WAYFINDING

IN COMMERCIAL STREET

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19SBD130
IADP Sem 7
Making that Matters

Commercial street from my lens

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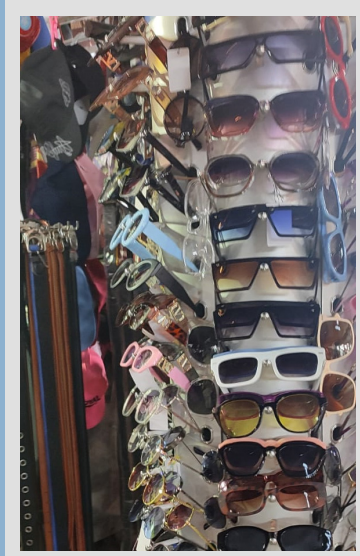
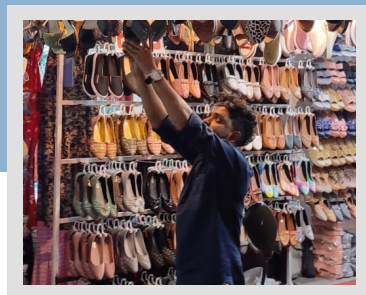
01

PROJECT BRIEF





The Project is to develop an app that will not be a search engine, but rather a wise companion which accompanies one across the space and assists in discovering and obtaining the best stuff most suited and personalised for the user. Organized spaces and the concept of way-finding is is the focus of this project.

The app will provide a means of way-finding, not just navigation as it recognises that shopping is a journey rather than a task, thus, making this journey as easy and enjoyable as possible. Serialising a native's primitive knowledge into the app, makes it more accessible to users and fine-tuning to the needs of the location.

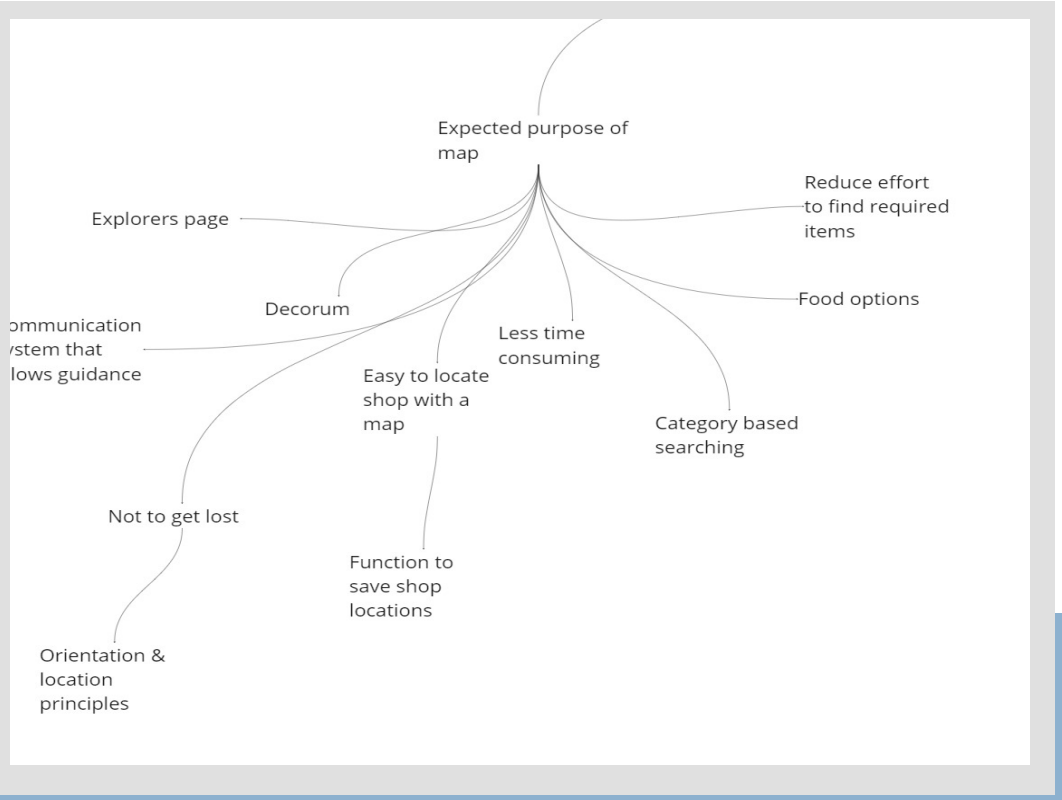
02

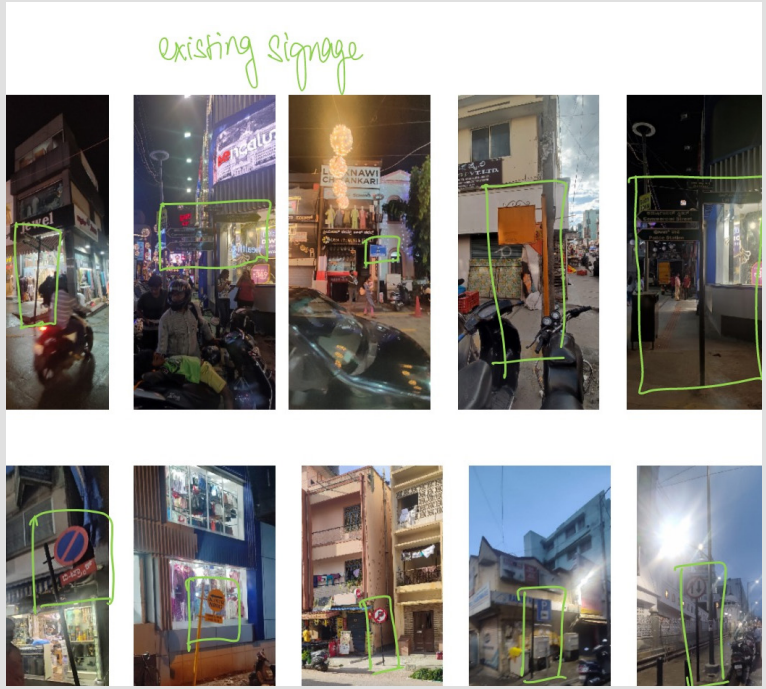
NEED OF THE PROJECT

From a survey conducted with the visitors of commercial street regarding their objective for coming to commercial street and their experience in the space the need of the project is brought to attention.

Through these surveys I observe that their experience can be enhances by introducing an intervention that lead them to what they need ad wel as saves time.

