

Airport

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**Rethinking the
guest experience:
a holistic approach
to wayfinding**

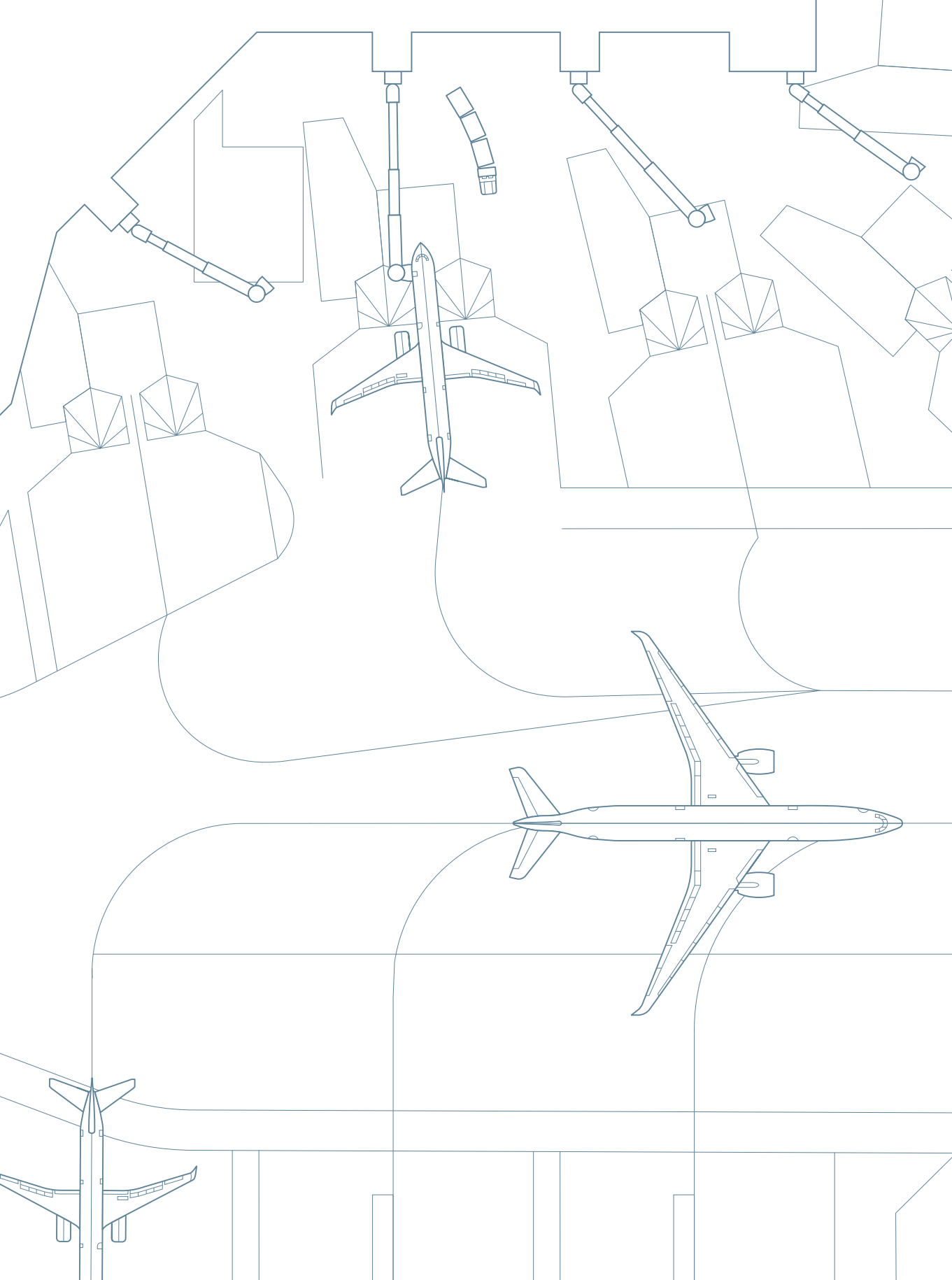
Rethinking the guest experience: a holistic approach to wayfinding

City ID

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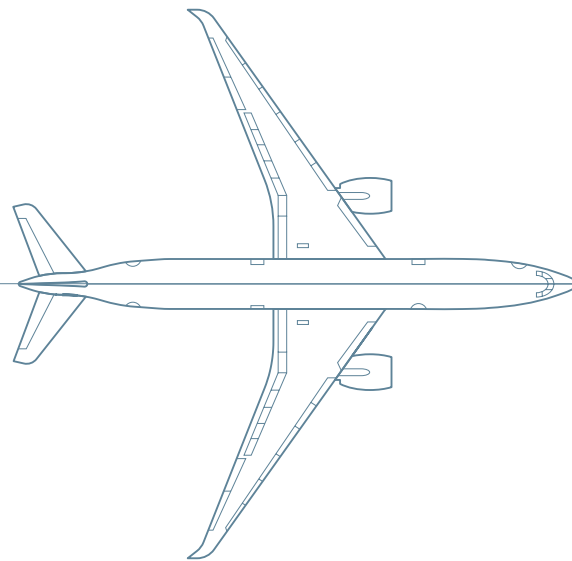


Introduction

This publication sets out a proposition for Wayfinding as a Service. The proposition puts guests' needs first in the design of all elements that aid people's understanding and experience of airport environments. Wayfinding as a Service enables people to intuitively orientate, navigate and interpret their surroundings.

This holistic approach uses both the physical cues and the layout of the airport itself, augmented by a variety of integrated products from signs, to mobile and concierge-based services. It represents wayfinding in the broadest, most connected sense – as the glue that seamlessly binds the guest experience together.

At a time of increased pressure to meet the rapidly changing needs and expectations of airport guests, this publication is timely in setting out a responsive vision. It presents an integrated design approach for airports, airlines and partners with an interest in promoting efficient journeys and enriching the guest experience.



ATL IAH KUL DTW
PEK WHO JFK PHL
LHR BKK IST SYD
ORD FCO HEL GRU
HND SIN BRS ARE
LAX CAN AKL MNL
CDG LAS DEL CTU
DFW PVG BCN BOS
FRA SFO LGW SZX
HKG PHX EWR MEL
DEN MAD YYZ NRT
DXB CLT SHA ORY
CGK MIA MSP MEX
AMS ICN SEA DME

Airports Today, Airports Tomorrow

AYT OSL DUB KMG
TPE JED GMP CTS
ZRH BNE GIG XMN
LGA SLC HNL RUH
FLL DUS STN PDX
IAD BOG HGH DOH
PMI MXP CJU BOM
CPH JNB YVR MCO
SVO ARN TXL MAN
BWI LIS SAN YOU
BSB DCA TPA ATH
VIE BRU CGH MUC

Airports Today, Airports Tomorrow

Growth

Airports are part of a global network that will see passenger traffic double over the next twenty years¹.

Technology

This period of substantial growth will be defined by significant changes to airport operations as smart check-in, biometric security and bag handling initiatives make passenger processing increasingly self-service and automated². Although technological advances have the potential to address recognized pain points for the passenger, airports will need to focus beyond a single point in the process to provide a seamless experience across the whole journey.

Experience Economy

The way people are traveling is also changing. We live in an experience economy and travelers are looking for more memorable, positive experiences, spending a greater proportion of their money on cultural and leisure experiences than ever before³. Airports need to respond to this change and find ways to meet the expectations of their guests, while capitalizing on these benefits to enhance their revenue streams.

Connectivity

As people's preferences change, and with the growth of digital services, guests are looking for convenience and ease at all stages of the journey, from travel planning at home, to arrival at their destination. Guests also want tailored, personalized experiences in tune with their unique preferences and to feel in control by staying informed and connected in real-time⁴.

Authenticity

The shift away from mainstream, mass-market experiences will continue as more and more savvy travelers look for the unique, the authentic and the local⁵. Destinations are emphasizing their uniqueness in an effort to deliver more authentic experiences.

¹ Global passenger traffic is expected to double to 8.2 billion by 2037 (IATA, 2018)

² Digital Borders: Enabling a Secure, Seamless and Personalized Journey (World Economic Forum, 2017)

³ Retail Trends 2018 (Deloitte)

⁴ IATA 2018 Global Passenger Survey Report

⁵ OECD Tourism Trends and Policies 2018

Place

Airport architecture has seen a shift from ubiquitous designs to those that represent and respond to the locality, culture and spirit of place⁶. This same consideration is often missing in the design of the smaller details that play a fundamental role in shaping and guiding guest experience through wayfinding products and services.

Guest Experience

In response to these numerous challenges, guest experience has come into increased focus. For passengers, finding their way inside the airport is the most important consideration for optimizing their experience⁷. For airports and airlines, this means refocusing their wayfinding efforts to create positive experiences that strengthen guest loyalty and increase airport revenue.

Beyond Architecture and Signs

It also means airports need to design with the guest in mind across all touchpoints, not just in terms of architectural form and detailing, but also how guests interact both consciously and subconsciously with all the elements that can be designed to inform, guide and enrich their experience. These elements span everything from creating a sense of arrival, the articulation of functions within each environment, the sequencing of spaces, the reveal of sight lines, through to the design of the smallest details. Together, they create a composition from which a series of unique places start to emerge in environments.

Integration

This integrated approach to design reflects the complex interplay of different touchpoints across the sequence of steps in the journey experience. The proposition of Wayfinding as a Service has the potential to choreograph all these elements, giving collective shape and form to the unique story of each airport.

⁶ Challenges in Passenger Terminal Design: A Conceptual Model of Passenger Experience (Harrison et al. 2011)

⁷ ACRP Report 161 Guidelines for Improving Airport Services for International Customers (2016)

Inform

TO TERMINAL →
Information

The hundreds of things guests interact with – from the arrangement of check-in desks and the adhoc placement of signs and public art, to the design of seating and furniture, and the welcome of airline staff – have often evolved without design integration or consideration of the combined impact on the guest experience.



The Case for Wayfinding

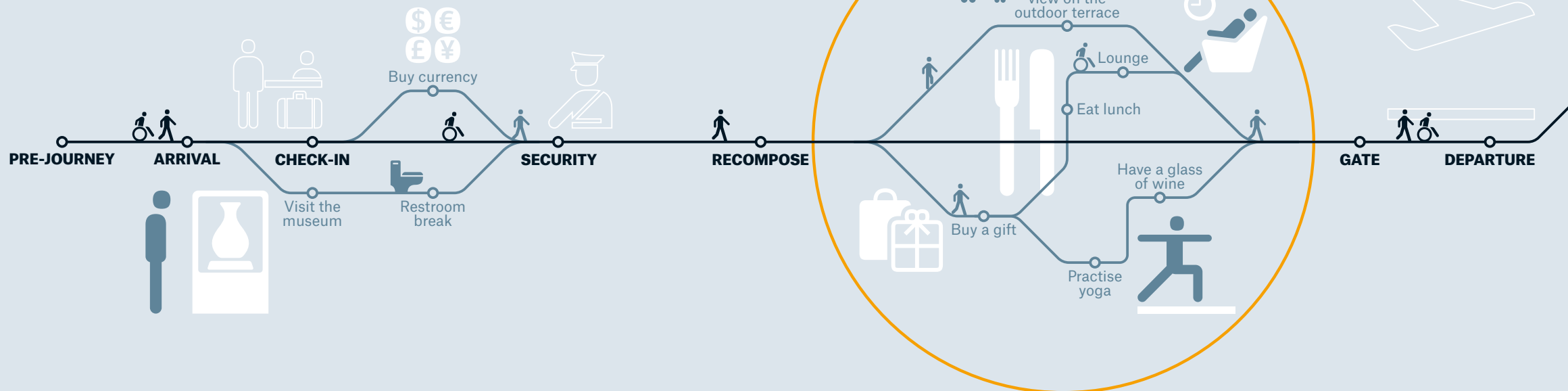
Taking a holistic approach to wayfinding is good for guests, good for the airport community and good for business.

