

Wayfinding design

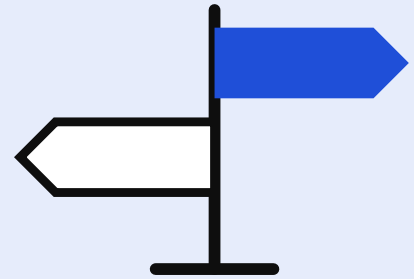
Designs what helps people orient themselves and find their way in a place: signs, maps, architecture, sounds, and textures.

In Spanish

Señalética y wayfinding

Origin

Lynch (1960); Passini (1984); Arthur and Passini (1992)



What problem it addresses

Getting lost in a hospital, a station, or a campus causes stress and delays, and more signs do not always fix it.

Principles

Knowing where I am

Recognizable landmarks.

Deciding which way

Information right where a choice has to be made.

Not just signs

Architecture, light, sound, and touch also help people orient themselves.

Applications in design

✓ Use it like this

Place information at the points where people have to decide.

✗ Avoid

Filling the place with signs that compete with each other.

👁 Don't fall for it

Think of people who do not see well or do not read the language: add pictograms, sound, or relief.

Connections

Builds on

Mental model

Related to

Service environment design

Exhibition design

Interior design

Spatial design

Inclusive design

Authors and works

1960	Kevin Lynch	Used the term when studying how people form a mental image of the city with paths, edges, districts, nodes, and landmarks.
1984	Romedi Passini	Extended wayfinding to signage, graphic communication, and audible and tactile aids.
1992	Paul Arthur and Romedi Passini	Explained why people get lost and how to design orientation with architecture, graphics, and communication.

Sources

Original sources

- Lynch, K. (1960). The image of the city. MIT Press.
- Passini, R. (1984). Wayfinding in architecture. Van Nostrand Reinhold.
- Arthur, P., & Passini, R. (1992). Wayfinding: People, signs, and architecture. McGraw-Hill.

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