Signage Survey App - Product Summary

Core Problem

Surveyors using current tools (like PlanGrid) in complex environments get constantly interrupted and lose track of where they are, leading to errors and wasted time during signage surveys. This is especially problematic in hospitals where interruptions are frequent and navigation is challenging.

Solution

A web-based survey app optimized for complex indoor environments that combines location tracking, automated sign recognition, and standardized workflows.

Key Features

Location Assistance

- Load PDF floor plans on tablet
- Track surveyor position using device sensors (accelerometer, gyroscope, compass)
- Show real-time position dot on the floor plan
- Self-calibrating system that improves accuracy as surveyors place markers

Sign Documentation & Measurement

- Camera integration for sign photography with automatic photo numbering
- OCR to capture existing sign text
- Manual sign type selection from standardized catalogs
- Optional wall/space measurement using reference objects in photo
- Zoom interface for precise point placement and dimension capture
- All data linked to precise map location with matching numbers on photos and map dots

Industry-Specific Templates

- **Hospitals**: HCA standardized signs, wayfinding, room numbers, department signs, compliance requirements (ADA, Joint Commission)
- **Office Buildings**: Corporate branding, floor directories, conference rooms, tenant signage, parking signs
- **Schools/Universities**: Classroom numbers, building directories, campus wayfinding, safety/emergency signage

- **Hotels**: Room numbers, wayfinding, amenity signage, brand compliance, guest services, pool/spa areas
- **Mixed Use Developments**: Multi-tenant directories, parking levels, retail/office/residential wayfinding, building codes
- **Outdoor/Campus**: Parking lots, building identification, campus wayfinding, regulatory signs, monument signs
- **Retail/Hospitality**: Brand compliance, promotional signage, wayfinding, menu boards, pricing signs

Workflow

1. Surveyor loads building floor plan
2. Places initial reference point
3. Walks through facility - app tracks movement and shows position
4. Takes photo of sign - OCR captures existing text for documentation, photo automatically numbered
5. Manually selects replacement sign type from industry-specific catalog
6. Optionally measures wall dimensions using reference objects (doors, windows) visible in photo
7. Places camera icon on map with matching number - system recalibrates position accuracy
8. Continues survey with improved location tracking and numbered reference system

Technical Implementation

- **Platform**: Web-based app (works on iPad, Android tablets, desktop)
- **Hardware**: Uses existing tablet sensors for location tracking
- **Deployment**: No app store needed - instant updates via web
- **Cross-platform**: Same codebase works across all devices

Template System Architecture

- **Core app**: Universal location tracking, OCR, photo capture
- **Industry modules**: Swappable sign catalogs and workflows
- **Custom branding**: Client-specific colors, logos, terminology
- **Configuration options**: Upload custom sign catalogs, set workflows, configure compliance standards

Benefits

- Eliminates the "where am I?" problem during interruptions
- Reduces transcription errors with OCR text capture

- Speeds up surveys with standardized sign type selection
- Automatic numbering system prevents duplicate entries and enables easy cross-referencing
- Provides wall dimension data for sign planning and sizing
- Works on existing hardware
- Scalable to multiple industries and clients

Business Model

- **Initial Target**: HCA healthcare facilities undergoing rebranding projects
- **Expansion**: Industry-specific versions for offices, schools, retail
- **Revenue**: Subscription model with industry template packages
- **Scalability**: One platform serving multiple market segments

Competitive Advantages

- Solves the core interruption/location problem that existing tools don't address
- Industry-specific optimization vs generic survey tools
- Web-based deployment for easier adoption
- Self-improving location accuracy through use