



World Information Architecture Day 04 March 2023

34 locations. 22 countries. 5 continents.

#WAYFINDING

#WIAD23

#ORIENTATION

#worldiaday



WORLD IA DAY 2023
LOCAL CONNECTIONS. GLOBAL IMPACT.

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ABCD theory and successful journeys

Alastair Somerville
Zurich 2023



ABCD

Using human-centered design for better wayfinding



Alastair

@acuity_design

a.somerville@acuity.
design



ABCD framework

What I do



Imperial War Museum



Cliffords Tower



VR Goggles



VR Pod



Perspectives



Transcendence

How people perceive their own journeys

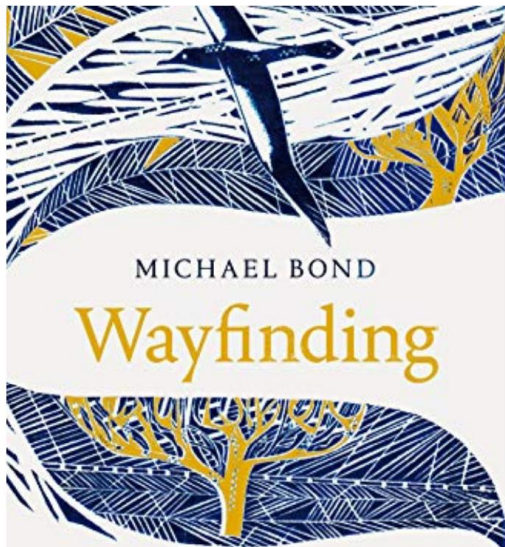
In

Physical places

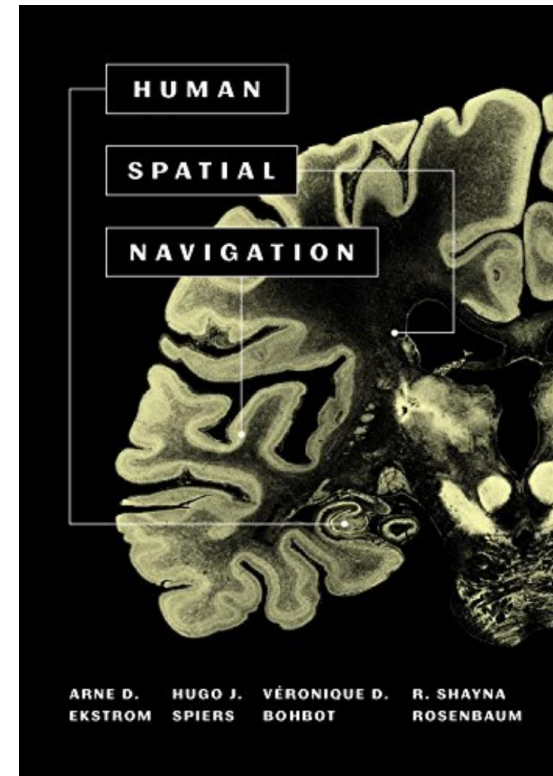
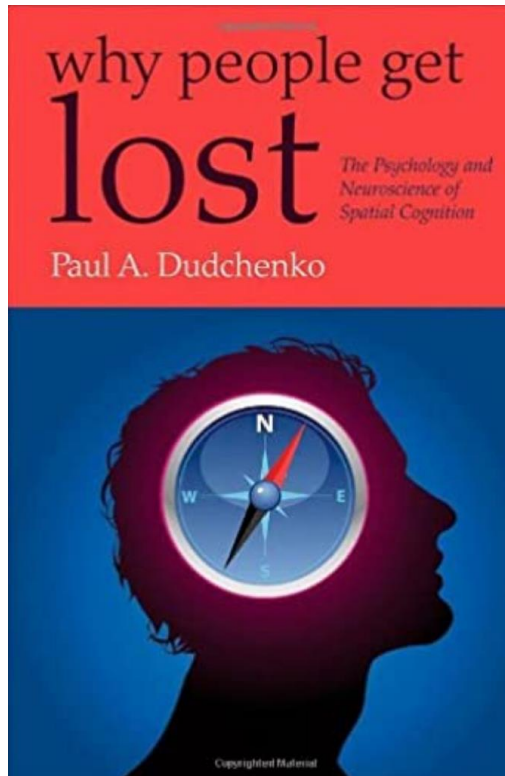
Digital spaces