Both positive and negative experiences influence guest behavior, including where guests go in the airport, what they do and how much they spend. Enhanced wayfinding can make a real and tangible difference to guest perceptions and emotions – a happy, enriching experience will drive not only increased spend, but also customer loyalty.

Of all the improvements airports can make, enhanced wayfinding perhaps represents the highest return on investment. Direct benefits include a greater sense of control in terms of how guests spend their time; greater spatial awareness and mental map formation increasing guest confidence; and more knowledge of location, time and distance. These benefits lead to more efficient processing and routing, and a reduction in redundant journeys and back-tracking from gates.

It is within the ‘golden hour’ – the period of discretionary time where guests have most control of their time – when airports have the greatest opportunity to engage guests and maximize spending.

Wayfinding as a Service provides guests with more control over their journey experience and more time for discretionary activities during the ‘golden hour’ before they fly.



More Time

Wayfinding reduces unnecessary back-tracking and time spent being lost whilst increasing discretionary time.

More Time = Happier guests and increased spend

More Understanding

Wayfinding builds greater understanding of the airport, increasing guests' confidence to explore and engage.

More Understanding = Increased engagement

More Intuitive

Wayfinding makes journeys more intuitive. Spatial and interior design can help create more legible environments enabling more intuitive decisions.

More Intuitive = Reduced anxiety

More Control

Wayfinding increases the control guests have over their experience at the airport by providing personalized information.

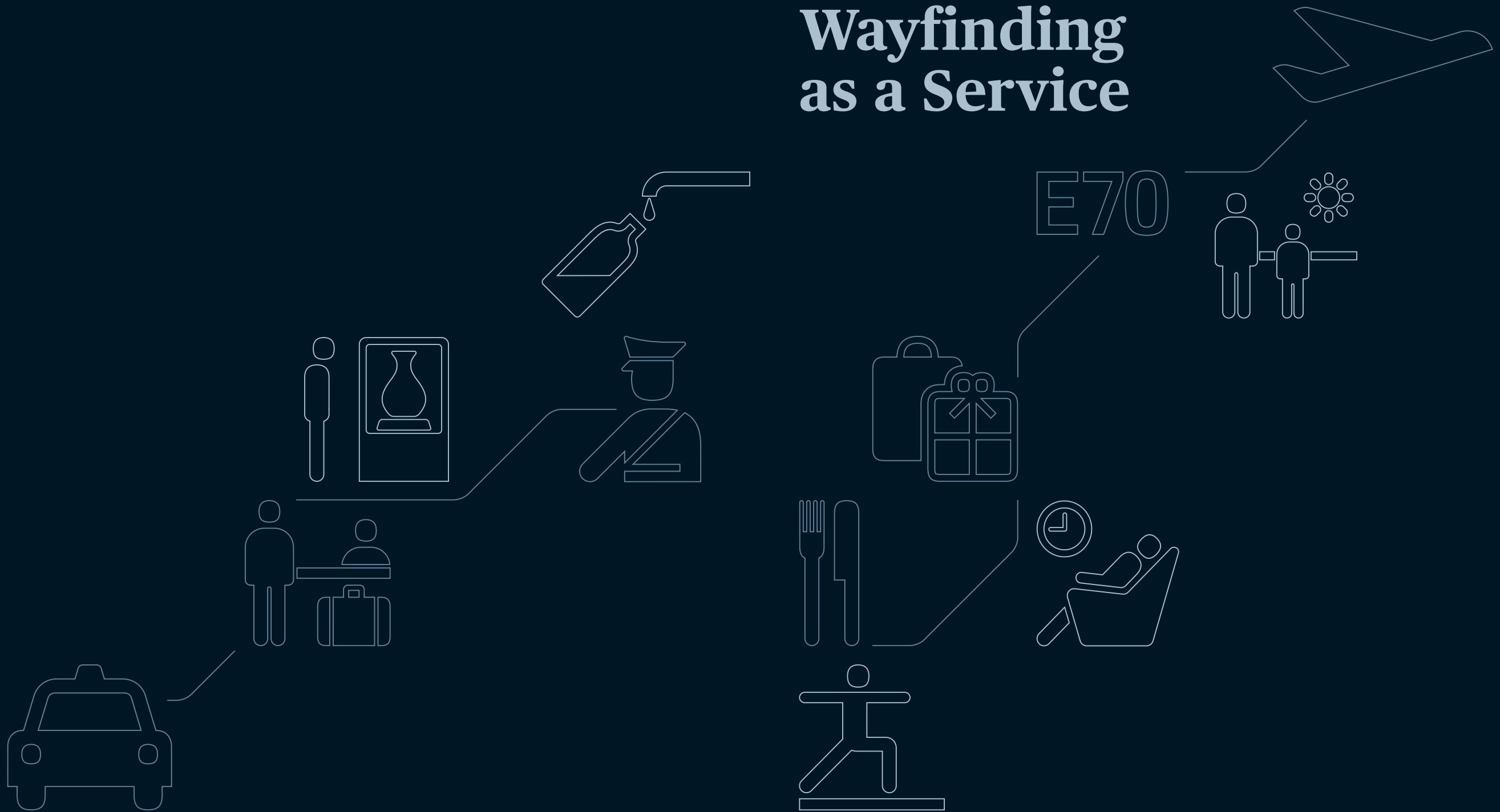
More Control = More independence

More Enjoyable

Wayfinding impacts on the overall enjoyment and satisfaction of guests. Guests feel their needs have been considered, met, even exceeded – they are being looked after.

More Enjoyable = Increased loyalty and time spent at the airport

Wayfinding as a Service



Wayfinding as a Service

Holistic

Wayfinding as a Service is the integration of everything that enables people to locate themselves, navigate and interpret place. It acknowledges both the physical cues and layout of the airport itself as well as the complex interplay of every point of touch along the journey that ensures a positive and enriching experience.

This holistic approach is augmented by a variety of integrated products and services that are seamlessly connected through a unified visual identity and user interface. Spanning all media – from signs and print, to digital and concierge-based services – they simplify navigational choices within the airport environment based on people’s time, location and preferences.

This approach represents wayfinding in its broadest, most connected sense – as the glue that seamlessly binds the guest experience together.

Wayfinding as a Service is based on an understanding of semiotics. The use of everything that enables people to locate themselves, navigate and interpret place. From the subliminal elements of an environment, to literal signs.

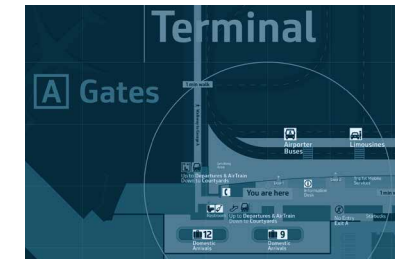
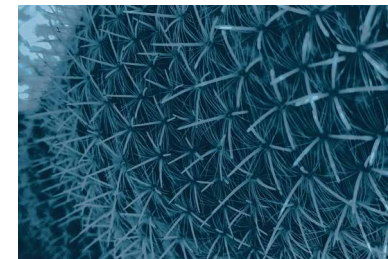
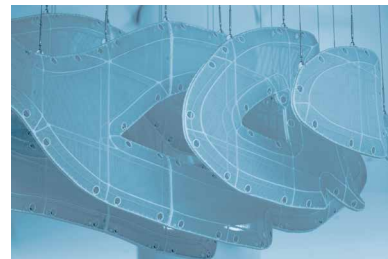
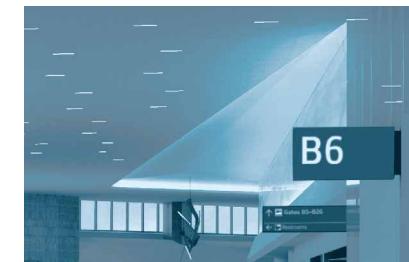


Responsive

The approach simultaneously recognizes the shift towards more personalized and more on-demand wayfinding services. This shift is enabled by new technologies including back-end content management systems and increasingly responsive location-based services. Beacons and geo-fencing provide opportunities for hyper-localized wayfinding services that respond to guests’ real-time location and unique preferences.

Integrated

The approach also recognizes the benefits of integrating wayfinding with processing and discretionary services, such as ticketing and online shopping, to create a seamless experience across the whole journey. Collaboration is key to the success of this approach as it ensures accurate and consistent messages are delivered across the many touchpoints of the journey.



Guest First

User-centered

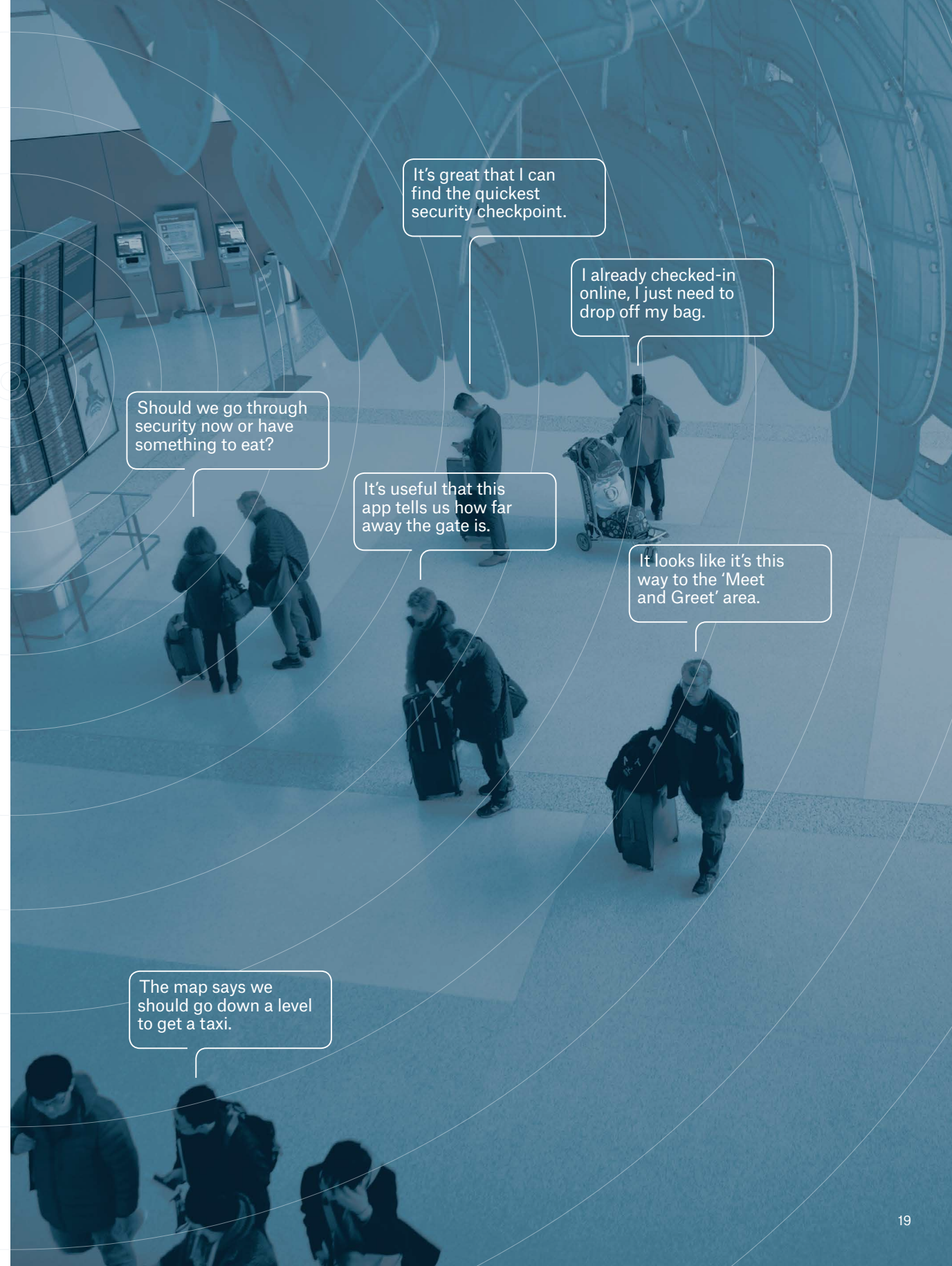
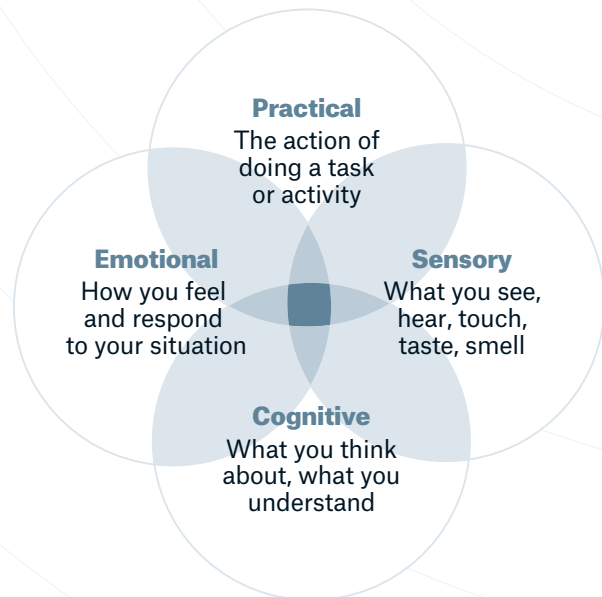
Prioritizing the guest at every stage of planning, design, and delivery focuses capital investment in a way that will have a more positive impact on the type of experiences that are most beneficial to the guest and the airport community.

