

Interior Architecture: Designing Wayfinding and Signage Solutions

Part 1: Dialogue

Sophia (Interior Architect): We need to improve **directional signage** in this shopping mall. Customers are struggling to navigate.

Ethan (Design Consultant): Agreed. Clear signage can enhance the **user experience flow** and reduce confusion.

Sophia: Exactly. I'm considering a mix of symbols and text, but we need to focus on **typography selection** for readability.

Ethan: We should use bold, sans-serif fonts. Also, high **contrast visibility** will help people read from a distance.

Sophia: Good point. What about **tactile navigation**? We should include Braille and raised lettering for accessibility.

Ethan: Absolutely. It's important for visually impaired visitors. We should also ensure consistent placement across the facility.

Sophia: Another issue is color coding. Should we use different colors for different zones?

Ethan: Yes, color-coded zones improve orientation. We can also add icons for restrooms, exits, and elevators.

Sophia: That sounds effective. How do we test whether our design is intuitive?

Ethan: We can conduct a usability study and get feedback from visitors before finalizing everything.

Sophia: Great! Let's put together a prototype and test it with a few sample users.

Part 2: Comprehension Questions

1. Why is **directional signage** important in a shopping mall?
 - (A) To display advertisements
 - (B) To improve customer navigation
 - (C) To reduce the number of entrances
 - (D) To increase security
 2. How does **typography selection** impact wayfinding design?
 - (A) It makes signs more decorative
 - (B) It helps people read signs clearly
 - (C) It reduces maintenance costs
 - (D) It shortens the length of text
 3. What is an example of **tactile navigation**?
 - (A) Color-coded maps
 - (B) Digital display boards
 - (C) Raised lettering for visually impaired users
 - (D) Automatic sliding doors
 4. Why is **contrast visibility** important in signage?
 - (A) To make signs look more artistic
 - (B) To blend in with the environment
 - (C) To reduce sign maintenance
 - (D) To ensure readability from a distance
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Part 3: Vocabulary with Definitions

- **Directional signage (案内標識)** – Signs that help people navigate spaces efficiently.
- **Tactile navigation (触覚ナビゲーション)** – Raised lettering or Braille used for accessibility.
- **User experience flow (ユーザーエクスペリエンスの流れ)** – The ease with which people move through a space.

- **Typography selection (タイポグラフィの選択)** – Choosing fonts and text styles for clarity and readability.
 - **Contrast visibility (コントラストの視認性)** – Ensuring text and background colors have enough contrast for easy reading.
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Part 4: Answer Key

1. **Why is directional signage important in a shopping mall?**
 (B) To improve customer navigation.
2. **How does typography selection impact wayfinding design?**
 (B) It helps people read signs clearly.
3. **What is an example of tactile navigation?**
 (C) Raised lettering for visually impaired users.
4. **Why is contrast visibility important in signage?**
 (D) To ensure readability from a distance.