Project journeys

Human centered design perspective



Books



Direction

Centered

Boundaries

Alignment

D

C

B

A

The Muppet Show





Direction



Alastair Somerville

@acuity_design

Centered



Alastair Somerville

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Boundaries



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Alignment



A



C



ABCD Framework

B



D





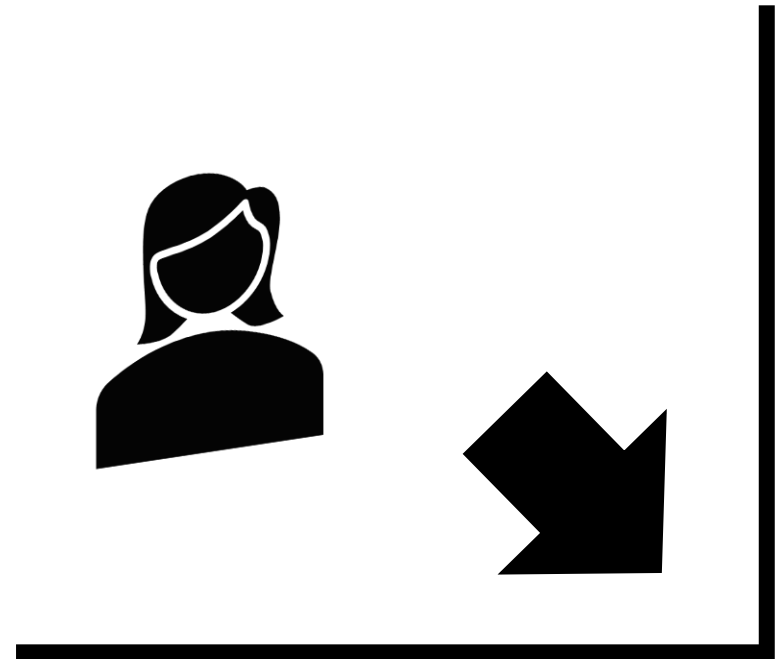
Alignment

Alignment



Face
Cells

Alignment



Guide people
before they move

Misorientation



Arriving

Google Streetview 2022

Not misorientation



Google

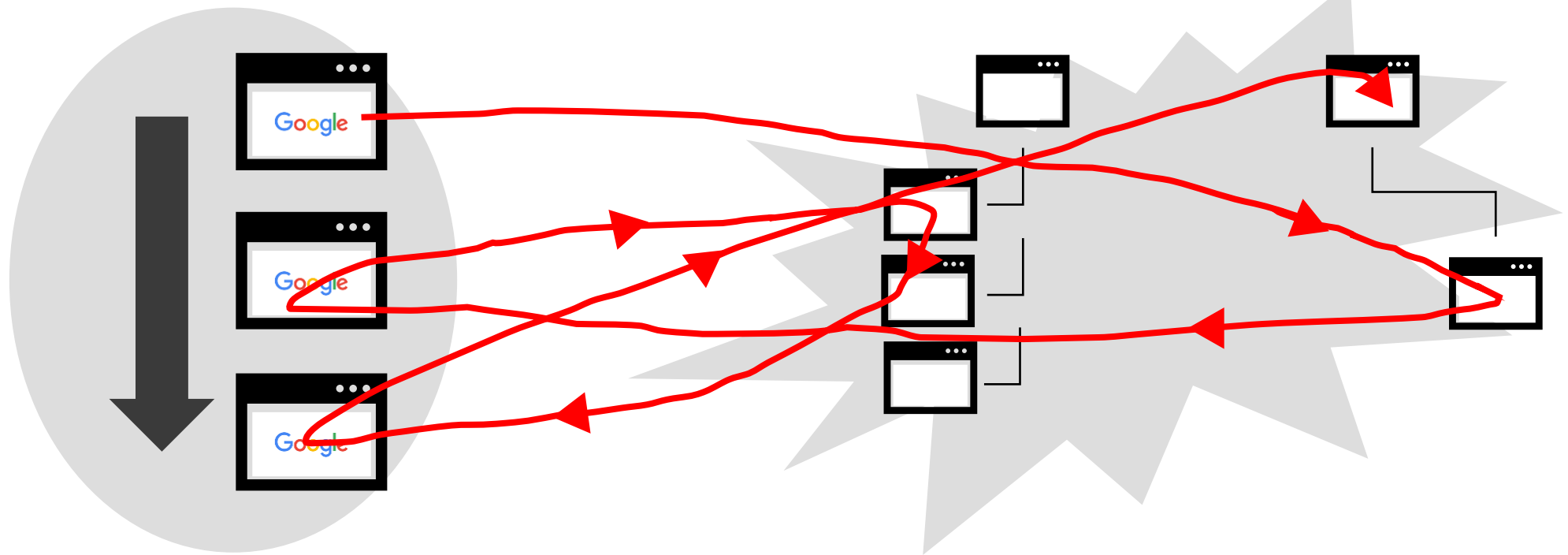