Every Experience

Experience is our observation, interaction and memory of every part of the journey. Experience includes the architecture of a building, the sequence of spaces, the floor surface, how an entrance is lit, the smile of a person, the color of a sign, the notification on your phone. Guest experience is made up of a complex combination of sensory, emotional, practical and cognitive responses. It includes both tangible assets, such as check-in desks and seating, and intangible factors, such as atmosphere and mood of the environment.

The process of cognition, what guests understand or perceive, and emotional responses are often overlooked despite being a critical part of the overall experience. A holistic approach to Wayfinding as a Service acknowledges the complexity of guest experiences and is especially empathetic to the emotions of guests.

Guest Experience Factors



It's great that I can find the quickest security checkpoint.

I already checked-in online, I just need to drop off my bag.

Should we go through security now or have something to eat?

It's useful that this app tells us how far away the gate is.

It looks like it's this way to the 'Meet and Greet' area.

The map says we should go down a level to get a taxi.

People, Places, Things

The success of Wayfinding as a Service depends on the coordinated planning, design and delivery of everything the guest interacts with or uses to navigate. This includes people, places and things.

The airport community includes everyone from the check-in staff to the airline crew and everyone in between. Each member of that community plays a fundamental part in shaping the guest experience. This means staff should be approachable, responsive and understanding of the nuances of guests' needs, to facilitate an exceptional wayfinding experience.

The inherent legibility of an airport campus, the architectural form of its terminals, and the palette of design elements within, all provide physical cues and markers to aid orientation, navigation and interpretation of the airport. These environments are experienced by guests as a fluid sequence of external and internal spaces combining a myriad of functions, from the configuration of a taxi drop-off point, to the recompose area for putting your shoes back on after security, to the seating area in the hold room where you wait for your flight.

Wayfinding products and services from the app you use to book your flight, to the signs you follow from the highway, to the terminal and boarding gate itself, act as an information overlay to the guest experience. These products augment and support both the provision of people services through the airport community, as well the legibility of the airport campus itself. Everything must be planned, designed and delivered in coordination with and consideration of the whole experience.

People are the airport community

Places make up the airport campus

Things are the products and services to guide you

People



Approachable

When a person's job specifically relates to guest care — for example at an information point, concession or car rental desk — being visible, identifiable and approachable is essential to delivering the hospitality that makes people feel welcome, secure and looked after.



Responsive

Responding with questions, clarification or summarizing needs are key techniques of active listening which help to establish an emotional connection with guests. Part of being responsive is being empathetic to people's emotions to help reduce anxiety.



Knowledgeable

Accurate and relevant knowledge is key to building trust between the airport and guests, whether information is delivered face to face or through a digital service. A key part of the delivery of information is reading a situation and anticipating what people need to know at any given point in their journey.



Reliable

Successful guest services support the journey to, through and from the airport by offering dependable information that provides a solution to any given issue. This is especially critical where a journey stage becomes more complex and crosses perceived boundaries, such as from airport to a transit environment. This can be supported with tools such as tablets, printed maps that can be drawn on and given away, or a concierge-style service where transit can be arranged, and travel times printed.



Resolution

Resolution is best delivered by people to ensure closure and guest satisfaction. Resolution is also a form of quality control for the airport to ensure their guests end their journey at the airport feeling happy and satisfied. The value of resolution amplifies guest loyalty and as a positive reflection, is more likely to result in a positive rating.

Places

Knowable

Airports can distinguish themselves and build stronger relationships with their guests by developing a sense of place, both for the airport as a whole and for a particular location or space. Places, products and services can be designed with individual personality, giving a sense of authenticity and strengthening understanding of place.

Memorable

Placemarks and placemaking provide memorable features at significant locations. These become useful points of memory and orientation for guests while navigating. Complex sequences of environments can become more clearly defined and easier to memorize and recall.

Navigable

Well-structured, clearly-defined spaces and pathways guide and direct guests intuitively through environments. By creating connected spaces through an understanding of sight lines, use of materials, reduction of visual clutter and arrangement of elements within the space, the journey is made more efficient without the overuse of signs.

Recognizable

The composition of elements within a space creates and communicates the space. Elements such as lighting, furniture, art and signs all play a part in helping people recognize the function of a place. How these elements are designed and arranged will make a place similar to, or different from, other places. Creating recognizable places will aid more intuitive wayfinding and have a positive impact on guest behavior.

Visible

The design of spaces and paths that take into account the lines of sight from one point to another reduces the need for physical signs, reduces anxiety and increases guest confidence. Sight lines are particularly important at transition points, for example, from check-in desk to security, from post-security to gate concourse, or from baggage claim to exit.



Things

Relevant

Information that is tailored and edited so that guests have what they need, where and when they need it, is key to successful wayfinding. This approach uses the principle of progressive disclosure. Keeping information relevant reduces information overload, builds confidence in the system and trust in the airport.

Simple

A simplified image of the airport and its terminals used consistently across all products and services builds a memorable map of a place in guests' minds. Carrying this image with them, guests will have a more intuitive sense of navigation and increased confidence to explore.

Predictable

The predictability of wayfinding product locations provides a dependable system for guests that, once learned, becomes instinctive to use; freeing up time and reducing anxiety.

Inclusive

Products and services must be designed using the principles of universal design and be inclusive of all guest needs. Being inclusive is about understanding the needs of a diverse range of abilities, age groups, ethnicities, cultures and genders.

Personalized

Tailored and interactive information can respond directly to the situated needs of the guest. Digital tools such as smart phones and tablets can present personalized planning options, itineraries, real-time queries and notifications via digital media. Through personalization, individuals receive customized content, tailored to them and relevant to their preferences, making them feel more in control.



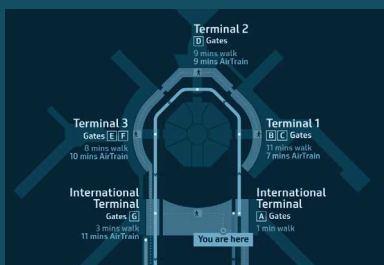
Choreograph the Experience

Choreographing is storytelling through wayfinding.

Choreographing takes into account all touchpoints across the journey experience. The interplay of all touchpoints combines to tell the story of the airport.

To choreograph is to understand how the sequence of environments and activities are planned, designed and expressed in an integrated and meaningful way.

ARRIVAL

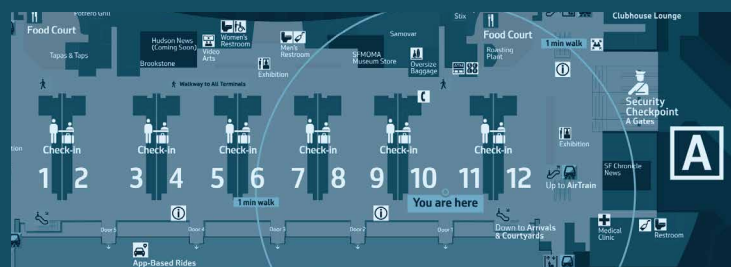


Build people's mental map of the airport by providing a simple model of its parts and their relationship to each other.

Create a sense of arrival through design and architecture that is intuitive and welcoming.



CHECK-IN



Check-in			2:38pm
Airline	Check-in	Counters	Open
Aer Lingus	5	57-62	Now
Aeromexico	12	Closed	7:25
Air Canada	5-6	63-84	Now
Air China	3	Closed	
Air France	7-8	85-103	Now
Air New Zealand	3	Closed	6:10
Asiana	3	Closed	8:00
British Airways	8	103-112	Now
Cathay Pacific	8-10	Closed	

Encourage a sense of control by providing real-time information where needed through displays and other digital media.



Create a range of environments with different ambiances providing for a variety of needs using seating, planting and lighting design schemas.



Signify spaces where guests can recompose after security.

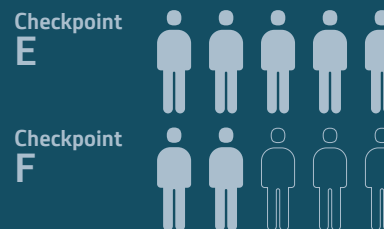


SECURITY



RECOMPOSE

Support spatial understanding and journey planning by providing accurate information that conveys time, distance and direction.

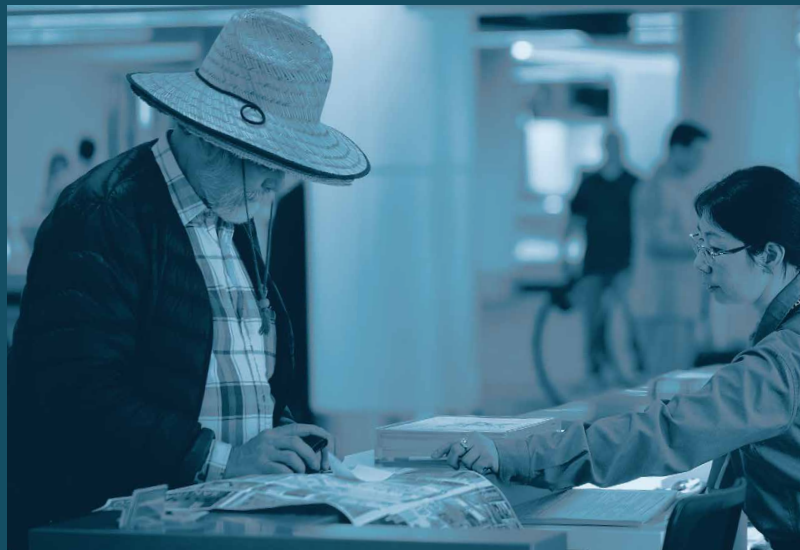


Provide information that gives guests a greater sense of choice and control.



