

Wayfinding in UTA Central Library - Spring 2016

Question:

What are our signage needs?

Student Recruitment



Recruited students over a two-month period in front of the library once a week for 4 hours



Candy as incentive

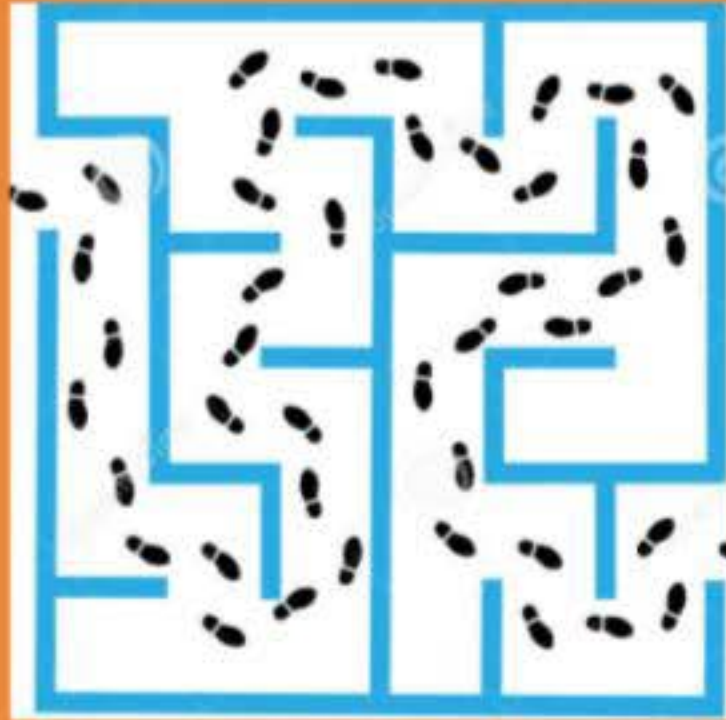


50 students participated

Data Collection



Pre and Post Survey



Following, tracking, note-taking on a floor plan



Think-alouds and asking questions along the way

Search Preferences

Students were asked their search preference in any building.



19%
Use
Signage



50%
Explore



28%
Ask

Easy to Find

Some resources were deemed easier to find than others: They had signs or were self-identifiable.



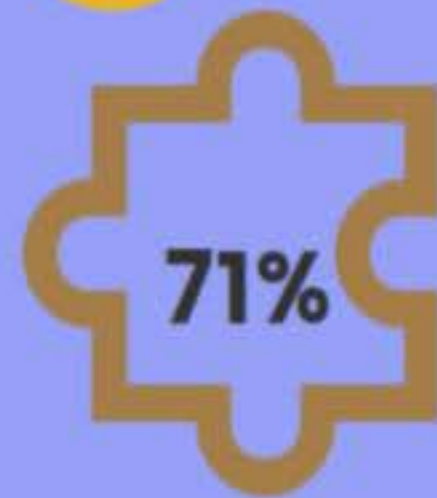
of resources with signage were considered easy



say easy due to signage or in plain sight



say check-in was easy: 2 of 13

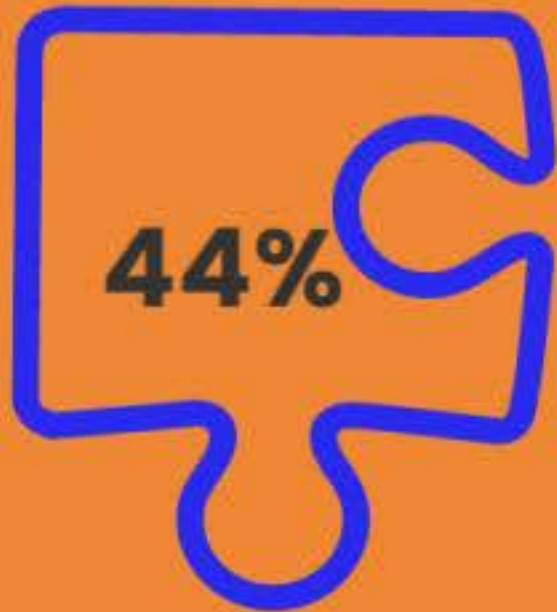


say check-out was easy: 10 of 14



Hard to Find

Some resources were deemed harder to find than others: They lacked signage.