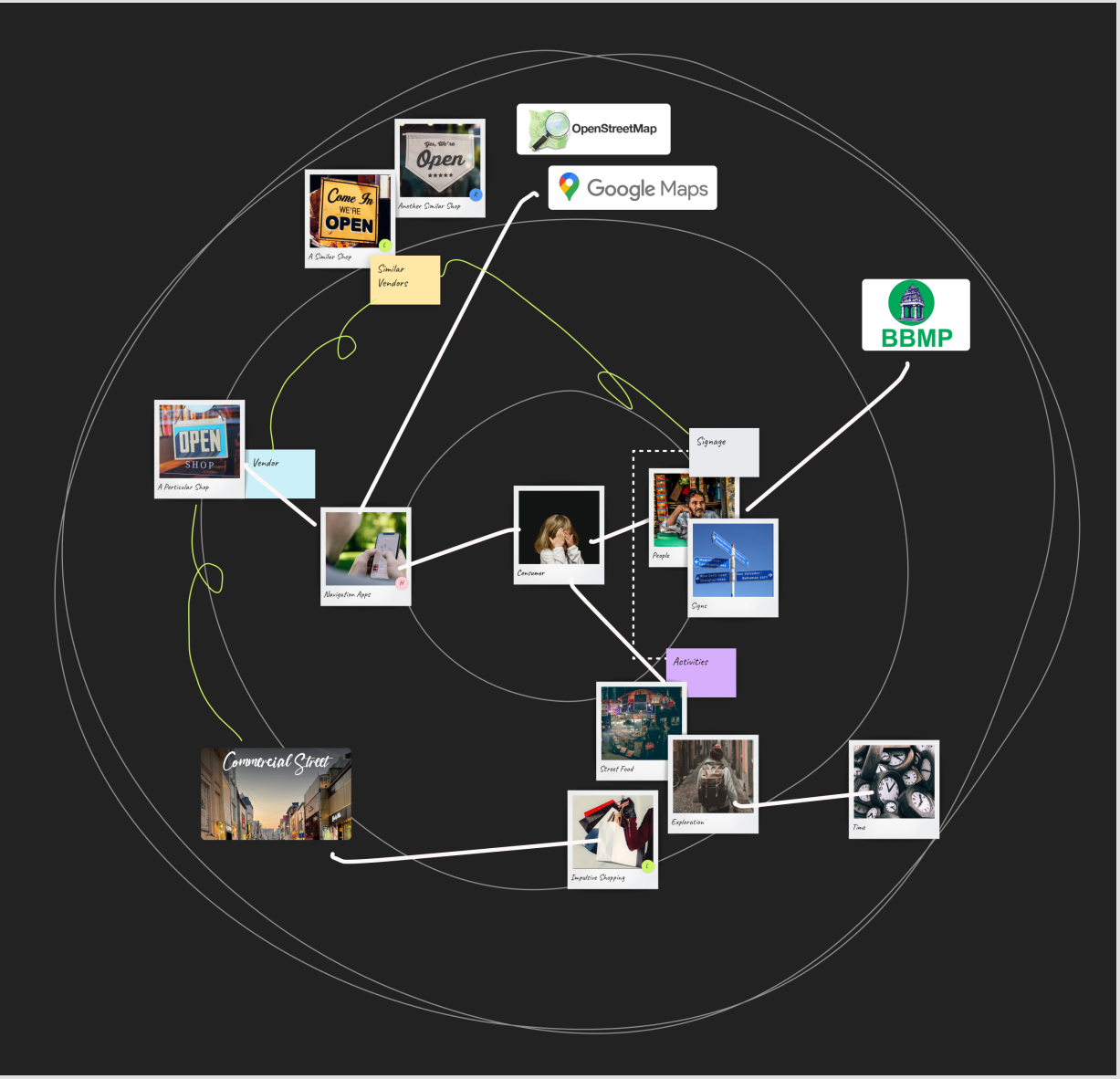
I observed existing signage and navigation capabilities available in the space and came to the conclusion that an intervention may be useful





> no consistency
>not available in grey market

requirements
>easy to find and read - color and typography
>language



03
ECOSYSTEM MAP

This maps out all the stakeholders and considerations when it comes to building a wayfinding system for commercial street.

Stakeholders – Customers

Vendors	Authorities
Data Curators	Central Employees
Investors	Material Sources

Intervention space = Medium of navigation

A tool that assists navigation and saves time of the customer.

04 POSITIVE DEVIANCE

The case studies arethe reference and the expale of positive devience from which i drew inspiration and knowledge to go about the project. The reference of the positive deviance that I am looking up to are similar mapping and navigation interventions across the
globe.

05
TARGET GROUP

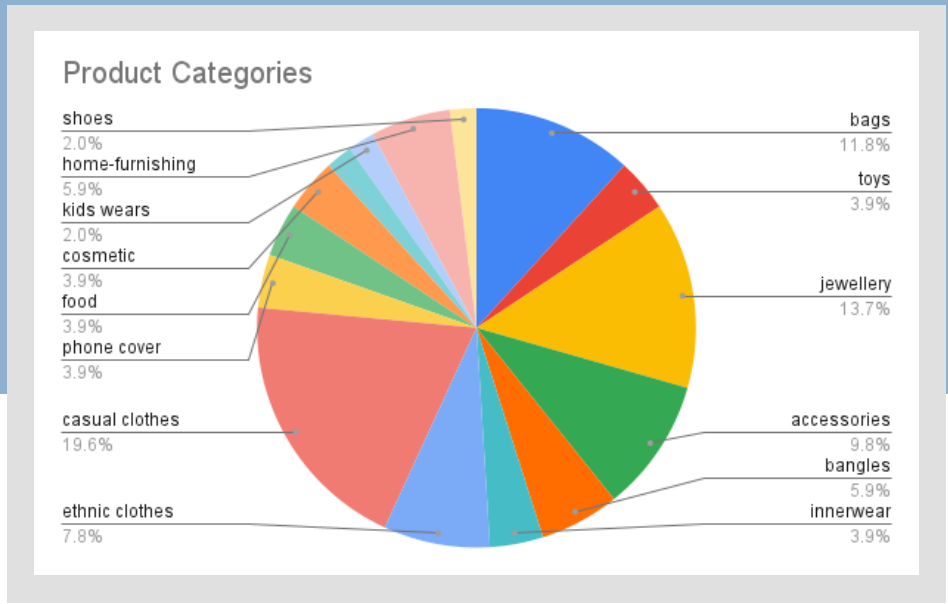
The target group as shown through the journey maps are the customers and visitors of the space.
But the creation of the intervention with have the involvement and the support of the sellers and shop owners as well.

The users are further categorised into three categories

1. Users visiting the space for the first time.
2. Users who want information about the space
3. Users who require guidance through the space

06

TARGET AUDIENCE PROFILE



VENDOR PROFILE

A vendor profile from just a 5% random sample of the region

01

Along with antique shops, food, bridal wear, and casual wear, Commercial Street features the majority of branded stores.

02

Clothing is the most prevalent item at 29.4%

03

Since most businesses open and closes at roughly the same time, the market is bustling from 10 in the morning to 10 at night.

04

The experience of shopping is improved by the abundance of jewelry, bangle, and cosmetics stores.

05

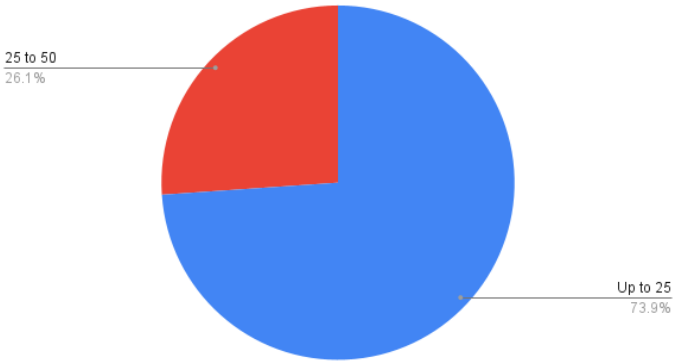
NP Street is filled with clothing stores aided by tailors, Ibrahim Street has more restaurants; both stalls and shops.