Ensure clear sight lines between key spaces to aid intuitive movement through the airport.

Provide people-based concierge services in locations where they are most needed.



Create places with a sense of calm along the journey for rest and relaxation.



Create memorable places using environmental cues such as art and sculpture.



Present information about retail, food and drink choices in spaces where people dwell.



GOLDEN HOUR

Use seating layouts and surface treatments to denote a variety of discretionary activities.



E70

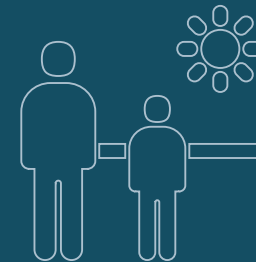
GATE

DEPARTURE

Provide waiting areas with clear site lines to boarding information.



Departures					2:38pm
Time	Destination	Flight	Gate	Status	
2:45	Paris	990 United	G97	Boarding	
2:50	Beijing	986 Air China	G99	Boarding	
2:50	Chongqing	986 Air China	G99	Boarding	
3:00	Reykjavik	862 Icelandair	A7	Boarding	
3:00	Frankfurt	455 Lufthansa	G101	Boarding	
3:05	Paris	83 Air France	A1	On Time	
3:40	New York	616 JetBlue	A11B	On Time	
3:50	Vancouver	1775 WestJet	A2	Now 4:05	
4:15	Boston	134 JetBlue	A12	On Time	
4:20	Tokyo Haneda	1 Japan Airlines	A3	On Time	



Promote amenities such as viewing decks that connect passengers with the excitement of flying.



Levels Guide	
Level 4	Up to AirTrain AirTrain to All Terminals, Rental Car Center, Grand Hyatt at SFO, Long Term Parking
Level 3	You are here Departures Checkin, Food Courts, Walkway to All
Level 2	Down to Arrivals Baggage Claim, Garage A & G, Taxis & Limousine



Provide tailored and personalized information through digital media to give confidence and control throughout the journey.

The Service Experience



The Service Experience

The following pages bring to life Wayfinding as a Service through the visualization of a selection of experiences and touchpoints along a journey. The visualizations build on designs for The SFO Way: a vision for wayfinding at San Francisco International Airport.

Wayfinding as a Service improves peoples understanding and experience of airports across:

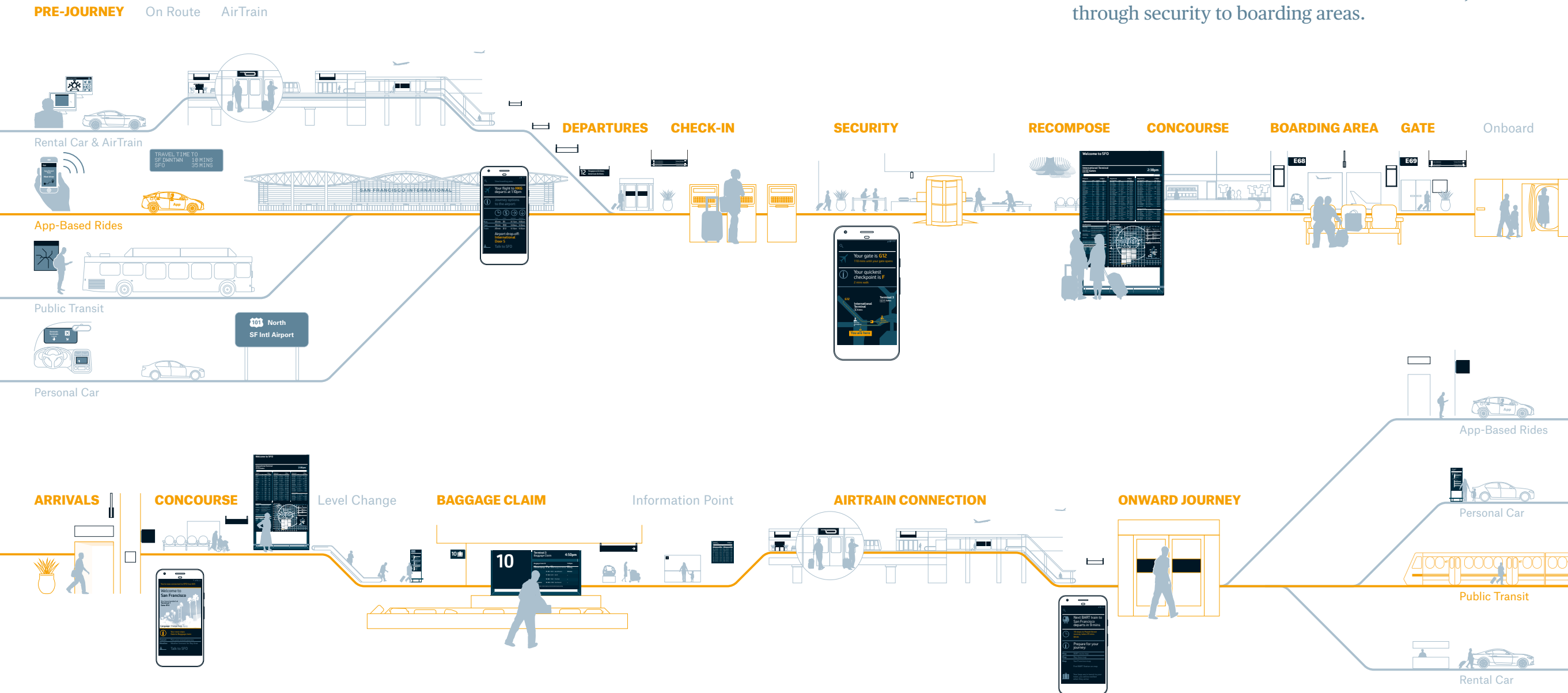
All journey stages – from arrival to departure.

All points of touch – from architectural wayfinding and landscaping to lighting and other design elements.

All media – from mobile apps and web to print and sign systems.

All modes – from ground transportation to walkways and terminal connectors.

All environments – from curbside and check-in, through security to boarding areas.



DEPARTURES

Which is the door for United check-in?

5 United Economy

Drop passenger at Door 5 for United

OK

Check-in at aisle 2 for your flight to Hong Kong

OK

View boarding pass

Would you like to receive wayfinding notifications?

Accept Decline

Your flight to **HKG** departs at 1:10pm

Check-in to gate: **International Terminal Gate B12**

Check-in at aisle 2

Proceed through Security Checkpoint F

Gate Boarding begins at 12:40pm

Personalized Information

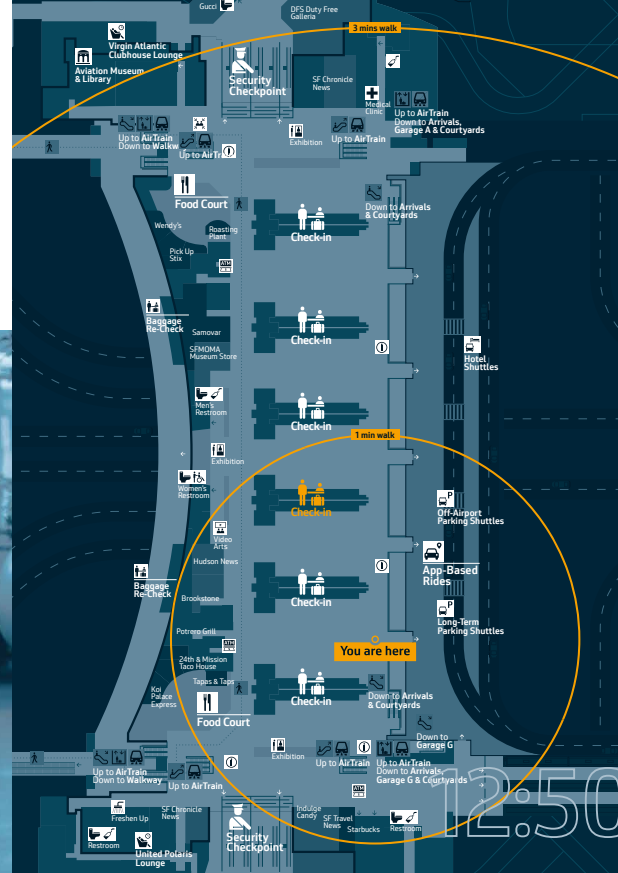
Digital applications, access to Wi-Fi and notifications enable the airport to extend their welcome to the passenger before they enter the airport. Information is sent to guests based on their unique preferences and real-time location.

Airport Community

Transit operators, taxi drivers and parking attendants are often the first people to greet airport guests. The airport is the enabler to this community, providing training, tools and data to enable the delivery of accurate and timely information to guests.

CHECK-IN

Where do I drop my bag?



Welcome to International Terminal

A|G Gates

Departures	2:30pm	Check-in	2:30pm
AA 1234	AA 1234	AA 1234	AA 1234
DL 5678	DL 5678	DL 5678	DL 5678
UA 9012	UA 9012	UA 9012	UA 9012
...

This Terminal

Notifications

- Security Wait Times
- Gate Changes
- Baggage Claim

Heads-up Orientation

Heads-up information displays — including detailed maps of each terminal — communicate critical information efficiently to guests and answer their primary questions: “Where am I?” “Where is...?” “How far...?”

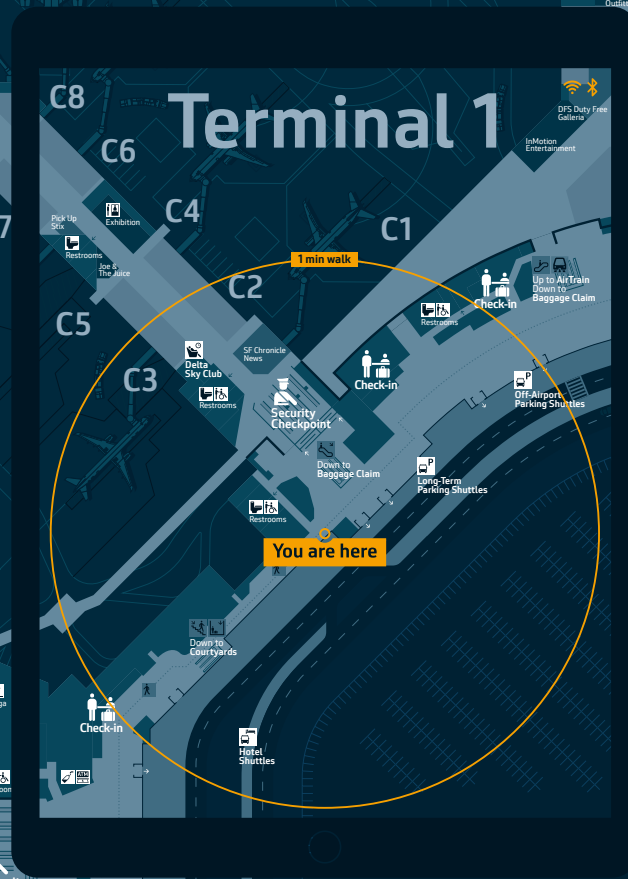
Intuitive Wayfinding

Architecturally responsive wayfinding provides clear lines of sight. This enables intuitive navigation through spaces, saving guests time and reducing stress.

