

Tip Sheet & Printable Resource

Wayfinding Audit Tool

Wayfinding refers to how people orientate themselves to a space or place and how they navigate throughout it. It is supported by infrastructure, physical design, landscaping, graphic design, maps, and signage.

Wayfinding elements:

- Support the **identification** of key places, spaces, and facilities.
- Provide **orientation** cues throughout a space.
- Provide **reinforcement and confirmation** that visitors are in the right place or on the right route.
- Identify the arrival at a **destination**.

Why is wayfinding important?

- Reduces stress and cognitive load.
- Minimises confusion and improves visitor experiences.
- Contributes to efficient navigation, safe use, and supports inclusion.

How to use the Wayfinding Audit Tool...

The Wayfinding Audit Tool on the following pages provides prompts and examples to guide you through the process of:

- Determining which elements of wayfinding your venue has in place.
- Assessing the effectiveness of these wayfinding elements.
- Highlighting any gaps in the wayfinding systems throughout your venue.
- Identifying opportunities for inclusive wayfinding solutions.

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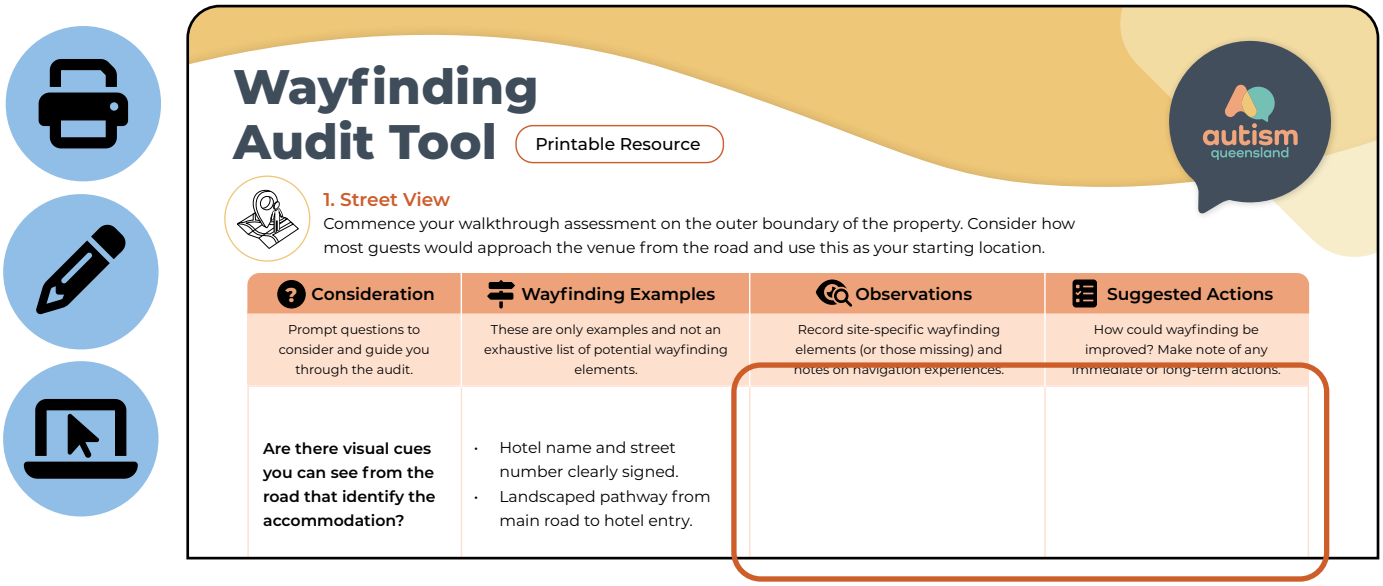
The Wayfinding Audit Tool is best completed through the lens of a novice user. If possible, it is recommended that you complete the walkthrough with someone less familiar to the venue.

Including different perspectives and considering the diversity of user experiences will enhance the learnings and outcomes gained from utlising this tool.

The Wayfinding Audit Tool provides a valuable baseline of your venue's current wayfinding systems. This tool also serves as a guide and reference to be revisited regularly:

- To inform updates or renovations.
- To align with Accessibility and Disability Action Plans.
- To support up to date information on other resources and communications (e.g. website, Welcome Stories, maps, etc.)

Print the Wayfinding Audit Tool to manually write notes, or if using it electronically you can click in the fillable fields (shown in **dark orange** below) to type your notes directly.



Wayfinding Audit Tool

Printable Resource

1. Street View

Commence your walkthrough assessment on the outer boundary of the property. Consider how most guests would approach the venue from the road and use this as your starting location.

Consideration	Wayfinding Examples	Observations	Suggested Actions
Prompt questions to consider and guide you through the audit.	These are only examples and not an exhaustive list of potential wayfinding elements.	Record site-specific wayfinding elements (or those missing) and notes on navigation experiences.	How could wayfinding be improved? Make note of any immediate or long-term actions.
Are there visual cues you can see from the road that identify the accommodation?	• Hotel name and street number clearly signed. • Landscaped pathway from main road to hotel entry.		

The Wayfinding Audit Tool begins on the following pages.

Scan QR code for more AccommodateUs Toolkit resources designed to reduce barriers and create inclusive venues.

