Unlocking Accessibility

The Critical Role of Wayfinding Technology in Your Strategy

Presented by Lucy Serret

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Overview

- What is Wayfinding?

- Wayfinding in Action: Examples and Limitations

- Wayfinding in the Workplace: Storytime with Kelly Schulz

- The Power of Wayfinding Technology

- The BindiMaps Approach to Accessible Wayfinding

- Q&A

What is Wayfinding?

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Wayfinding is an information system that guides people through a physical environment

Wayfinding affects everyone

Wayfinding Principles

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Where you are

Where you want to go

How to get there

Know you have arrived

Find your way back

Wayfinding in Action: Examples and Limitations

Signage

- Provides clear directional and information cues

- Helps users navigate unfamiliar environments

- Used to identify spaces through labelling

Limitations of signage

- Can become outdated if not properly maintained.
- Less effective in complex environments.
- Relies heavily on person's ability to see and understand signs.
- 10% of the population have Dyslexia.

Colour Coding

- Quick and intuitive visual cues for navigation.
- Differentiates areas and sections.

Limitations of Colour Coding

- Relies heavily on user's ability to see and interpret colours accurately.

- 8% of the population has colour blindness.

- Not effective for all environments or situations.

Normal colour vision (Trichromacy)

Red Blind (Protanopia)

Landmarks

- Help orient a user in an environment.
- Easily recognizable and memorable.

Limitations of Landmarks

- Subject to change or be removed.

- Relies on user's ability to perceive and remember landmarks accurately.

Before renovation

After renovation

Maps

- Provides detailed information about an area and what's around.
- Useful for planning routes and understanding directions.

Limitations of Maps

- Relies on user's ability to interpret and understand the map correctly.
- May not always be available or up to date.
- Can be overwhelming or difficult to interpret in complex environments.
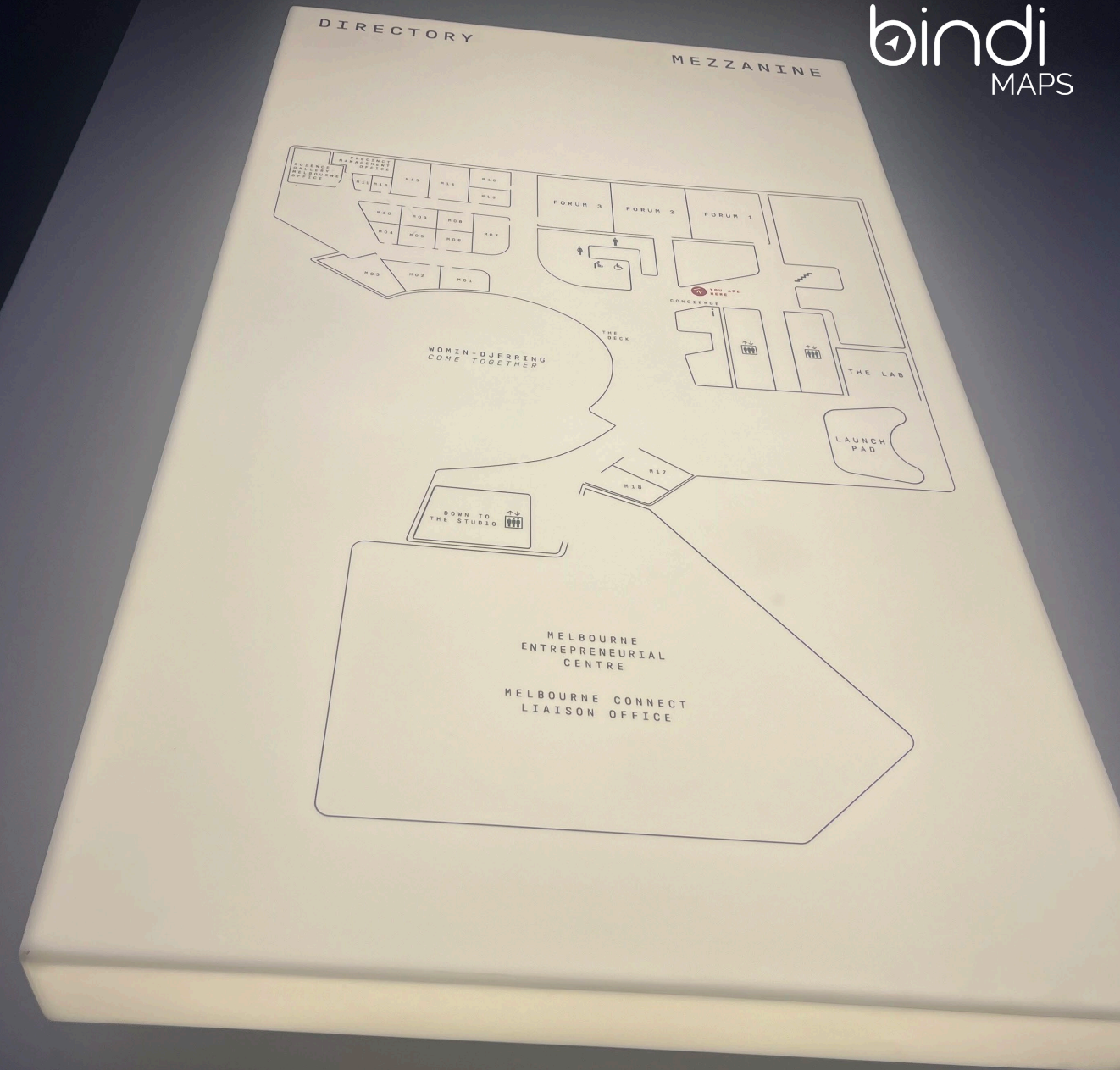
These physical wayfinding solutions struggle to effectively guide us.

