

## Wayfinding

- Strategy
- User behavior
- Site analysis
- Toolbox
- Detailed design
- Production
- Mounting

Wayfinding

Strategy

User behavior

Site analysis

Toolbox

Detailed design

Production

Mounting

- ? What is the site's function
- ? Who are the users
- ? Where are the focus areas



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? What are the users doing

? Which flow patterns

? Are they busy or what...



Wayfinding

Strategy

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Site analysis

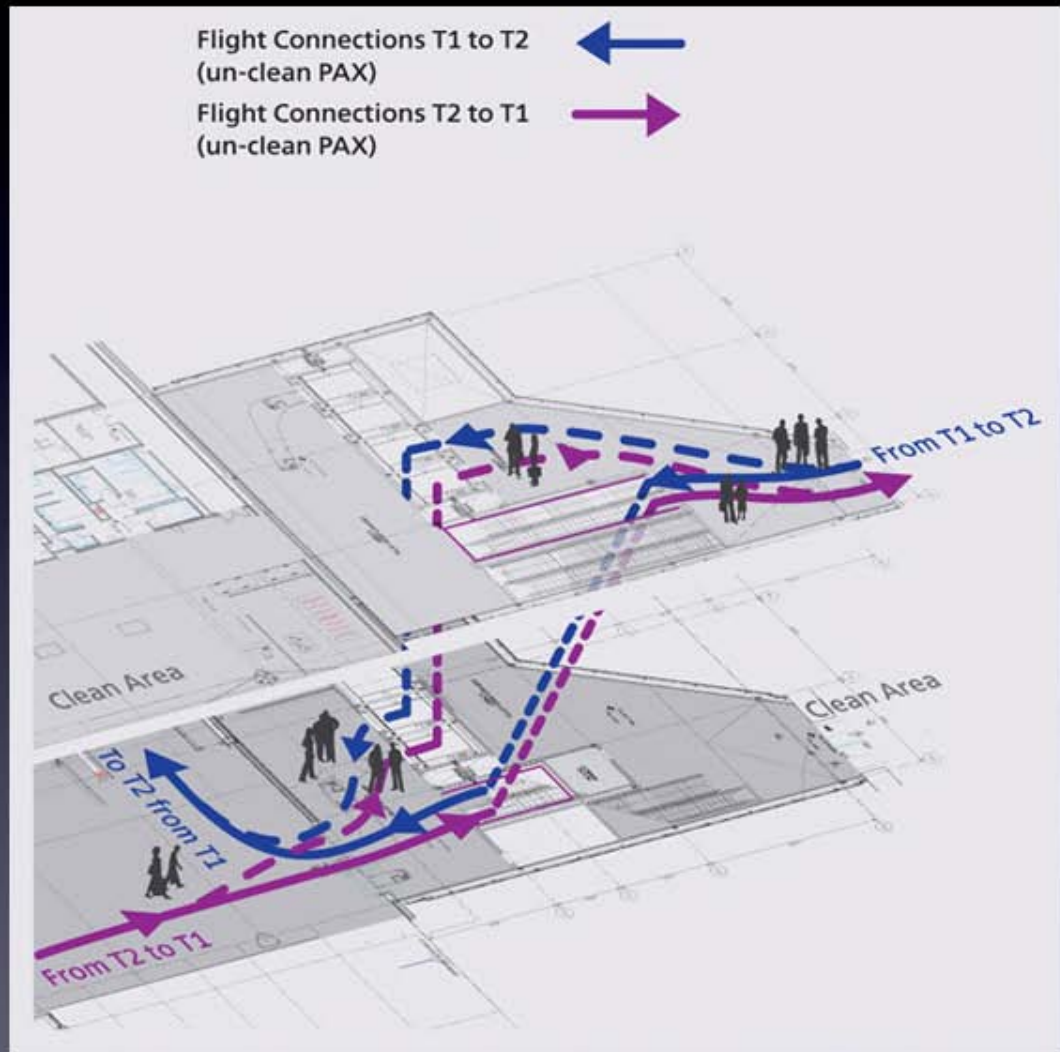
Toolbox

Detailed design

Production

Mounting

- ? Which spatial parameters
- ? Where are the nodes
- ? Architectural co-ordination



## Wayfinding

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**Toolbox**

Detailed design

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? Which media

? Which expressions

? Which scope



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Strategy

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Toolbox

## Detailed design

Production

Mounting

- ? Where is information needed
- ? How is information given
- ? Which functionality



**Added value**

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Precise understanding of needs

## Added value

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- Sharper branding

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- Precise understanding of needs
- Sharper branding
- High level of service
- Better use of facilities
- Less time wasted for staff