here2THERE

Digital Wayfinding

Hospitals
Universities
Government
Malls
Airports

Global Software Applications, LLC
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Guest and Visitor Services
Directory Listings
Destination Finder
Indoor/Outdoor Route Navigation
Electronic Messaging
Print Directions
Touchscreen, Mobile & Web Applications

Data-Driven Wayfinding

Here2There Software is an interactive wayfinding application, residing on a kiosk or touchscreen, internet site or mobile device, letting users generate, and print, directions to indoor and outdoor destinations.

Data-Driven Wayfinding
Here2There's wayfinding system is data-driven, rather graphically-driven. This means locations (starting points and destinations) and 'ways' (hallways and roadways) are stored as a numeric value.

This data can be easily manipulated or added to, providing a very flexible, expandable system.

The leaders in outdoor digital mapping, such as Google and Garmin, use data-driven engines in their wayfinding applications. However, they only provide outdoor directions.

H2T's proprietary software uses the same type of data-driven algorithms to calculate the fastest, or preferred route, on request.

Maintenance & Cost-Effectiveness
In contrast, a graphically-based system requires extensive labor in setup and maintenance. Every time an update needs to be made, new graphic files must be created, stored and uploaded. This can be expensive, time-consuming and is inflexible.

Indoor AND Outdoor Directions
Here2There Software isn't restricted to indoor directions.

When a visitor is leaving your facility, they may want to know where the nearest bus stop, train station or metro station is located.

H2T can generate an infinite number of directions to any number of endpoints you choose to include.

Kiosk/Touchscreen/Mobile Device
Offer 24/7 unattended wayfinding assistance on-site via kiosk, touchscreen or mobile application.

Internet-based Wayfinding
By offering H2T as a site-based presence, you can offer the ability to pre-plan a detailed itinerary from one's own home or office.

An internet-based wayfinding application can also be adapted to work with tablets and the most popular mobile applications, including Android, Blackberry, iPhone, Palm, Symbian, and Windows Mobile).

Digital Signage
Wayfinding is a specialized area of digital signage. Information is centrally stored on a remote server, while the front-end application, residing on the kiosk, pulls the variable data from the server. This ensures only the most up-to-date information is presented to the end-user.

Versatile
H2T can easily be integrated into more "tradtional" digital signage content. Show weather, news, meeting information, class schedules, calendars, staff listing, advertising, public transit schedules, and more.

Back-Office
H2T's easy-to-use Back-Office management application can be used to make instant updates.

Move, or relocate, a department, close-off a hallway, provide an alternate route, add another language, or a variety of other options. All can be done quickly and easily with the intuitive form/field function.

h2T

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Digital Wayfinding in Healthcare

Make a stressful situation a little easier by giving visitors an easy-to-use, clear method of finding their way around your facility.

Other Uses: Provide instructions on finding directions in-advance when an appointment is made.

Include a 'Find Me' button in e-mails for business appointments to let visitors get directly to whom they need to meet.

In addition to offering directions...

Show: Visiting Hours
General Hospital Information
Events Calendar
Clinic times
Health Forums
Cafeteria menus
Important messages
"Get to know your Doctor"
Meeting room information
Alternate routes during certain hours

Additional Benefits: Combine with health-based digital signage content
More cost-effective than updating traditional signage
Use to augment traditional signage

Healthcare Industry-specific Benefits
Healthcare facilities are inherently intimidating environments for many people. Studies have shown the frustration of getting lost ranks among the top complaints by visitors.

Not to mention, it is not uncommon for a patient to have to locate several departments during a singe visit. This transience-by-necessity can exacerbate an already difficult situation.

The ability to reduce one's anxiety when entering a healthcare facility is critical to ultimate service satisfaction and can contribute to their responsiveness during exams.
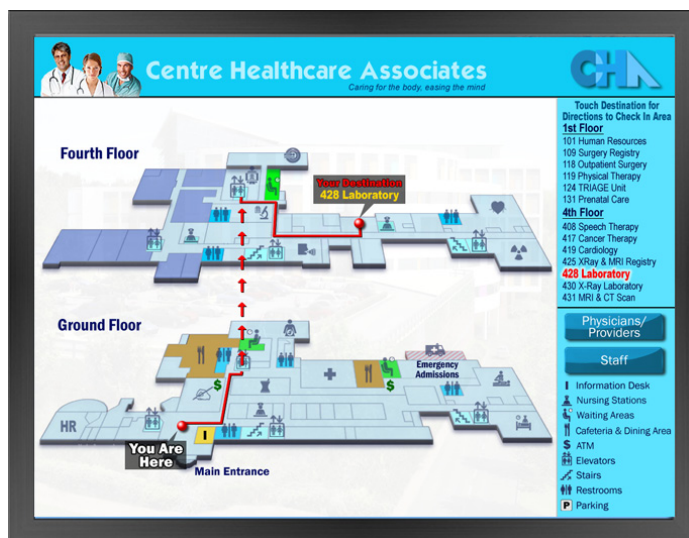
This can be achieved, in large part, by offering a user-friendly kiosk or touchscreen system on-site, or, with an internet-based application, the ability to find directions before even arriving.

Either of these options can help patients, or their visitors, quickly check-in and find their destination. In the case of those in need to medical assistance, also helping keep wait times, and/or standing in lines, to a limit.

An Aging Demographic
With the nation's population aging, yet with seniors being more mobile, the need for this group to have easier access, and more readily find their way around, is a growing issue.

