

Begin the WAY Journey



The WAY journey

Here you will with you own eyes seen the sequence of events that demonstrate the sign system in use. You will see the circumstances they make use of and how it has made life easier.

From this you can understand how th WAY system will encourage interaction between the pedestrian and their environment.

Morale and Ethics Police permission form

The Way Police privacy protection procedure

In order to do this footage I needed to notify the Police and inform them the circumstances and objectives of my AR system and if it will interfere with peoples privacy

The location?

I stated that I would remain local within Cambridge public areas

What is its purpose?

To create a virtual way finding system that guides the pedestrian to a location, using mobile devices.

How Application involves video footage?

The video recreates the first hand experience of a pedestrian using their mobile device, and how the sign system has been integrated into that routine.

Will people be involved?

The focus of the video is directed towards the environment.

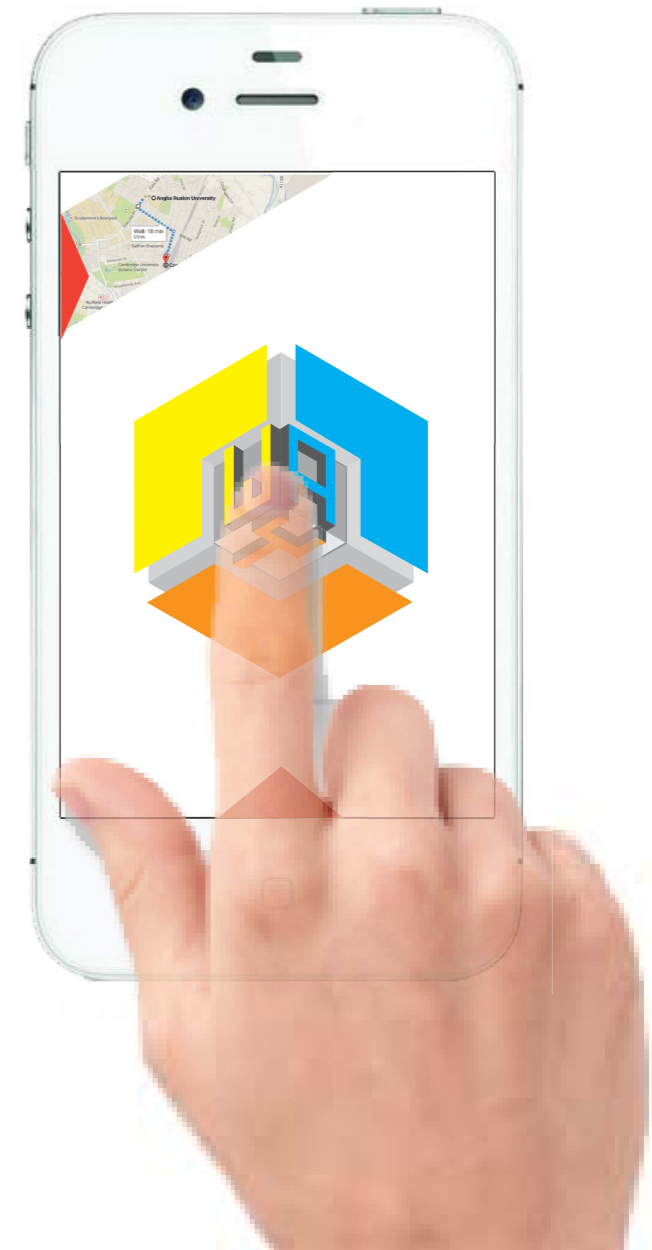


The WAY blank sign

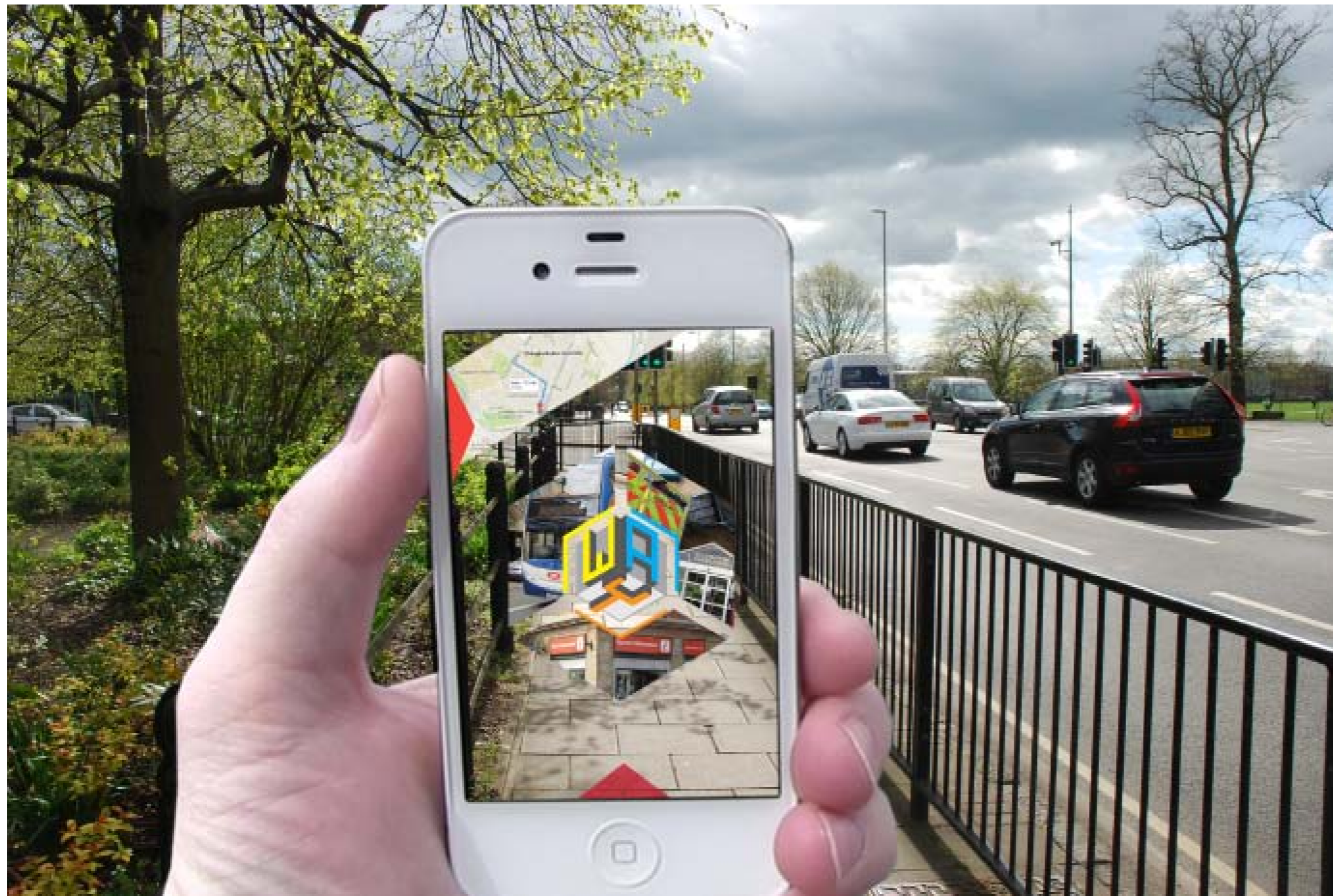
The blank sign activates either at reached locations or by selection through the bottom arrow. The blank sign acts as the blank mind from which you search and find what you are looking for.

Pressing the WAY logo within the centre will activate the Search sign

“Emergence locations”



