

# The Importance of Wayfinding Signage and How it Works

## Case Study

Wayfinding is more than just signage —it's a system that helps people navigate spaces with ease. Whether in hospitals, airports, shopping centres, universities, or public spaces, effective wayfinding ensures visitors:

- Know where they are.
- Find their destination.
- Take the best route.
- Feel confident when they arrive.



### How It Works

Wayfinding integrates signage, landmarks, digital tools, and accessibility features to create an intuitive navigation experience. A well-designed system includes:

- Pre-Arrival Information – Maps & digital guides
- Place Identity – Recognisable landmarks
- Assistance Technology – Kiosks & QR codes
- Information Centres – Help desks & directories
- Signage – Directional, regulatory & safety signs

### Real-World Impact

The Gold Coast University Hospital in Queensland implemented interactive wayfinding kiosks to assist visitors in navigating its extensive campus. This initiative significantly improved patient experiences, particularly for elderly visitors, by reducing confusion and making navigation effortless.

At Outsource Resource, we help procure and deliver tailored and unique wayfinding solutions that connect location with experience.

**Need a smarter wayfinding system?**

**Contact us today!**

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