All Channels

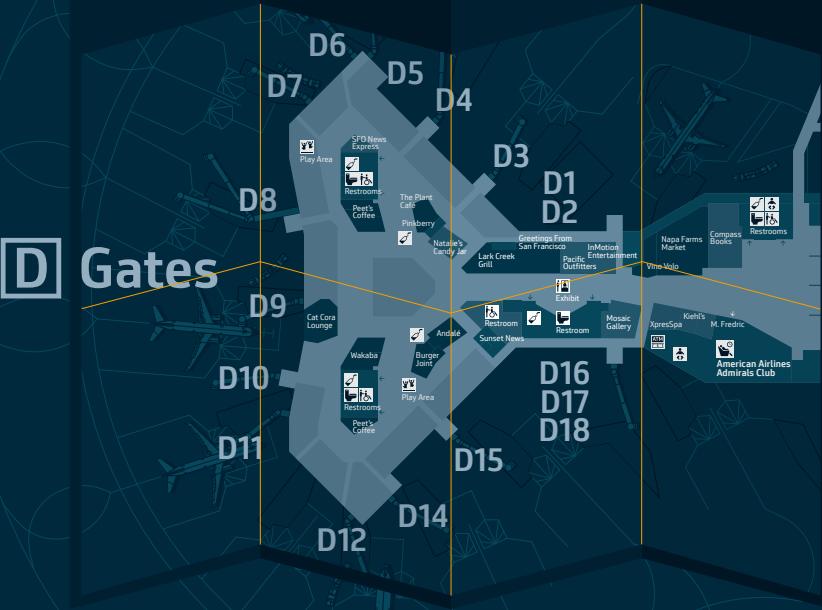
Information and maps are scaled and edited to work across all media and delivery channels as a standardized system. The system is inclusive and designed to provide a consistent and predictable experience for guests, whether they choose to use digital devices, printed maps, signs or a combination of each.

C Gates



Terminal 2

D Gates



E Gates



Location Services

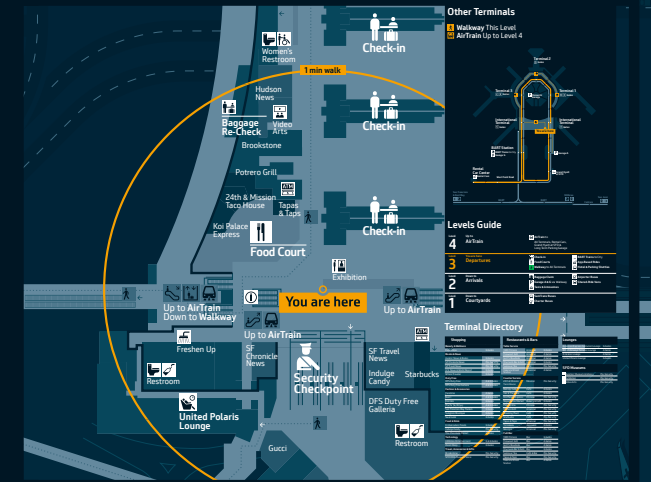
Guests can opt-in to receiving wayfinding guidance through digital notifications triggered by their unique preferences, user attributes and location within the airport.

Welcome to International Terminal

A G Gates

Departures					2:38pm				
Time	Destination	Flight	Gate	Status	Time	Destination	Flight	Gate	Status
2:45	Paris	990 United	G97	Boarding	8:36	Boston	834 JetBlue	A11	On Time
2:50	Beijing	986 Air China	G99	Boarding	8:50	Panama City	209 Copa Airlines	G97	On Time
2:50	Chongqing	985 Air China	G99	Boarding	8:55	Madrid	459 Lufthansa	A11	On Time
3:00	Reykjavik	862 Icelandair	A7	Boarding	9:10	New York	916 JetBlue	A11	On Time
3:00	Frankfurt	455 Lufthansa	G101	Boarding	9:30	Tel Aviv	954 United	G96	On Time
3:05	Paris	83 Air France	A1	On Time	9:40	Auckland	7 Air New Zealand	G94	On Time
3:40	New York	616 JetBlue	A11B	On Time	10:00	Melbourne	50 Qantas	On Time	
3:50	Vancouver	1775 WestJet	A2	Now 4:05	10:40	Toronto	754 Air Canada	On Time	
4:15	Boston	134 JetBlue	A12	On Time	10:40	Singapore	1 United	G92	On Time
4:20	Tokyo Haneda	1 Japan Airlines	A3	On Time	10:45	Hong Kong	699 United	G12	On Time
4:25	Shanghai	691 United	G92	On Time	10:45	Sydney	883 United	G95	On Time
4:30	Amsterdam	608 KLM	A8	On Time	10:50	Montreal	776 Air Canada	On Time	
4:35	London	284 British Airways	A4	On Time	10:55	Mexico City	665 AeroMexico	On Time	
4:40	Toronto	750 Air Canada	G100	On Time	11:00	Mexico City	412 United	G98	On Time
4:45	Dubai	226 Emirates	A9	On Time	11:20	Tahiti	710 French Bee	On Time	
4:55	Vancouver	569 Air Canada	G93	On Time	11:23	Fort Lauderdale	278 JetBlue	On Time	
5:29	Long Beach	1635 JetBlue	A11B	On Time	11:30	Seoul	211 Asiana	On Time	
5:30	Dublin	146 Aer Lingus	G100	On Time	11:35	Cancun	831 Interjet	On Time	
5:35	Copenhagen	936 Scandinavian	G94	On Time	11:50	Guadalajara	663 AeroMexico	On Time	
5:50	London	20 Virgin Atlantic	A6	On Time	11:55	Guangzhou	658 China Southern	On Time	
6:00	Madrid	674 Iberia	A5	Now 6:30	11:58	New York	1516 JetBlue	On Time	
6:15	Istanbul	80 Turkish Airlines	G98	Now 6:50	Wednesday July 25, 2018				
6:55	Galgarv	8590 Air Canada	On Time	12:10	Seoul	26 Korean Air	On Time	On Time	
6:55	Reykjavik	162 WDW Air	A3	On Time	12:30	Hong Kong	873 Cathay Pacific	On Time	On Time
7:05	Frankfurt	926 United	G102	On Time	12:35	Manila	105 Philippine Airlines	On Time	On Time
7:35	London	286 British Airways	A9	Now 7:37	12:50	Chengdu	9 United	G95	On Time
7:35	London	930 United	G93	On Time	6:40	Vancouver	561 Air Canada	On Time	On Time
7:35	London	42 Virgin Atlantic	A7	On Time	6:55	San Salvador	565 Avianca	On Time	On Time
7:50	Bakersfield	5260 United	77C	On Time	7:00	Montreal	780 Air Canada	On Time	On Time
7:55	Zurich	39 SWISS	G95	On Time	7:00	New York	16 JetBlue	On Time	On Time
8:00	Vancouver	571 Air Canada	On Time	7:25	Toronto	758 Air Canada	On Time	On Time	
8:30	Paris	85 Air France	On Time						

This Terminal



SECURITY

Which security checkpoint is quickest?

Checkpoint E



Checkpoint F



Checkpoint G



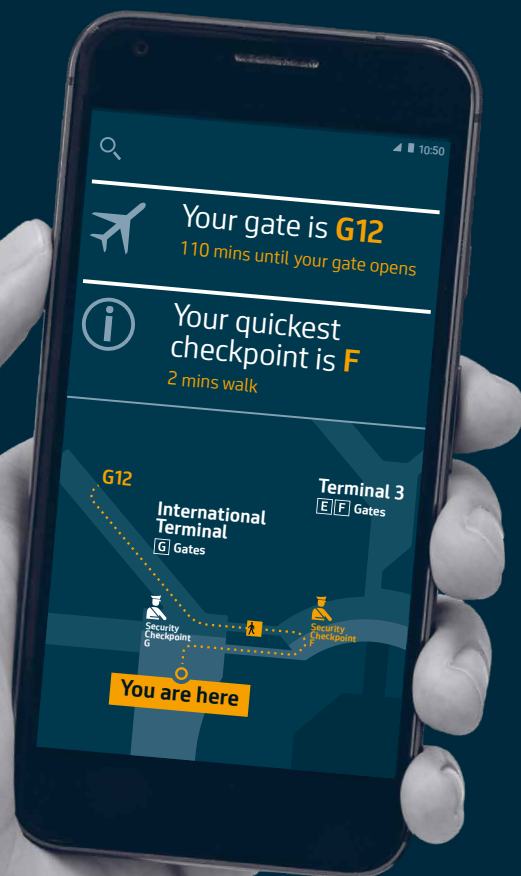
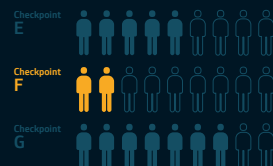
Check-in 2:38pm

Airline	Check-in	Counters	Open
Aer Lingus	5	57-62	Now
Aeromexico	12	Closed	7:25
Air Canada	5-6	63-94	Now
Air China	3	Closed	Now
Air France	7-8	85-103	Now
Air New Zealand	3	Closed	6:10
Asiana	3	Closed	8:00
British Airways	8	103-112	Now
Cathay Pacific	8-10	Closed	Now
China Southern	6	Closed	8:25
Copa Airlines	9	Closed	5:20
Emirates	10-11	133-148	Now
EVA AIR	5	Closed	8:35
French Bee	7	Closed	7:25
Iberia	3	29-34	Now
Icelandair	12	Closed	Now
Interjet	4	Closed	7:35
Japan Airlines	12	161-168	Now
JetBlue	10	127-131	Now
KLM	7-8	85-103	Now
Korean Air	9	Closed	8:50
Lufthansa	4	43-52	Now
Philippine Airlines	11	Closed	8:35
Qantas	12	Closed	6:30
Scandinavian	6	71-76	Now
Sun Country	8	Closed	8:50
SWISS	4	Closed	4:25
Turkish Airlines	5	63-70	Now
United	1-3	1-42	Now
Virgin Atlantic	9	119-126	Now
Westjet	4	53-56	Now
WOW Air	11	Closed	3:25

Notifications

James Vardill	Please dial #1234 from a courtesy phone
United UA990	United Airlines delayed flight UA990 to Paris is now boarding from Gate G9
Devon Griffin	Please report to an information desk
British Airways BA284	British Airways flight BA284 to London is now departing from Gate A4
Gemma Byrne	Please dial #9012 from a courtesy phone
Air China CA986	Air China flight CA986 to Beijing is now boarding from Gate G9
Keyu Zhang	Please dial #7532 from a courtesy phone

Security Wait Times



RECOMPOSE

Where can I sit and re-pack my bag?

Is this a good place to meet before we board?



Efficient Processing

Real-time information on queues at security and personalized route-to-gate information, builds guest confidence and reduces stress.

Recognizable Spaces

Spaces are designed in response to guests' needs. The layout of spaces and arrangement of elements within form an intuitive environment that has a positive impact on guest behavior.

Personal Services

Digital services and signs are augmented at key locations by staff at help desks and personal concierge services.

What else can I do while I wait?

Are there any vegan restaurants here?