Select centre icon (logo) to activate search sign

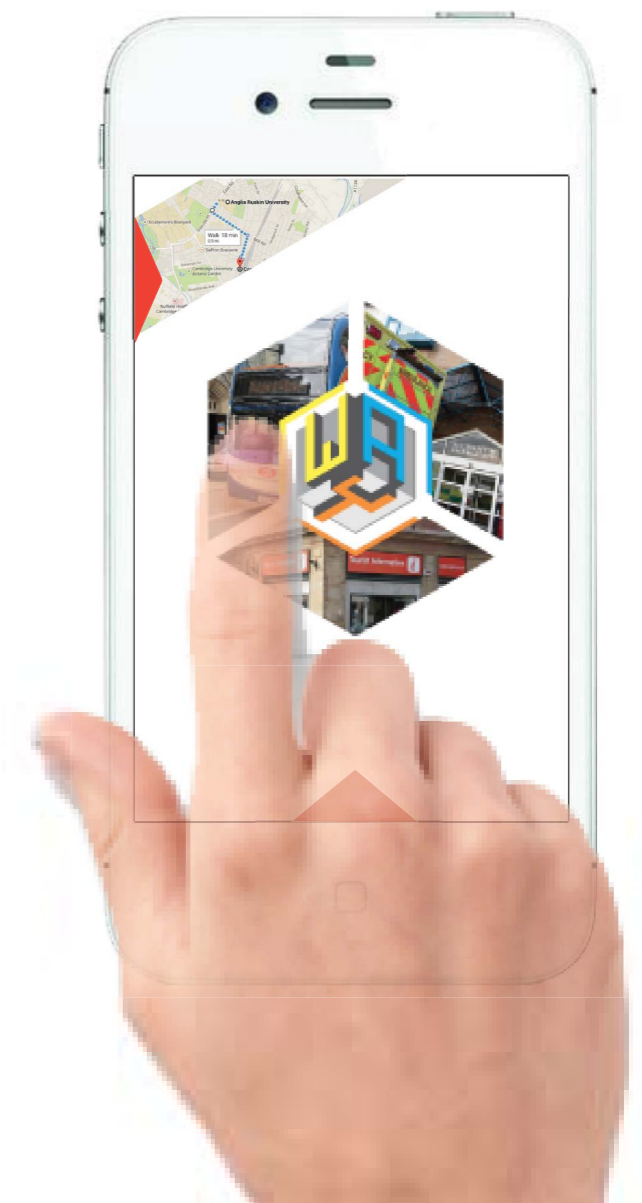


The WAY search sign

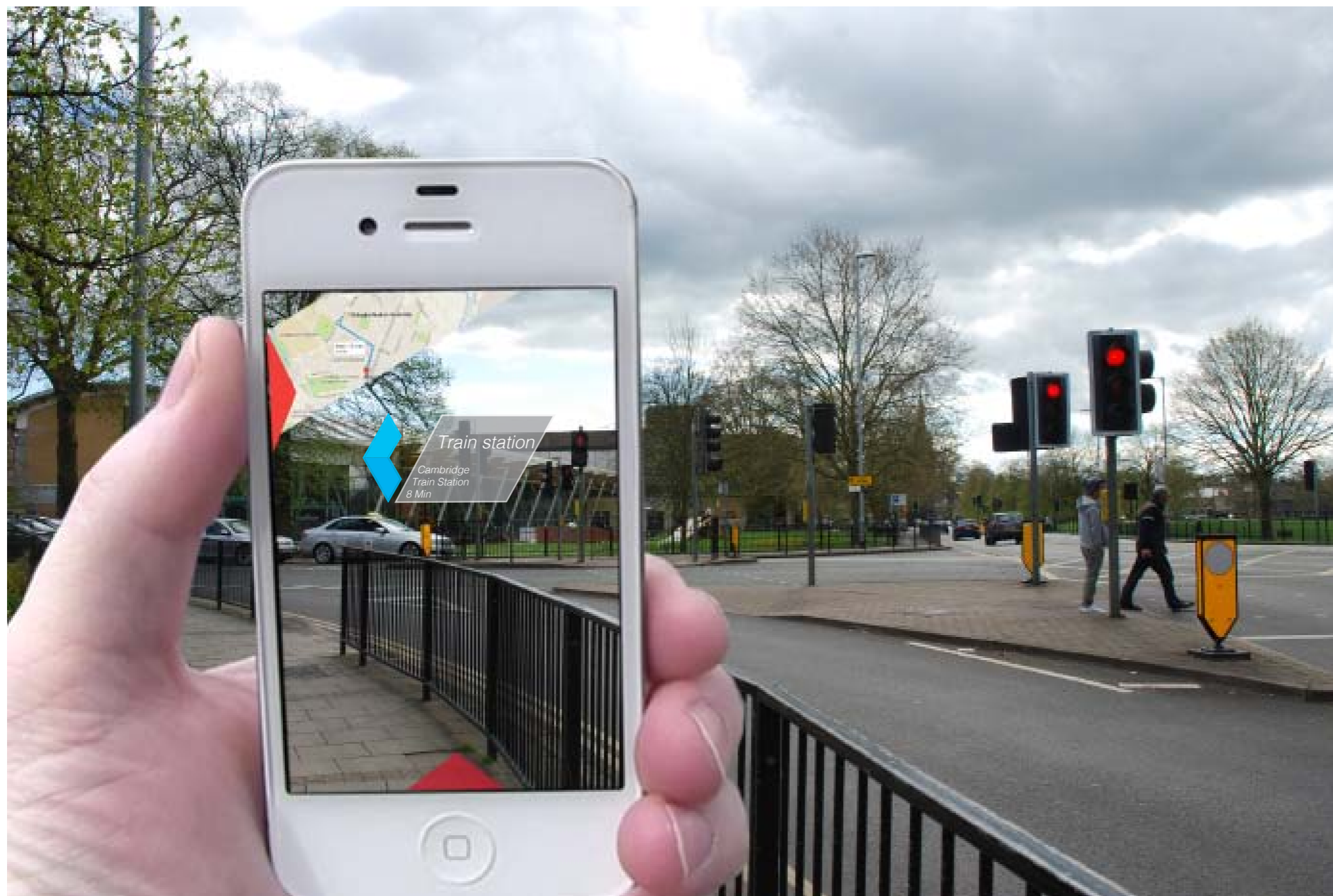
The search sign was designed in response to the pedestrian's emergency needs. In many cases pedestrians who have transitioned from public transport, will know very little about the environment they have found themselves in.

