

City of Toronto Parks & Trails  
Wayfinding Strategy  
Phase Two



# Toronto Parks & Trails Digital Wayfinding Strategy

Stakeholder Workshop & Discussion #2

Wednesday April 1, 2015

# 1 Welcome



# Welcome

## Agenda

**1** Welcome and overview

**2** Update on digital wayfinding strategy

**3** Discussion and group tasks

- Understand user journeys

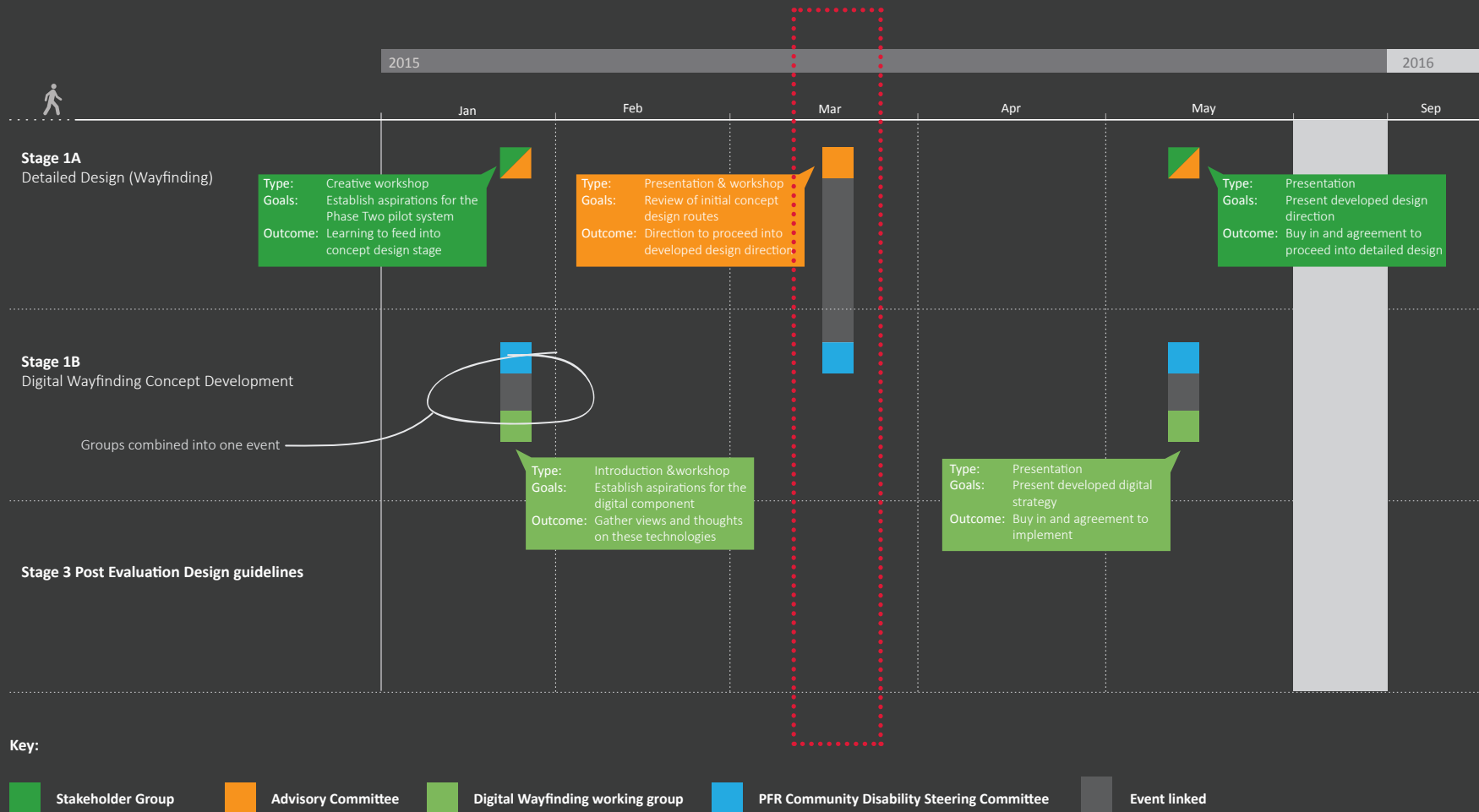
- Identify people's information needs

- Develop digital solutions

**4** Next steps

# Welcome and overview

## Progress update





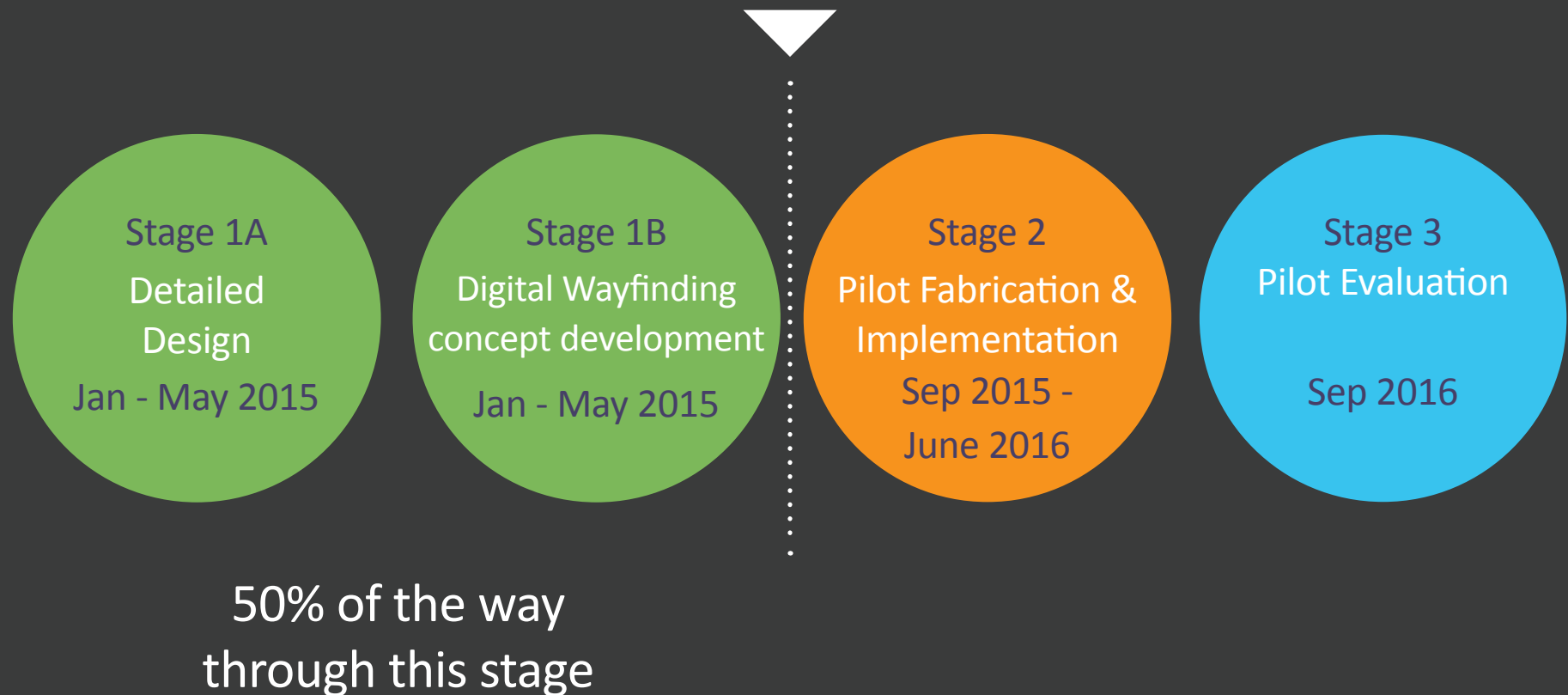
## Welcome and overview

### Project timescales overview

- Detailed Design Phase (Stage 1A) and Digital Wayfinding Concept Development Phase (Stage 1B) to run in parallel
- Stage 1A and 1B to run between January and May 2015
- Output of Stage 1 will be a tender specification to allow the city to assess and appoint a suitable signage manufacturers
- Manufacturing of pilot late 2015 detailed timescales TBC
- Installation of the pilot wayfinding system will be late 2016
- Pilot analysis to take place from September 2016