Search bar with magnifying glass icon, microphone icon, and camera icon.

Google Search

I'm Feeling Lucky

Searching

Emma Chittenden
@emchi



The locus of user intent is external to your perceived space

**You are lost
the user is not**

Show people which
way they are pointing

Big arrows work

Know where people
are placing
themselves



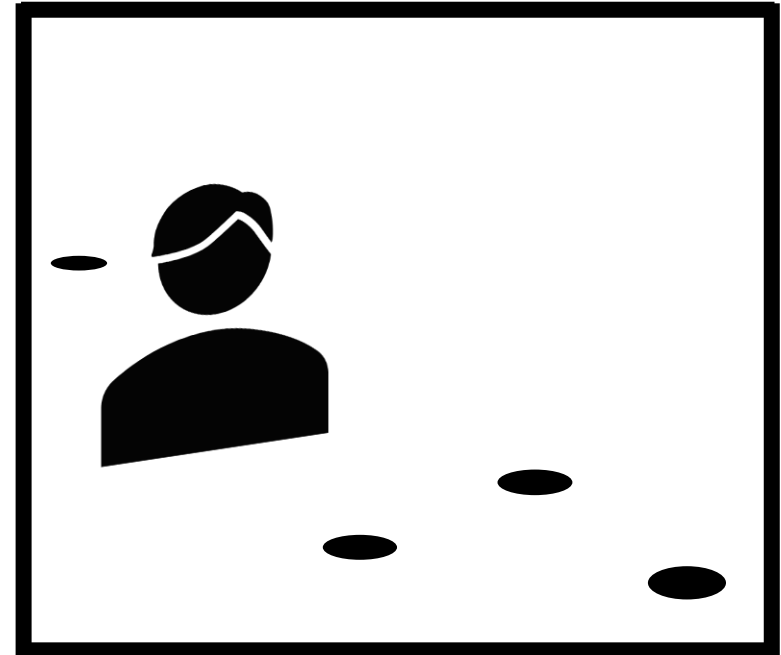
Boundaries

Boundaries



Place
Cells

Boundaries



Disorientation

Doomscrolling



What's happening?



Meet



Eurogamer  @eurogamer ·

New York Times pulls Wordle answer due to "major recent news event"
eurogamer.net/new-york-times...



