

# WAYFINDING SYSTEM

## GROCERY STORE



LOW VISION SHOPPERS



SIGHT



TASTE



SOUND



SCENT



TOUCH

# ALL 5 SENSES

- Disability Organization (CNIB)
- ADDA
- Human Right
- Grocery Stores (Grocery store planners)
- Arido (Interior Designers)
- DAA (Architects)

## Practice Communities

Aging Population

Visually Impaired Shoppers

## User Group

Service Providers

Grocery Stores

Architects

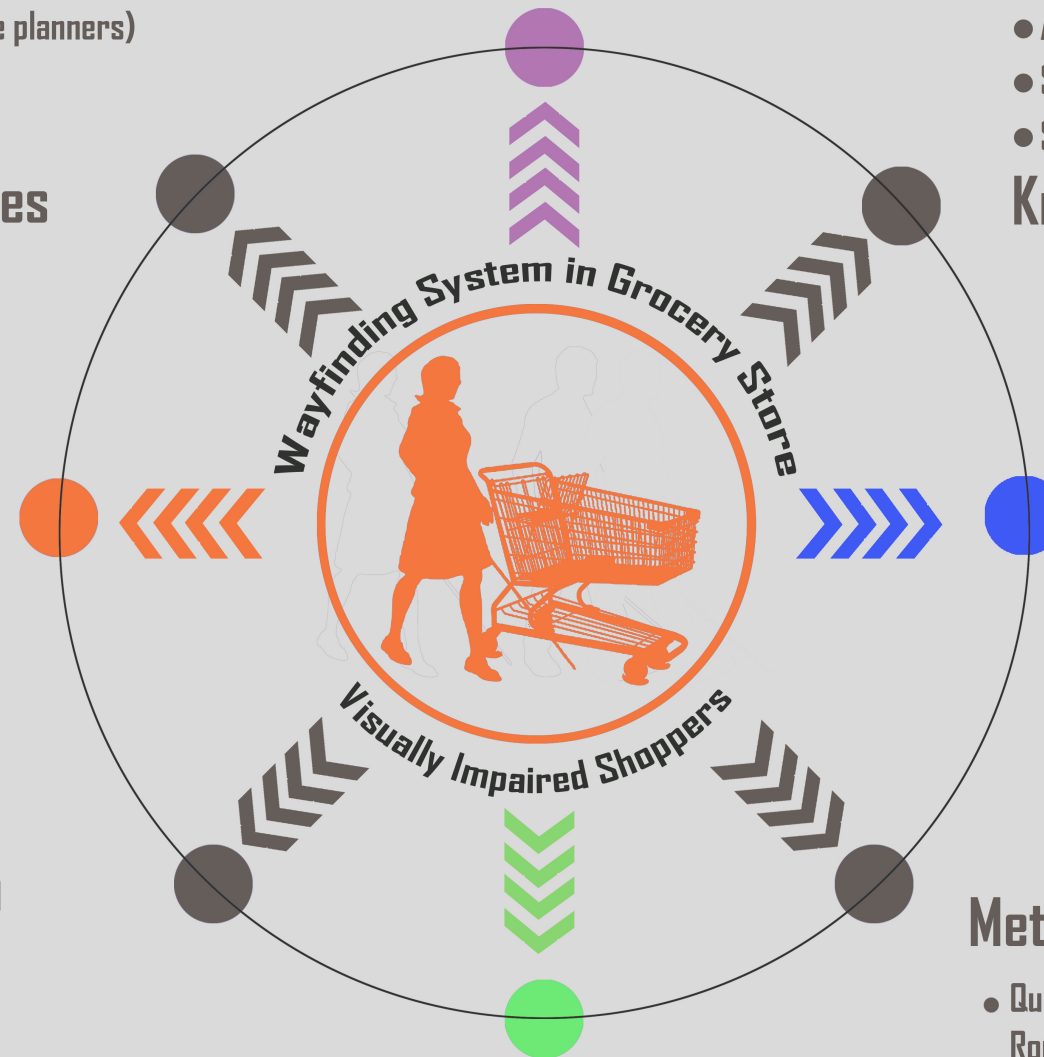
Interior Designers

## Research Approach

- Literature Review
- Delphi Study
  - Round 1(Data Collection)
  - Analysis
  - Design
  - Round 2(Data collection)
  - Analysis
  - Final Design

Unable to Find The Needed Shelf Easily  
Unable to Find The Needed Section Easily  
Unable to Find The Centre Zone Easily

## Problem



- Wayfinding Standards and Technology
- Aging Population and Shopper`s Behavior
- Science of Shopping in Grocery Stores
- Science of Vision Impairment

## Knowledge Domain

## Related Discipline

- Visual Art
  - Architectural Design
  - Interior Design
- Social Science
  - Disability studies
- Economics
  - Inclusion/Digital Inclusion
- Psychology
  - Cognitive Psychology
  - Perception Psychology
- Formal Science
  - HCI
  - Design (Design Thinking)
  - Human Factors
- Built Environment
  - Architecture
  - Interior Design
  - Accessibility
  - Wayfinding

## Methods

- Quantitative
  - Round 1 (Survey Questions)
  - Round 2 (Detailed Survey)
- Qualitative
  - Unstructured Interviews
  - Informal conversations

## Solution

Design an Innovation Way Finding System  
Design 1, 2, or multi Sensory Environment  
Apply Wayfinding Cues  
Adjust the Current Shelving System