Helsinki Airport
Wayfinding Strategy

HOW TO GET THERE?

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Outline

Wayfinding @ Helsinki Airport

What Have We Done about It?
Wayfinding @ Helsinki Airport
WAYFINDING

WHY IS IT SO IMPORTANT?

- People need to get to their flights and out of the airport, yes…
- People tend to be happier when not lost, yes…
- Happy passengers are more likely to return, yes…
- But is this really all that wayfinding is about?
Commercial Rationale of Wayfinding
Commercial Rationale of Wayfinding

Free up passenger time from the "routines" of travelling
Commercial Rationale of Wayfinding

Free up passenger time from the “routines” of travelling
+
Remove sources of stress and uncertainty & build pleasant surroundings (Peace of Mind)
+
Ensure discovery of services
Commercial Rationale of Wayfinding

Free up passenger time from the "routines" of travelling

+ Remove sources of stress and uncertainty & build pleasant surroundings (Peace of Mind)

+ Ensure discovery of services

= Non-aviation sales growth

(+ Improved passenger satisfaction)
• Physical signage across the entire passenger journey (commercial, advertising, "transportational")
• Digital channels to complement and enrich the physical signage
• Dynamic vs. static signage
HELSINKI AIRPORT

DIGITAL CHANNEL CONCEPT

- "Inherits" the Wayfinding Guideline
- Objective: right channel (& services) for right passenger at the right time
- On the background, shared service components & enablers to be utilized across all applicable channels
Digital Map: Expected Key Features & Principles

• Must integrate with all channels: WWW, native apps, small and large digital signage, employee channels (extranet), partner channels (e.g. airline) with context specific content/layers
• Capability to provide personalized guidance from present position to destination
• Capability to receive/fetch and publish information from 3rd party systems (commercial master data systems, queue measurement systems…)
• Always up to date (map data updating & maintenance done by data owners directly)
What Have We Done about It?

Aki Kolehmainen, Futurice
PURPOSE

Outdoor maps
Indoor maps
USER EXPERIENCE

// UX DRIVERS
1. Fast
2. Easy
3. Useful
OUR APPROACH

DESIGN

// DESIGN DRIVERS

1. Glance-ability
2. Explore-ability
3. Coherence across
Our Approach

Design

// Design Principles
- Always knowing where one is
- Always being able to get back
- Always being able to search easily
- Always have a coherent experience
// THE PROCESS
PROCESS

BENCHMARKS

San Diego

Heathrow
ARCHITECTURAL MAPS
PROCESS

RESEARCH
PROCESS

SIMPLIFICATION
PROCESS
VALIDATION
PROCESS

SWEATING THE DETAILS
UI / UX DESIGN
ArcGIS Pro 1.2
ArcGIS Desktop
Several datasources from Finavia
PROCESS

REST API INSTEAD OF WEB MAP

Leaflet
Full control on visuals and interactions
Must support mobile apps
PROCESS

PERFORMANCE ISSUES

Tiles
4 floors
Indoor areas as Feature layers
Content from backend
MAINTENANCE VIEW IN ArcGIS PRO
// THE FINAL OUTCOME
THE FINAL OUTCOME

MOBILE & DESKTOP
THE FINAL OUTCOME

SIS
THE FINAL OUTCOME
THE FINAL OUTCOME

DEMO

SOON

http://hel-airport-maps.herokuapp.com/
// FUTURE PLANS
FUTURE PLANS

user location
wayfinding
print & static dynamic info
partners
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