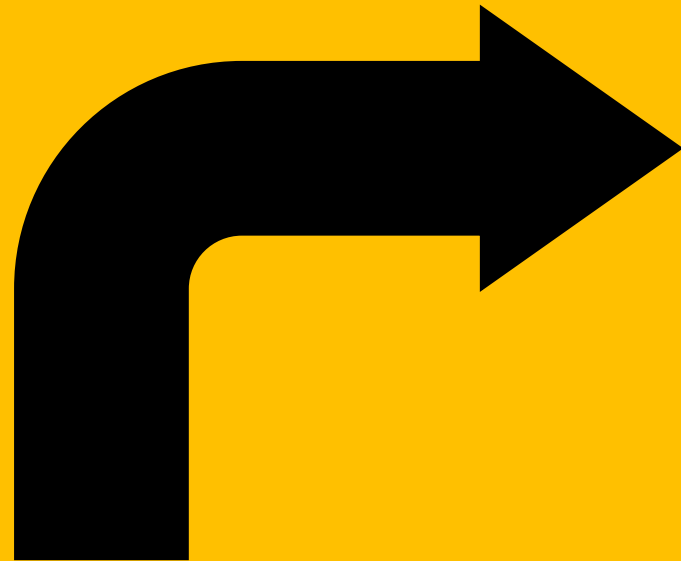
Provide recognisable
landmarks and edges

Headers and footers matter

Where do people go
when lost?