Autism Queensland is here to help—get in touch to learn more:

Email: css@autismqld.com.au

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Website: autismqld.com.au

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Are there visual cues you can see from the road that identify the accommodation?	• Hotel name and street number clearly signed. • Landscaped pathway from main road to hotel entry.		
Example	• *Large hotel sign with name and branding visible from main road.* • *Some guests enter via a side street – currently a large tree blocking visibility of the primary signage from this access point.*	*Consider adding additional signage on the side of building or at side entryway, visible from side streets.*	

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Are there visual cues you can see from the road that identify where to access the property?	• Driveway with sign identifying entrance (e.g. 'enter here', 'welcome', 'guest parking').		
Is the sign accompanied by symbols or icons?	• Arrow identifying direction. • Car parking symbol etc.		

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Are there any landmarks or other cues nearby?	• Neighbouring establishments, environmental features, or facilities.		
Are there any other wayfinding elements present from the street view?	• Landscaping along main footpath to entry. • Site maps. • Use of colour coding.		

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2. From the Driveway

For properties with a primary driveway or drop-off/valet zone, consider how visitors navigate to the venue from the driveway, including parking, if applicable.

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What visual cues can you see once you enter the driveway that identify where you can park?	• Clearly marked parking bays or zones. • Signage on entry indicating where guests can park. • Accessible parking easily identified.		
Example	• *Clear signage at main driveway for temporary check-in parking. Signage clearly states time limit – text and numbers.* • *Parking spaces numbered and indicated with white outlining and text on the ground matching the sign (e.g. '10 Minute Check-In Parking')* • *Only two check-in spaces provided at main driveway. If both are in use, signage is less visible.*	*Consider adding signage at driveway that directs guests to additional parking options.*	

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As you approach the venue entrance, is it clear where to go next?	• Signs for reception/check-in. • Clearly signed parking/drop-off/loading zones. • Use of directional symbols.		
Are there cues ahead that help you predict where to go next?	• Intuitive pathways throughout. • Entry and adjacent facilities clearly signed. • Maps.		
Once parked, what visual cues can you see that identify the location of the office/ reception?	• Clearly marked footpath or accessway to entry. • Accessible access options clearly indicated at all entry points. • Directional signage to reception visible from all parking spaces.		

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3. From the Carpark

For properties with a dedicated carpark, consider how visitors navigate to the carpark, interpret, and understand what to do next, and determine where to go. It is recommended that you consider wayfinding elements from all possible parking locations (e.g., different spaces, near and far from entry/exit, different levels, etc.)

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When you arrive at the designated carpark what cues can you see to identify how long you can park there?	• Clear signage on entry. • Signage reinforced throughout the carpark. • Signage matches other resources shared (e.g. Welcome Story, FAQs, parking information on website, etc.)		
Example	• *Large sign at boom gate entry indicating that carpark is for hotel guests only and requires a key/fob for access.* • *Visitors frequently try to enter the carpark before checking in and collecting their keys, required for entry.*	*Revisit communications – how do guests know before arrival what the parking procedure is?* *Update and add signage prior to arrival at the boom gate (e.g. main entry or road access point) to support guests understanding of the process.*	

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When you arrive at designated carpark what cues can you see to identify if you need to pay for parking?	• Signage and accessway to pay station. • Signage indicating to pay at reception with directional arrow to reception.		
Are there visual cues can you see once parked that identify the location of the office/reception? (Ensure these are visible from all parking spaces)	• Signage with text and symbols to reception. • Accessible access options clearly indicated at all entry points. • Signage visible from all parking spaces.		
If there are multiple lift and/or stair access points, are these clearly labelled and indicated?	• Signage explicitly indicates where the lift/stairs arrive. • Alternative routes indicated. • Signage includes text, symbols, Braille and/or audio information.		

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Are there visual cues available if you need support in the carpark?	• Clear signage throughout with a phone number to call for assistance. • A 'Help' station centrally located in the carpark.		
In the carpark, what cues indicate where the emergency exits are located?	• Exit signs with universal symbols and directional cues located throughout the carpark. • Emergency exits/doors consistently signed. • Accessible exit routes clearly		

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4. Throughout the Venue

Consider all spaces and facilities available to guests. It is recommended that you tour the entire venue, stopping throughout to consider the following:

- How would someone new to the venue or someone lost know where they were at any given point?
- How do guests know how to navigate to and from key locations throughout (e.g., gym to restaurant, pool to room, carpark to spa, etc.)?
- How do guests know how to locate reception or staff for support if needed?
- Where is the nearest emergency exit?

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From reception, what visual cues support guests to navigate to their room or other venue facilities?	• Venue map provided at check -in, also available online. • Lift and stair access clearly signed and labelled. • Design and layout of lobby area supports intuitive use. • Signage visible from reception to venue facilities.		
Example	• *Reception faces three main wings of the venue, each colour-coded with signage visible from reception.* • *Furniture setup creates additional visual cues and reference points to the primary paths of travel.*		*Update and add signage prior to arrival at the boom gate (e.g. main entry or road access point) to support guests understanding of the process.*

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For multilevel venues, are there visual cues at each access point (e.g. stairs, lifts, ramps) to support visitors in locating their room?	• Signage with room numbers and directional symbols at each entry point. • Signage includes text, symbols, Braille and/or audio. • Consistent colour-coding.		
How are emergency exits and routes identified and located? Consider all possible guest locations (room, restaurant, pool, gym).	• Consistent signage visible from all key locations. • Emergency exit route maps. • Continuous accessible paths of travel throughout venue, to and from all locations and exits.		
In addition to signage, are there other cues throughout the venue and facilities that support guests' orientation?	• Venue maps, interactive maps accessible by QR code. • Universally designed architecture (i.e. intuitive, perceptible etc.) • Landscaping and natural elements guide guests or create predictable routes.		

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