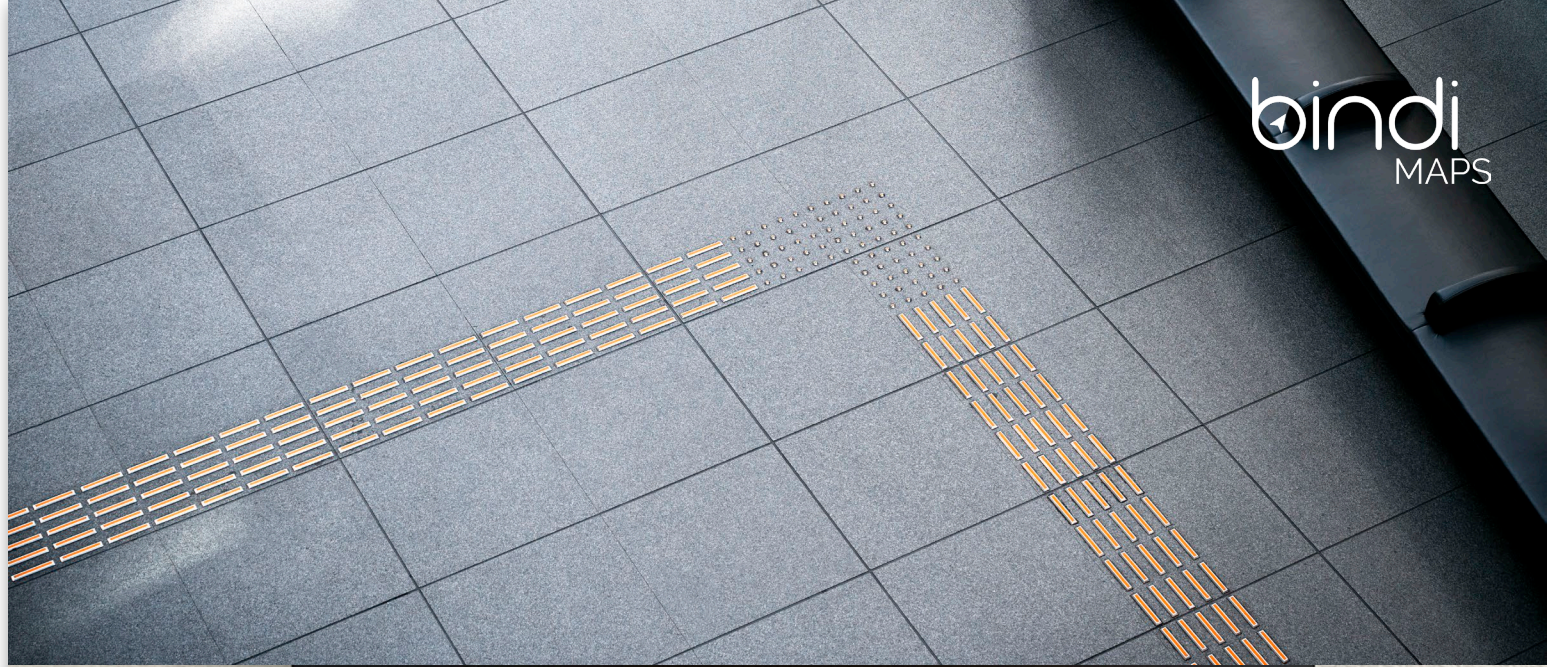**bindi** MAPS

Signage

Colour Coding

Landmarks

Maps

Accessible Wayfinding

- The Building Code stipulates 'Accessible Wayfinding' to include Braille labels and tactile to assist people who are blind or low vision.

