

W3 Inspiration

Michelle:

- Disability
 - Pre-navigation (of medical journey)
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Lazarillo App

Digital “guide dog” app in Chile, for those with visual impairments.

- Uses wifi & data
 - Recognizes businesses & ATMs passed on the way
 - Translated into 20 languages
 - Free for users
Organisations pay fee to include their property into Lazarillo map + install Bluetooth beacons
 - “There are other apps out there, but none that offer the turn-by-turn directions inside buildings like Lazarillo,” Development team “manually maps out places like hospitals & college campuses with enough detail to allow app users to locate bathrooms or classrooms”
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Wayfind: Disability Tech + Costs

2020

- “Highlighted the inability of many applications to provide navigation seamlessly from indoor to outdoor”
 - Current travel apps & technologies tend to fail addressing unique travel needs of deaf-blind population
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Wayfind: Disability _ Cognitive, Visual & Cultural

2014

Wayfinding in Healthcare Facilities: Contributions from Environmental Psychology

- Multi-level buildings face difficulty “unless such design features as a central atrium make a visual reference between floors possible”
- For those with dementia, repetitive elements and information clutter negatively affected orientation.
- Older adults rely more on wayfinding cues with impact/salience (e.g. large colourful logos) than YA.

Accessible Wayfinding Design Example

<https://www.maynard-design.com/project/aotea-centre-signage-and-wayfinding/>



Figure 1. Aotea Centre (Maynard Design _ English, Maori, Braille, Spatial Map)

Patients Expect High-Quality Info for Family upon Arrival

What do patients really want? An in-depth examination of patient experience in four Australian hospitals

2019 / Jan.

30 patients from public & private hospitals

<https://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-019-3881-z>

“Clear expectation among patients of high-quality information for not only patients, but also family members and carers at arrival and discharge.

... We found that if appropriate and timely information is provided to patients by caring and attentive staff members, this can help empower patients and lead to them feeling more confident about their care and about the shared decision-making process.”

Journey: Arrive Hospital in Labour

<https://www.lamaze.org/Giving-Birth-with-Confidence/GBWC-Post/what-happens-when-you-arrive-at-the-hospital-in-labor-1>

Support person leaves to park car, pregnant patient left at drop off zone

Negative Emotions Improve Wayfinding Ability

The effect of emotions and emotionally laden landmarks on wayfinding

2014. Germany.

“Individuals in a positive mood tend to perceive their environment more globally, thus their information processing is less focused and details are blended out. Negative mood promotes a local focus and more detailed attention (Gasper & Clore, 2002).

... a positive feeling indicates that an object or situation is good for us. A negative feeling on the other hand signals us to be careful and attentive.

... Gray (2001) demonstrated that negative emotional states impair the verbal working memory, but at the same time improve the spatial working memory. For positive emotional states the exact opposite can be observed. It may therefore be assumed that a negative emotional state might lead to improved navigation performance ... A possible explanation for this could be evolutionary benefits. In a negative environment safety becomes a far higher priority and reaching the destination quickly and reliably is key for survival.

Hospital Marketing Videos to Attract & Inform Patients

Creating a Good Marketing Video Can Attract and Inform Patients.

2021 / Jan

<http://web.b.ebscohost.com.ezproxy.aut.ac.nz/ehost/detail/detail?vid=0&sid=792dafa4-c989-444a-a2c9-843077ccae28%40sessionmgr103&bdata=JnNpdGU9ZWlhvc3QtbGl2ZSZzY29wZT1zaXRI#AN=147264528&db=ccm>

- **Patient Stories better than Testimonials**
“Testimonials focus on the surgeon / center... lavish praise about the experience.”
Patient stories like “ ‘I couldn't lift my children in the past, but now I can,’ ” are more compelling.
- **Patients eagerly contact hospital to encourage others to seek help**
- **Filming Ex-Patients at Home rather than Hospital**
“At first, the videographer filmed people at the clinic or hospital. Now, the videographer asks patients if the home or another meaningful place can serve as a filming background, such as the patient on his ranch.”
- **Keyword search differences on Desktop VS Mobile**
Desktop: “type name of problem and try find ... conditions and treatment”
Mobile: speak rather than type, and instead are “looking for a spine surgeon near them”