

Themes	Sub-themes	Codes
Effect of Landmark Augmentations on Route Retracing	Effective retracing	navigate easier; memorize the turns
Effect of Landmark Augmentations on Mental Map Development	Perceive hallway structures	notice hallway structures more than before; memorize hallway lengths
	Increased Focus on Landmarks	notice landmarks; identify landmarks; memorize landmarks; locate landmarks; increased reliance on landmarks in navigation
	Shift in Landmark Selection	help notice things may be overlooked; monocular blindness: things in blind spot; pick out important landmarks better; help find functional facilities; offer more information to memorize; start paying attention to once augmented landmarks even without wearing the system; conflict with their own way of identifying landmarks
Experiences with VisiMark	Effectiveness	effective in retracing; effective in mental map building
	Comfort	mentally comfortable; more comfortable without the system; device uncomfot; uncomfortable in public
	Learnability	easy to use and understand; short learning curve; tutorial
	Distraction	more useful than distracting; eliminate visual noise from a space; very distracting because of learning curve; not overwhelming; overwhelming at some spots; limit the number of augmented landmarks
Taxonomy of Landmarks to Augment	Current landmarks in VisiMark	similar to those used in wayfinding and mental maps
	Unique but not visually obvious landmarks	green double doors
	Visually challenging but cognitively important landmarks	recessed or flat landmarks; elevators; restrooms
	Landmarks outside their central view, especially dangers	landmarks above eye level; obstacles on the floor
When the Augmentations Should Occur	What to augment only in preview	visually salient landmarks
	What to augment only in situ	common yet important facilities; affordance; small or low contrast prints
Desired Augmentation Designs	Signboards	have an overview ahead; locate oneself without extra trips; depth perception issues: providing hallway lengths; depth perception issues: help identify dead end; double vision: prefer signboards in central view; monocular blindness: point out possible directions; have scales; small arrows of further connecting hallways; maps of the general layout; colors are helpful cues to remember; confirm on the right track; easier navigation unconsciously; not turn-by-turn color-coded hallways distracting; distinct current colors; primary colors; allow brightness adjustability; allow transparency adjustability; allow more color choices; add dark colored outlines
	In-situ labels	focus points to tie on; confirm on the right track from a distance; icons are simpler but convey same information; icons help people who cannot read; number of icon categories; unique icon categories; texts are more indicative; should not use abbreviation; more details in descriptions
	Further customization options	specialize based on the building environment; add ability to turn on and off some components; customize personal layers; add ability to zoom in; add ability to adjust position of augmentations