## Welcome and overview

### Key milestones



## Welcome and overview

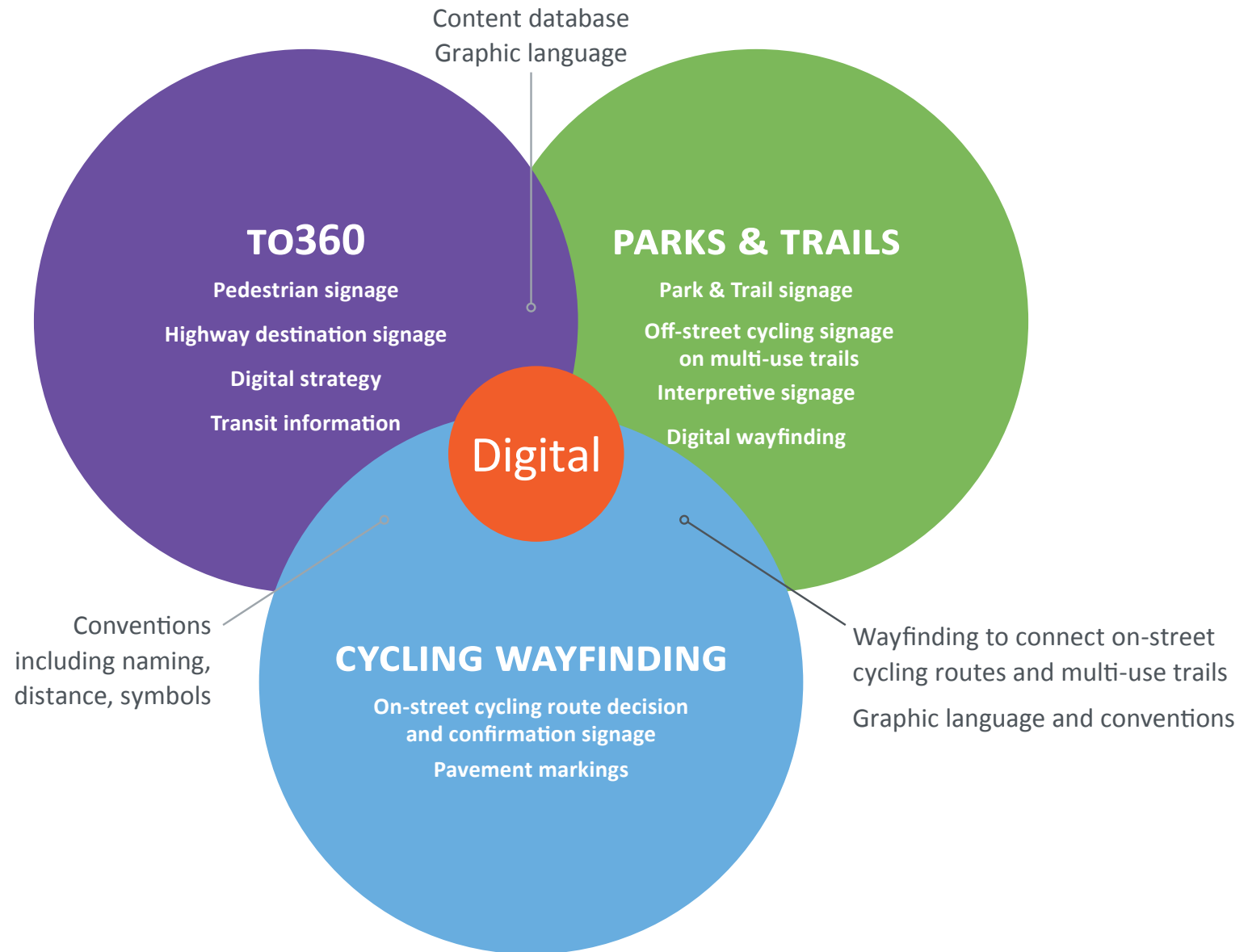
### Strategic Objectives recap

Phase One established strategic objectives and wayfinding considerations to inform Phases Two & Three:

- Provide consistent identification, orientation and navigation in and around parks and trails
- Encourage visiting, exploring and appreciation of Toronto's natural assets
- Serve all park and trail user types regardless of their abilities
- Reduce clutter and redundant infrastructure on parks and trails enhancing the natural environment
- Be economically viable and sustainable

## Phase Two update and recap

### Project overlaps recap





## 2 Update on digital wayfinding strategy



## Update on digital wayfinding strategy

### Key messages from the last workshop

The key messages received at the last workshop were as follows:

- Toronto's trails and park facilities need to be given names and addresses to help with digital wayfinding.
- The digital wayfinding system should help its users identify both when they are on track as well as when they are off track.
- The digital wayfinding system needs to help with trip planning.
- The digital wayfinding system should accommodate people without smartphones (and needs to support emergency services).

## Update on digital wayfinding strategy

### Since the last workshop

- We've taken on board your comments and inputs:
  - A mix of technologies in use: from smartphones to GPS devices
  - Some data gaps for parks trails
  - Aim to integrate digital solution with new signs
  - Important that any solution benefits all users and age groups
- Considered user needs further to understand end-to-end journeys
- Researched technology options including those on the (near) horizon
- Continued over page...

## Update on digital wayfinding strategy

### Since the last workshop - continued

- Developed four user personas and their park journeys:
  - End to end journeys
  - Considered user touch points and information needs
  - Considered potential navigational barriers and challenges



### 3 Discussion and group tasks



## Discussion and group tasks

### Workshop introduction

Based on feedback received in the first meeting, a number of user journeys have been created.





## Discussion and group tasks

### Today's task

Today we would like your help to:

- Challenge and help us better understand the user journeys we have created
- Identify people's information needs – what, where and when
- Explore how this information might be delivered
- Enable us to develop a functional specification for the digital solution



## Discussion and group tasks

### User journeys overview

#### Anne, 42

- Visually impaired (uses a cane)
- Loves going to the park with her two kids
- Has a smartphone with the RocketMan app
- Out for a surprise picnic with her kids



#### Chris, 60

- Frequent visitor to the park, regularly walks his dog
- Usually goes before work
- Had hip replacement so prefers flat terrain
- Would like to explore and learn more about the park but has limited time



#### Fiona, 35

- Wheelchair user all her adult life
- Loves the outdoors and has wheelchair which can handle some terrain
- Goes to the park with her husband on the weekend
- Would like to know which routes are wheelchair-accessible



#### Patrick, 75

- Daily walker
- Likes to go out and think (currently writing his memoirs)
- Has a GPS device
- Sometimes struggles to find his way if in an unfamiliar area



## Discussion and group tasks

### User journey 1: Anne



Visually impaired  
(uses a cane)

#### Information requirements:

- Public transport
- Park access
- Park navigation (inc. location)
- Park amenities

#### Barriers:

- Multiple apps
- Confidence in information provided
- Lack of clear and accessible wayfinding
- Worry about getting lost

## User journey 1: Anne

### Step one

Anne is visually impaired, relies on a cane to navigate and is typically with her kids when at the park. She is always keen to get out and about, not letting her disability stop her and has a surprise picnic planned for the weekend - going to a new park with her kids.



### Step five

Getting home is simpler and they are able to retrace their steps to catch the bus.

### Step two

They leave as normal and get a local bus.

### Step three

On arrival at the park Anne asks her kids to confirm where they are and to help her find the path that will take them to the picnic area. No information can be found, but a runner points them in the right direction.

### Step four

After lunch, one of her kids wants to use the bathroom. Anne seems to recall one being nearby and she asks her eldest to find it – but there's no obvious way for her to work that out. Eventually they find someone who knows where it is.

## Discussion and group tasks

### User journey 2: Chris



Frequent visitor to the park, regularly walks his dog, often before work

#### Information requirements:

- Park navigation (inc. location)
- Exploration
- Time

#### Barriers:

- Not a lot of time
- Uncertainty about where trails go and how long it will take
- Lack of clear wayfinding to help him explore

## User journey 2: Chris

### Step one

Chris is a frequent visitor to the park. He walks his dog, Dusty, before work every day (in all weather!). Chris leaves home at 7am and has a set path that he walks every time he visits (he has a limited amount of time).