06

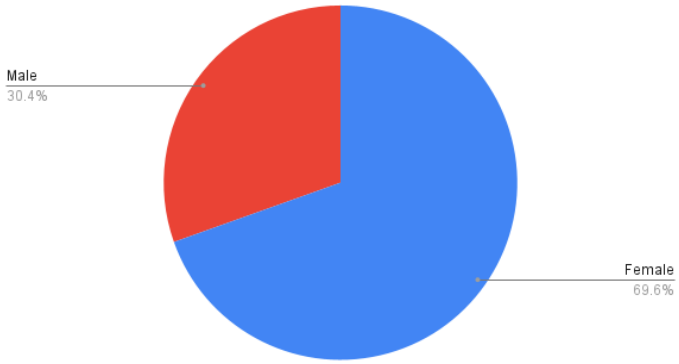
Additionally, CS has plumbing, money exchange, export houses, and luggage

AUDIENCE PROFILE

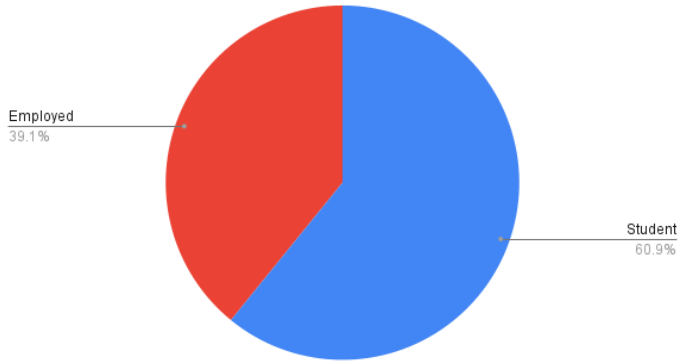
Age



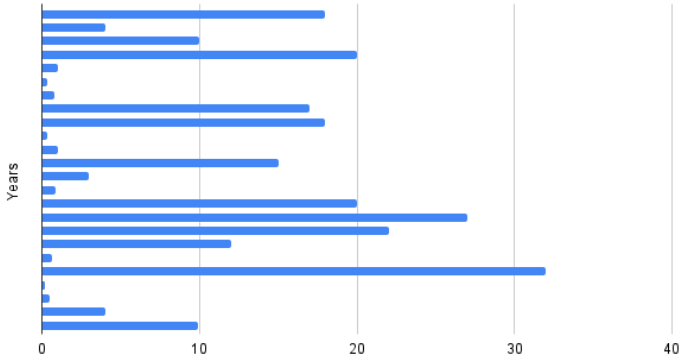
Gender



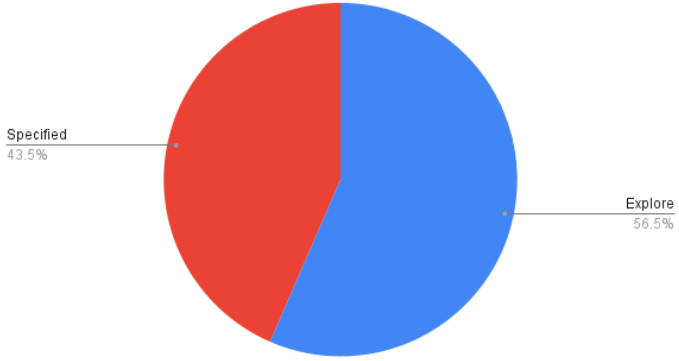
Occupation



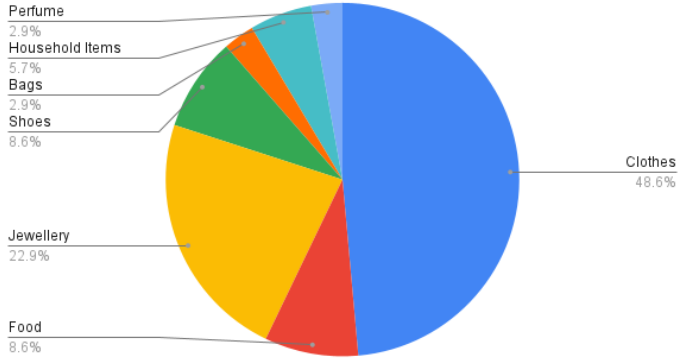
How long have you been a resident of Bengaluru?