The search sign allows you to select and search the local transport, medical facilities and information centres within the area.

“Local public transportation”



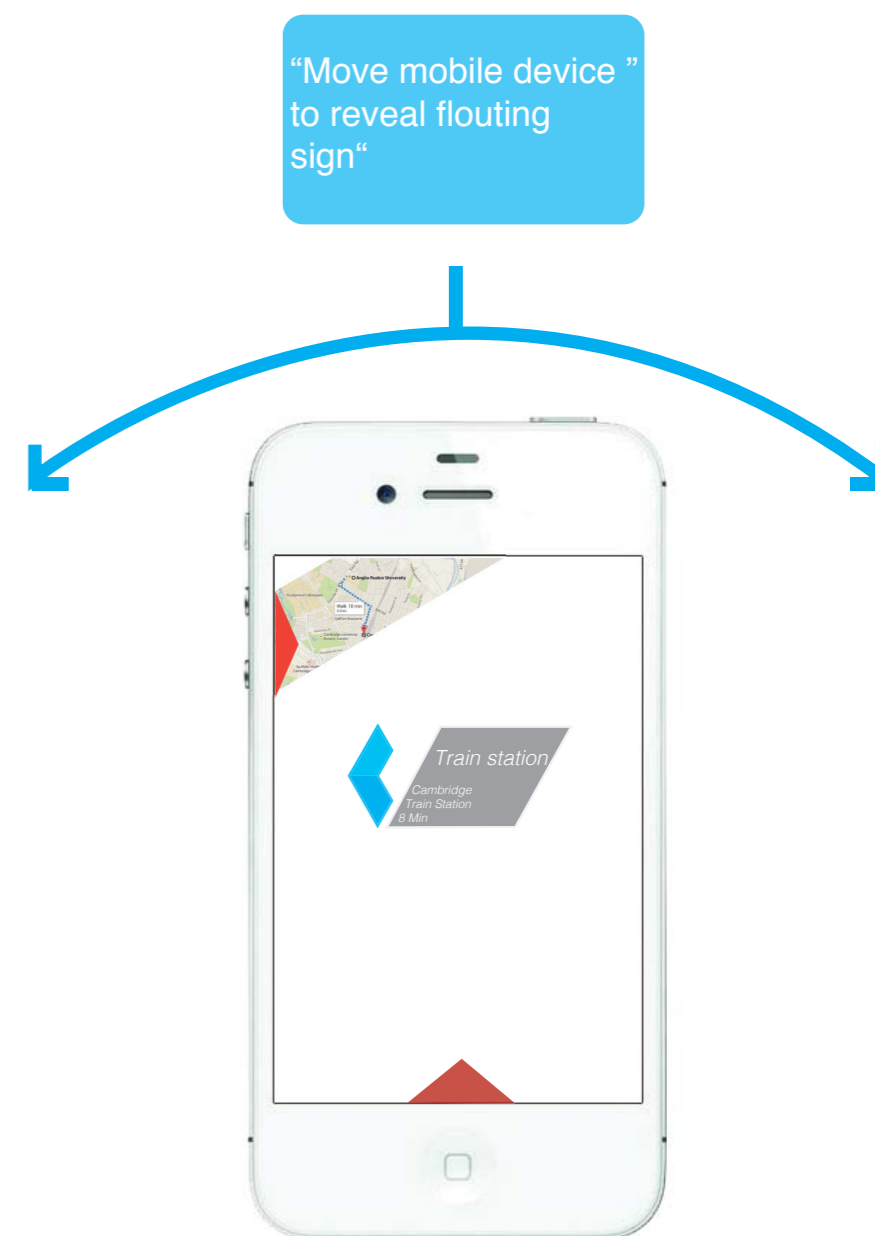
Designed based on the universal language of imagery, you need only select the image related your needs and it will play and audio of what you have selected.



