



Process Documentation

Good Samaritan Shopper

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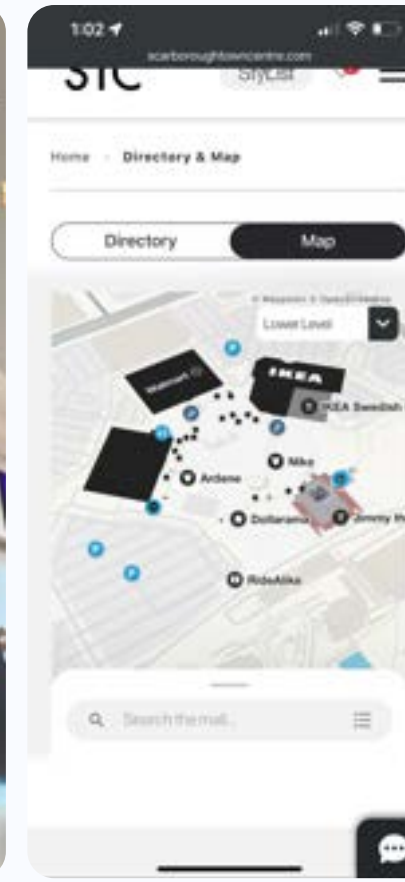
Overview

This project dives into conducting an audit on the wayfinding techniques and accessibility considerations for a public space. For this case study, I will be focusing on evaluating Scarborough Town Centre Mall which is near my place of work.

The Goal of this audit is identify gaps in wayfinding and accessibility at Scarborough Town Centre where a Mobile interface can provide a potential solution



1. Space Audit: Kiosk



Mall Kiosk Interface

- Confusing navigate the digital interface when there is a lot of information on the screen
 - Can be confusing to figure out which floor they are looking at
 - Small text
- The large screen of a Kiosk is quite large and tough to use
 - Touch interface is not very responsive

Kiosk digital interface Nav - Web App

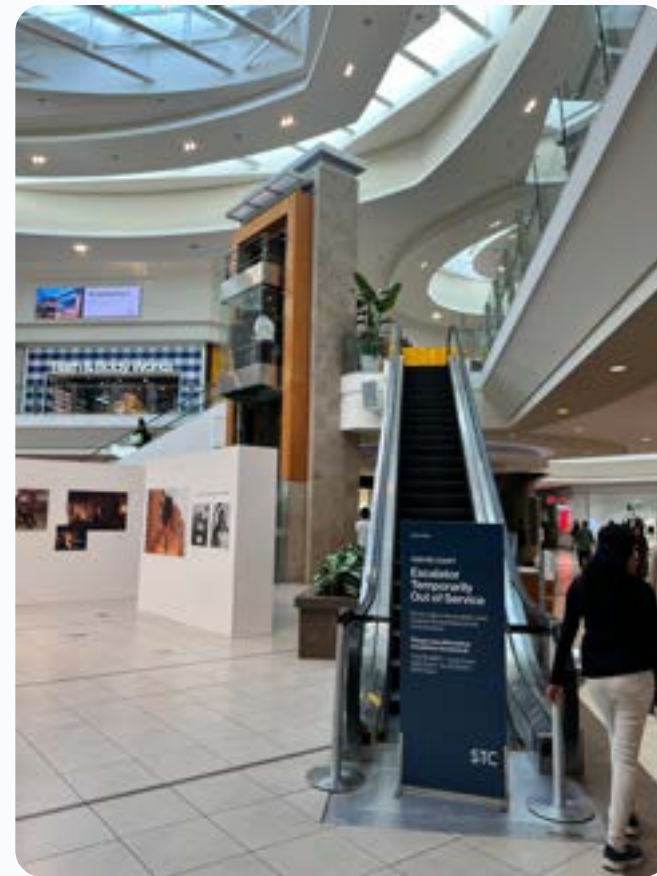
- Web app options
- Navigating the digital map is better than the Kiosk **but not quite built for mobile**
- Interaction with moving from lower level to upper level is not too clear
- Can only access by scanning the QR code on the Kiosk

Kiosk Directed towards Entrances

- Higher traffic areas of the mall should have more Kiosk map navigation in the same place
 - Although there a decent number of kiosk spread out throughout the mall, its inconvenience when a customer has to line up and wait to use the map navigation or walk to another area to use one
- Kiosk are not closer to the entrance areas of the malls. They are all space out a bit further



1. Space Audit: Escalator & Elevator



Escalator - Maintenance

- STC has been known to have their escalators break down, especially the only escalator that goes directly to the food court when you go through one of the main mall entrances
 - Inconvenience to find an alternative escalator or elevator to go up or down the mall to get to the food court
 - Wish there was notification of escalator maintenance before hand

Elevator Accessibility

- Not as many elevators then escalators
- Elevators get especially backed up when escalators near by are not working, so this makes it more challenging for individuals with physical accessibilities to move up and down the mall

Escalator Layout

- Smart to have seating in the escalator area
- You can some areas of the mall with both direction of escalators side by side and other areas where they are apart
- Certain areas also have the elevators beside it
- They should have more alternate methods of going up and down the mall in these main intersection areas of the mall



1. Space Audit: Wayfinding Signage



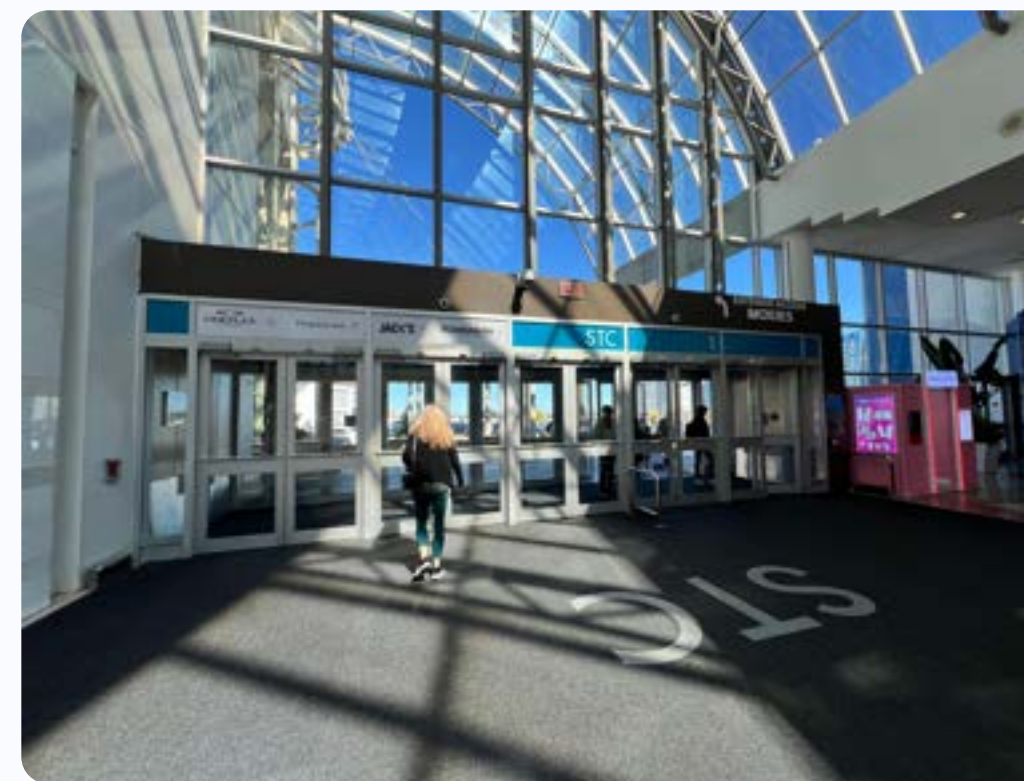
Navigation to Stores

- Wayfinding signs may be tough to see especially for people with visual impairment
- Some of the signs lighting is poor
- Signage for stores only emphasize main stores in key mall intersections and does that show other stores
- It would help to also show the distance these stores are from the person's location. Wayfinding signs can be misleading



Parking Signage

- Is there a better way to help customers to see what is the best entrance to park at to find the stores that they want to go to or stores that match the items that they want to buy.
- There are so many difference entrances and exits to this mall that it is confusing to know what leads to where for most of them
- What is the right place to Park?



Entrance/ Exit Signage

- Due to how the paths are shaped in the mall leading to the exit, it can be tough to navigate where the exit leads to
 - More clear and pronounced signage of this information



Washroom Signage

- Washroom signs have an inconsistent aesthetics that may make it hard for people to find
- Other than the food court washroom, some of these washroom are not located in key intersections or very central areas of the mall
- Can there be a way to better navigate to the nearest washroom when required

2. User Persona



Margaret "Marg" Lee

Age: 72

Occupation: Retired elementary school teacher

Residence: Lives alone in a nearby Scarborough condo (10 minutes away by bus)



Jayden Tran

Age: 16

Occupation: High school student (Grade 11, attends school in Scarborough)

Residence: Lives 15–20 minutes away by TTC bus



Aisha Khan

Age: 32

Occupation: Marketing coordinator (hybrid work schedule)

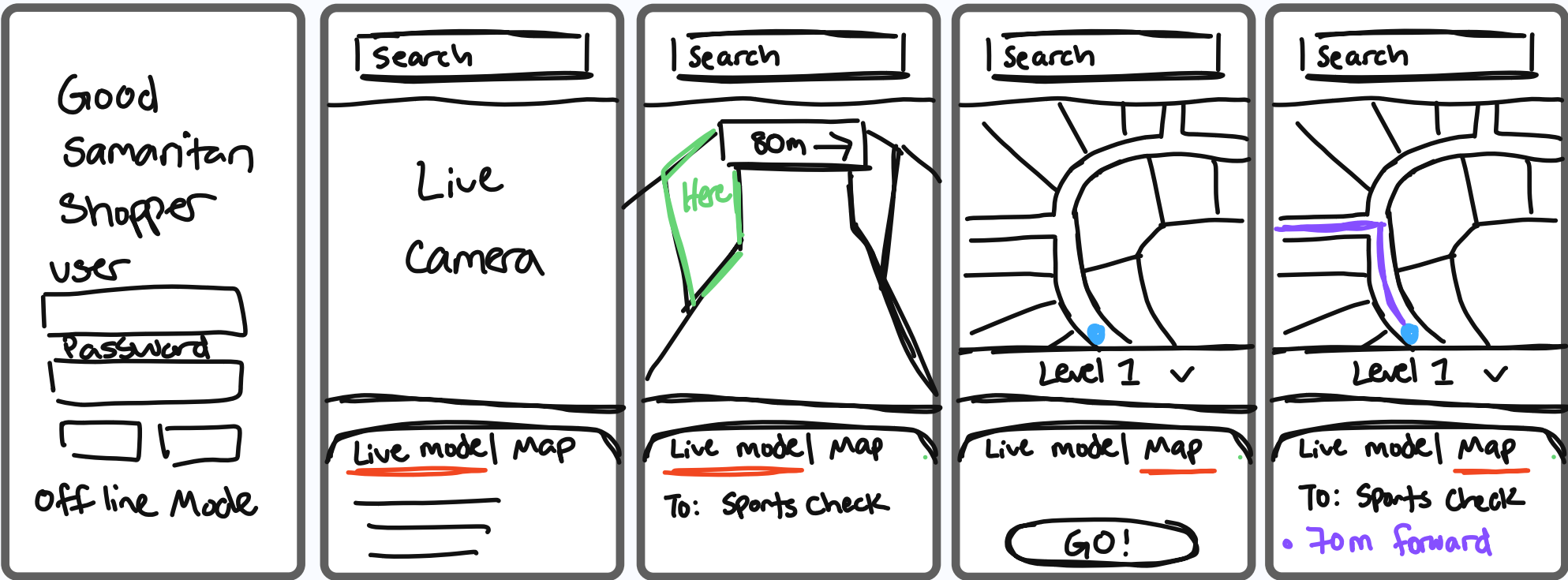
Residence: Lives in Scarborough, 15 minutes away by car

Family: Married, two children — ages 5 (kindergarten) and 2 (toddler)