Time and Distance

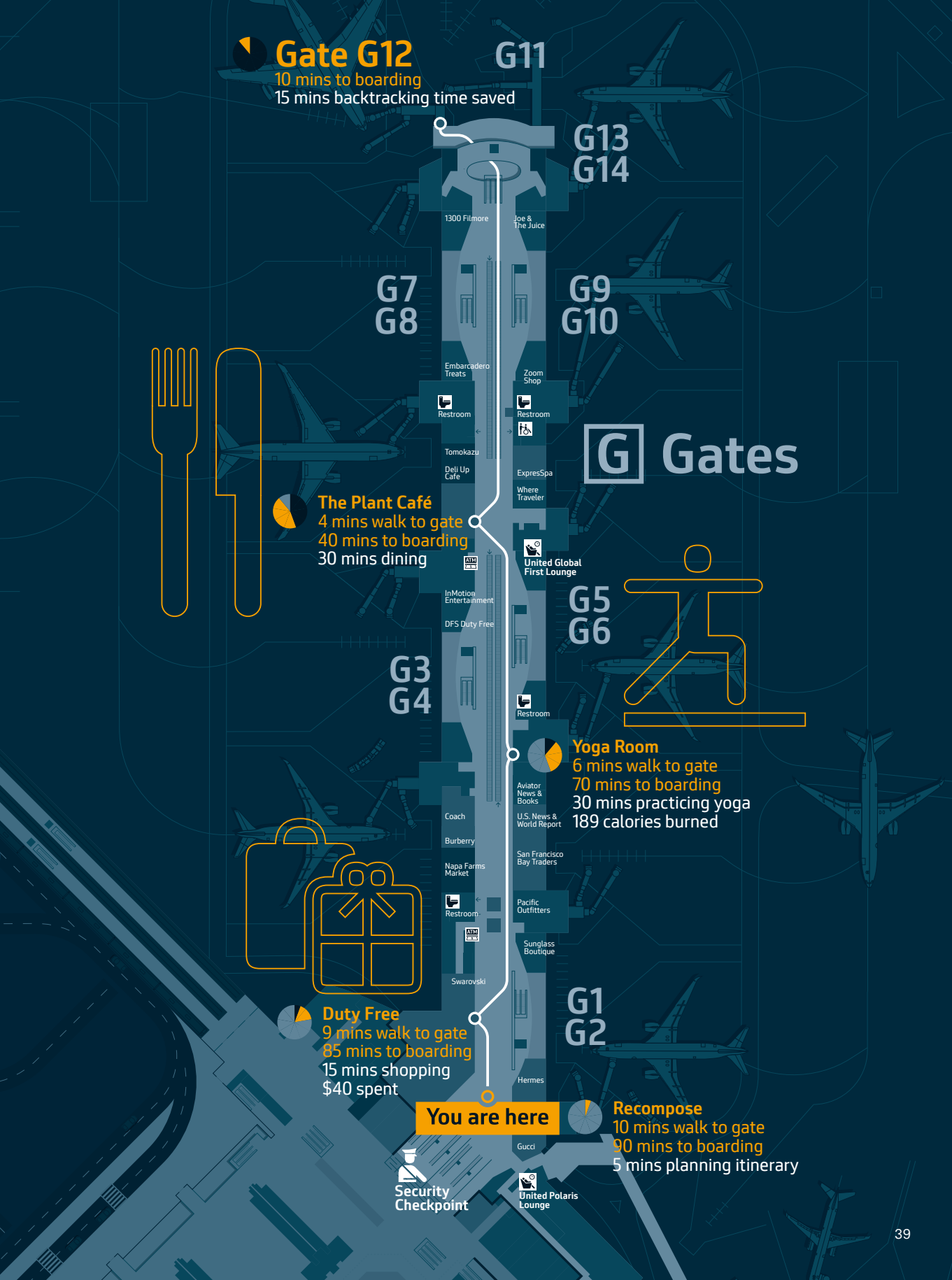
The duration of walk-time to gate is a significant headline post-security. It appears consistently on maps and itineraries, giving confidence to guests and enabling them to make best use of their discretionary time.

Time and Choice

Wayfinding gives guests choice and control by providing tailored information and mapping that is relevant to their location and the time they have available.

Golden Hour

Responsive digital wayfinding services allow guests to plan a customizable itinerary during the 'golden hour', by suggesting activities based on preferences, location and the time they have available.



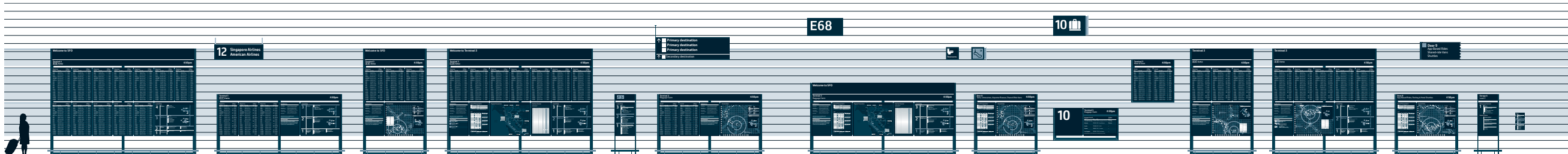


A Range of Products

A modular product range provides flexibility while maintaining consistency. A reduced number of components and a simplified construction minimizes the cost of build and maintenance.

Product Concept

Appropriate combinations of information types are planned and combined within each product, ensuring information is provided exactly where it is needed, at the right size and in the right format.



GATE

How long until we start boarding?

How's the weather in Hong Kong?

B12

Gate B12

12:10^{pm}

UNITED

**UA869
Hong Kong**

Departs at **1:10^{pm}**
Boarding begins at **12:40^{pm}**

Time at destination
Monday | Mar 11 | 3:10^{pm}

		
Today 69°f / 21°c	Tomorrow 75°f / 24°c	Wednesday 68°f / 20°c

14m ago
Your shopping from Embarcadero Treats is available for pick up at Gate B12

9m ago
Your luggage has been loaded onto today's flight to Hong Kong

Airport summary

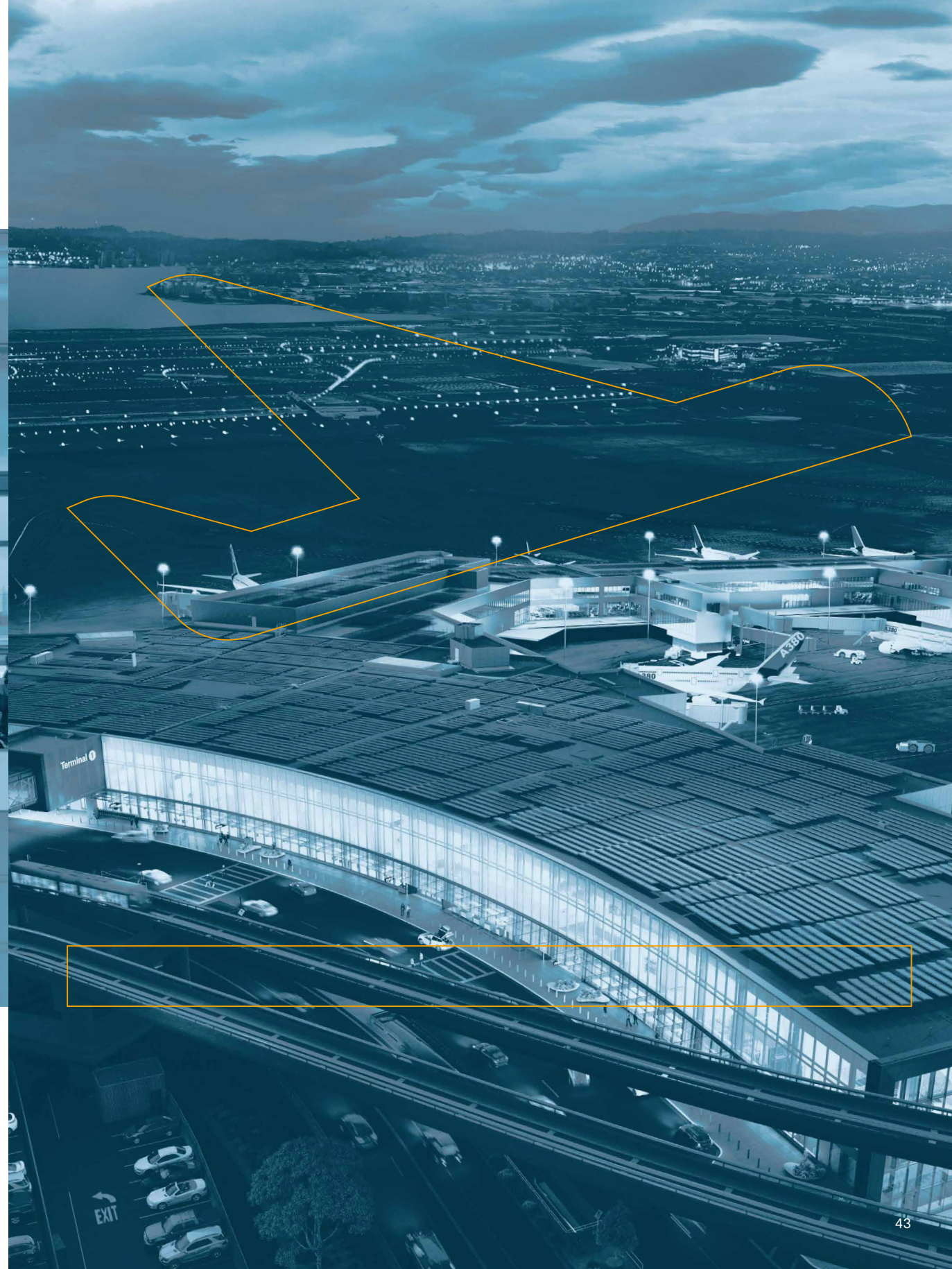
You have walked **2 miles** and burned **200 calories** in the Airport today

Preorder your first drink on today's flight to Hong Kong

Download the Visitor's Guide to Hong Kong

End-to-End

Joined-up service delivery creates a seamless positive experience for guests as they depart the airport and board their flight.





ARRIVAL

¿Cómo puedo llegar a la ciudad?

Baggage Claim



Inclusive Welcome

Digital applications are inclusive of language and accessibility to meet the needs of all guests. Audio and visual information is provided to welcome and assist guests from around the world.



Memorable Places

Spaces are designed to reflect the character and spirit of place with authenticity that engages guests and builds trust and loyalty.

LEVEL CHANGE

Which level is Baggage Claim?

Baggage Claim

Your baggage will arrive in 10 mins

OK

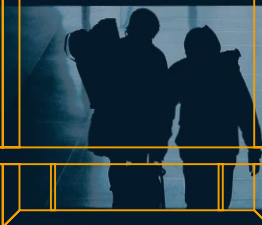
BAGGAGE CLAIM

Which carousel is my bag arriving at?



Levels Guide

- Level 3**
 - Up to AirTrain
 - Domestic Garage
 - AirTrain to All Terminals, Rental Cars, Grand Hyatt at SFO & Long Term Parking Garage
- Level 2**
 - Departures
 - Check-in
 - Walkway to All Terminals
 - App-Based Rides
 - Hotel & Parking Shuttles
- Level 1**
 - Down to Arrivals & Baggage Claim
 - Baggage Claim
 - Domestic Garage via Tunnel
 - Taxis & Limousines
 - Airporter Buses
 - SamTrans Buses
 - Charter Buses
 - Shared-Ride Vans



Vertical Navigation

Location-specific directories assist guests in the navigation of complex, multi-floored environments. Consistency across the system is achieved through rigorous information planning.