Boundaries

DETOUR



Being Lost



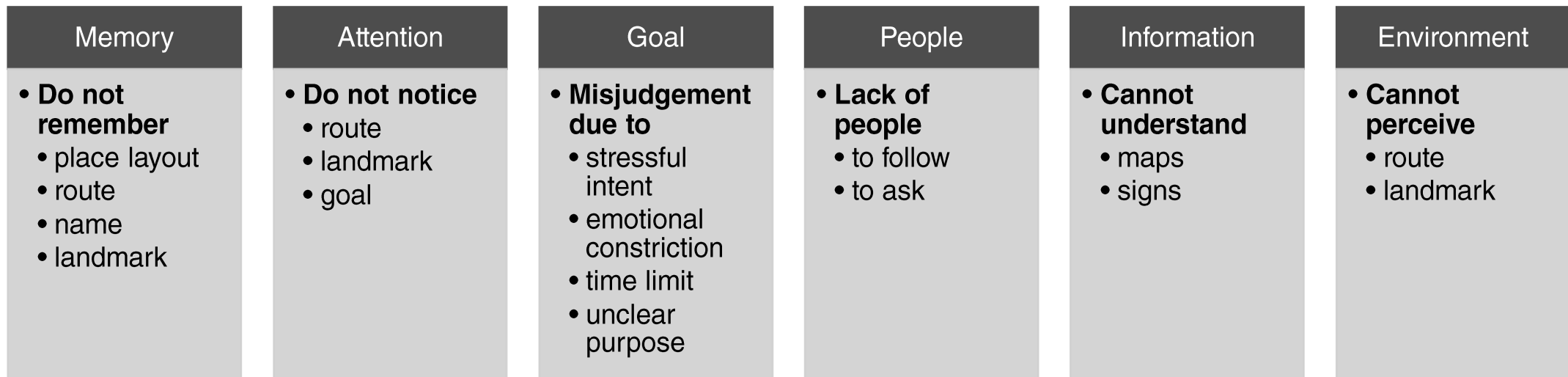
Waylosing

J.C. Jeffrey

Associate Professor of Wayfinding and Inclusive Design



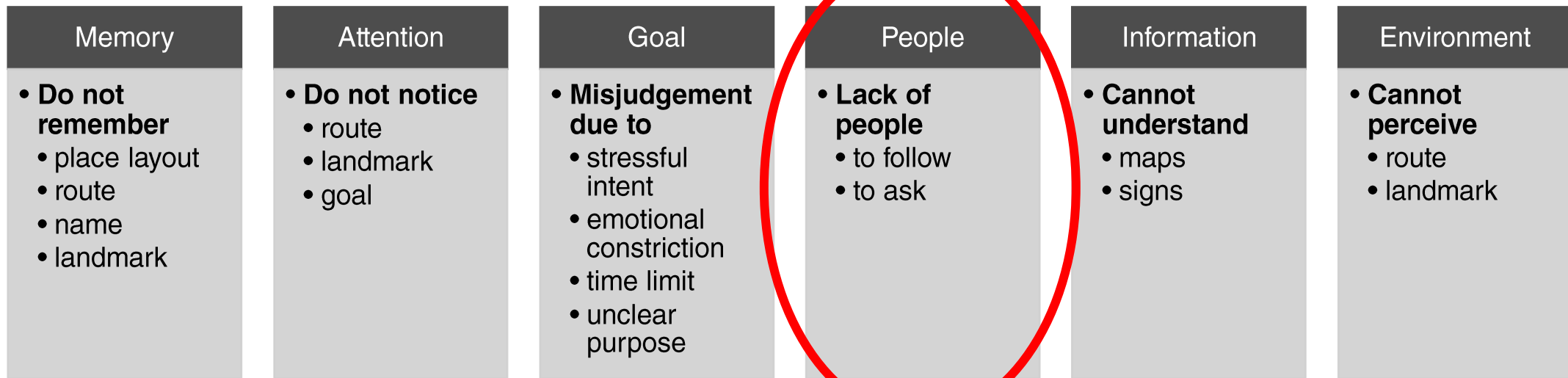
MAGPIE model of Waylosing



J.C. Jeffrey (2020)



MAGPIE model of Waylosing



J.C. Jeffrey (2020)



Visceral, emotional experience



Emotion constricts
cognition



“I felt a violent impulse to
rush headlong in any
direction..”