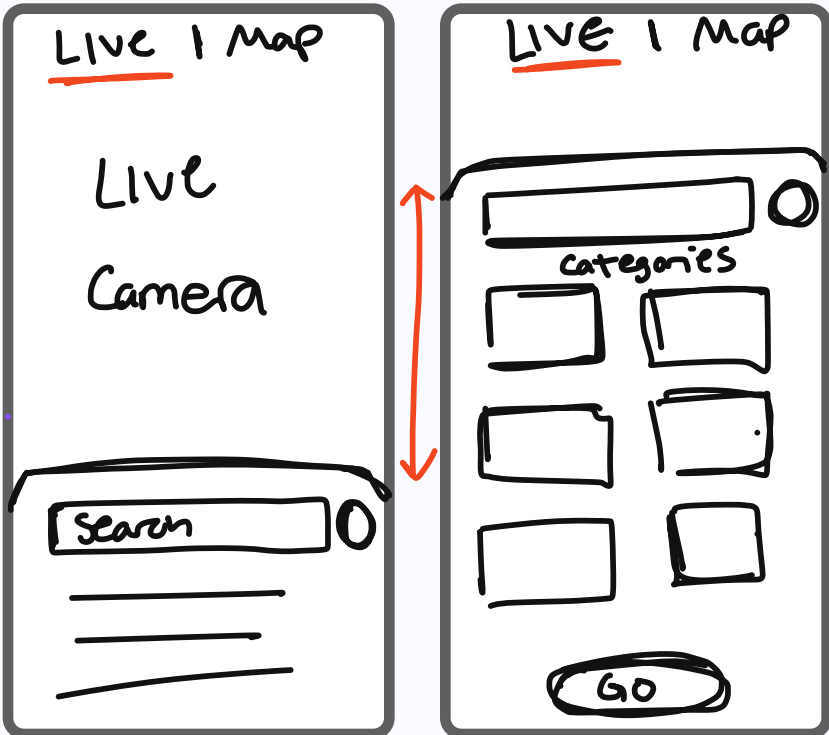


3. Ideations: Sketches

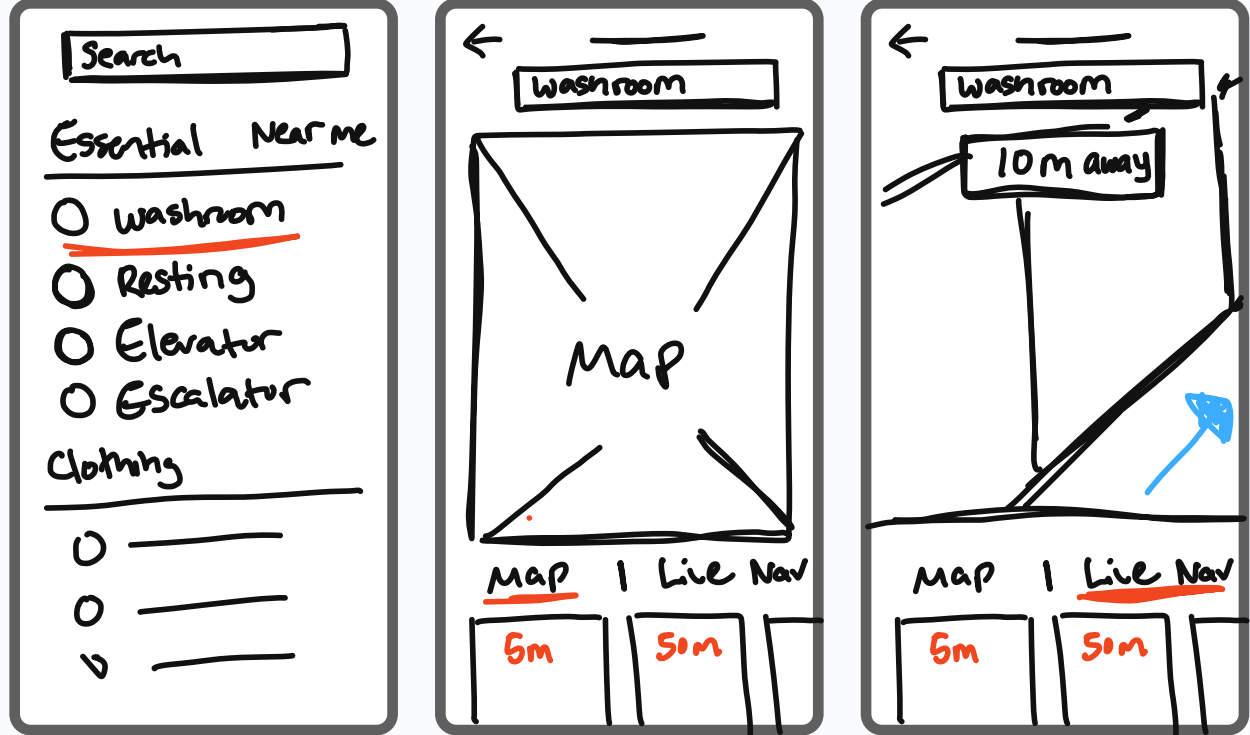
1. Main live camera To map view



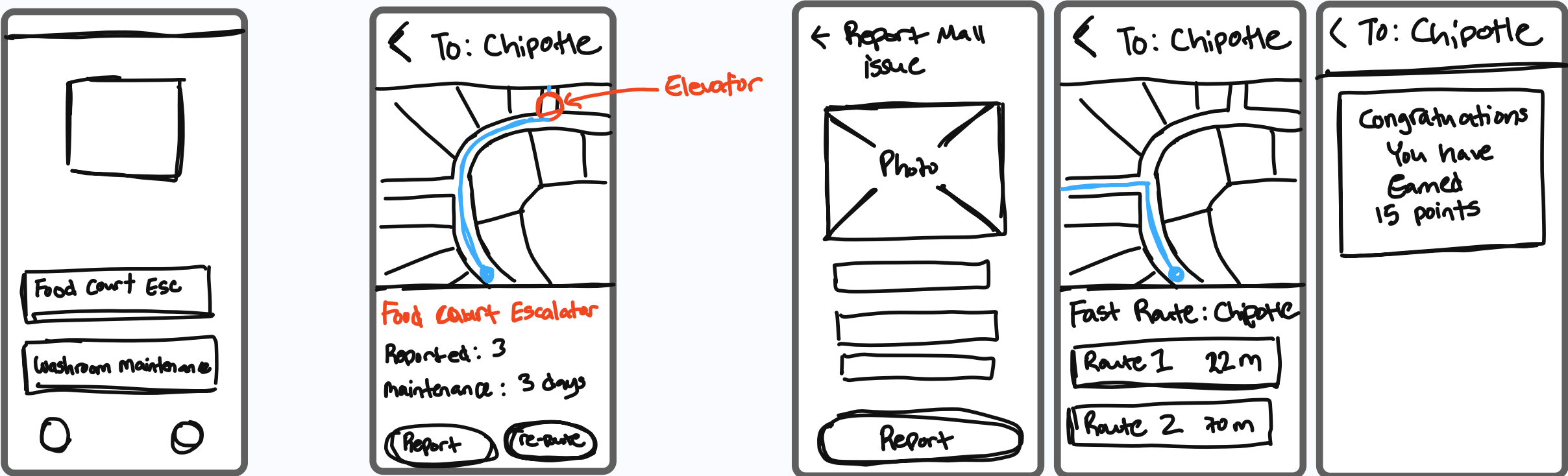
2. Main live camera To map view #2 - sliding menu



3. Navigate to the nearest one



4. Notification of maintenance - Community network



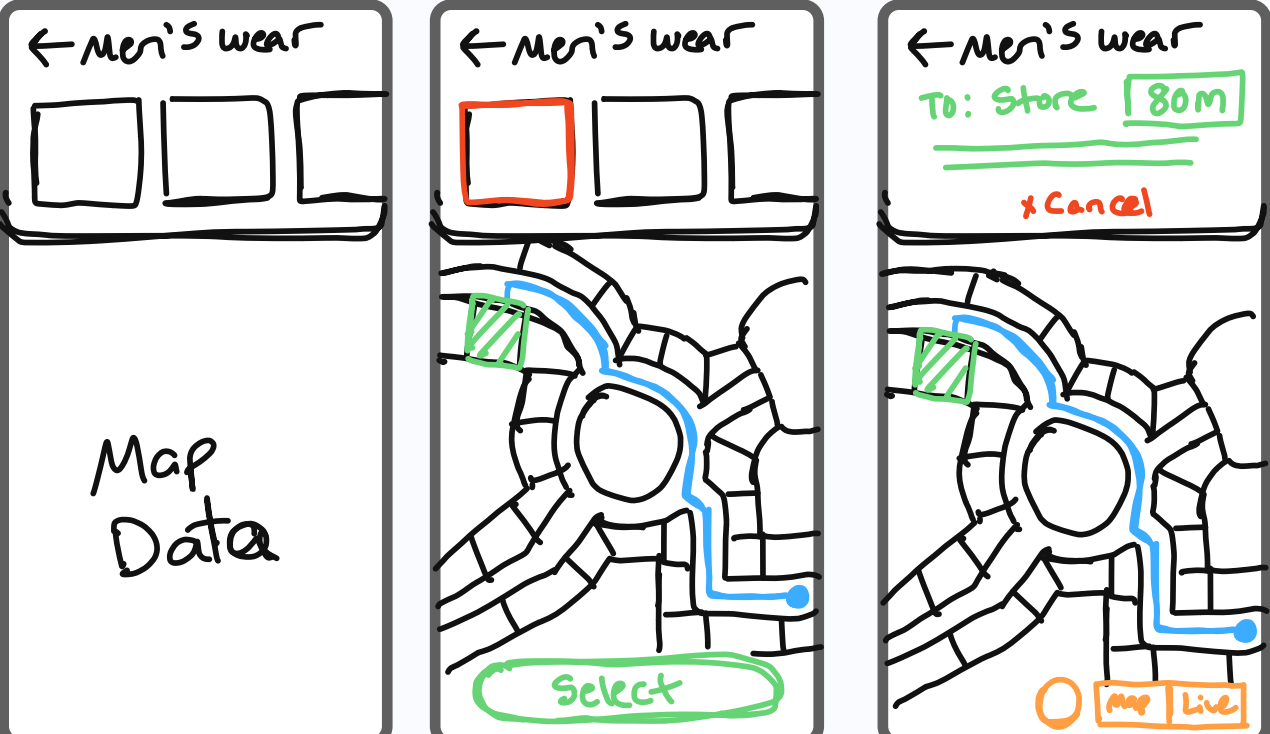
Push notification of inconveniences at the mall

