

# Animap



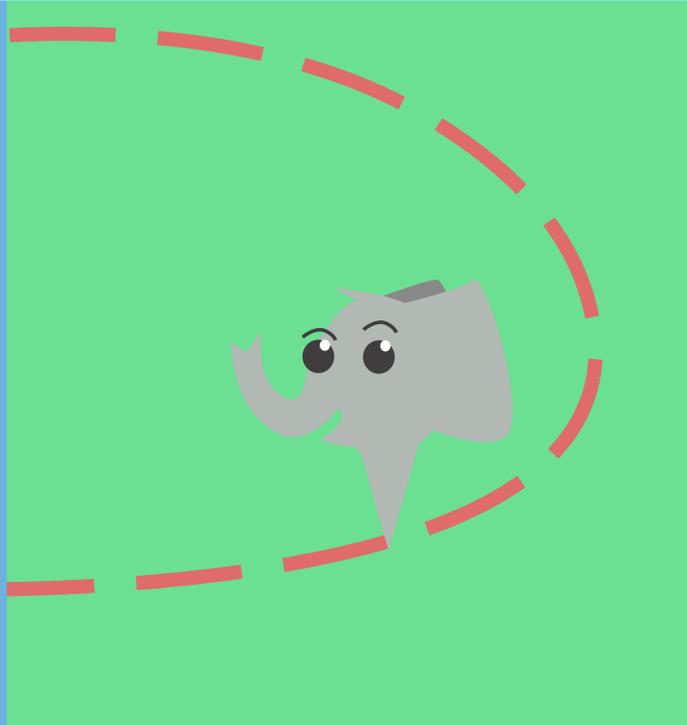
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## Introduction

For parents, the airport can be a confusing and stressful place. They have to find their way, keep an eye on their children and carry luggage. However, for children the airport can be place to discover, which often leads to them running off and parents become even more stressed. Our goal is to take away this anxiety of parents, while providing kids an opportunity to explore. The result is Monkey Maps: a wayfinding system that enables children to help their parents find the way.



## Waiting Experiences

Waiting is perceived differently depending on the context. Our perception of time is subjective and we use cognitive and affective reasoning to judge waiting time (Pruyn & Smidts 322). To improve waiting experiences it is important to focus on the emotions of the users. Emotions color experiences and determine how they will be remembered (Norman 3). To create a better waiting experience, designers should look for negative emotions and make them positive.

## Proposed Solution

Monkey Maps is a wayfinding system that lets children lead their parents through the airport in a fun way. Children get a booklet showing a baby animal that lost its parents. The child has to find the animal's parents, and to do this they have to follow signs that match their animal. So if it is a monkey, they have to first find the jungle, then the banana and then the parents. The kind of animal the child gets depends on their flight. This way different animals can provide different routes, while the system guides you to the right terminal, check-in counter and boarding gate.

## The User

At Fukuoka airport families were found to have the most anxieties and stress. Parents cope with common travel worries like, navigation, time pressure and forgetting or losing luggage; and they also have to take care of their children. Japanese parents are often worried that their child will run away or bother others. Children are curious, but aren't allowed to wander around. This results in the children being bored, while the parents feel stressed.

## Conclusion

Monkey Maps provides children an entertaining way to explore, while teaching them how to use signage in unknown environments. It can also relieve stress for parents, since their child helps them to navigate and does not run off. Monkey Maps aims to reduce the anxiety of parents while giving children the possibility to discover.

## References

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Partners:

