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

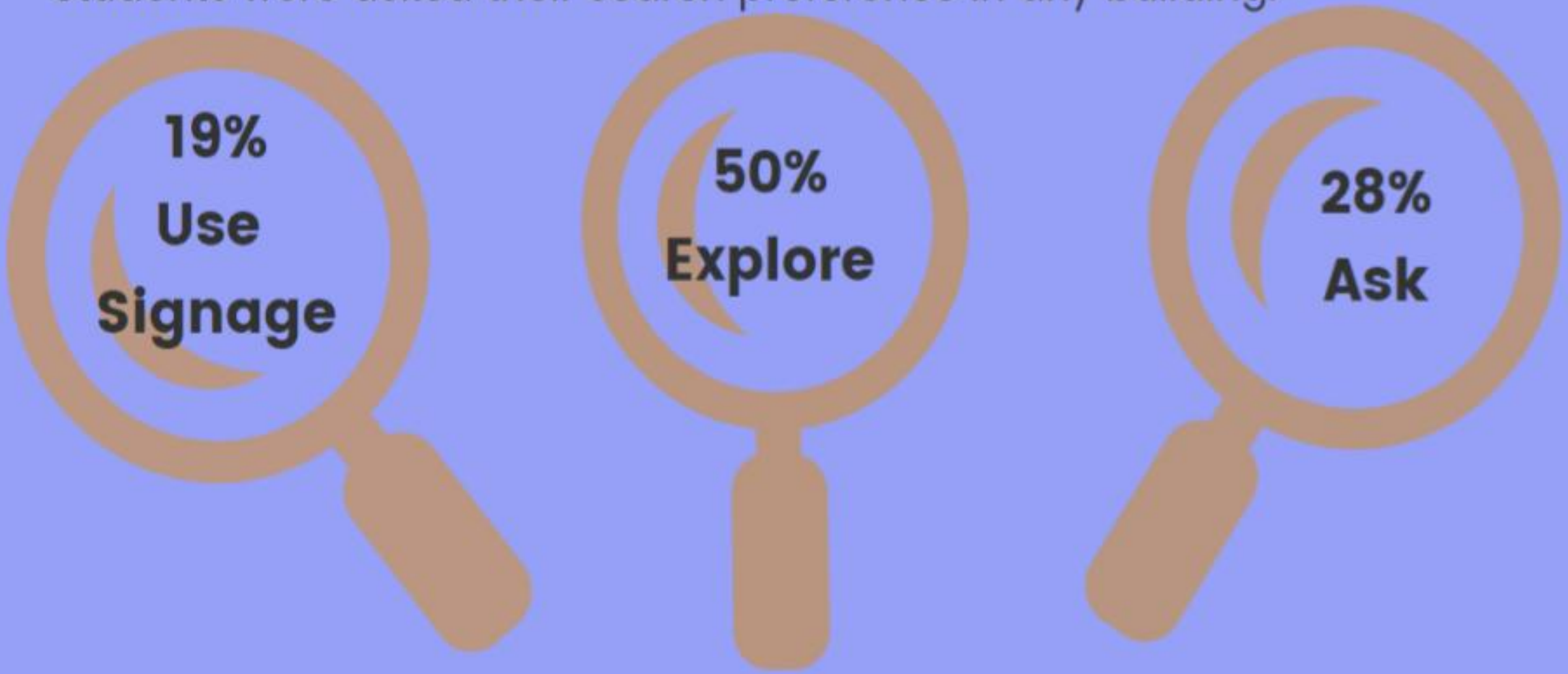
Pre and Post Survey

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.



Easy to Find

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

50%

of resources with signage were considered easy

47%

say easy due to signage or in plain sight

1.5%

say check-in was easy: 2 of 13

71%

say check-out was easy: 10 of 14

Hard to Find

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

44%

says hard due to lack of signage

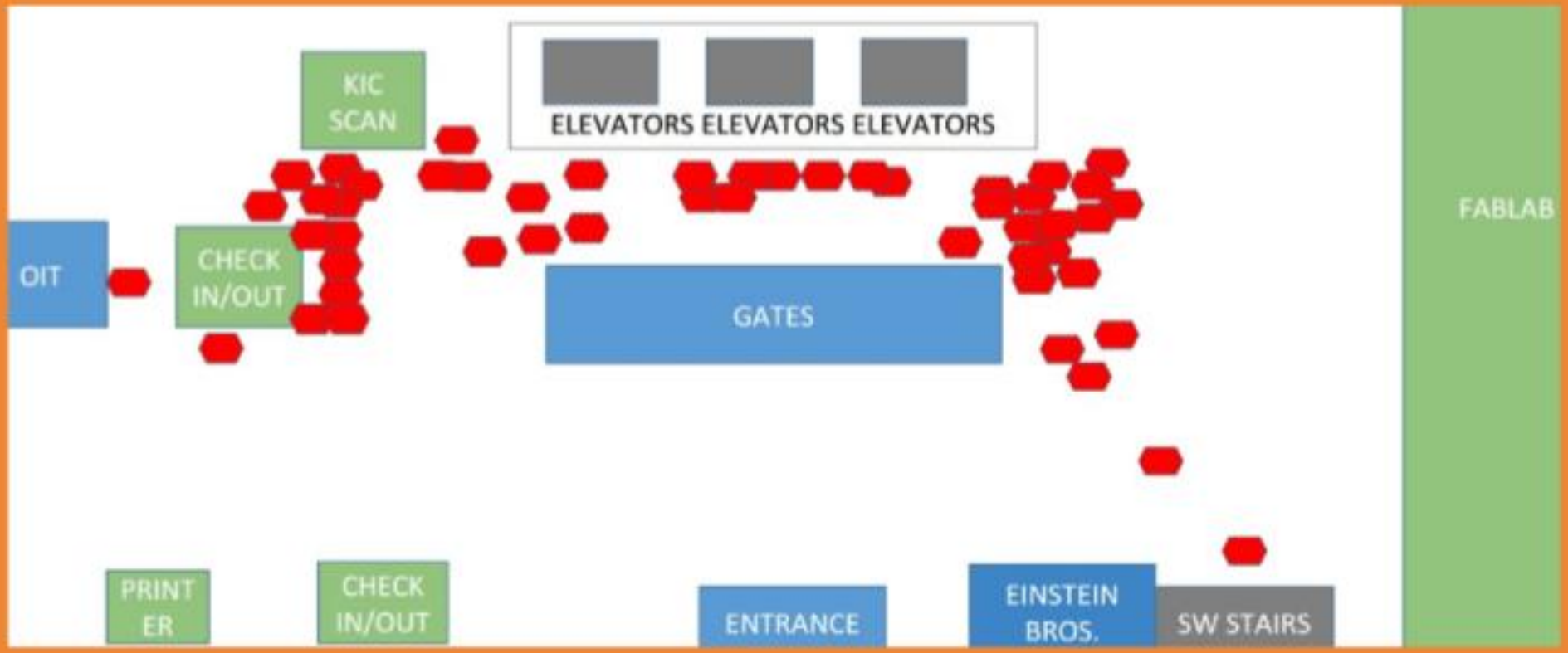
no signs or maps

had to check the directory only available on the 1st fl

check-in sign says check-out. thought it was different

"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)