Map for where the problem occurs

communal reporting

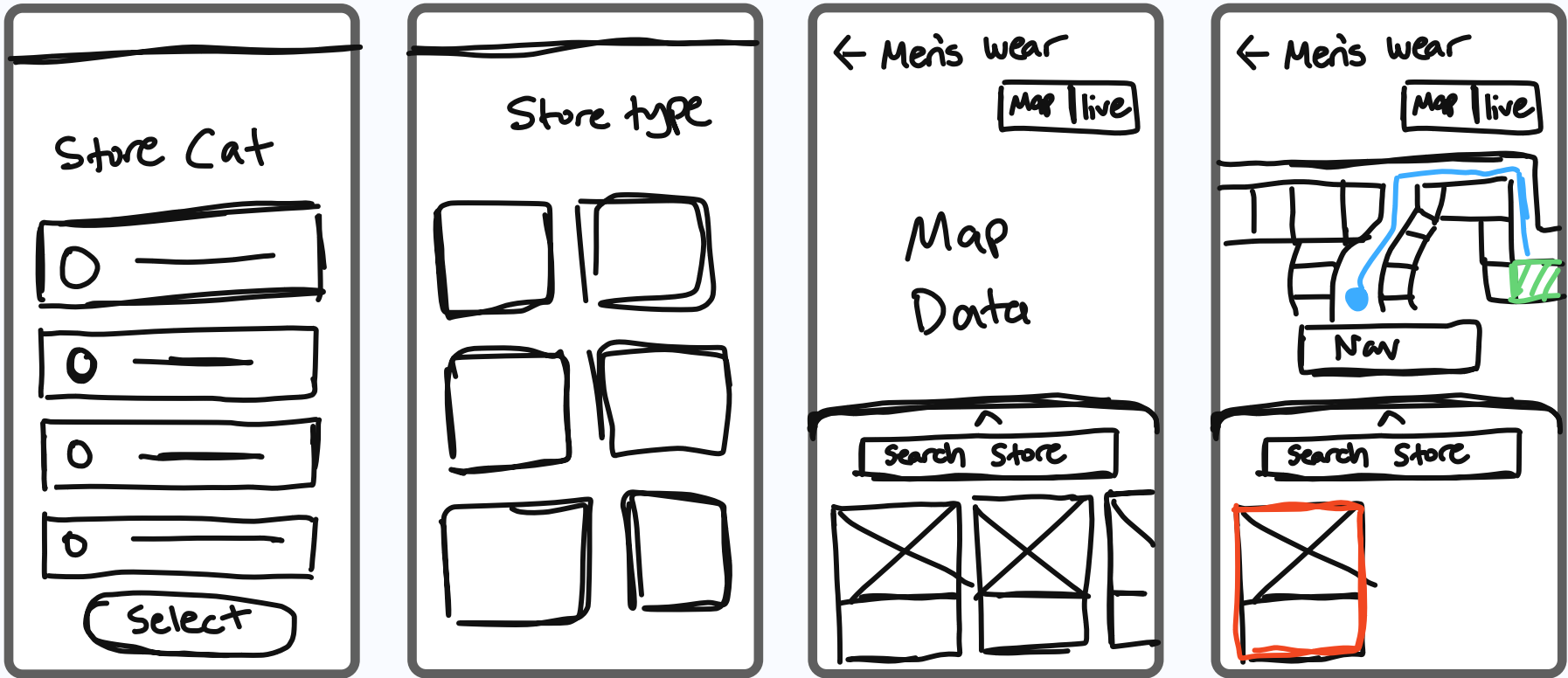
Re-route the destination in the mall

6. Find by Store category

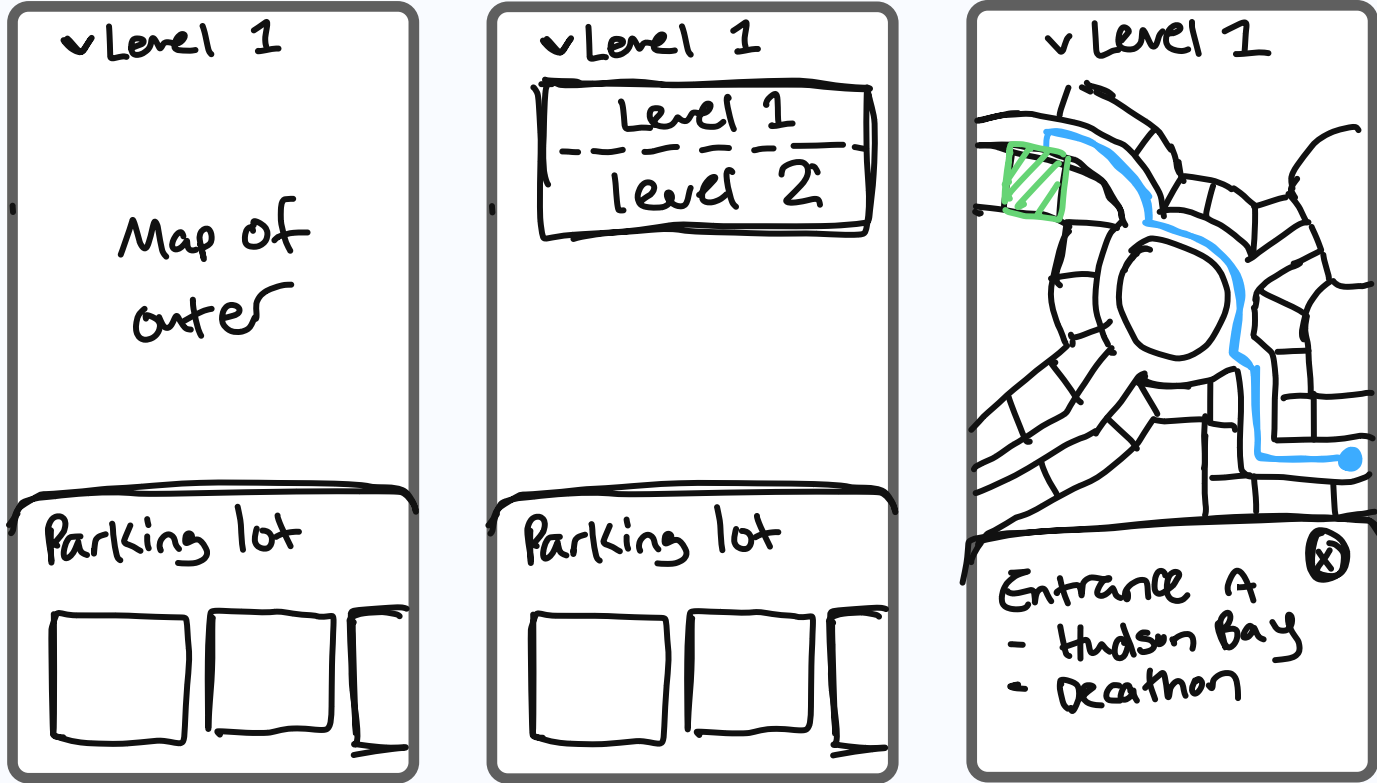


3. Ideations: Sketches

6. Find by Store category



7. Began from the parking lot at STC



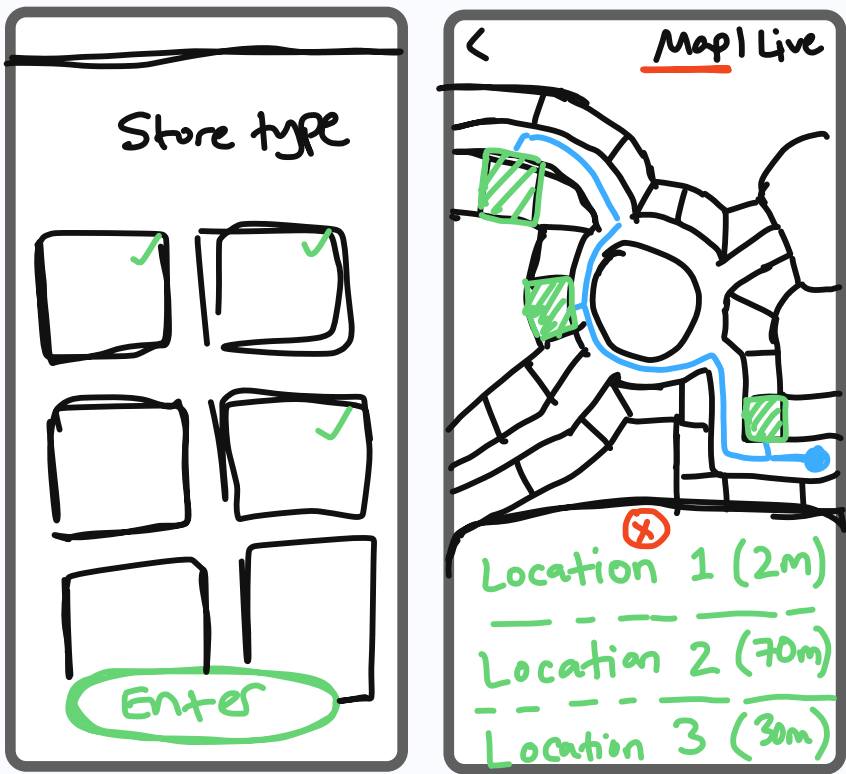
8. Community meetup spot - Find the right meet up spot together at the mall



9. Interactive digital Signage



10. Build your mall route + voice navigation



3. Ideations: Paper Prototypes

Insights

Visual Noise

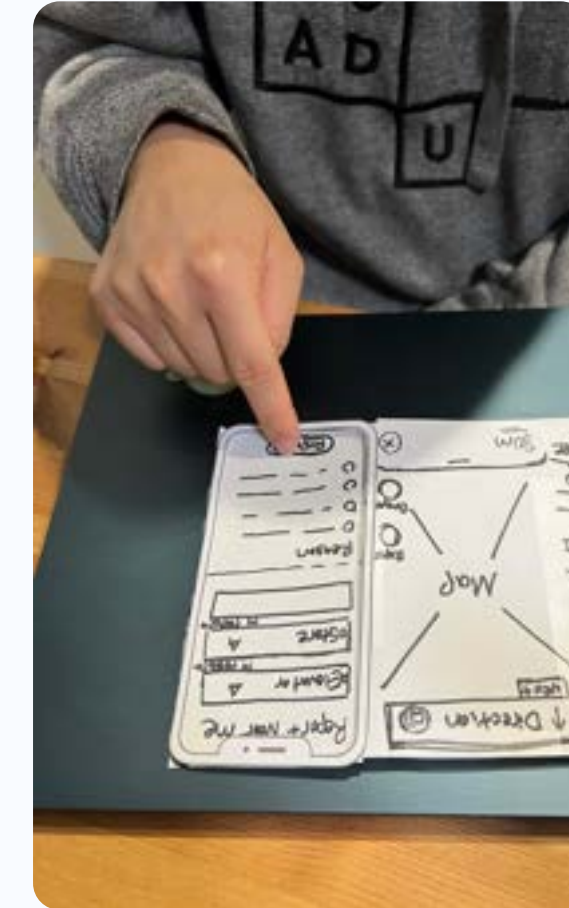
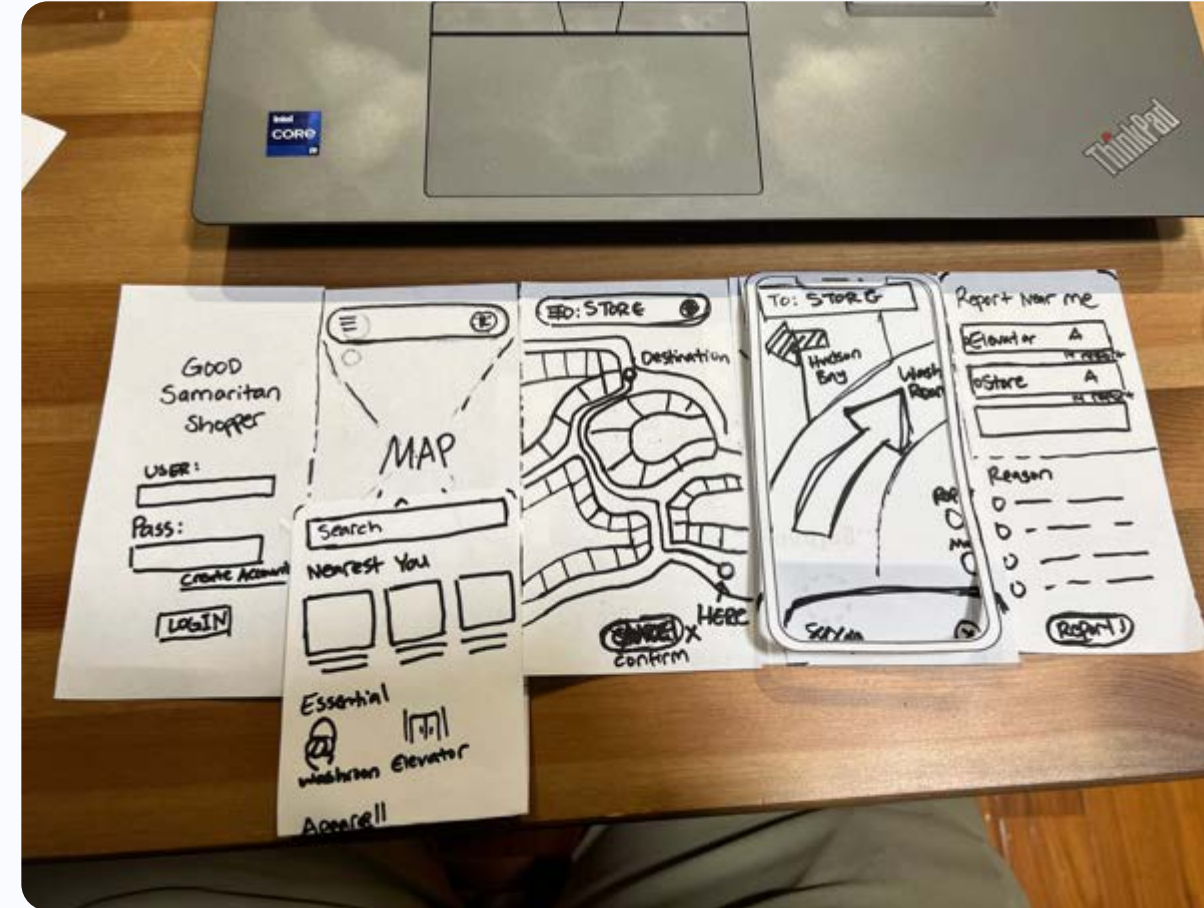
- Having multiple visual elements on top of a map can be very overwhelming and can make navigation of the map more challenging
- Potential accidental clicks on other buttons

Usable with one hand

- In a busy area there are moments where the user maybe multi-tasking which requires them to perform multiple actions
 - Having the ability where most actions on the app can be done with one hand is ideal

Information Hierarchy

- Depending on the demography the type of information that the user see's very is very important
- "For a parent at the mall, they may want more information that ensure that navigation for



Must

Be Intuitive to navigate the map

Navigation to their desire store location is clear and intuitive

Accommodate for Stroller Friendly Routes

Should

Help locate washrooms, accessible resting/ seating areas for Strollers

Notify inconvenience within their route to their Destination during their mall visit

Could

Create alternate routes for your desired destination

Provide an incentive for shopping customers to report issues in the mall to inform others