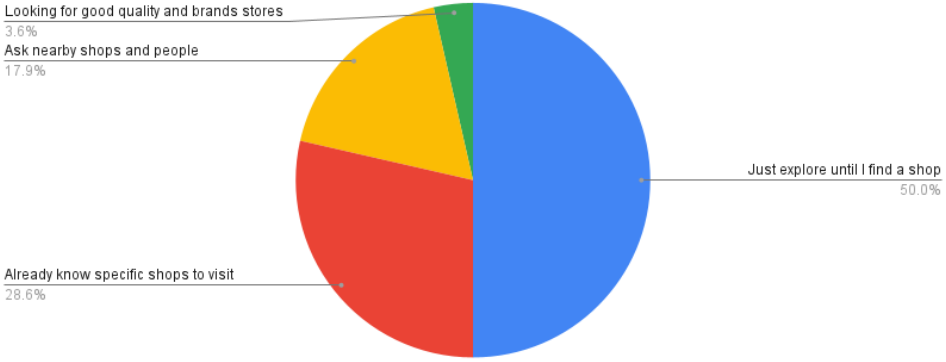
Purpose of Visit



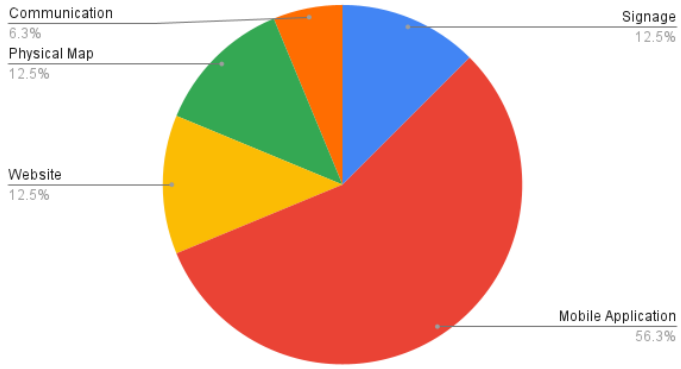
Purchase Category

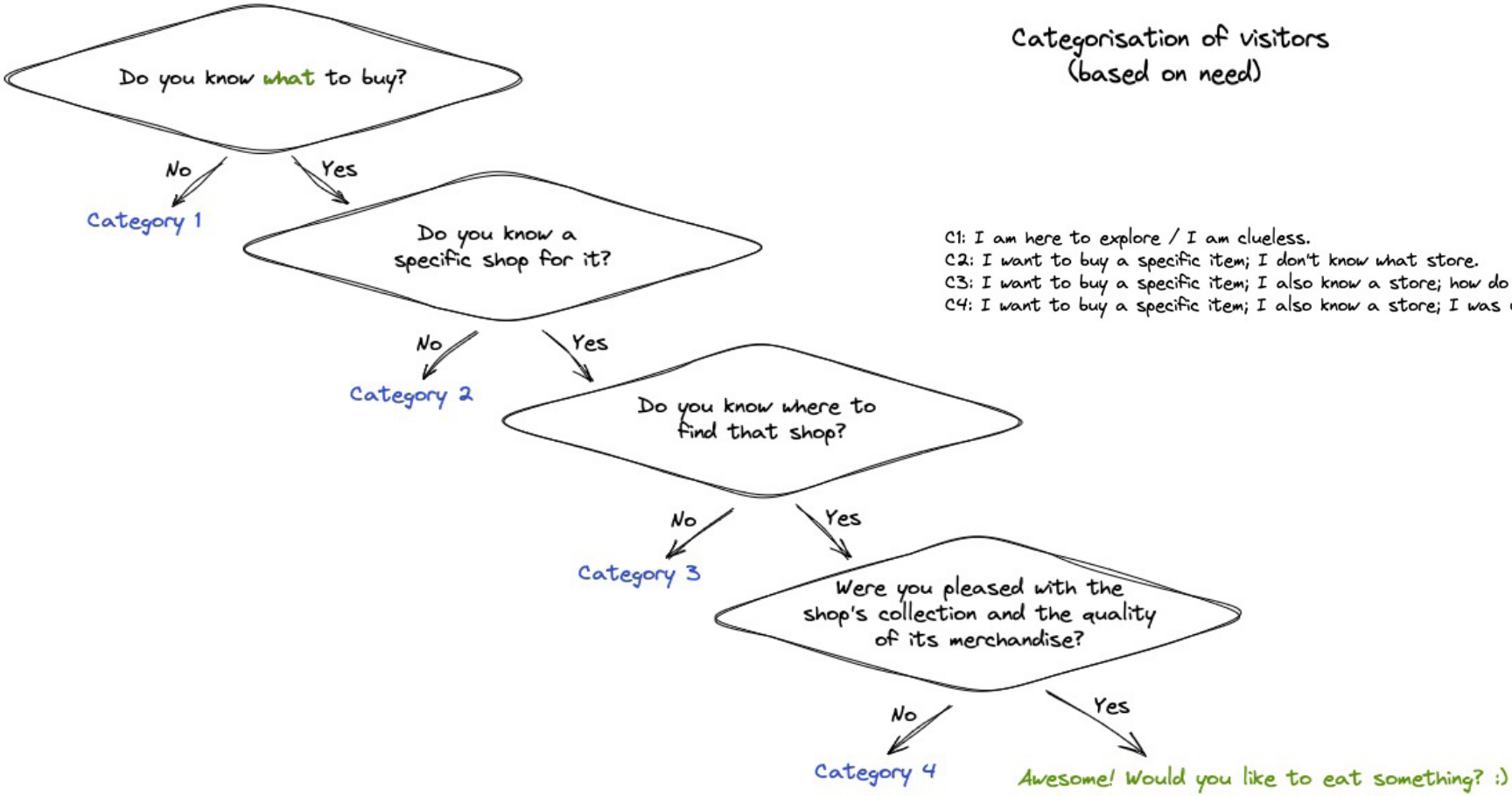


How do you usually find the store where you want to buy something?



Format of navigation system





01

Clueless Explorer

I am here to explore/I am clueless

02

Dedicated explorer

I want to buy a specific item, I don't know what store

03

Dedicated navigator

I want to buy a specific item, I also know a store, how do I find it

04

Dedicated unsatisfied

I want to buy a specific item, I also know a store, I was unsatisfied, show me similar stores

07

VALUE PROPOSITION CANVAS

Way-finding

mapping the space; aid navigation

Category-1
clueless explorer

Category-2
dedicated explorer

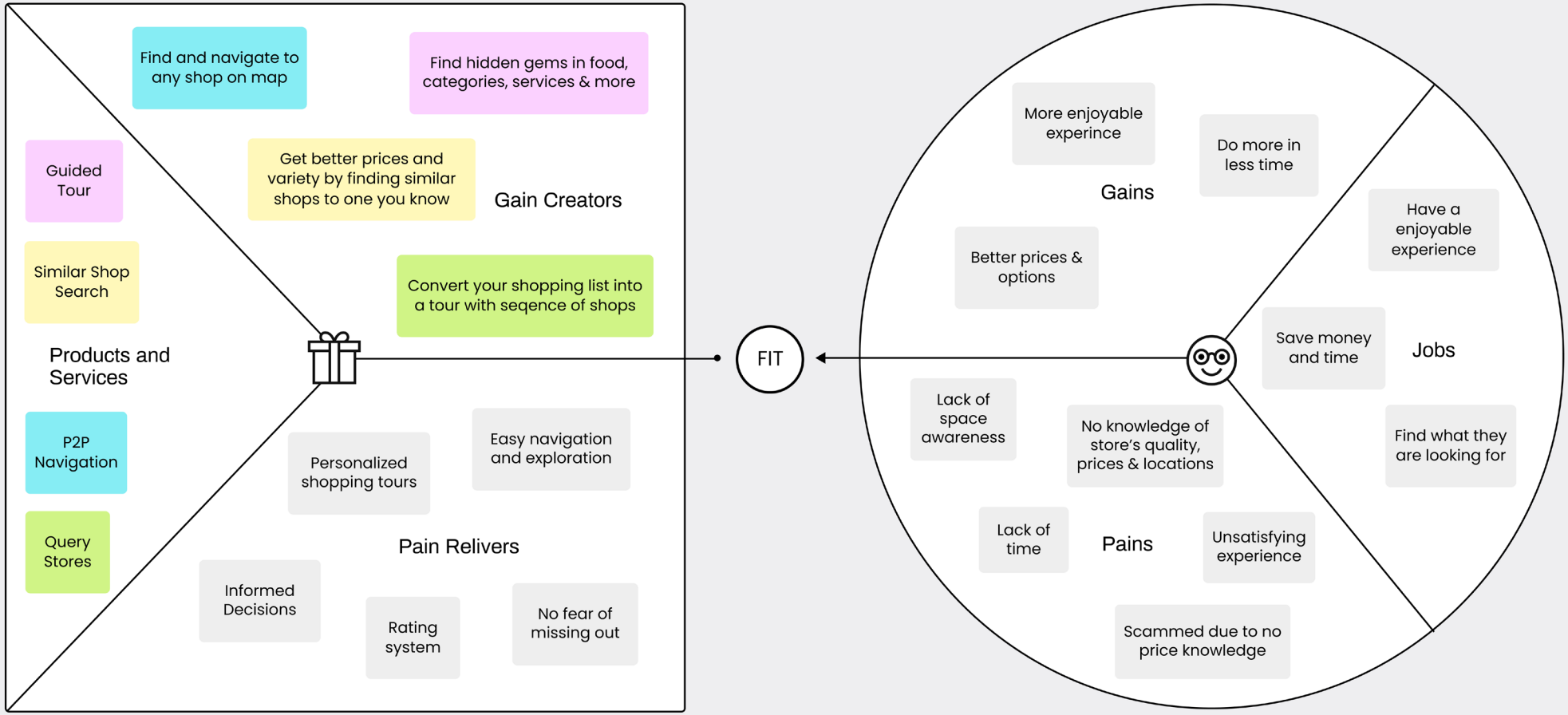
Category-3
dedicated navigator

Category-4
dedicated unsatisfied

Common
consumer necessities

Value Proposition

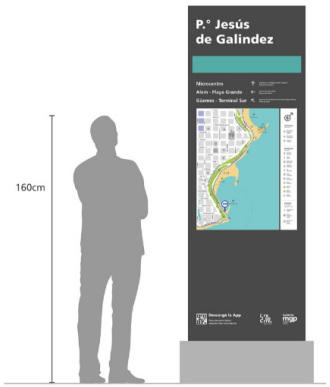
Customer Segment



08 ITERATIONS

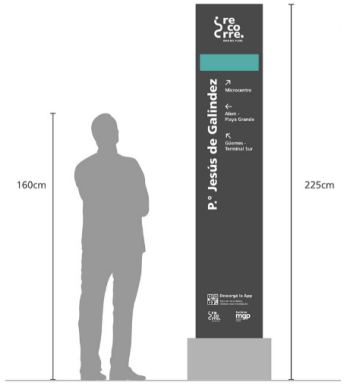
01 Physical Maps

diagrammatic representation of the area showing physical features, shops, attractions, etc.