Primo Levi



Moving forward as a problem



Loss of orientation



Misorientation

Disorientation



Misorientation

I don't know where I am

Disorientation



Misorientation

*I don't **know** where I am*

Disorientation

*I can't **tell** where I am*



Being lost

- 1) Bias to moving forward
- 2) Seeking any orientation



On Not Getting Lost





City



Jungle



Stop

Sit down

Gather your
thoughts

Gordon Snow

Pay attention

Stop

Go Back

F. Spencer Chapman



A personal example



Lost at sea



Helping lost people



1) For movement bias



Just Stop



2) For orientation loss



Clarity and alignment



Signs and landmarks



Show '*go back*' path



Being lost



Understand what
happens when lost



Provide help when
lost





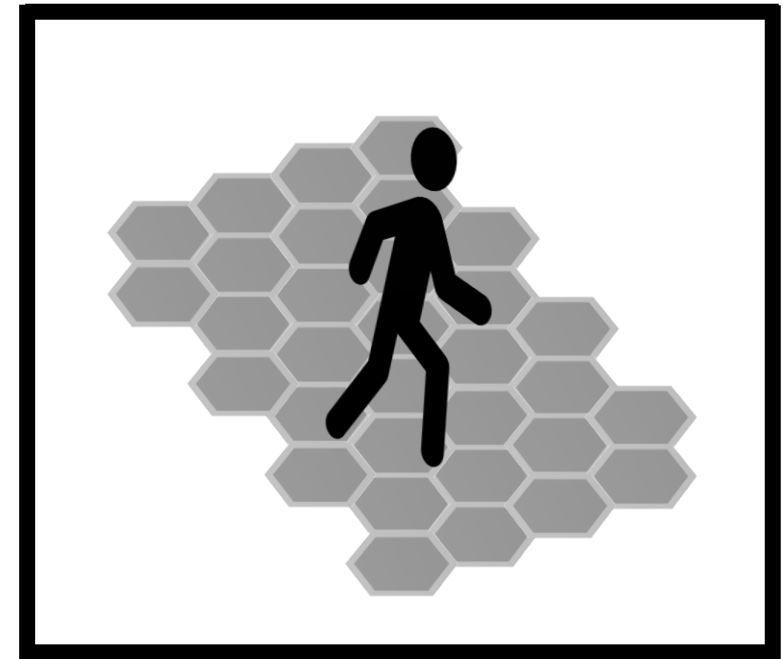
Centered

Centered

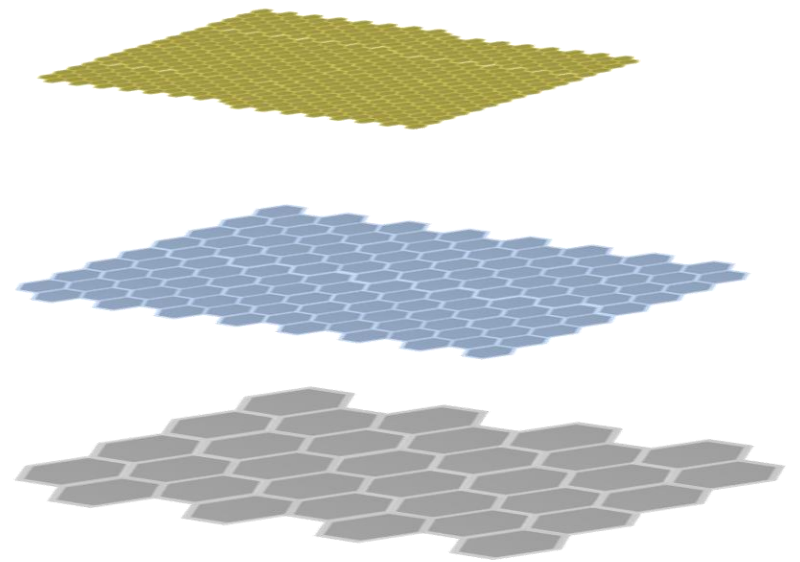


Grid
Cells

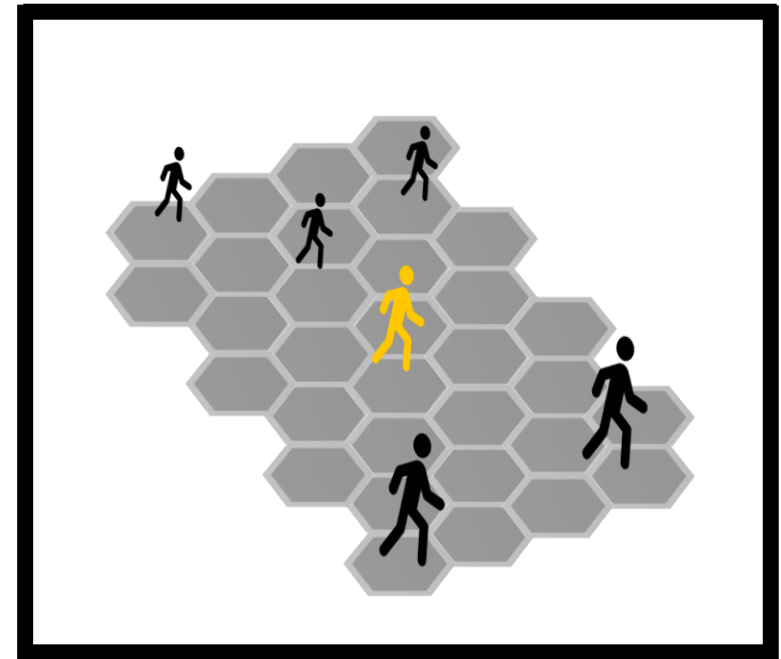