Provide an option to coordinate meetup locations with friends or family

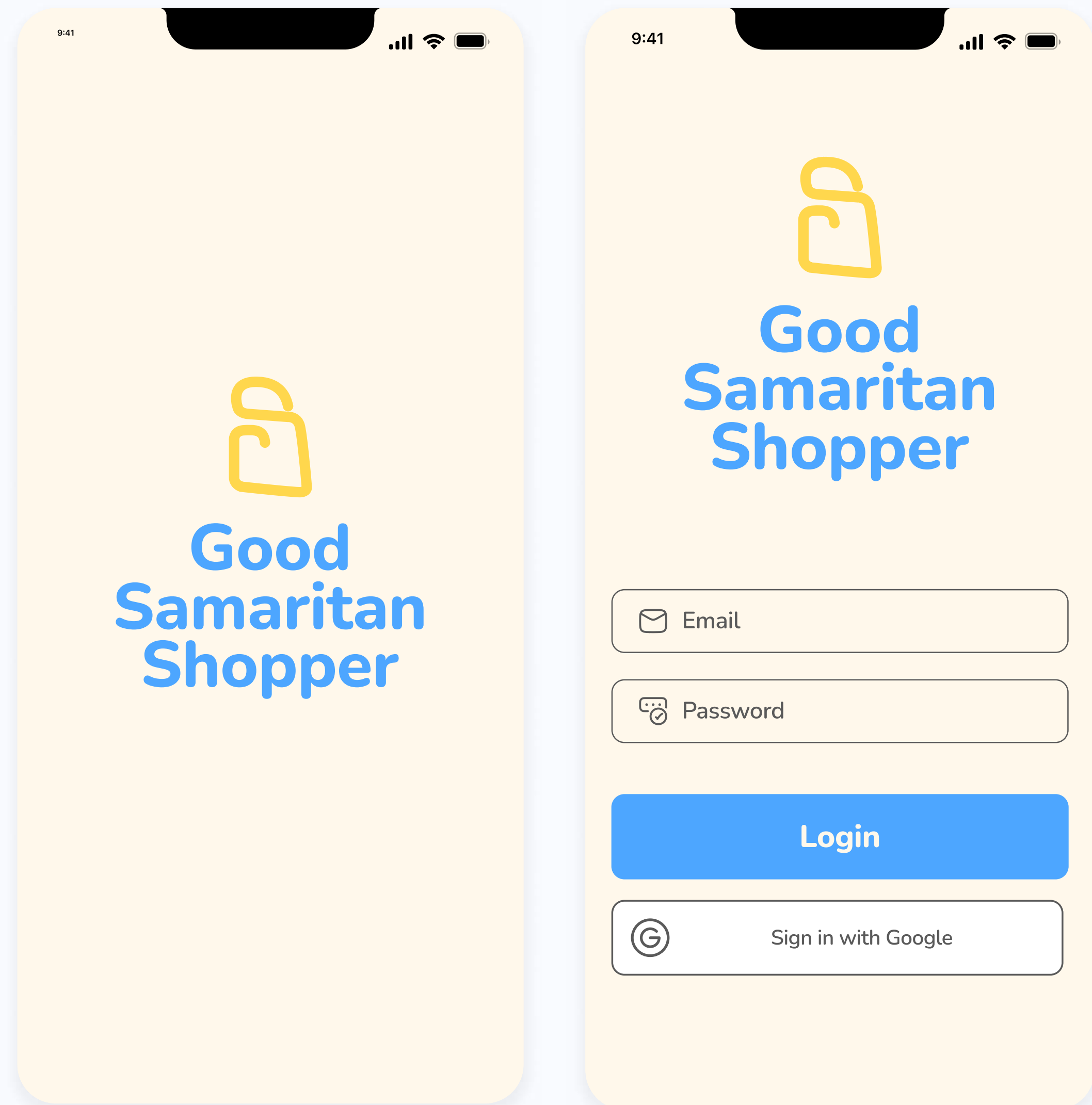


4. Final Design

Introducing the Good Samaritan Shopper

For the final design, I narrowed in on focusing more of the mobile interface to cater towards Young parents with kids navigating the mall (Aisha Khan Persona). Many of the uncovered pain points overlapped with the other 3 personas and also it