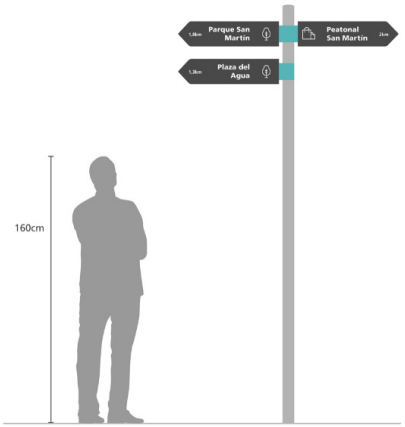
02 Informational Boards

physical boardings on each entrance with information on how to navigate the place.



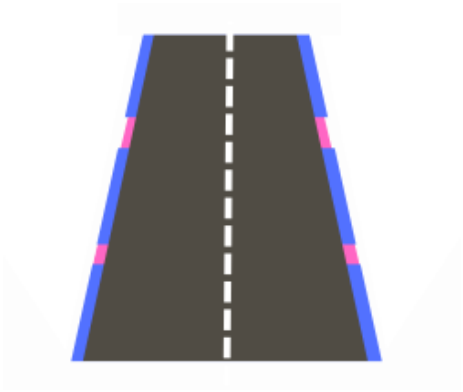
03 Directional Signage

physical boardings on each intersection with information on how to navigate the place.



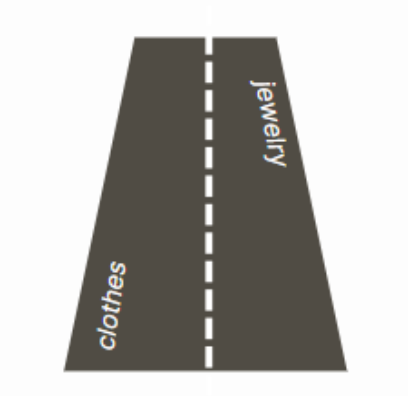
04 Pathway Tagging

coloured stripes on the roads creating a trail to follow; with colours signifying a particular category.



05 Information Murals

Information stencilled on the entrance of each pathway; detailing what to find on this particular road.

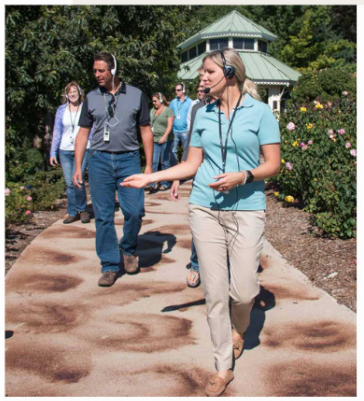


06 Color Coded Markers

creating a product category to colour map, markers of which will be place on each shop for identification.

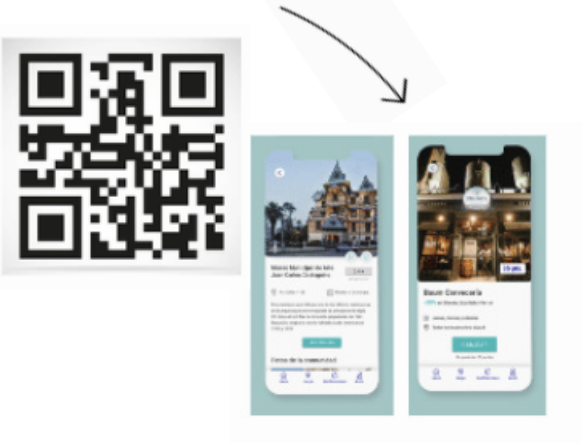
07 Paid Guides

trained guides who can be hired to assist you in navigating the space and find what you're looking for.



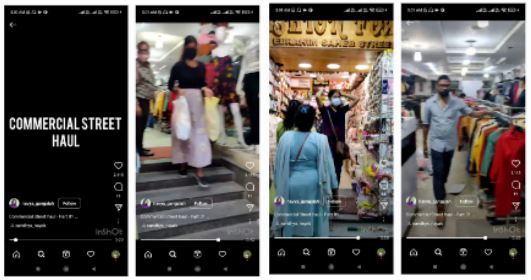
08 Web QR Codes

diagrammatic representation of the area showing physical features, shops, attractions, etc.



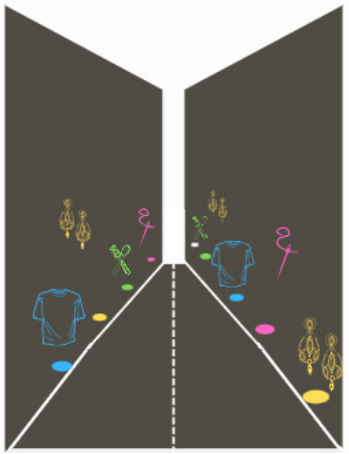
09 Blog Style Video Tours

videos explaining the place's geography, where to find what, frequently asked questions & more.



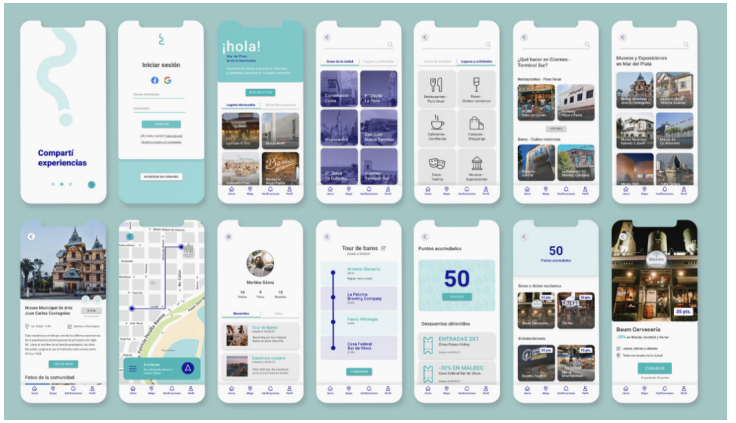
10 AR navigation

Using AR to navigate like you're in a video game, find hidden easter eggs, have a social score board and more gamification features.



11 Mobile Application

An exhaustive application p2p navigation, guided tours, shop recommendations & social features, enhanced by QR code markers present on each street to identify where you are right now and navigate accordingly.



09
THE ONE IDEA

A MOBILE APPLICATION
a curated shopping experience

This app will provide a means of way-finding, not just navigation.

the app recognises that shopping is a journey rather than a task, thus, it will make this journey as easy and enjoyable as possible.