Terminal 1 Baggage Claim 10:30pm

This Terminal

Other Terminals

Ground Transportation

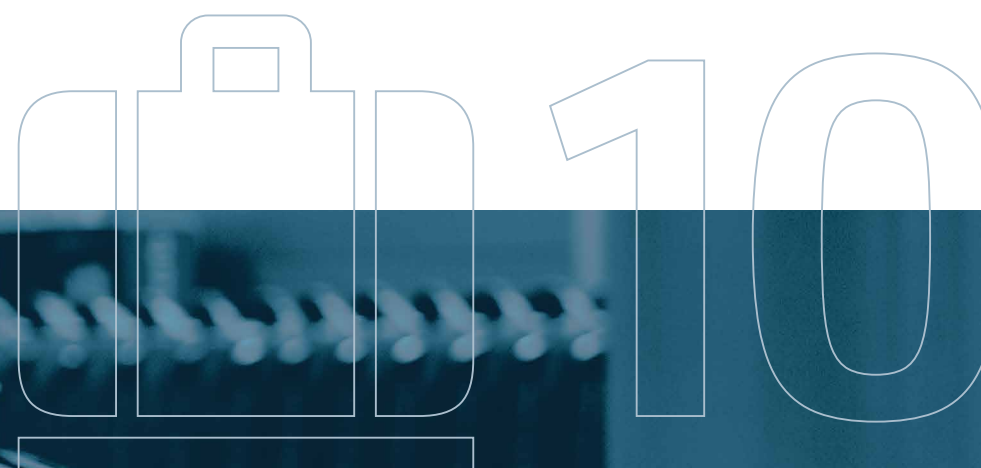
- Airporter Buses This Level
- Shared-Ride Vans This Level
- Taxis & Limousines This Level
- App-Based Rides Up to Level 3
- BART Trains to City Up to Level 3
- Charter Buses Down to Level 1
- Hotel Shuttles Up to Level 3
- Parking Shuttles Up to Level 3
- Rental Cars via AirTrain Up to Level 4
- SamTrans Buses Down to Level 1

Notifications

- James Vardill Please dial #1234 from a courtesy phone
- United Airlines delayed flight UA990 to Paris is now boarding from Gate D21
- Robert Griffin Please report on an information desk
- British Airways British Airways flight BA234 to London is now departing from Gate A4
- Gemma Byrne Please dial #1232 from a courtesy phone
- Air China CA686 Air China flight CA686 to Beijing is now boarding from Gate G16
- Keyu Zhang Please dial #1232 from a courtesy phone

Electric vehicle charging points are now available in all of our mobile garages. Best of all, there's no charge for the charge!
To learn more visit [www.sfo.com](#)

Please maintain control of your baggage at all times. Report suspicious activity or unattended baggage by calling 911 or any airport telephone. Reporters will be listed at the Airport Travel Agency.



Terminal 3 Baggage Claim 10:45pm

Baggage Claim 10 10:45pm

Origin	Time	Flight	Status
Colorado Springs	10:45	8888 Singapore Airlines	Arriving
Atlanta	10:55	5951 AeroMexico	10 mins
Austin	11:50	6231 KLM	-
Denver	12:02	1532 Frontier	-
Los Angeles	12:20	2798 Southwest	-

Many bags look alike - Please compare your claims stub with the tag on your bag.

Whole Campus

Mapping connects the internal and external spatial structure of the airport, enabling guests to plan their next steps, reducing the anxiety of transitioning between environments.

INFORMATION POINT

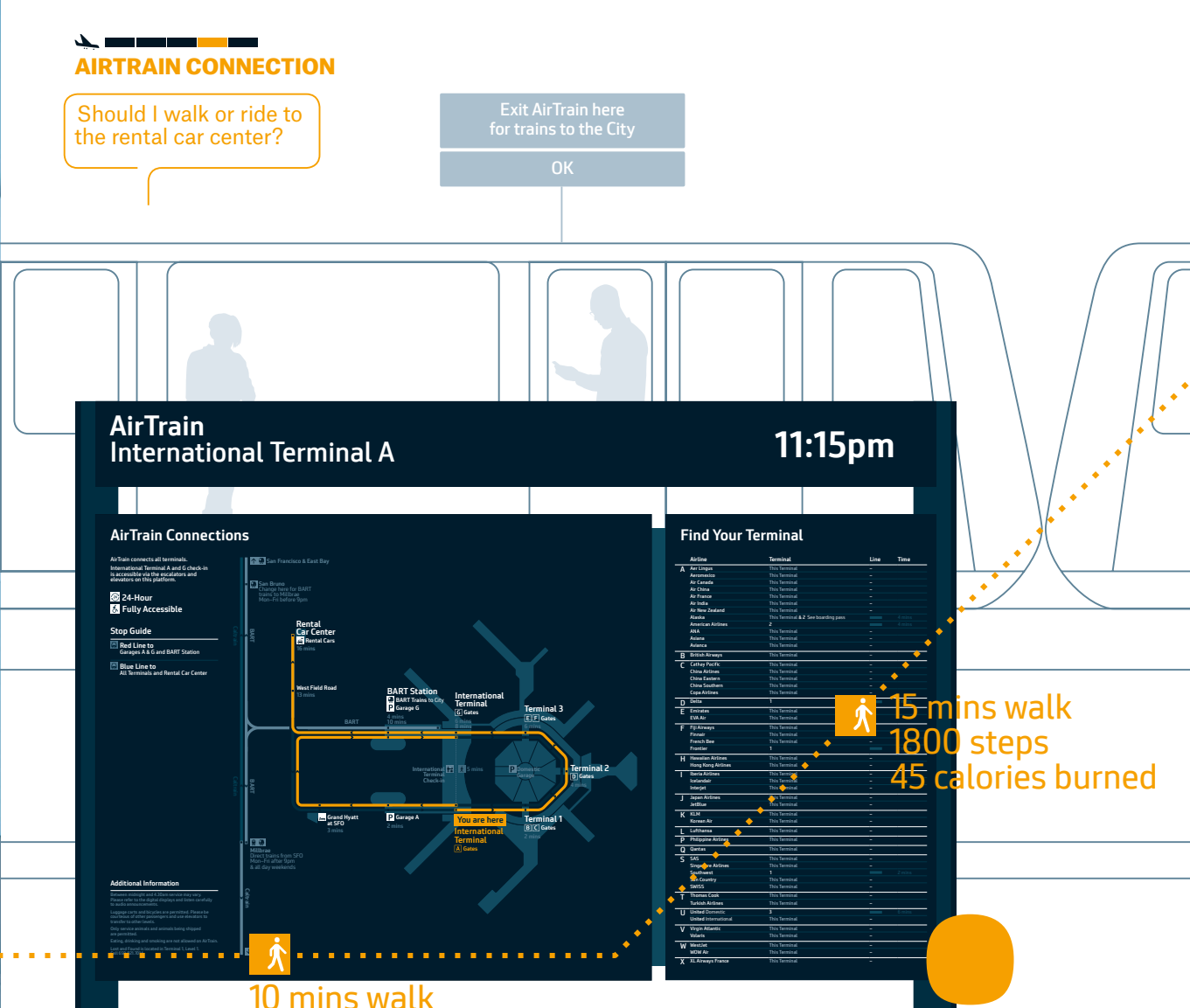
What are my options for getting to the city?



AIRTRAIN CONNECTION

Should I walk or ride to the rental car center?

Exit AirTrain here for trains to the City
OK



AirTrain International Terminal A

11:15pm

AirTrain Connections

AirTrain connects all terminals. International Terminal A and G check-in is accessible via the escalators and elevators on this platform.

- 24-Hour
- Fully Accessible

Stop Guide

- Red Line to Garages A & G and BART Station
- Blue Line to All Terminals and Rental Car Center

Additional Information

International Terminal A and G check-in is accessible via the escalators and elevators on this platform.

Find Your Terminal

Airline	Terminal	Line	Time
A Air Lingus	11th Terminal	-	-
Aeromexico	11th Terminal	-	-
Air Canada	11th Terminal	-	-
Air China	11th Terminal	-	-
Air France	11th Terminal	-	-
Air India	11th Terminal	-	-
Air New Zealand	11th Terminal	-	-
Allegiant	11th Terminal & 7th boarding pass	-	-
American Airlines	2nd	-	-
ANA	11th Terminal	-	-
Asiana	11th Terminal	-	-
Azores	11th Terminal	-	-
British Airways	11th Terminal	-	-
Cathay Pacific	11th Terminal	-	-
China Airlines	11th Terminal	-	-
China Eastern	11th Terminal	-	-
China Southern	11th Terminal	-	-
Copa Airlines	11th Terminal	-	-
Delta	11th Terminal	-	-
Egyptair	11th Terminal	-	-
Emirates	11th Terminal	-	-
EVA Air	11th Terminal	-	-
Fly Airways	11th Terminal	-	-
Frontier	11th Terminal	-	-
Garuda	11th Terminal	-	-
Hawaiian Airlines	11th Terminal	-	-
Hong Kong Airlines	11th Terminal	-	-
JetBlue	11th Terminal	-	-
Jetstar	11th Terminal	-	-
Japan Airlines	11th Terminal	-	-
Korean Air	11th Terminal	-	-
KLM	11th Terminal	-	-
Lufthansa	11th Terminal	-	-
Malaysia Airlines	11th Terminal	-	-
Qantas	11th Terminal	-	-
SAS	11th Terminal	-	-
Singapore Airlines	11th Terminal	-	-
Spirit	11th Terminal	-	-
Swire	11th Terminal	-	-
Tigerair	11th Terminal	-	-
United Express	11th Terminal	-	-
United International	11th Terminal	-	-
Virgin Atlantic	11th Terminal	-	-
WestJet	11th Terminal	-	-
Wingo Air	11th Terminal	-	-
Xi Airways	11th Terminal	-	-

5 mins walk
600 steps
15 calories burned

10 mins walk
1200 steps
30 calories burned

15 mins walk
1800 steps
45 calories burned

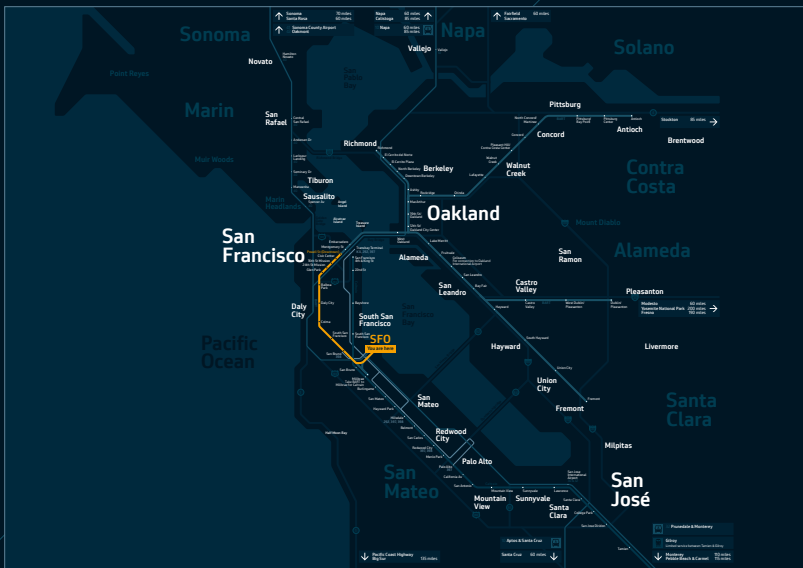


Concierge Services

Information points and concierge services provide tailored information, particularly where the journey crosses perceived boundaries, such as from the airport to the city. The service is supported by tablet-based apps and printed maps and guides.

Walk and Ride

A simple mental map of the airport is overlaid with walk and ride information to show connections across the campus. This information is combined, so guests can make informed choices about their onward journeys.



**Region
The Bay Area**

Highways and transit options



**Campus
The Airport**

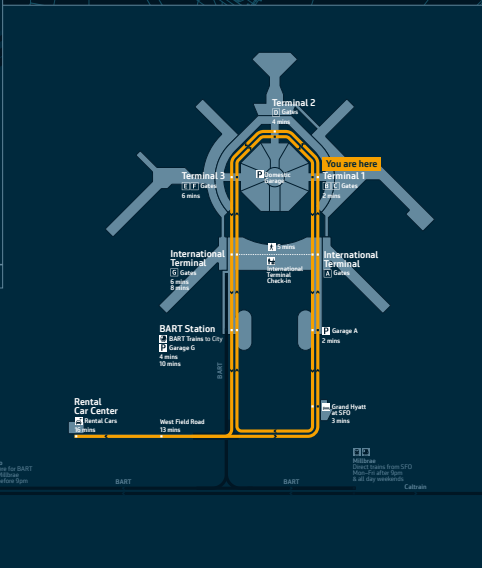
All terminals, parking garages, transit and access points



Transit

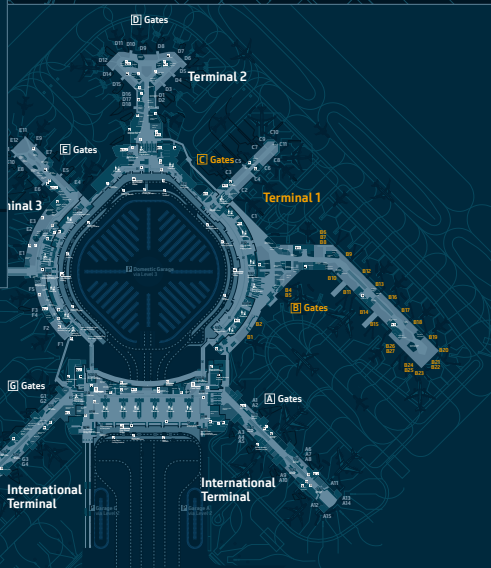
All terminals

Transit links between terminals



Mapping Standard

A mapping standard provides accurate information across a suite of maps, drawn at appropriate scales. From regional transit diagrams, to the detail of a building, the suite is designed to support journey planning, orientation, navigation and interpretation.