gave a very interesting perspective in tough it may be to be a first time parent.

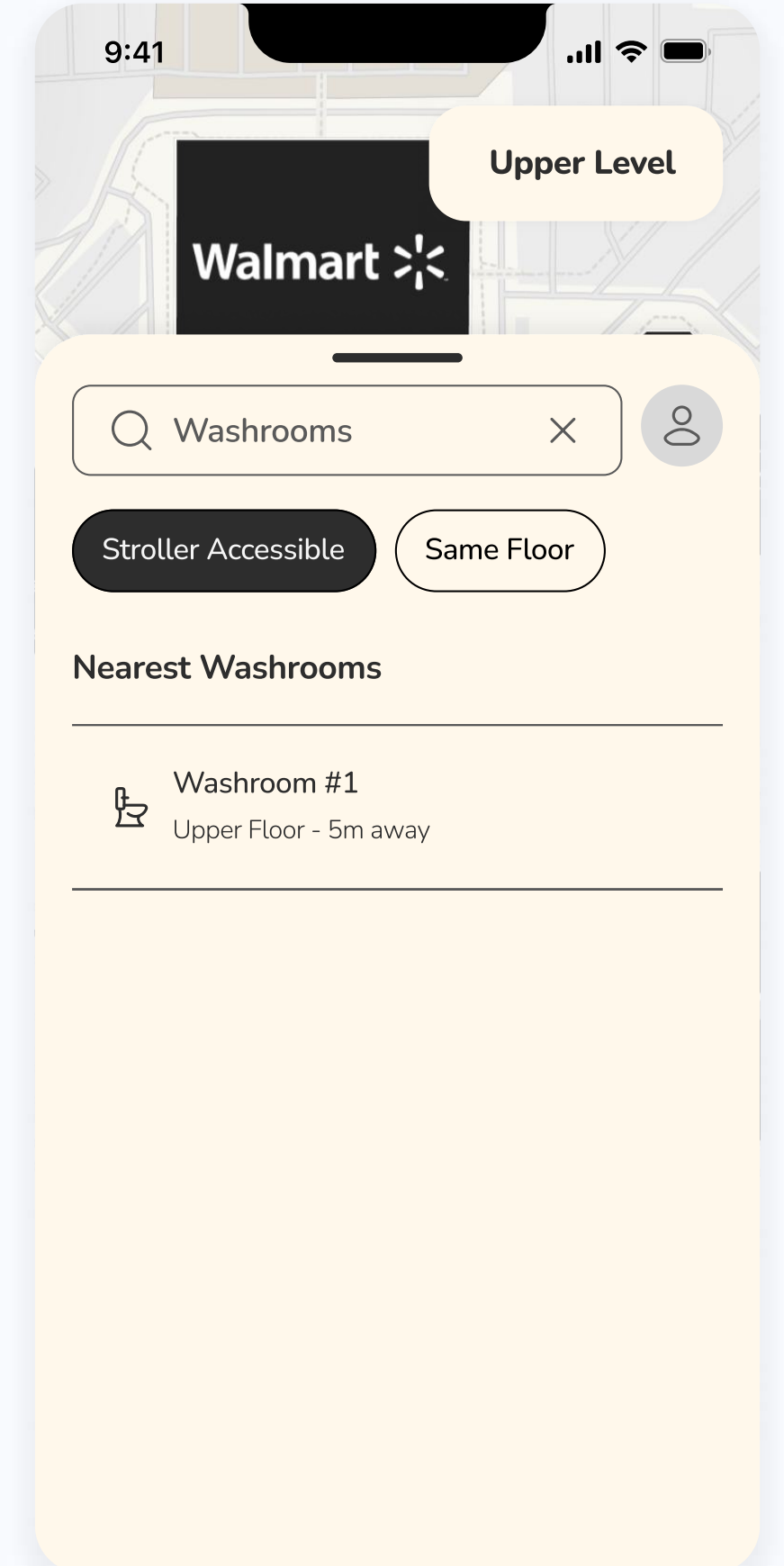
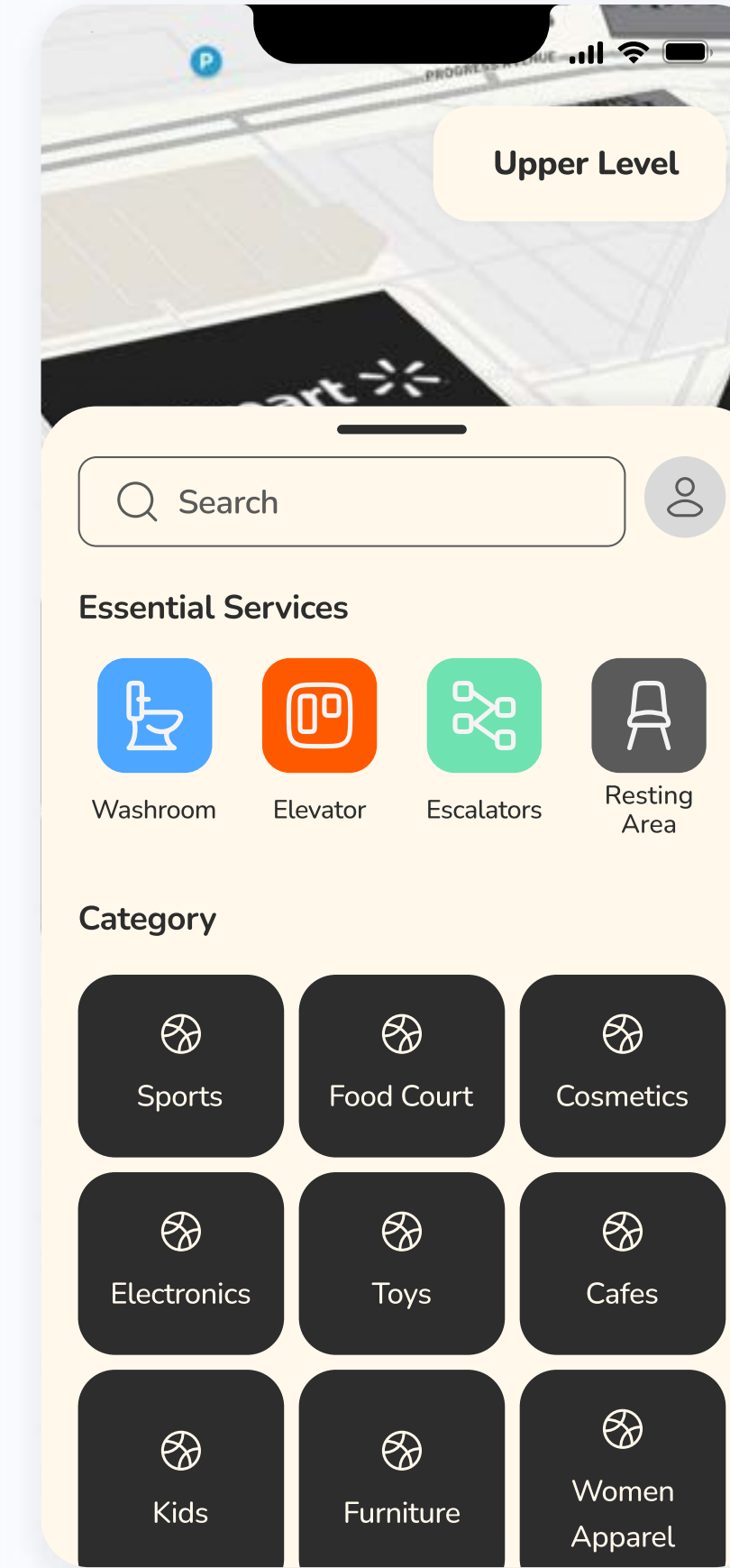
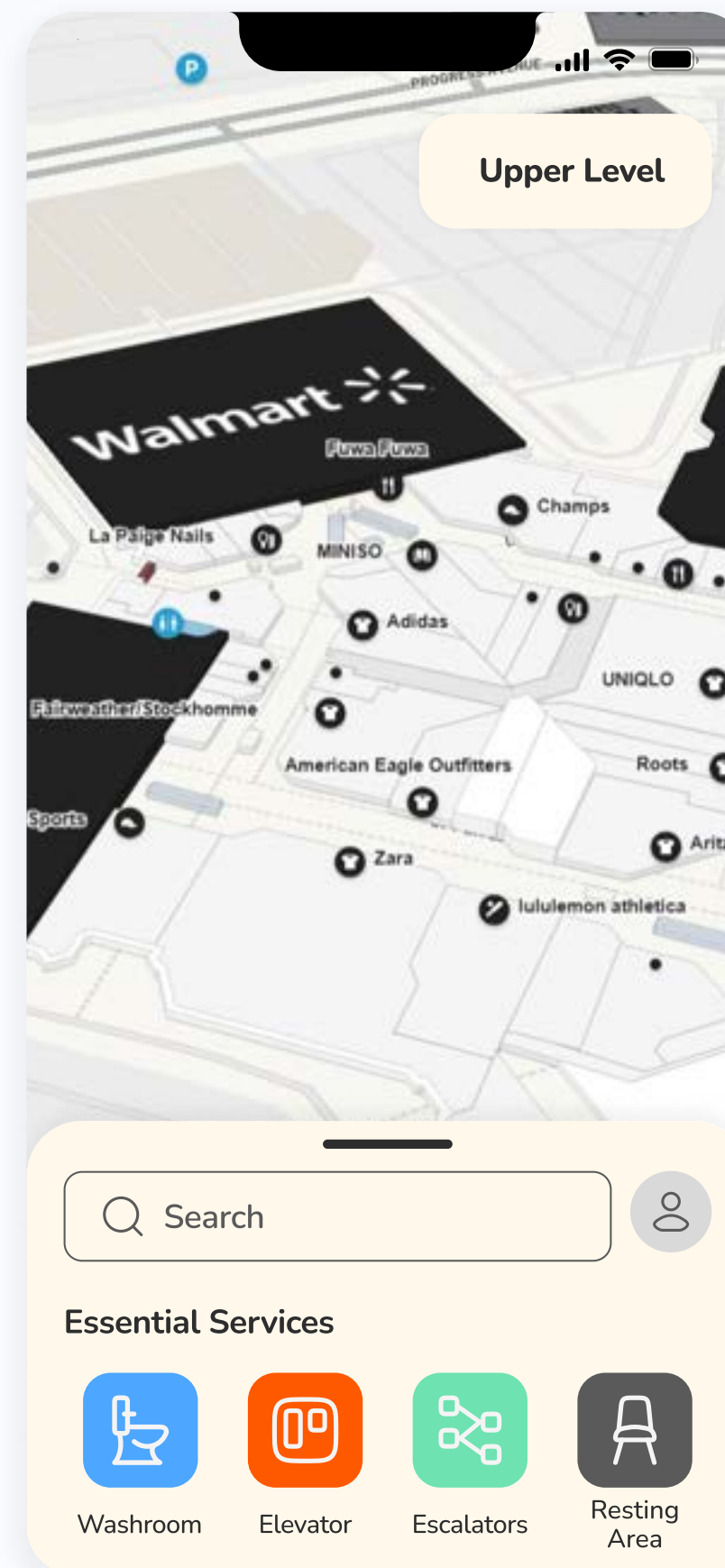
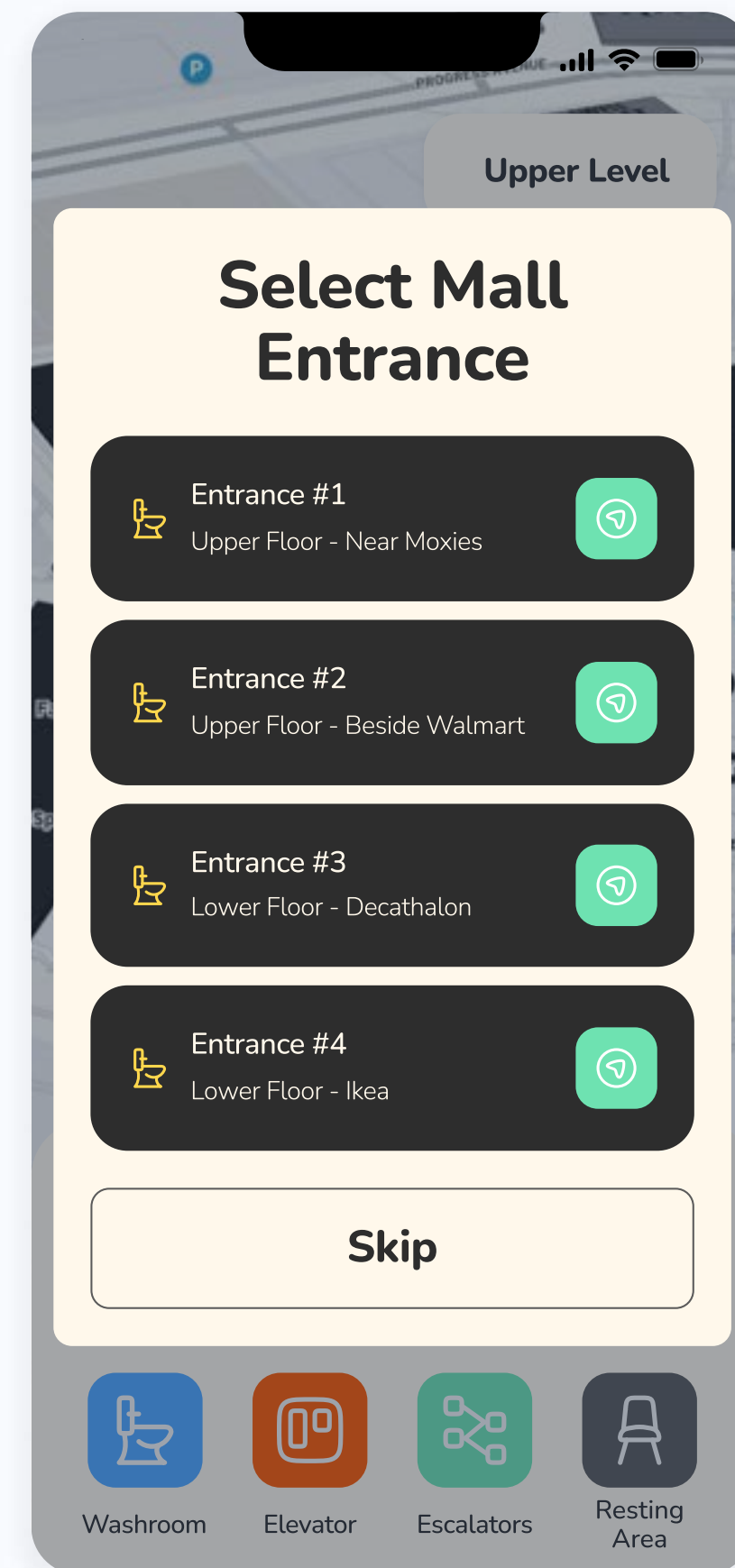
The Good Samaritan Shopper is a helping hand for Parents and other mall goers to navigate the complexities of a mall in order to get to your desired store/ destination.