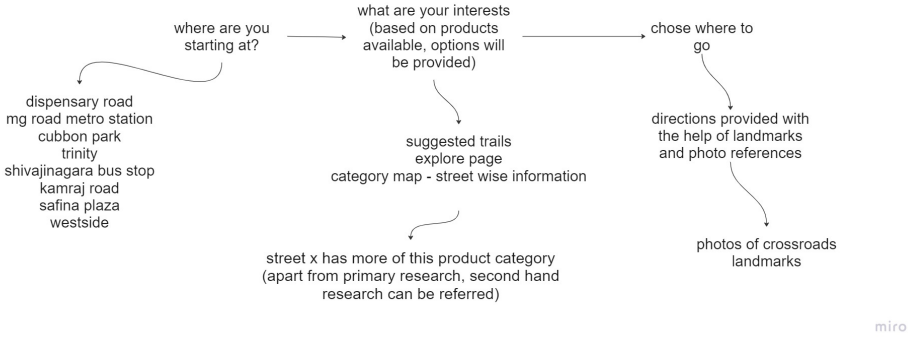
It will try to make a rainbow out of chaos by using aided exploration and guided tours to help you discover more of the area and have the most fun in the limited amount of time you have there.

This app will not be a search engine, but rather a wise companion who will accompany you across space and assist you in discovering and obtaining the best stuff most suited and personalised for YOU.

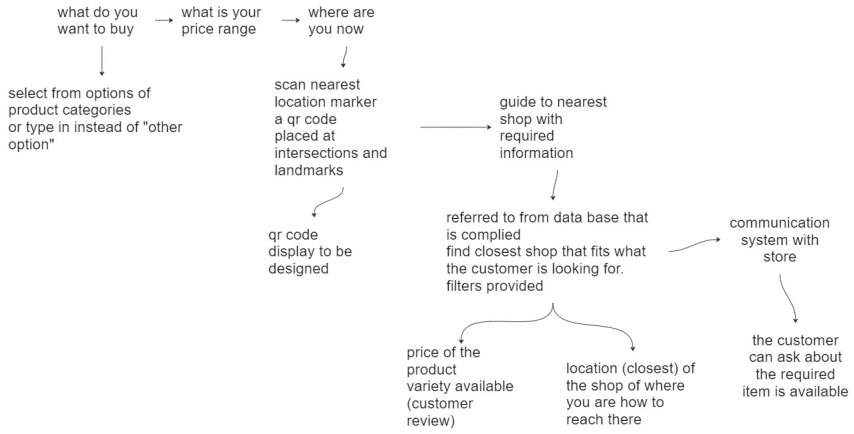
We will serialise a native's primitive knowledge into our app, making it more accessible to users and fine-tuned to the needs of the location.

9.1
SCENARIO MAPPING

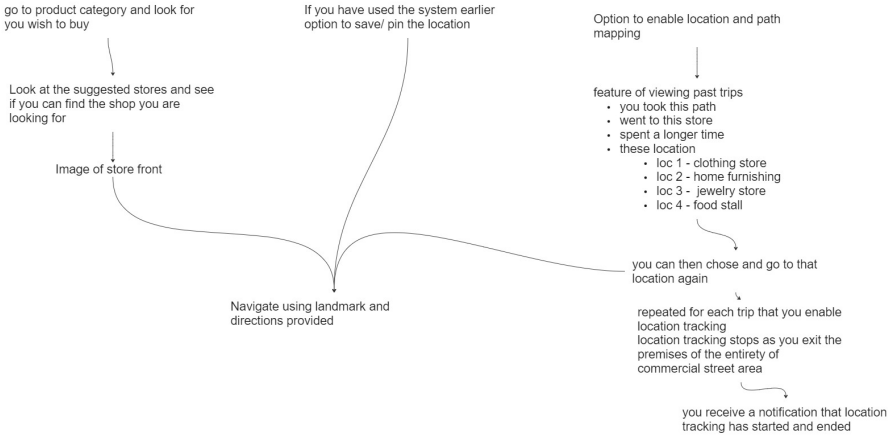
1. I am here to explore, I am clueless



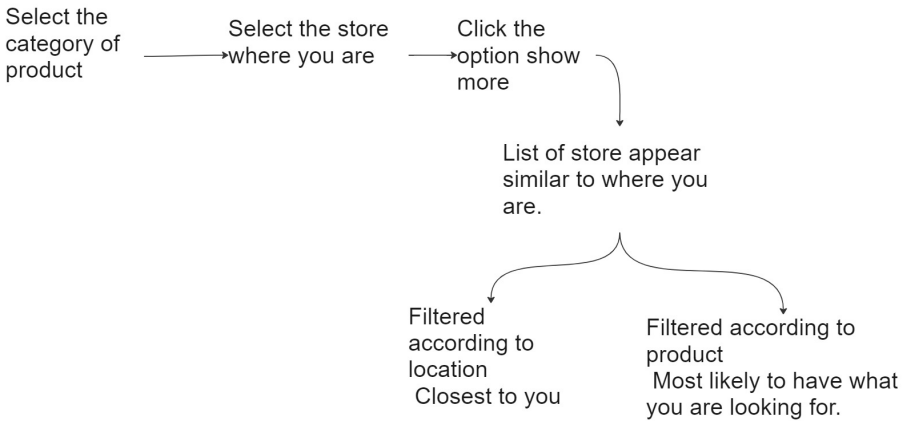
2. I want to buy a specific item, I don't know what store



3. I want to buy a specific item, I know what store, how do I find it



4. I want to buy a specific item, I know what store, I was unsatisfied, show me similar stores

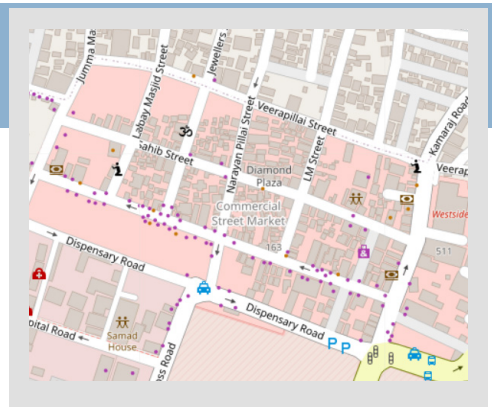


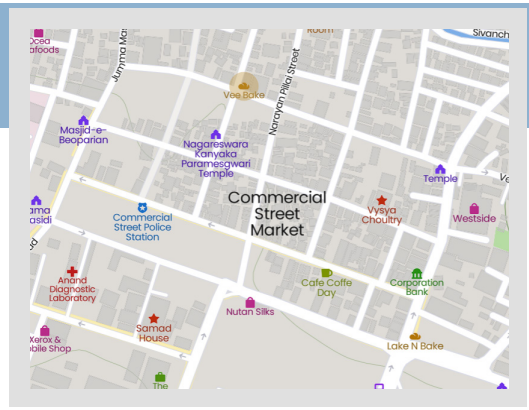
9.2
ADVANTAGES OVER EXISTING SYSTEMS

Google Maps' primary function is as a geocoder and search engine. It does not provide a way of categorising and exploring the shops

While you can zoom in on the map to see shops, there is no interface for exploring and filtering through all the different shops in a region like Commercial Street.

You can only get results for what you search.





9.3
DIFFERENTIATORS

way-finding; not navigation

the app recognises that shopping is a journey rather than a task, it will make this journey as easy and enjoyable as possible.

shopping journey; not errand

add items to your shopping list, our AI will understand what to you wish to you and add relevant shops to your tour.

rainbow of chaos; aided exploration

using aided exploration and guided tours to help you discover more of the area and have the most fun in the limited amount of time you have there.

personalisation; not queries

a wise companion who will accompany you across the place and assist you in discovering and obtaining the best stuff most suited and personalised for YOU.

more accessible; tailored to the location

app will be a serialisation of a native's primitive knowledge, making it more accessible to users and fine-tuned to the needs of the location.