The Flouting arrow sign

The flouting arrow sign is perhaps the most flexible sign and appears in areas demonstrating the general direction that you need to be going.

The flouting arrow sign will update the walking time, that it will take for you to reach the location. This allows you to keep track of time to location according to your schedule.



There is no need for screen interaction, merely move your mobile phone around your environment and it will appear where needed.



The directional sign

The directional sign is perhaps the most complex. The sign demonstrates various media related to the location. The imagery will demonstrate the location you are looking for and what takes place there. The sign will demonstrate what direction you need to go near pedestrian crossings, preventing you from taking the wrong turn.

“Local public transportation”



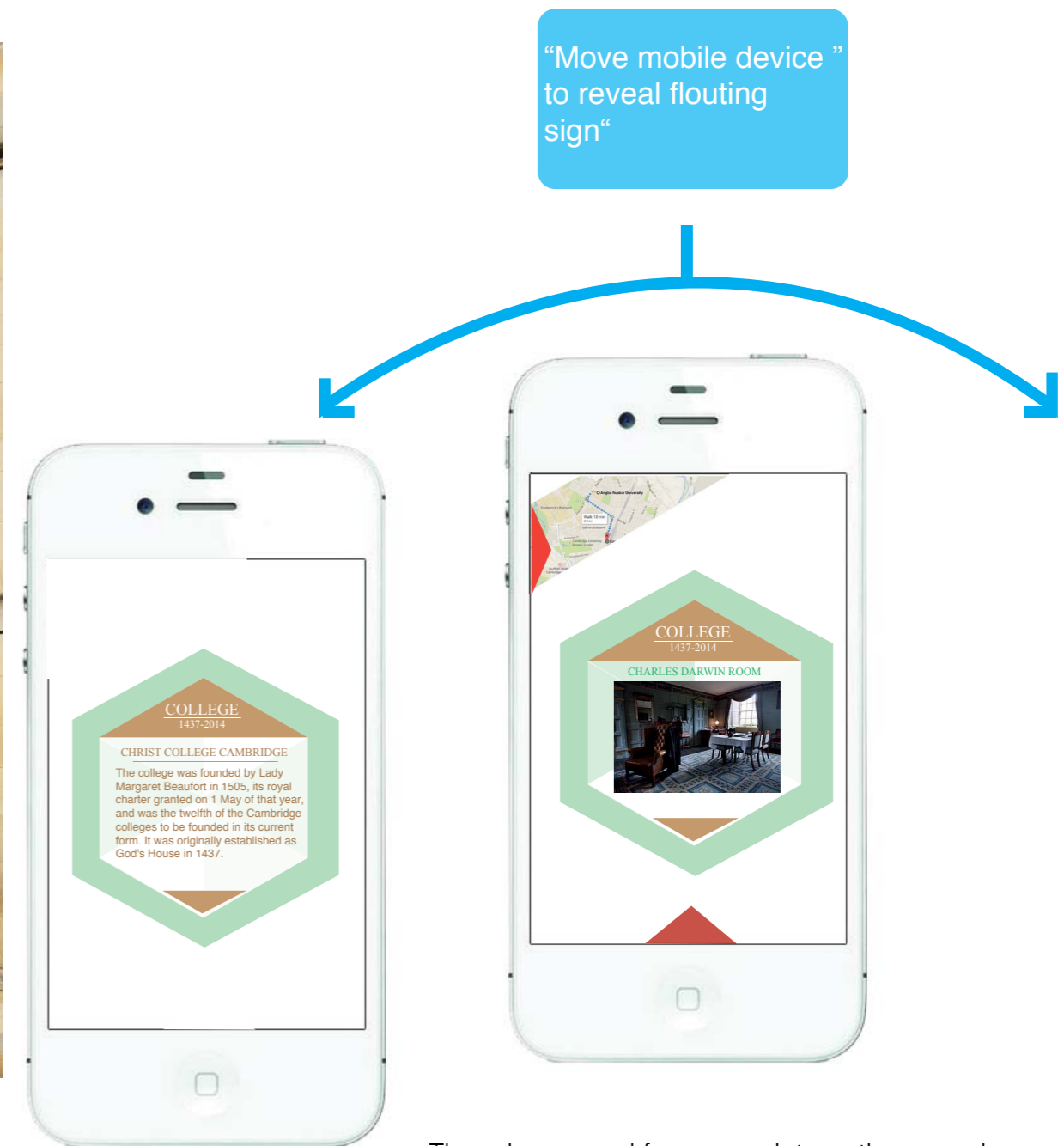
Select the image to hear brief description about location.