### Step five

He gets to his exit (it's a different part of the park) and goes to Tim Hortons where he orders his usual coffee.

### Step two

When he gets to the park he largely ignores any trail markers and hits the trail path that he knows well – he's more focused on getting his walk done and back home again. He often wishes he could explore more.

### Step three

He finds himself at a fork in the trail and wonders where it will take him, but he has a feeling that it might make him late.

### Step four

Chris remembers that he has the latest 'This American Life' podcast on his smartphone so he decides to listen to it. He'd like something similar for the park – so he could learn more.



## Discussion and group tasks

### User journey 3: Fiona



Wheelchair user,  
all her adult life

#### Information requirements:

- Terrain
- Profile
- Park navigation (inc. location)
- Exploration
- Decision points
- Recommended routes for wheelchair users
- Time

#### Barriers:

- Trail surface quality
- Uncertainty about where trails go and if they are accessible
- Lack of clear wayfinding for wheelchair users

## User journey 3: Fiona

### Step one

Fiona has been wheelchair user all of her adult life. Fiona loves the outdoors and has a wheelchair that is capable of riding over rougher terrain.

### Step three

Fiona and Colin leave home - it's only a 10 minute journey from their place. On arrival at the trail, Fiona notices the lack of signage and information - something simple that would tell her how accessible routes are and allow her to explore.

### Step five

They take the risk. In the end they make it to the game OK, and head back home.

### Step two

Fiona has a set route that she takes with her partner Colin, mainly because they are unsure which trails are wheelchair accessible, and they would very much like to explore further.



### Step four

Fiona's friend Jessie calls her en-route – does she want to meet her and her kids at the soccer pitch? Sure, Fiona says, but where is she now and can she get there in her chair?

## Discussion and group tasks

### User journey 4: Patrick



Daily walker

#### Information requirements:

- Location
- Profile
- Decision points
- Park navigation (inc. location) and trail marking

#### Barriers:

- Location within the park
- Uncertainty about trail routes and gradients
- Lack of clear wayfinding and trail marking

## User journey 4: Patrick

### Step one

Patrick is 75 years young. He prides himself on his daily walks and once the snow starts to melt he likes to get to the park to stretch his legs. Whilst Patrick is fit, his mind can sometimes let him down.

### Step three

He uses his GPS device – It finds him, but tells him he's on an 'unnamed path' – useless!

### Step five

When at the bus stop, a passenger shows him Rocket-Man – he's thinking about a smartphone...

### Step two

Twenty minutes into his walk, he finds himself in a part of the park that he hasn't visited before and starts to struggle working out where he is – he finds the lack of signage and maps very frustrating.



### Step four

Patrick asks for help and luckily someone lends a hand – Steve. They both agree that better signage would help everyone.

## Discussion and group tasks

### Your tasks

1. Each group will take a User Journey.
2. With the user journey:
  - Work out **where** on their journey the users need information
  - **What** type of information they need
  - **How** this information could be delivered
3. Perhaps draw a line diagram to plot the journey and establish where they need information and what type.
4. Report back to the group for discussion

*Note: There are no right or wrong answers!*



## Discussion and group tasks

### Technology Overview Matrix

	Locate user anywhere within the park	Route user from A to B	Explore from a sign	Locate facilities within park	Provide accessible routing info	Transit info
GPS + Map + routing + Smartphone	* * *	* * *	* *	* * *	* * * *	* * * *
+ iBeacons (could add a layer of navigation)	* * * *	* * *	* * *	* * * *	* * * *	* * * *
+ QR codes (could provide quick access to map info from sign)	* * *	* * *	* *	* * *	* * * *	* * * *
+ Touch screens (provides additional services, plus info for non-SP users)	* * *	* * *	* *	* * *	* * *	* * * *



## 4 Next Steps





## Next steps

### Feedback

Deadline for feedback: 8 April 2015

Please share any other feedback with Ian Malczewski at [imalczewski@swerhun.com](mailto:imalczewski@swerhun.com) or (416) 572-4365

We will share a Draft Meeting Summary for you to review after 2 weeks

Thank you for  
contributing



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