9.4 THE SYSTEM

Replicability

easily replicable in new spaces due to flexible database schemas & dynamic structuring of the app.
collaboration between on-ground native data curators and the central intelligence team.

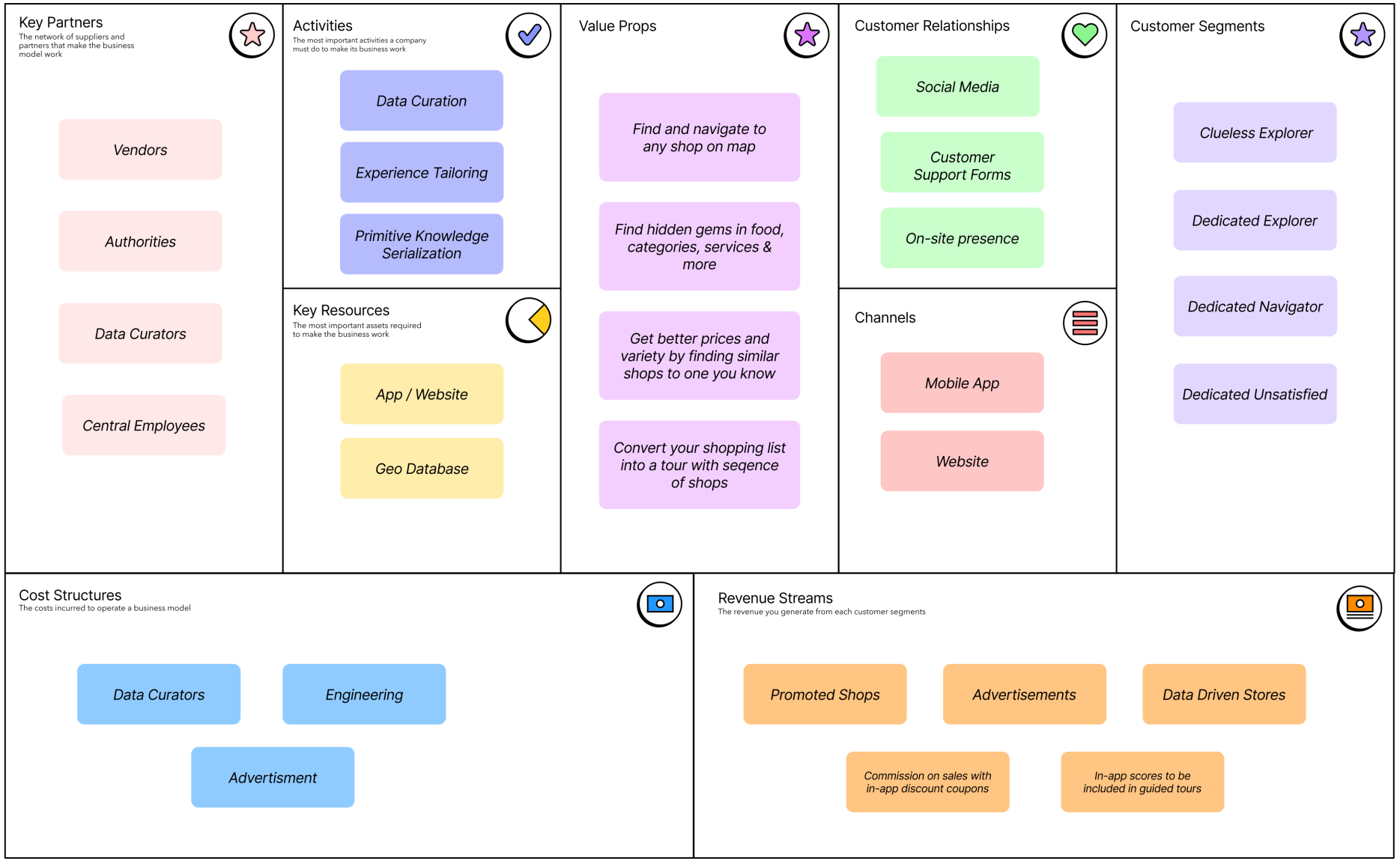
Scaling up

keeping tech & autonomy as the centre of things will allow us to rapidly grow and scale our product to newer markets.

Equity, Inclusive and Co-creation

unrevealed stores will also receive customer attention as finding hidden stores is a part of the system's USP.
it will be through the cooperation of the builders and the vendors that this application will be realized.

9.5
BUSINESS MODEL CANVAS



9.6
MAIN APPLICATION FEATURES

Guided tours

Similar shops

Store recommendations

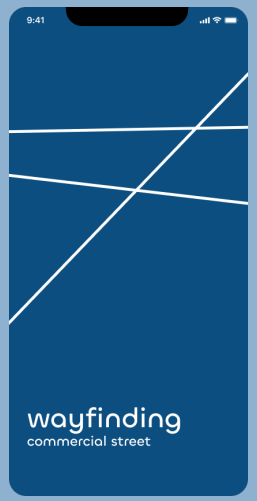
P2P navigation

9.7
SECONDARY APPLICATION FEATURES

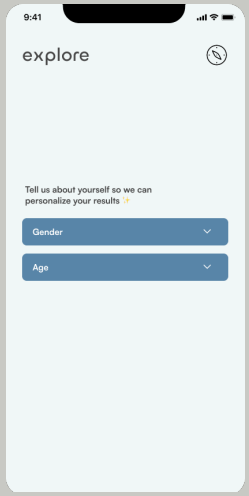
Query-based system

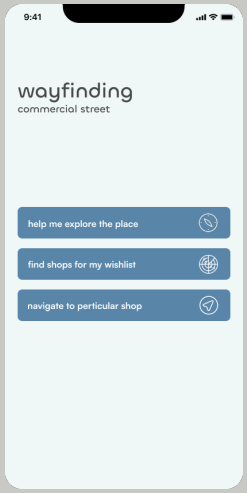
Food options

9.8
WIREFRAMES

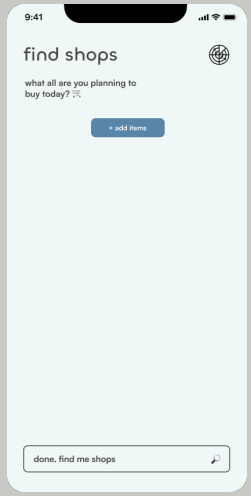


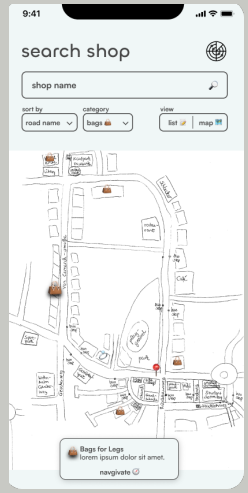
First draft of the wireframes for the application

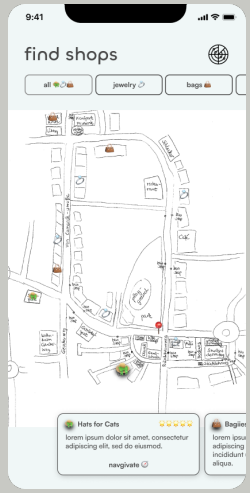

9:41
explore
Tell us about yourself so we can personalize your results ✨
Gender
Age