Especially with technology playing a greater role, taking this demographic into consideration in interface design; making elements more visible, easier to understand, with more clearly defined directories and directions, is paramount.

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Digital Wayfinding for Universities

Try this live at http://temple.here2theresoftware.com/

Locate:
Buildings
Departments
Parking Lots
Public Transit Locations
Sports Facilities
Student Residences

Show:
Directions to and from any locations
Accessible directions
Alternate routes for heavier traffic days, such as sporting events, graduations, move in/out days, etc.
Historical Markers
Inclement Weather (Emergency Snow Routes & Parking)

Practicality
Finding one's way around someplace new is sometimes difficult. For an 18 year old away from home for the first time or other visitors, navigating a large campus, or a university/college based in a metropolitan area looking for a specific room, class, department, building, it can be extremely difficult, as well as intimidating.

H2T Digital Wayfinding offers an easy-to-use, intuitive application users can utilize to locate any destination from any start point. Not only does this provide step-by-step information, but can help alleviate anxiety and even make getting familiar with new surroundings easier.

Accessibility
For those with additional extenuationg circumstances, for example the visually or physically impaired, getting around can be especially difficult. We must also consider varied terrain and other potential obstacles. Not only do these people have to find their destinations, they need to find the best, possibly only, route that works for them. OR, find out if one even exists.

Recruitment
Approximately 1-in-10 full-time freshmen entering college have a disability. The U.S. Department of Education's National Center for Education Statistics (NCES) reported that approximately 430,000 students with disabilities were enrolled at two-year and four-year post-secondary educational institutions. Those numbers are growing as... A) Universities catch up with the law, B) More user-friendly developments come along, and, C) Returning veterans enroll into tertiary education.

Thousands of young men and women are returning from combat zones with permanent injuries. Their numbers attending, or returning to, college, is going to rise (As of March 2010, it is estimated that over the next year, there would be a 25% increase in the number of veterans enrolling as students).

Select Benefits of H2T Digital Wayfinding

- Dynamically generate directions to a vast number of locations

- Ease-of-Use

- Offers visitors clear and accurate directions and facility information

- Customizable design can integrate Accessibility for all users

- Variety of search criteria available

- Gather information on reaching your destination from your mobile device in advance

- Quickly updatable "Back Office" system

- Multiple language capable

- Instant notifications of emergency events, traffic reroutes, etc.

- Promote upcoming events

- Add an attractive, high-tech feel to your location

- Associate meetings, events, conferences, etc. with locations

- Access to all destinations searchable from any kiosk/system or mobile device

- Utilizes easily updated digital graphics

- Enhances "traditional" existing signage

- Use in conjunction with other digital signage content

- Users can have the option of printing directions to carry along

- More cost effective than updating traditional signage

- Use for brand reinforcement and advertising

- Show access to areas based on individual security clearance level

- ADA/508 Compliance Capable

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Hardware Accessibility Guidelines

General Guidlines

There is no clear definition on what defines a "kiosk" or "touchscreen", etc., per se.

The term is often used interchangably for a wide range of computer terminals (ATM, ITM, Fare Machines, Check-In, Self-Service Ordering, etc.) whose primary purpose is to utilize some form of interface to perform any of a variety of functions.

However, the general guidelines for what constitutes accessibility apply to the public accommodation and commercial facilities by individuals with disabilities.

These guidelines are to be applied during the design, construction, and alteration of such buildings and facilities as required by regulations established by Federal agencies, including the Department of Justice, under the Americans With Disabilities Act.

Note: These guidelines, as a legal obligation, generally, apply only to locations falling under the jurisidiction of rules set by the aforementioned Federal agencies. However, using these as a rule in design is both the best guidance in regards to making the application generally accessible as well as offering the best ground to stand on in the event of any legal disputes which may arise.

Reference:

Full text of the ADA: http://www.usdoj.gov/crt/ada/pubs/ada.txt

508 Compliance: http://www.section508.gov

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H2T Glossary of Terms

Interactive/Digital Wayfinding: Interactive application, offered through kiosk or LCD with touchscreen or internet site or mobile device. These applications offer users the ability to dynamically generate directions by selecting the destination through a directory sytem based on variable, predetermined criteria.

API (Application Programming Interface): A set of rules or terms acting as a go-between for different programming languages allowing various platforms to function between the original code-type and that on the end-user side.

Architecture: Flow from Front-End Application to Back-End Server and defining of locations where each resides.

Back-End: Server configuration wherin is located the database and wayfinding "engine".

Back-Office: Application used to perform user-applied updates and revisions to the wayfinding application post-delivery. Connects directly to the back-end (server). Changes immediately go "live" to all displays.

Central Storage: The Front-End application, which resides on the kiosk, internet site, and/or mobile device. Herein resides the Front-End Application which is used to pull all up-to-date information from the server. The programming running this can be a server hosted on the Intranet or the Internet.

Directions: A graphically depicted directional line on a floor map (preferably generated by a data-driven engine), sometimes supported by verbiage.

.NET Framework: The majority of GSA's development is done using the .NET framework as a foundation.

Front-End Application: The actual wayfinding application interface. Offers the interactive wayfinding services to the end-user and resides on kiosk, LCD or mobile.

Hosting: Customers' wayfinding back-end hosted on a GSA server.

Self-Hosting: Customers' wayfinding back-end hosted on-site.

Self-Hosting server requirements:
- Windows based OS w/.NET Framework installed
- MySQL Server Installed
- IIS WebServer

Windows Platform: The majority of GSA/H2T's programming is Windows-based.