Our definition of 'Accessible Wayfinding' is too limited

Situational Disabilities

- Navigating an airport, sleep deprived from a long overhaul flight.

- Navigating a Hospital, stressed about an upcoming appointment.

- Navigating a new office, anxious about the 1st day of a new job.

Temporary Disabilities

- Navigating indoors with a temporary injury.

- Navigating indoors whilst being in pain.

- Navigating indoors whilst on medication

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Permanent Disabilities

- 18% of Australians have a disability.

- This number is only going to increase with an ageing population

Wayfinding in the workplace: Storytime with Kelly Schulz

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Wayfinding technology can play a transformative role in making spaces more accessible

Navigation & Technology Survey

- Global survey with a sample of more than 1400.

- Designed to identify the smartphone behaviours of people with a vision impairment while navigating.

- How popular are navigation apps? Which ones, how often and when are they used?

95%

of smartphone users with a vision impairment use a navigation app

Navigation apps are used in a variety of environments

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88% of smartphone users with a vision impairment have used a navigation app outdoors

82% of smartphone users with a vision impairment have used a navigation app indoors

82% of smartphone users with a vision impairment have used a navigation app on public transport

When do people with a vision impairment most commonly use a navigation app?

Using the chat, what do you think was the most popular response?

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A) Where you are

B) Where you want to go

C) How to get there

D) Know you have arrived
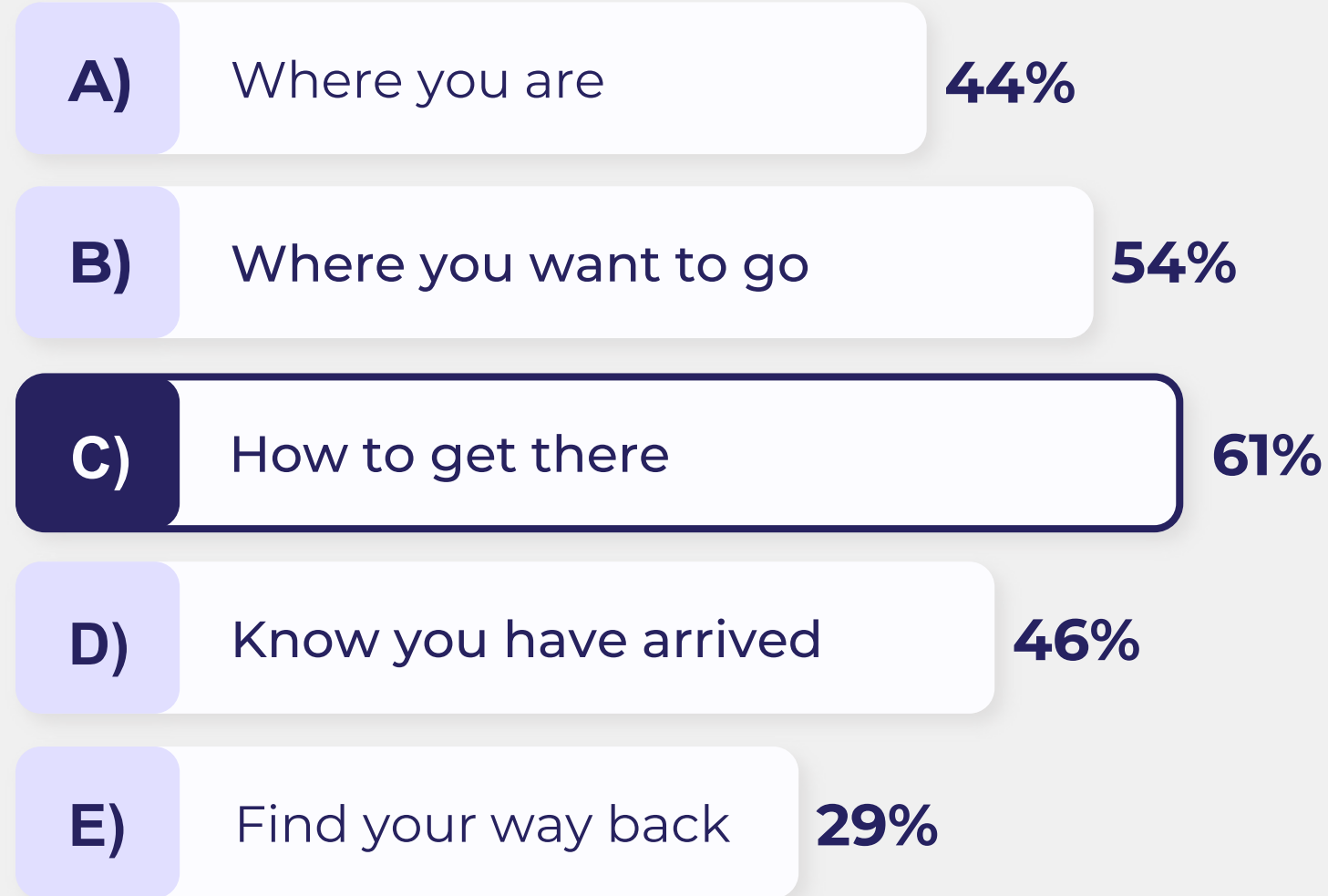
E) Find your way back