4. Final Design

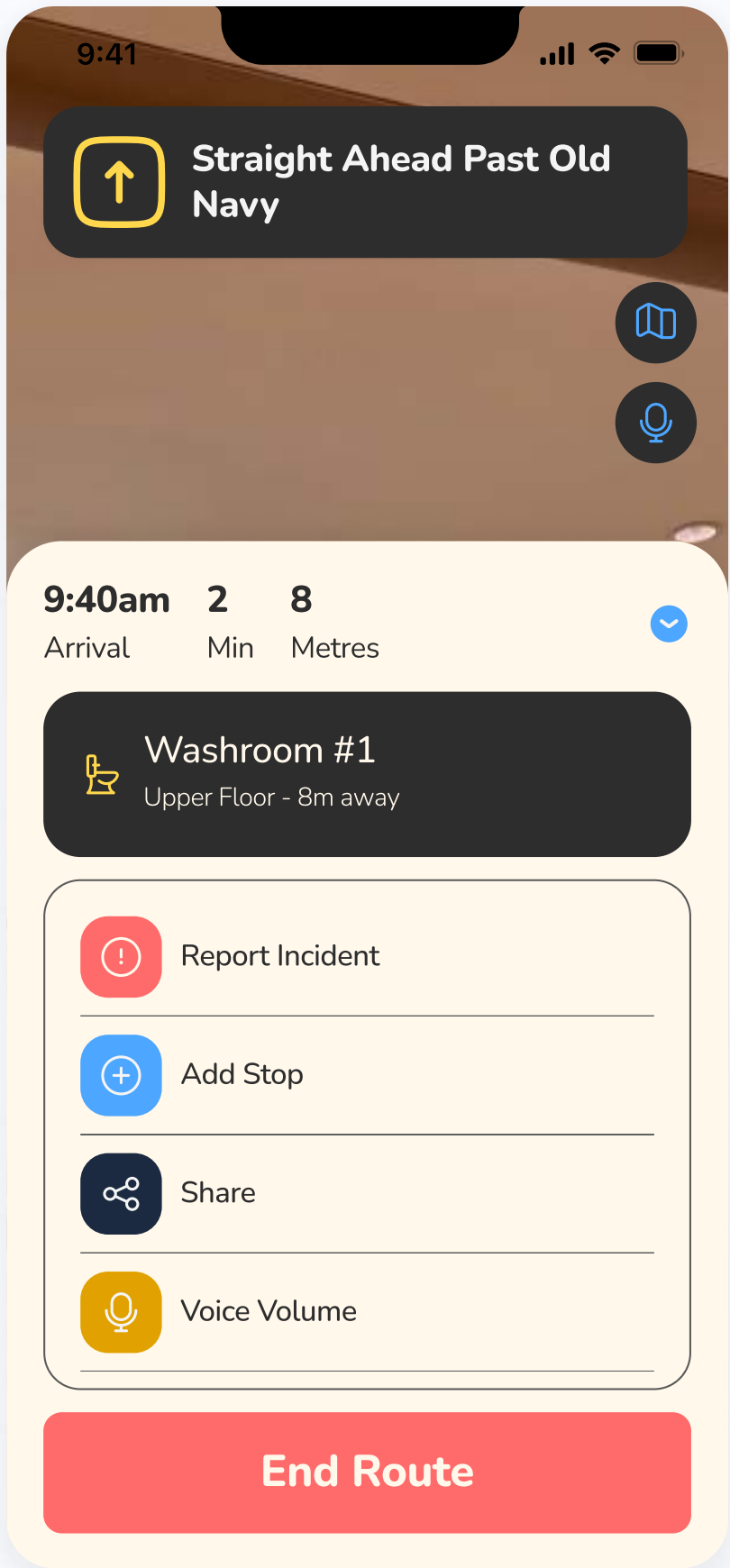
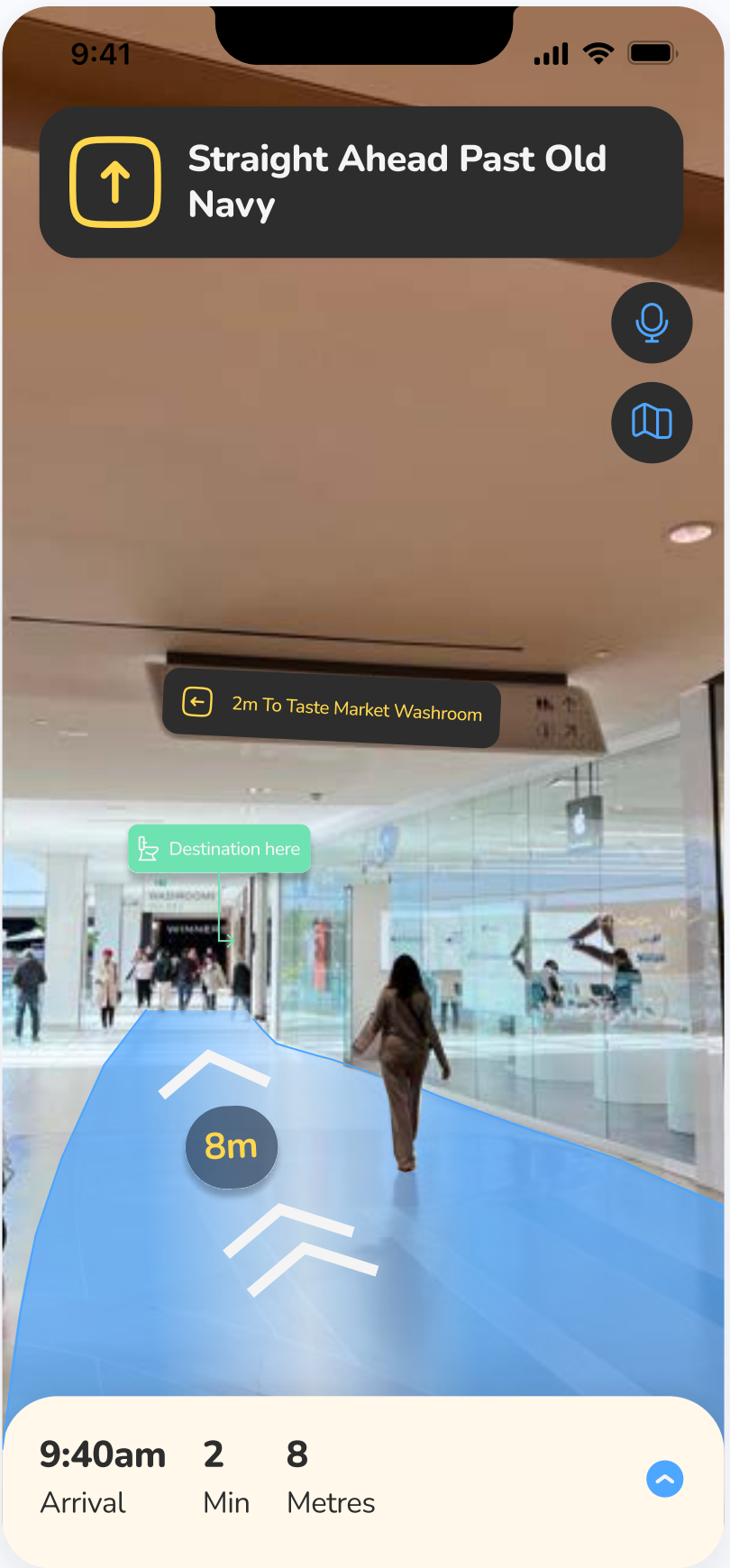
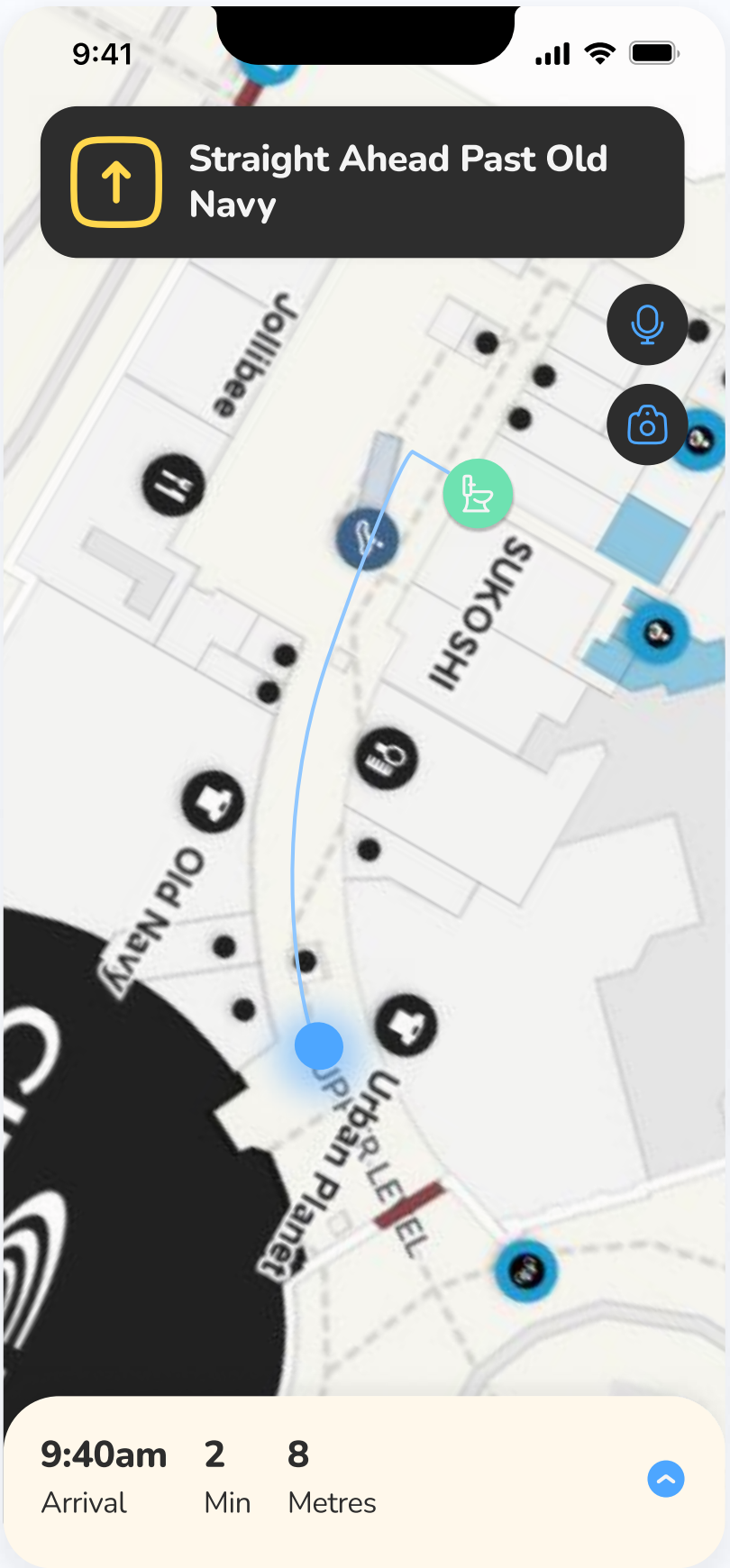
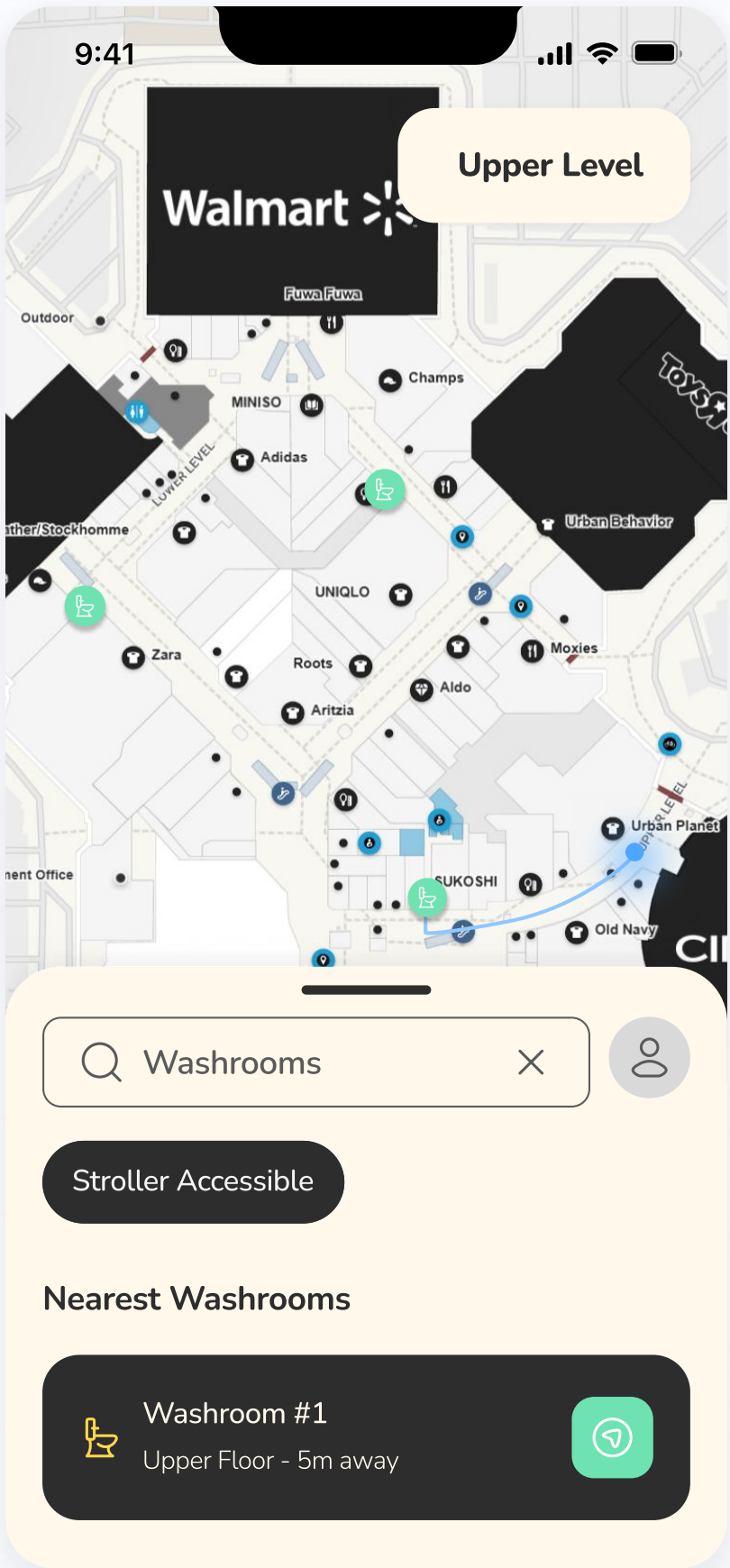
Mapping Your location

- Select Mall Entrance
- Essential Services Prioritized
- Finding your Desired Store