Environment interaction sign

The virtual sign allows tourists and pedestrians to interact with their environment and learn about the surrounding they find themselves in along the way.

Tourists specifically can learn and involve themselves in a land that holds mystery to them.



There is no need for screen interaction, merely move your mobile phone around your environment and it will appear where needed.



Sponsored flouting sign



Shop chain



The chain shop sponsored sign

The shop sponsored sign as mentioned before is an advertisement service. The service is given towards chain shops that are within the pedestrian routes, in return for the money contributions that fund the system.

Continued funding allows the sign system to remain up to date and have frequent improvement's, as well as maintain the design.

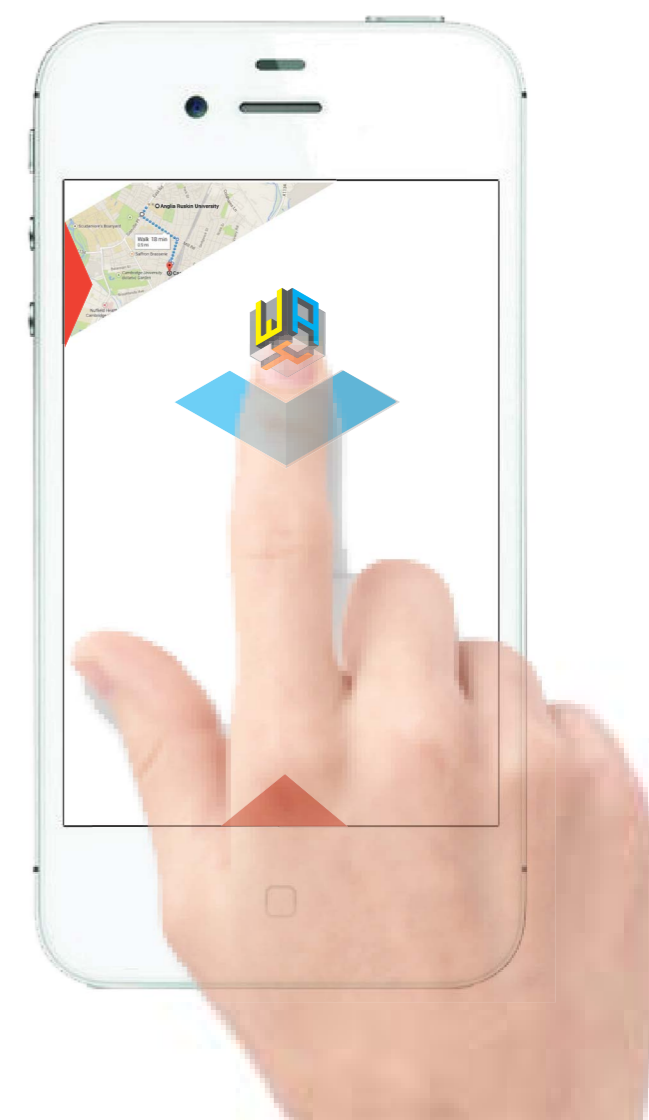


The location sign

The location sign is the goal; it is the sign that you are searching for when you begin your journey and signals the end.

The sign will notify you when you have reached the location and acts as the reset, from which the blank sign can be activated to begin a new journey.

“You have reached
Cambridge train
station”



The Sign will notify you when you have reached the location.