Terminal

All terminals

Departures level
Arrivals level



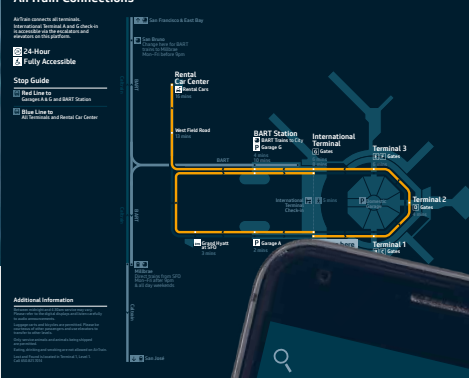
TRANSIT CONNECTION

When is the next train to the City?



BART Station Trans to City

AirTrain Connections



Ground Transportation

- BART Trains to City **This Level**
- Shared-Ride Vans **This Level**
- Taxis & Limousines **This Level**
- App-Based Rides Up to Level 3
- Airporter Buses Up to Level 3
- Charter Buses Down to Level 1
- Hotel Shuttles Up to Level 3
- Parking Shuttles Up to Level 3
- Rental Cars via AirTrain Up to Level 4
- SamTrans Buses Down to Level 1

Regional Connections



Notifi

- James
- United
- Devon
- British Airways
- Gamma
- Air Chir
- Kayu 2



Whole Journey

Wayfinding provides connectivity for the next stage in the journey, connecting people to destinations across the region, ensuring a positive, seamless handover to the guest experience.





The SFO Way wayfinding system will be implemented as an airport-wide standard from 2019. The designs and illustrations in this publication have been developed for the sole purpose and use within this book and do not represent final products.

City ID extends their thanks and appreciation to everyone at San Francisco International Airport involved in the SFO Wayfinding Program.

Contact

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Credits

Written, designed and illustrated by City ID.

Wayfinding concept, system, visual identity and cartography design by City ID.

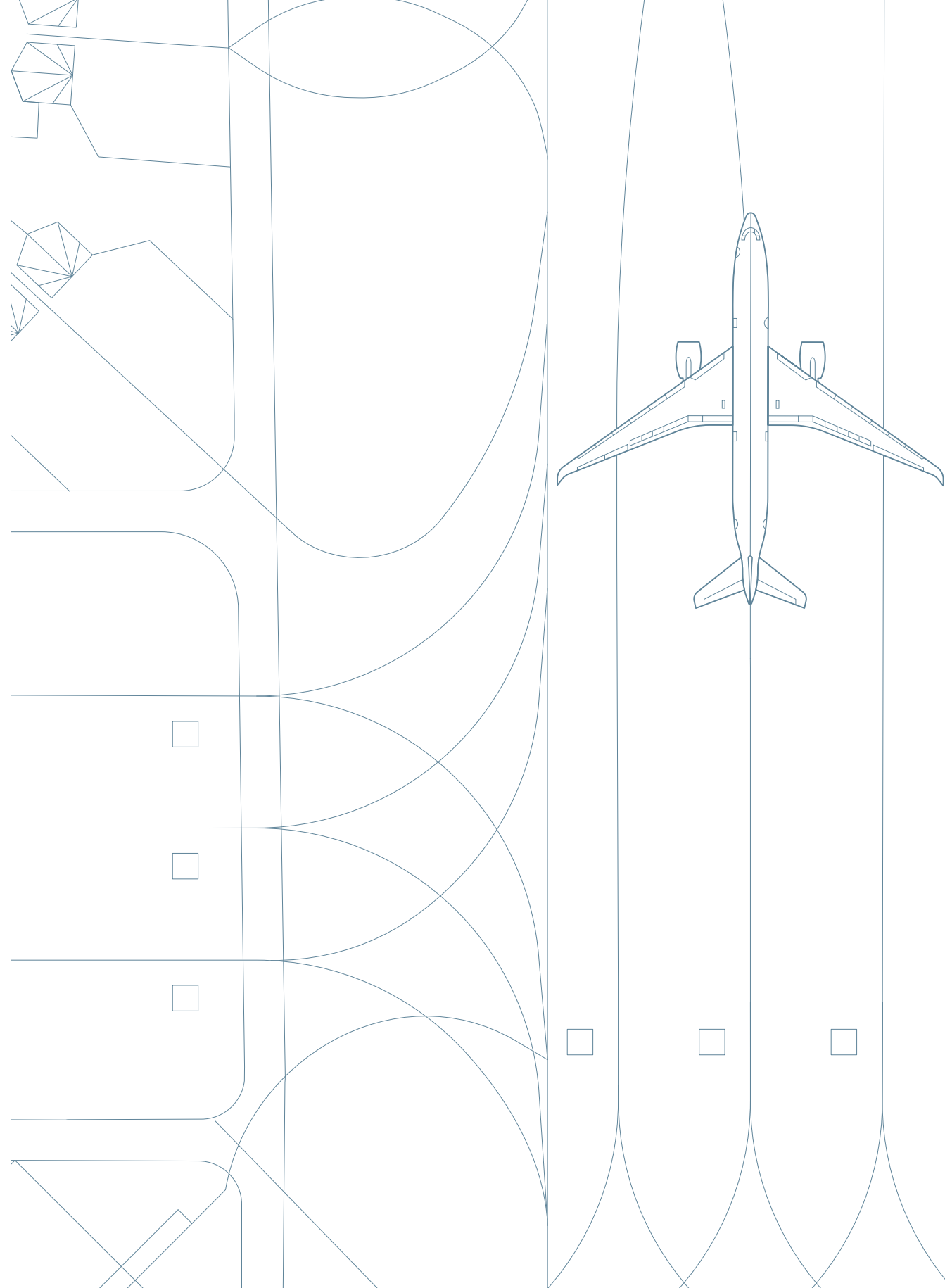
Industrial product design by Billings Jackson Design.

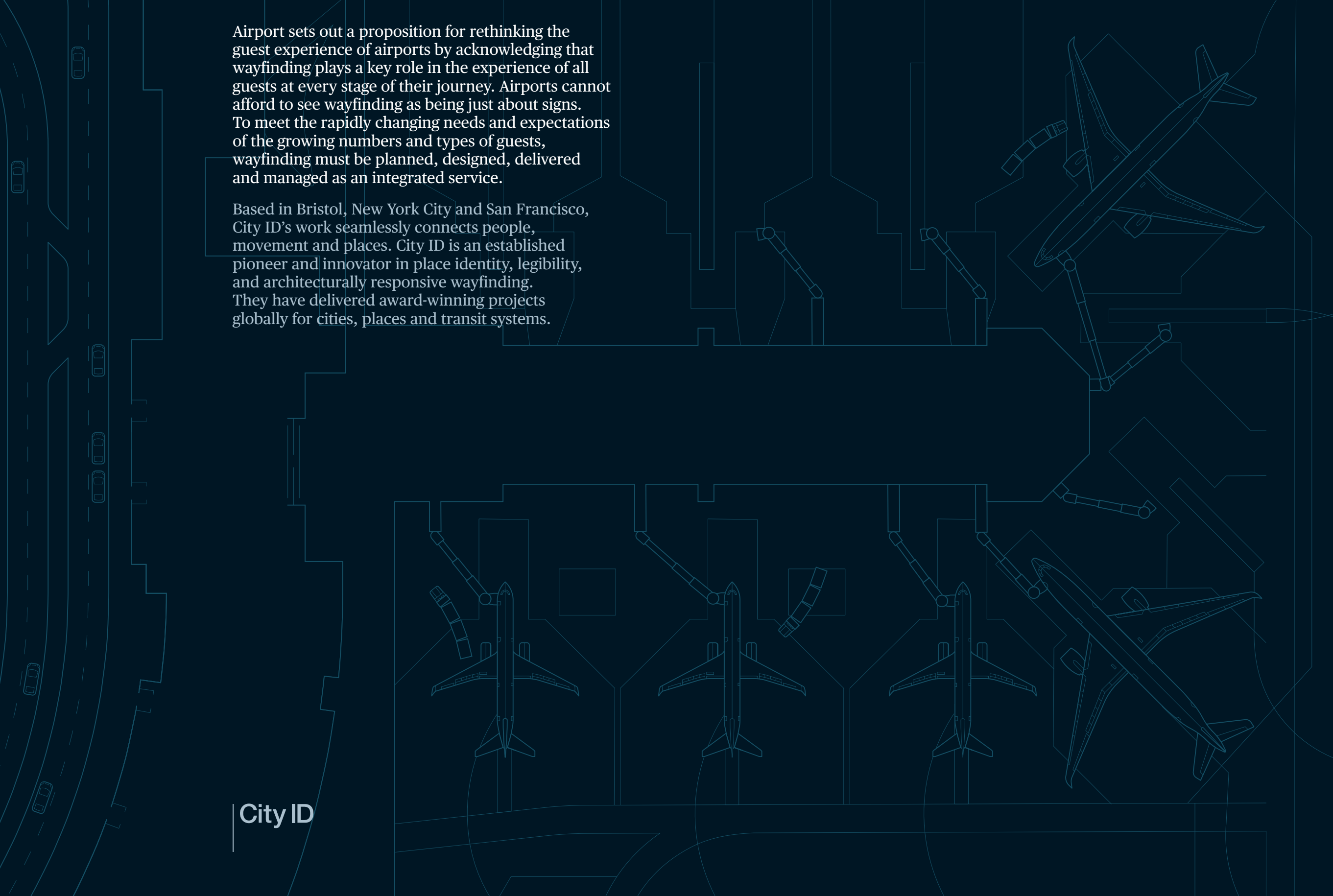
SFO Wayfinding typeface design by Dalton Maag.

Thanks to San Francisco International Airport (SFO), Gensler and Woods Bagot for their kind permission to include renders of Terminal 1 on pages 17, 24, 25, 26, 27, 40, 41, 43, 44 and 45.

Photography on pages 16, 27, 32, 36, 38, 45, 50 and 54 by Nick Hand.

Photography on pages 16, 17, 18, 19, 25, 26, 27, 32, 33, 37, 42, 46, 47, 50 and 54 by Andrew Paynter.





Airport sets out a proposition for rethinking the guest experience of airports by acknowledging that wayfinding plays a key role in the experience of all guests at every stage of their journey. Airports cannot afford to see wayfinding as being just about signs. To meet the rapidly changing needs and expectations of the growing numbers and types of guests, wayfinding must be planned, designed, delivered and managed as an integrated service.

Based in Bristol, New York City and San Francisco, City ID's work seamlessly connects people, movement and places. City ID is an established pioneer and innovator in place identity, legibility, and architecturally responsive wayfinding. They have delivered award-winning projects globally for cities, places and transit systems.

| City ID