When do people with a vision impairment most commonly use a navigation app?

Using the chat, what do you think was the most popular response?

A) Where you are — **44%**

B) Where you want to go — **54%**

C) How to get there — **61%**

D) Know you have arrived — **46%**

E) Find your way back — **29%**

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Knowing where to go and how to get there are unique to navigation apps

Never about us
Without us

BindiMaps product suite
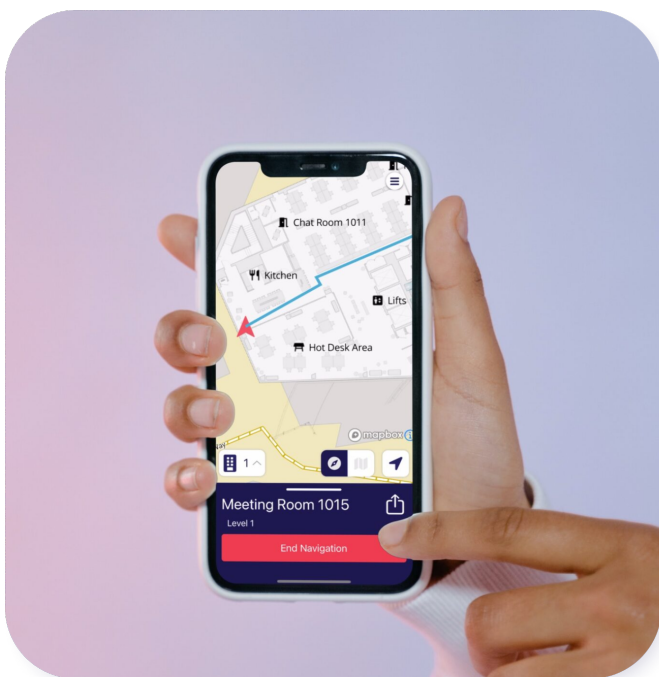
BindiMaps App

BindiMaps Kiosk

BindiWeb

The BindiMaps Approach to Accessible Wayfinding

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Dynamic content: Location content is accurate and quick to update

Personalised Guidance: Customise navigation and direction preferences

Meticulous Mapping: Extensive coverage ensures locations are representative and accessible.

User-centric design: Features prioritise user needs and key wayfinding principles.

Who are our customers?

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NSW GOVERNMENT

QIC

mirvac

ST VINCENT'S HOSPITAL SYDNEY

VICINITY CENTRES

lendlease

EY

Sunshine Coast Airport

KONE

BUNNINGS warehouse

MELBOURNE SPORTS CENTRES

bud Budapest Airport

Brookfield Properties

ISPT SUPER PROPERTY

Peter Mac Peter MacCallum Cancer Centre Victoria Australia

yarra trams

GPT The GPT Group

Charter Hall

KPMG

TREASURY WINE ESTATES

Case Study:
Enhancing workplace accessibility for a major hardware retailer

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Enhancing workplace accessibility for a major hardware retailer

- The national office of a hardware retail giant was relocating to a brand-new office building.

- Their objectives were to enhance the accessibility of their new office, hire more people with disabilities and optimise wayfinding for current and future employees.

Enhancing workplace accessibility for a major hardware retailer

- BindiMaps was installed across 5 office floors, encompassing over 50 meeting rooms.

- Integrated into the staff onboarding process and listed as a key accessibility feature in job advertisements.

- Employees, visitors, and contractors use the BindiMaps app every day, with hundreds of individual sessions.

For people who potentially never thought they could work at the National Office, (BindiMaps) enables them to come into the office and navigate their way around our building confidently"- Head of Diversity & Inclusion

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Thank you!

Get in touch

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Scan to receive an exclusive white paper on Accessible Wayfinding