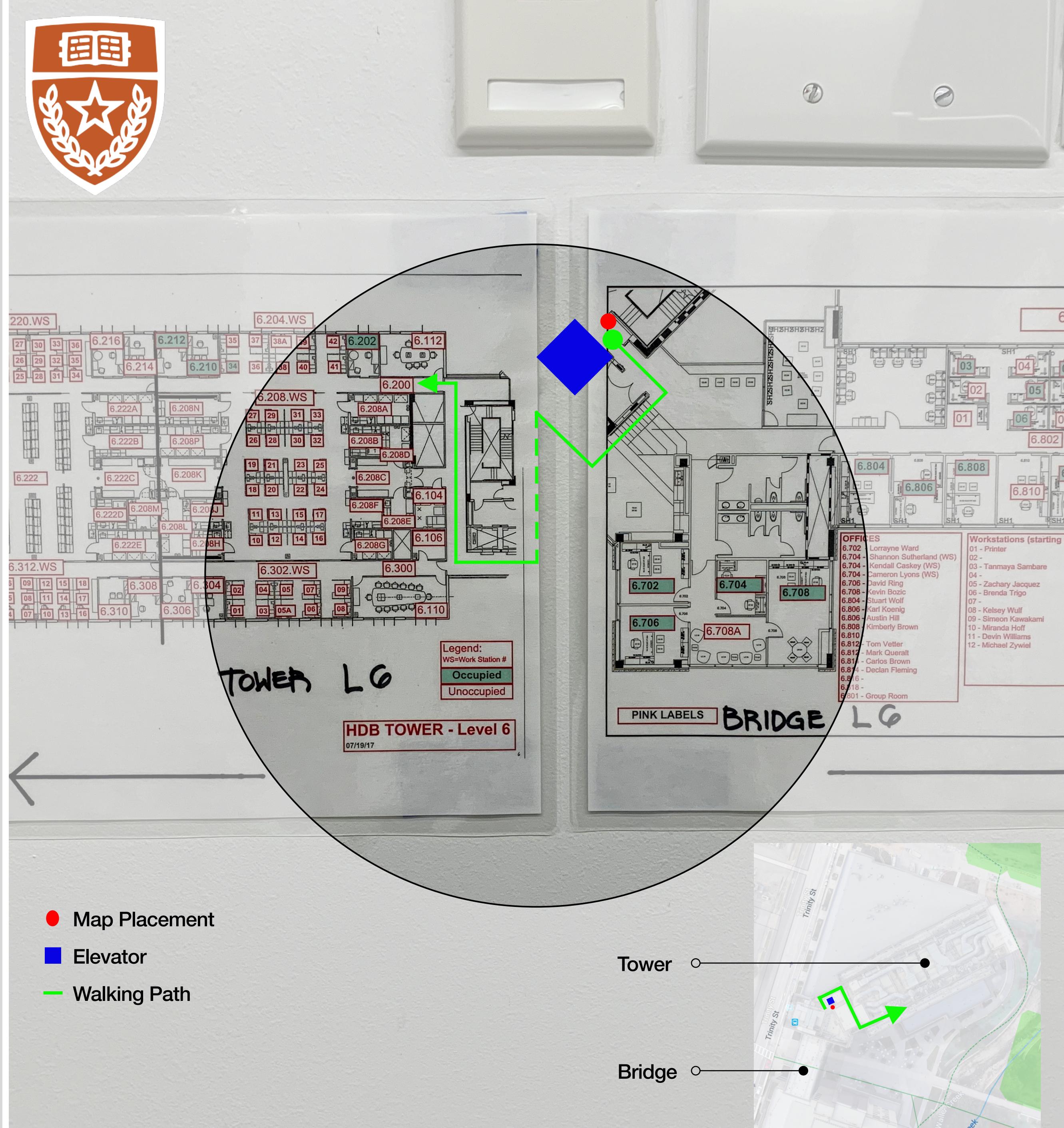


Context

This map is on the 6th floor of the Del Med Health Discovery Building. The elevator opens both in front (top right) and in back (bottom left). When the user leaves the elevator out the front, they are immediately presented with the map shown to the right. However, the map doesn't highlight the current location of the user and is situated in a way that does not correspond to the layout of the building (as shown in the bottom right image, the building has a "knuckle" between the tower and bridge).

Nature

As stated above, this map does not properly orient the user to their position within the building via help text ("you are here") nor are any nearby landmarks (elevator, etc) labeled (the elevator is actually completely cut out of the page). In my scenario, I had to make my way to room 6.112 (green arrow) but it was extremely difficult to determine that I was to wrap around the elevator, go up a flight of stairs, and follow a long hallway to arrive at my destination.



Framing

Norman (2013) states "mapping is a technical term...meaning the relationship between the elements of two sets of things." In this scenario the two elements could be seen as either the user and the map or the map and the building itself. Regardless, the mapping between the two must be natural in order for their relationship to be balanced. Natural Mapping implies that the relationship is obvious to the everyday user. In this scenario, natural mapping could be described as a user, after approaching the map, clearly locating themselves, their destination, and the path necessary to arrive and their destination.

Recommendations

The difficulty of mapping information naturally is often the allotment of space for the intended information. In this scenario, the map itself does not fit on an 8.5x11 sheet of paper. As a result, the map was split and mounted to the wall in a way that is visually appealing (parallel) rather than displayed in a way to benefit the information shown. The simplest solution would be to enlarge the paper being used so that not only is the entire map on a single "sheet", it is also shown in a way that correctly represents the layout of the building. Of course, a legend and markers would go a long way to informing users of their location and surroundings at varying