4. Final Design

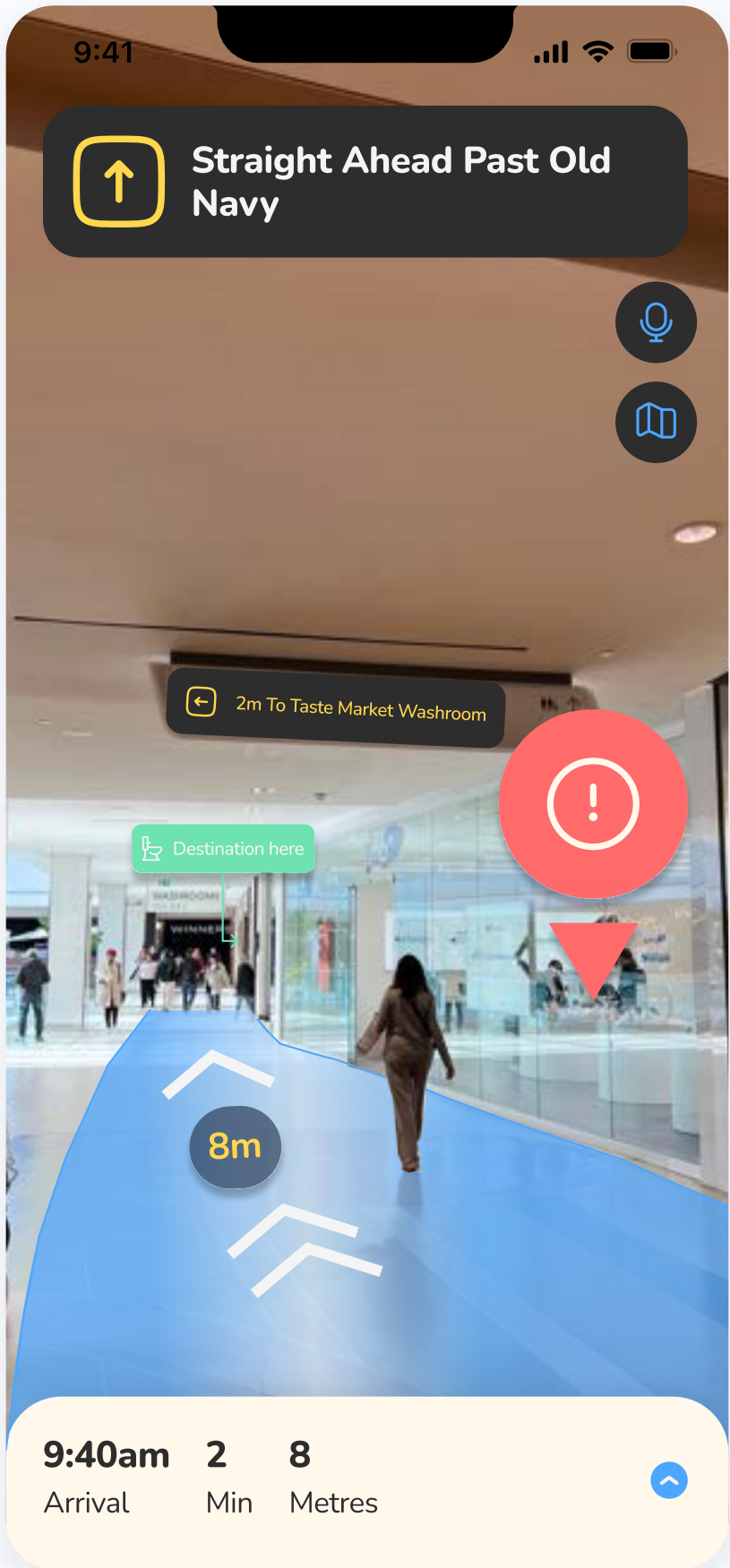
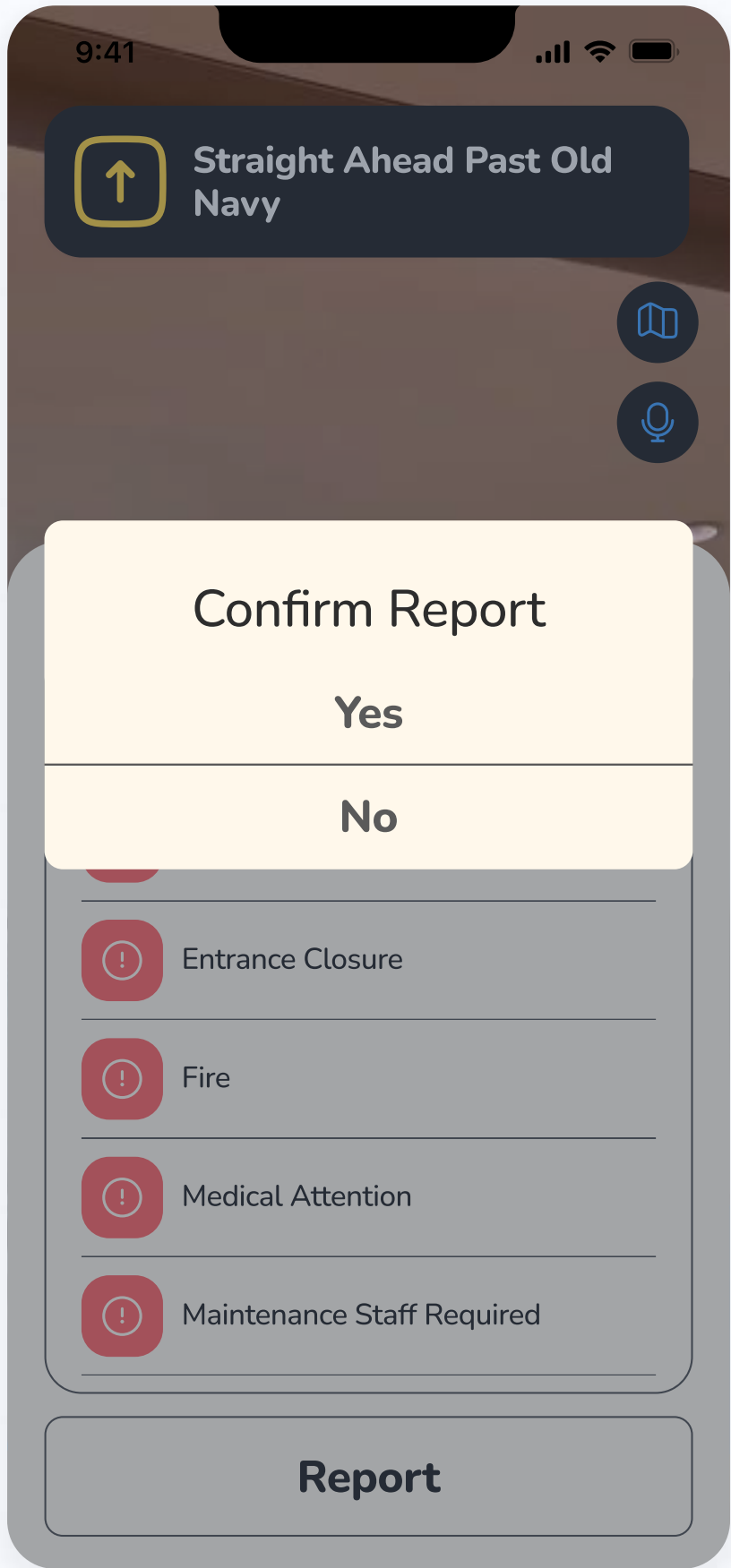
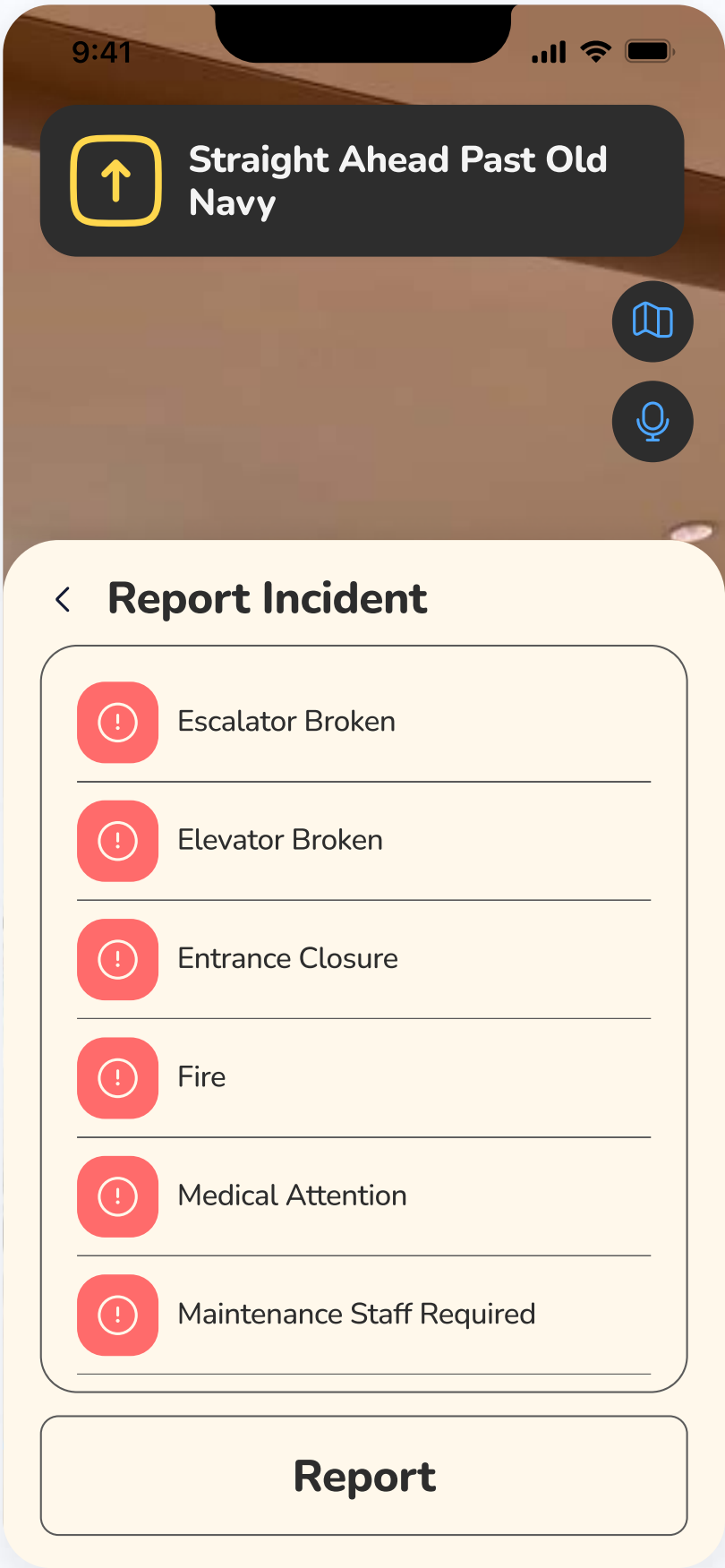
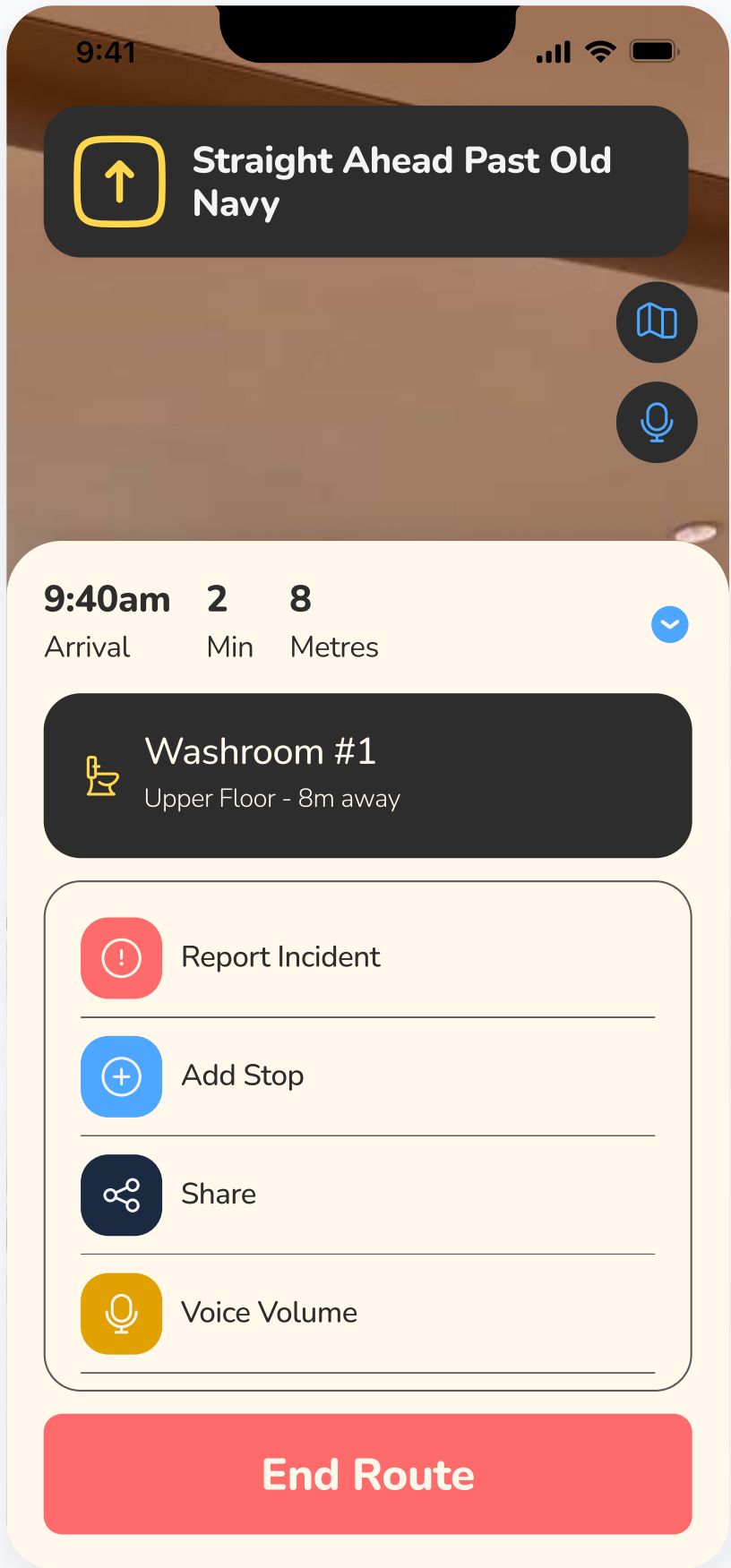
- Navigation Modes
- Map View
 - Engage View (Live View with visual indicators)