Person Centered



Multiform Tessellation



People Centered



Observe actual
journeys not maps

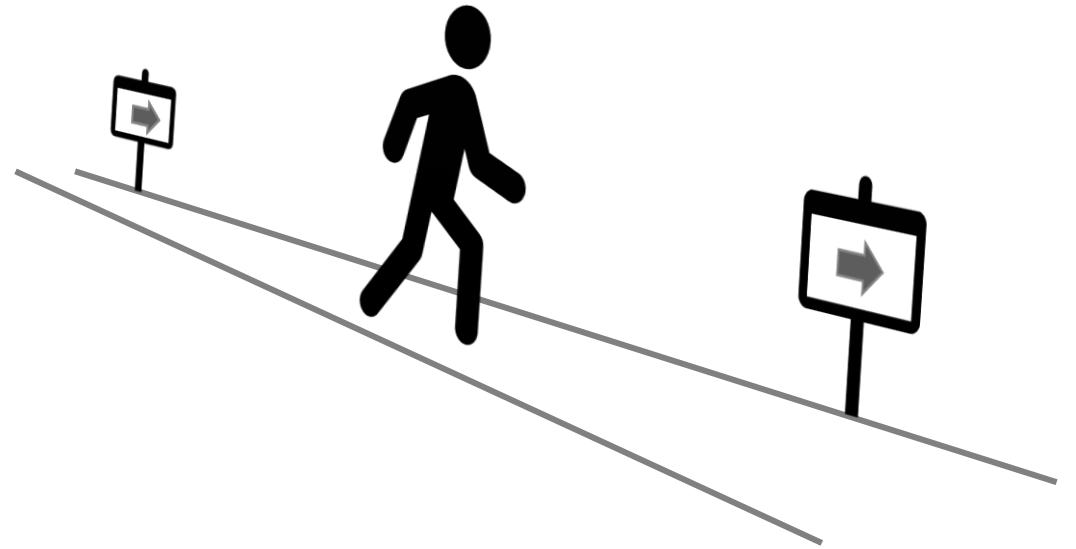
Watch for information
stream switching

Watch for people
watching & copying



Direction

Direction



Guide people as
they move

Provide perceivable,
comprehensible signs

Be human-centered

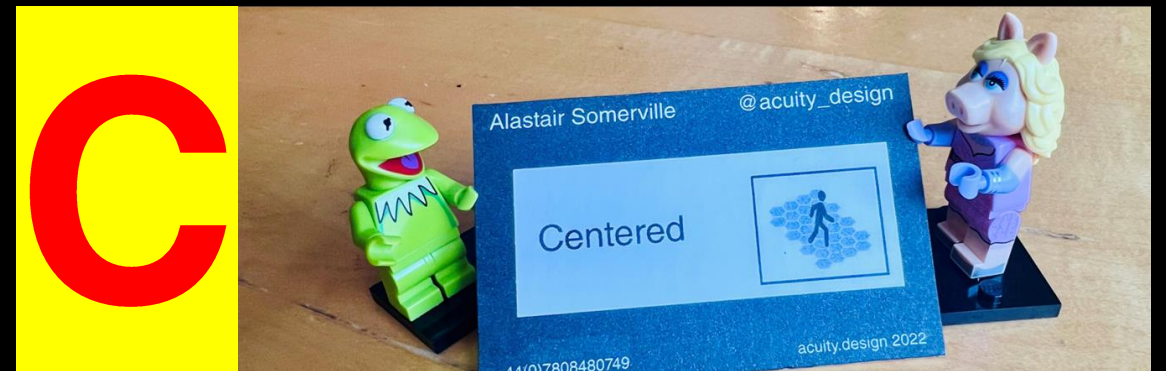
Successful Journeys



ABCD Framework



Humans matter



Before

During



Moving changes
meaning

A



C



Before

During



B



D



Wayfinding and Orientation

Help user achieve
their intent

Increase anticipation
Decrease anxiety

**Avoid
Misorientation
Disorientation**

Observe & research

Be explicit

Be clear

Enable stopping

Offer safety

**Global WIAD
workshop on 9th
March to explore
ABCD in practice and
in context**



Thank you

Happy to answer questions



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