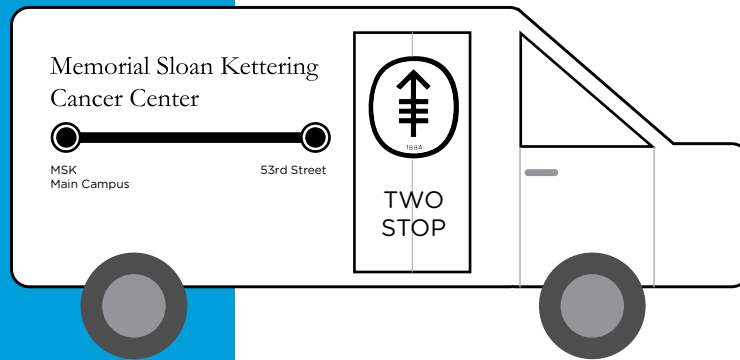
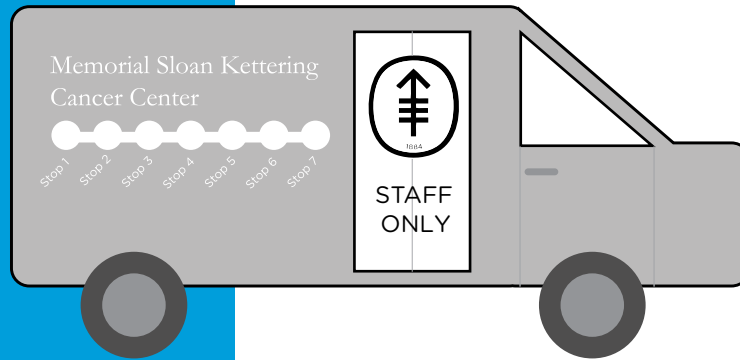
LANDMARKS



Research indicated that elevator banks were the most common and most important landmark for patient navigation and for when staff was providing directions. Leveraging this information the design team found that orientation was vastly missing when approaching (and thus exiting) most elevators.

By painting the wall and part of the ceiling opposite the elevator door, it serves to alert patients that they are at a main waypoint. With the addition of a “you are here” marker on the building map and indicators of where one is on the line, the visitor is better enabled to quickly orient themselves when using these essential elements in the Memorial Complex.

JITNEY

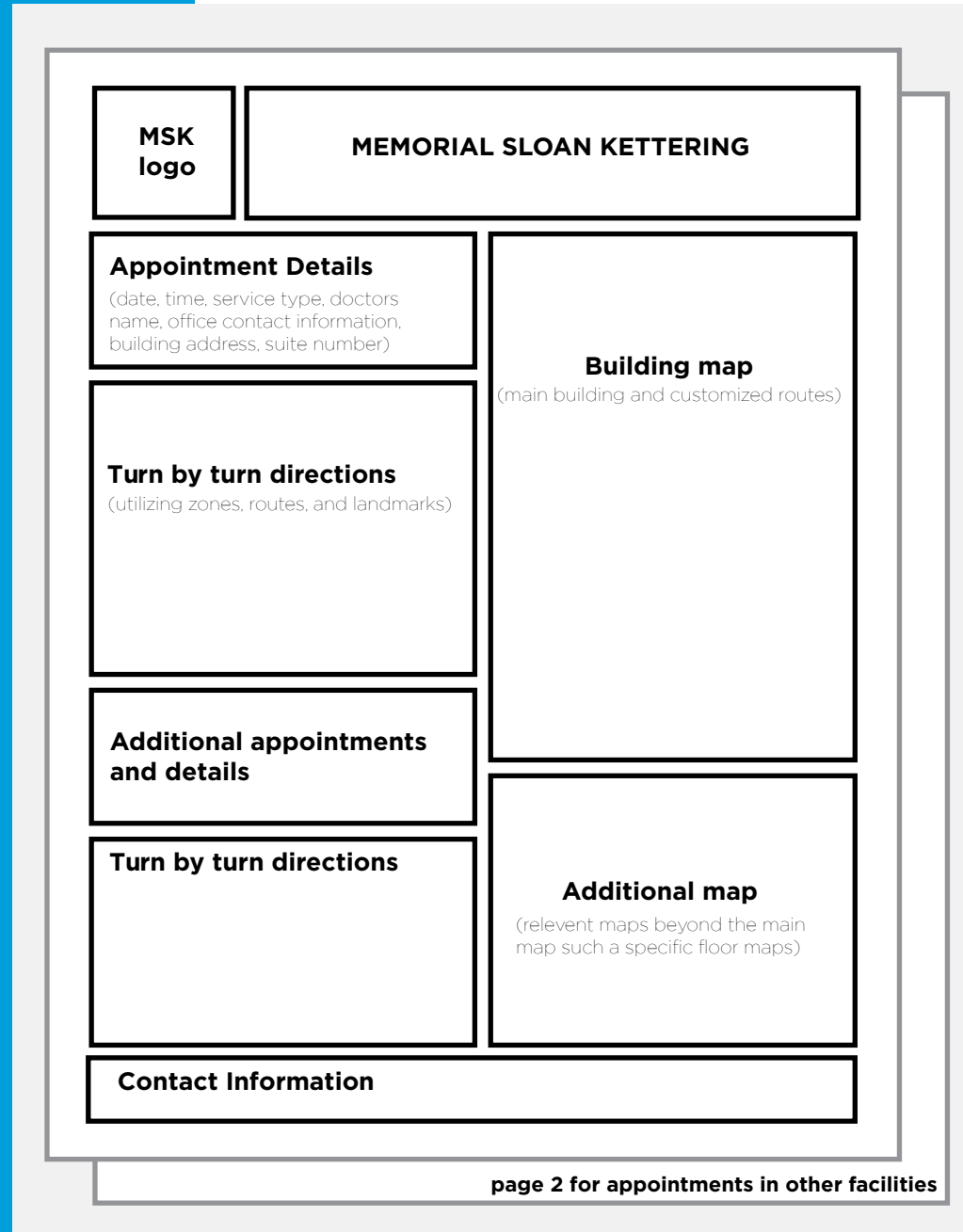


Jitneys play an essential role in helping patients (and staff) navigate between MSK facilities. However in their current state they are often confusing and difficult to navigate.

A unified, cohesive approach to the jitney exterior is two fold: one it helps patients easily identify MSK transport, and two it serves to directly brand an otherwise lost opportunity.

By adding color coordination for the three different types of vehicles-staff only, all stops, and limited stops-patients can more easily select the proper jitney. Also, extending the route system helps to orient passengers and let them know precisely where the jitney will be going. This would be supplemented by signage both inside the facility and posted on the street to reduce confusion about where the actual stop is.

CUSTOM MAP TEMPLATE



The customized map should provide specific directions for each patient based on their needs to access to different levels of information. This document should take into consideration that the user journey starts before the patient reaches the hospital and that often a patient has multiple appointments on the same visit.

This map helps give staff a uniform way to deliver patient directions and helps to plan for patients with limited mobility and other special needs.

NAVIGATE + REACH DESTINATION



DIORAMA



OUR TEAM!



THANK YOU

We're trying a new signage system



Memorial Sloan Kettering
Cancer Center™

MSK is collaborating with students from IIT Institute of Design.
Help us design a new signage system. Find us near the info desk.

Staff contact: Alice H. (roa@mskcc.org)

Awesome
Idea!
Kudos!

what do
you think?

huge
help for
all!

No offense
but it was
fine before.