4. Final Design

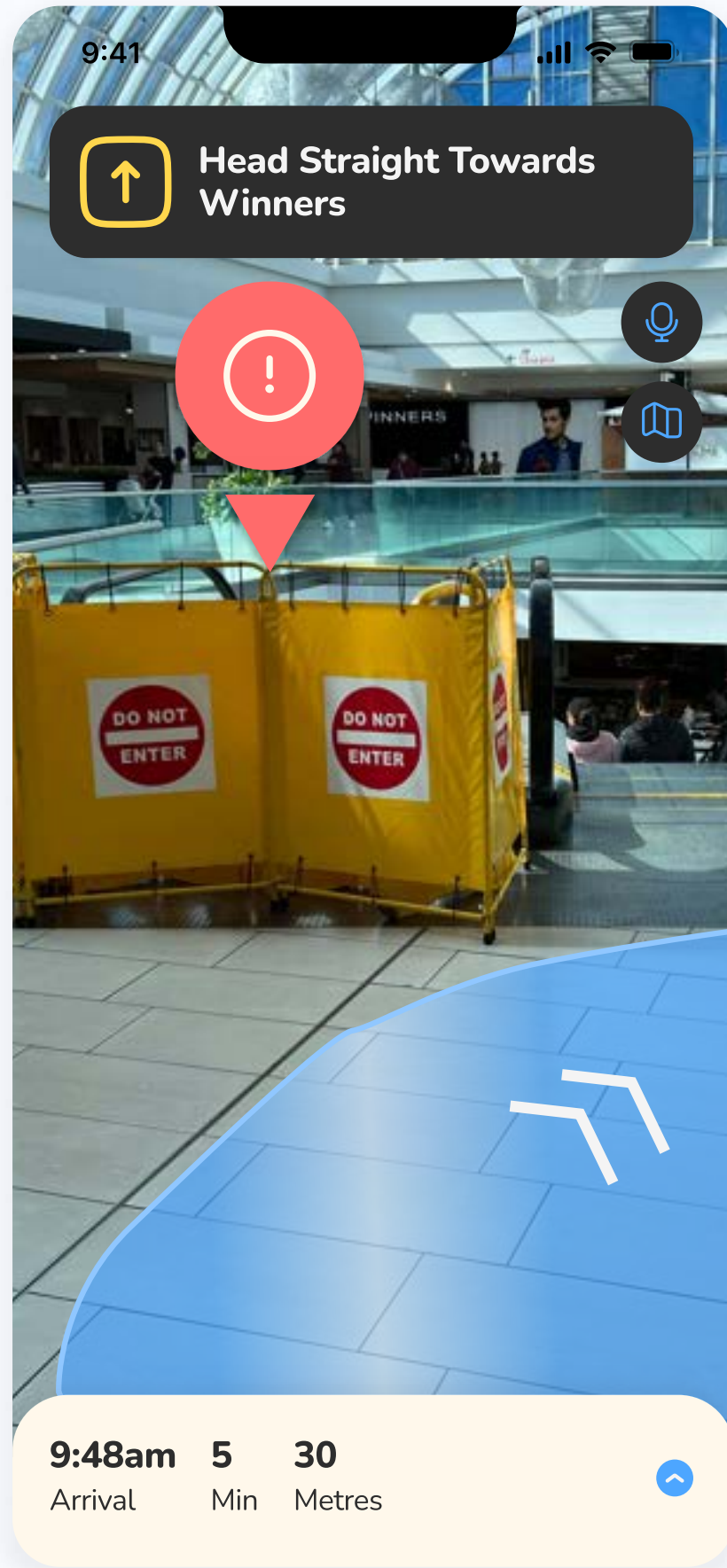
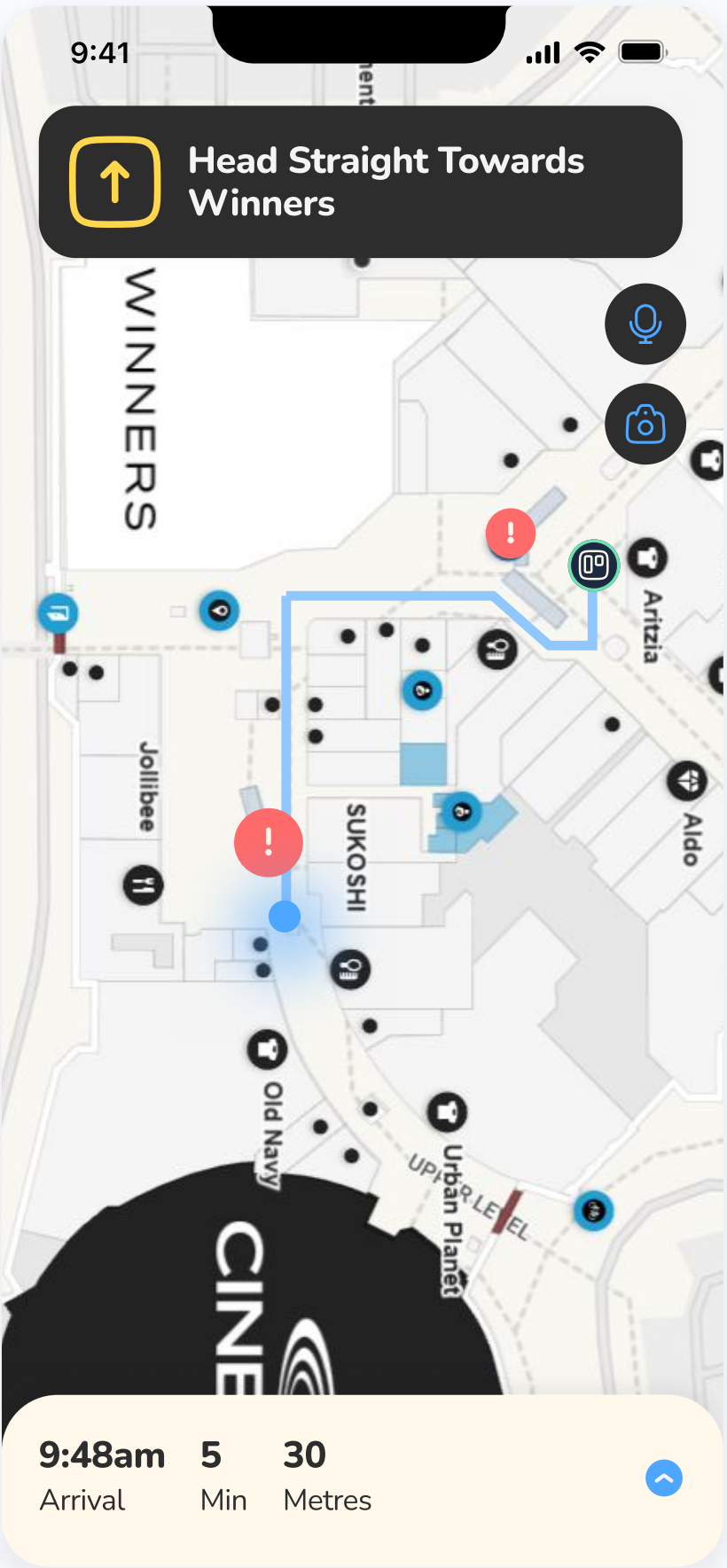
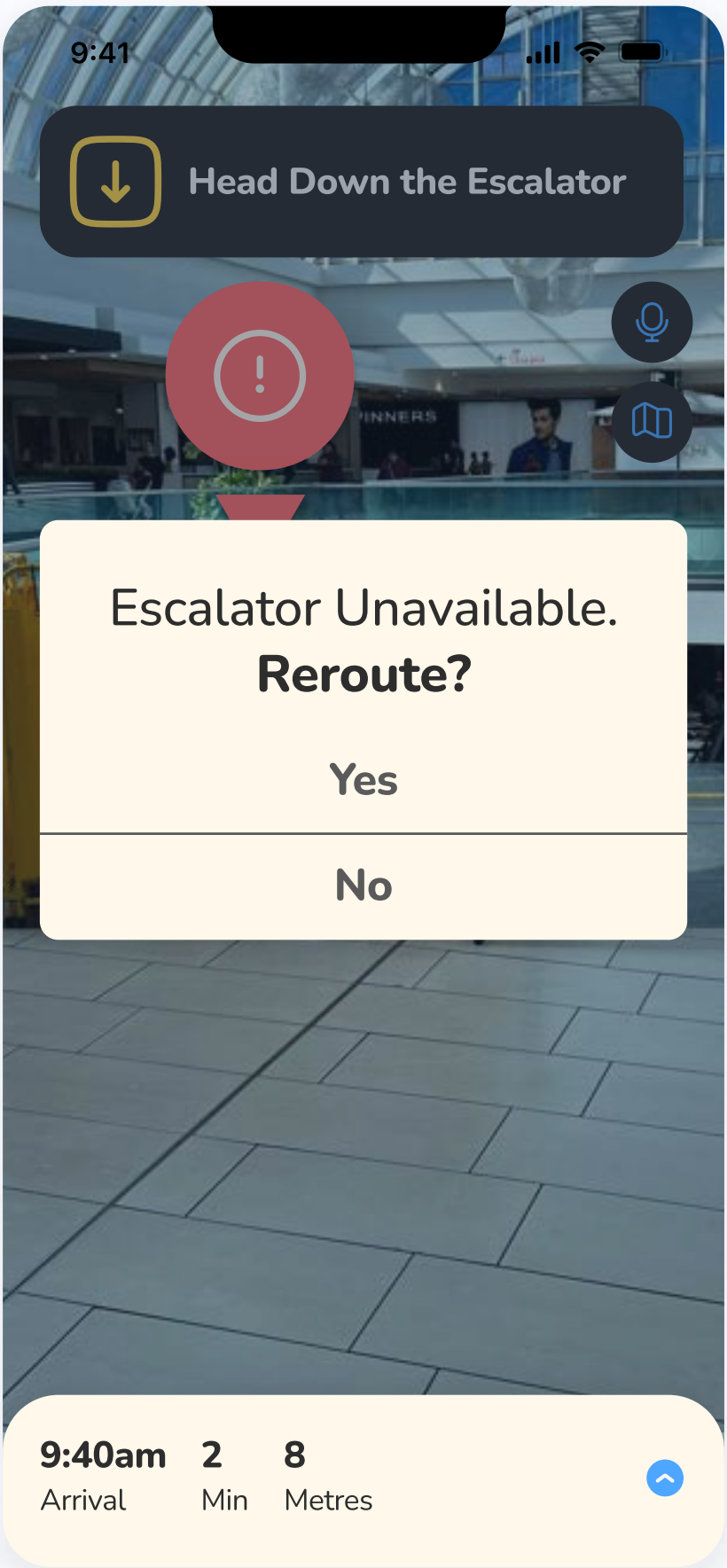
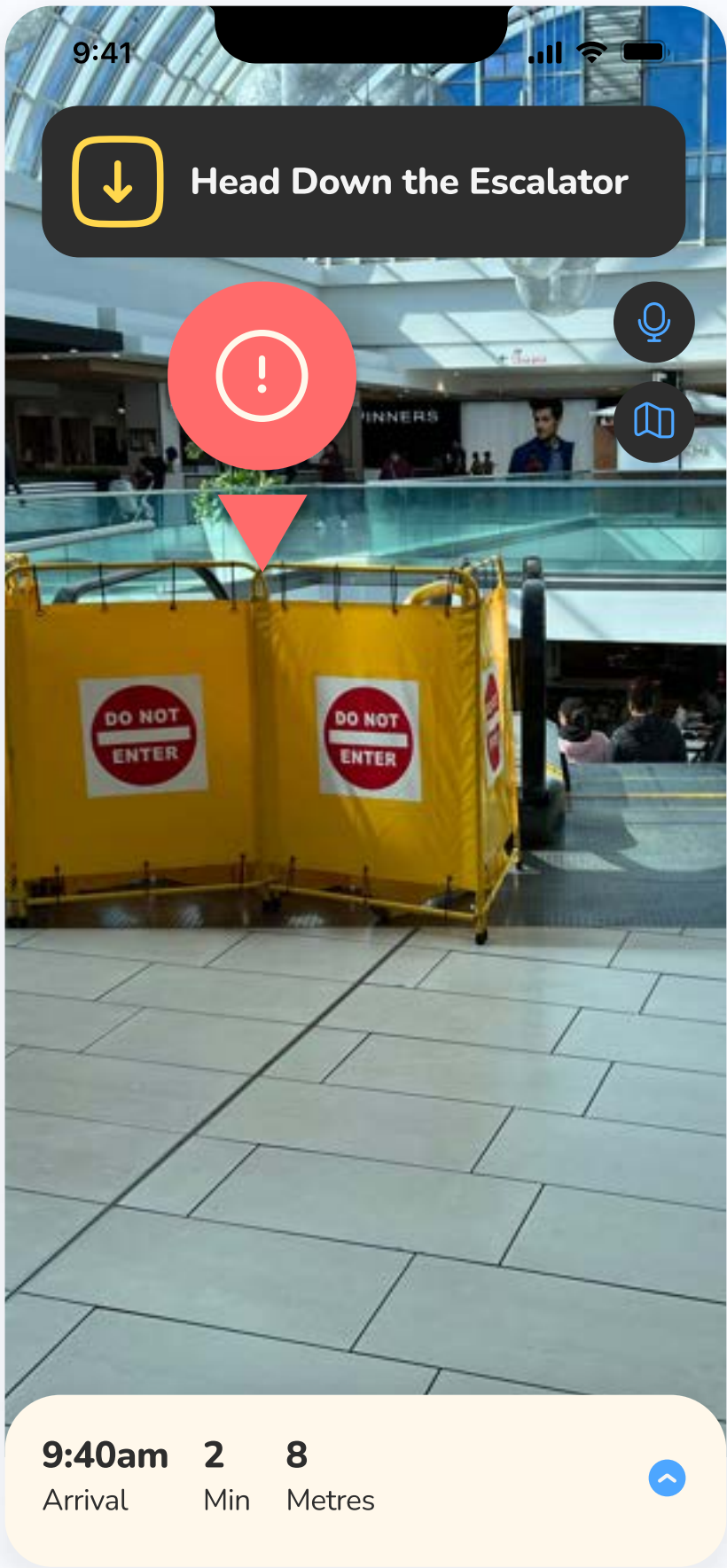
How to report an Incident

- During your route to your destination



4. Final Design

- Rerouting Path
- Notify to reroute when an incident occurs in the mall



5. User Testing: AI Testing

Insights

Select Mall Entrance

- Consider showing small icons or floor maps next to entrances for quicker visual recognition.

Map Overview & Categories

- Consider a “Parent & Child Essentials” category (washrooms with change tables, stroller rentals, nursing areas)
- Map text might be small for on-the-go viewing — test legibility under sunlight/glare conditions.

Search for Washrooms

- The “Same Floor” filter text could use a slightly higher contrast.

AR Navigation / Map Route

- Include audio guidance or vibration feedback for hands-free navigation
- For accessibility: ensure text labels contrast well against map backgrounds.



ChatGPT Prompt: Picture yourself as a Young parent with kids going to a mall. Can you run user testing of this Figma app and provide feedback base on this user interacting with it at the mall. Can you also provide testing and feedback for accessibility? I have provided a Figma Prototype link below <https://www.figma.com/proto/srsuKTiatYuxrENBULRrdq/Good-Samaritan-Shopper?page-id=0%3A1&node-id=20-2461&p=f&viewport=21%2C324%2C0.5&t=suAPb1WPPEq70awB-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=26%3A1390>

