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The design and application of wayfinding in physically and virtual immersive environnments

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ABSTRACT

The focus of this research paper is on the relationship between wayfinding and interactive, immersive environments. Wayfinding systems inherently exist to assist people on a journey to a desired destination. Interactive immersive environments have introduced a new paradigm, in which users are becoming active participants within both physical and virtual environments. The merging of wayfinding with immersive environments could thus present potential to propel wayfinding to a new level. The effectiveness and applications of wayfinding systems within three immersive environments is therefore determined by looking at the design of informational wayfinding, the ease of navigability within immersive environments and the adaptation and use of wayfinding techniques within four case studies. The three immersive environments chosen to be examined within this paper are: physically immersive environments, digital physically immersive environments and virtual immersive environments. These environments are represented by four case studies which include Menlyn Park Shopping Centre's newly updated wayfinding system, *Find Your Way Essex,* a virtual wayfinding mobile application, *StreetMuseum: Museum of London* a purely digital mobile application and *Honeywell - Virtual Museum Tour,* a virtual wayfinding experience that relies fully on the *GoogleCardboard* device.