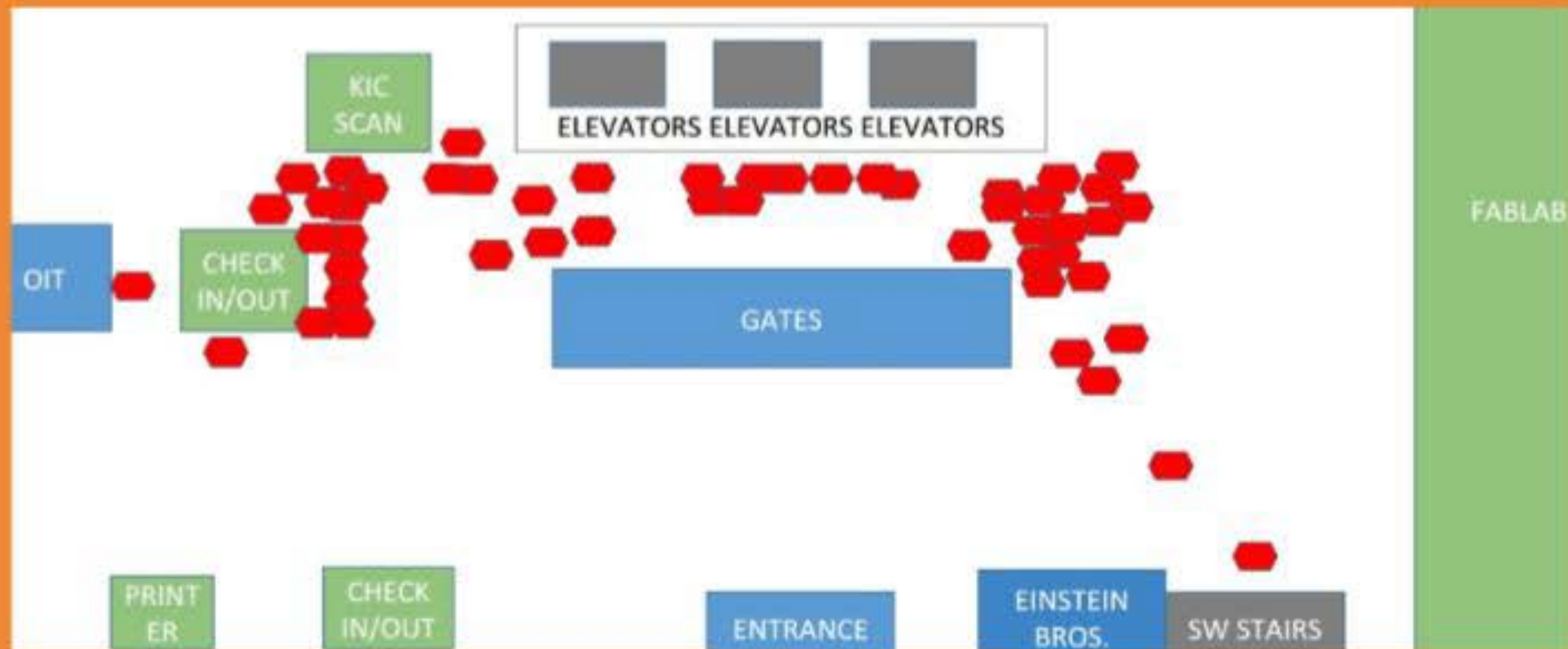


says hard due to
lack of signage



"Bump-points"

Where students slowed and stopped



Signage may be necessary in these spots.

Findings

We found that we need more signage to support student's search preferences (Use Signage, Explore, Ask).



At the bump points, students need assistance. They are seeking help from the physical environment or a person.



Even for those that like to "Explore," signage is needed to let them know where they are and where they need to go.



Moving Forward



-More research.

-Collect more data about where signage should be placed. Use the bump points chart as a start.

-Experiment with different types of signage.

-Improve staff knowledge about locations of resources.

Leni Matthews and CD Walter

Wayfinding in Libraries: Can problems be predicted? (Li & Klippel, 2012)

The Wayfinding Handbook (Gibson, 2009)

Signage by Design: A design-thinking approach to library user experience (Luca & Narayan, 2016)