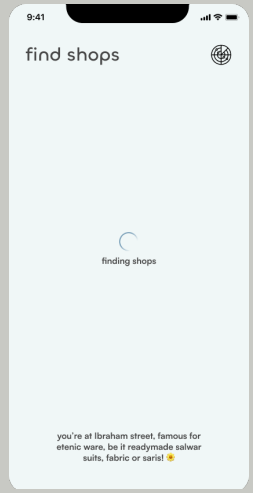

9:41
wayfinding
commercial street
help me explore the place
find shops for my wishlist
navigate to perticular shop

9:41
find shops
what all are you planning to buy today? 🛒
purple ring for my wife
rings 💍 for women 👩 upto 500₹
we are currently unable to assist you with colour variations
+ add items
done, find me shops

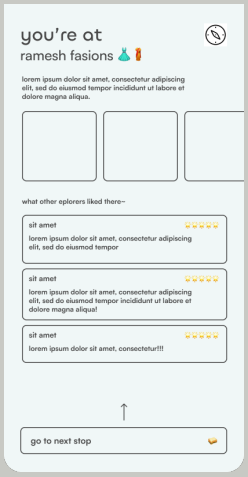

9:41
find shops
what all are you planning to buy today? 🛒
+ add items
done, find me shops


9:41
search shop
shop name
sort by
road name
category
bags 👜
view
list
map
Bags for Legs
lorem ipsum dolor sit amet.
navgivate

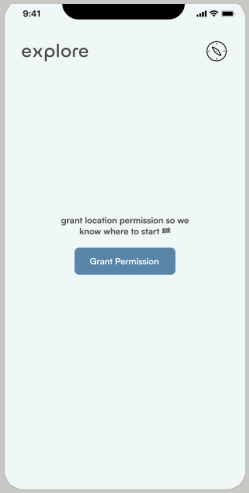

9:41
find shops
all
jewelry 💍
bags 👜
Hats for Cats
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.
navgivate

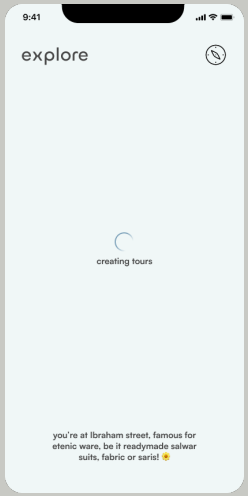

9:41
find shops
finding shops
you're at Ibraham street, famous for etenic ware, be it readymade salwar suits, fabric or saris! 🌟

9:41
explore
you location 📍
ramesh fasions 👗👘
sanidhya chat bandar 🥪
cornies 🍿
jaipuriya silver jewels 💍
agra accecories 👜👒👢
diyour 🍏✂️
homeshop 🛋️🪴
greenfingures 🌱
mosi sushi 🍣
amoeba arcade 🕹️
mamu's ice cream 🍦🍹
get a cab from ibraam street 🚕
Start Tour

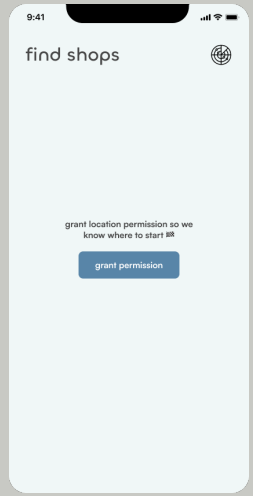

you're at
ramesh fasions 👗👘
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
what other eplorers liked there~
sit amet
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
sit amet
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua!
sit amet
lorem ipsum dolor sit amet, consectetur!!!
go to next stop

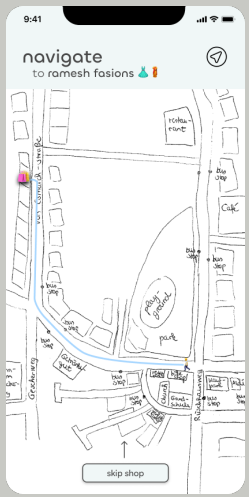
9:41
find shops
what all are you planning to buy today? 🛒
purple ring for my wife
rings 💍 for women 👩 upto 500₹
We are currently unable to assist you with colour variations
tell us in regular english and let our AI fiugure out best shops for you to checkout!
ex- red dress for my porm


9:41
explore
grant location permission so we know where to start 🏁
Grant Permission

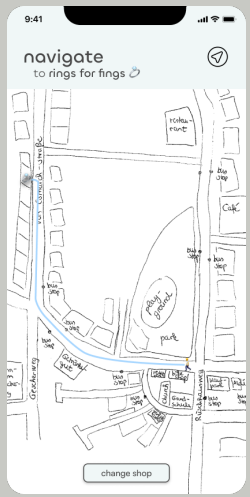

9:41
explore
creating tours
you're at Ibraham street, famous for etenic ware, be it readymade salwar suits, fabric or saris! 🌟

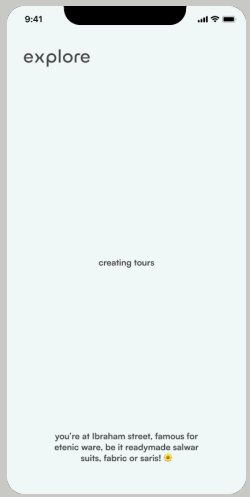
9:41
find shops
whats your duration of visit? ⏱
60 mins


9:41
find shops
grant location permission so we know where to start 🏁
grant permission


9:41
navigate
to ramesh fasions 👗👘
skip shop

9:41
navigate
to bags for legs 👜
change shop


9:41
navigate
to rings for fings 💍
change shop


9:41
explore
creating tours
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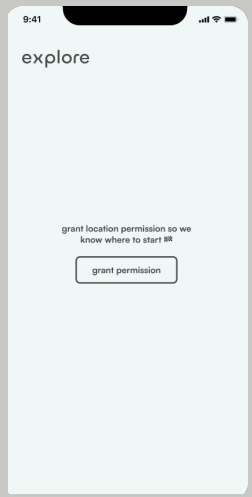
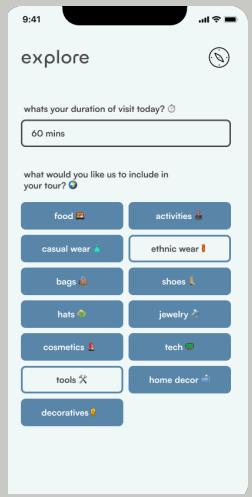
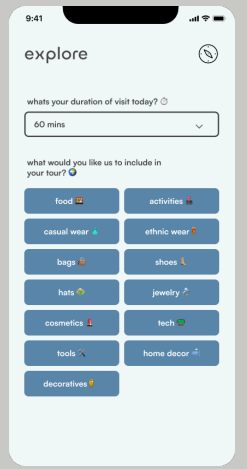

9:41
explore
grant location permission so we know where to start 🏁
grant permission


9:41
explore
whats your duration of visit today? ⏱
60 mins
what would you like us to include in your tour? 🌍
food 🍱
activities 🚵
casual wear 👚
ethnic wear 🥻
bags 👜
shoes 👠
hats 👒
jewelry 💍
cosmetics 💄
tech 📟
tools 🛠️
home decor 🛋️
decoratives 🪆


9:41
explore
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60 mins
what would you like us to include in your tour? 🌍
food 🍱
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casual wear 👚
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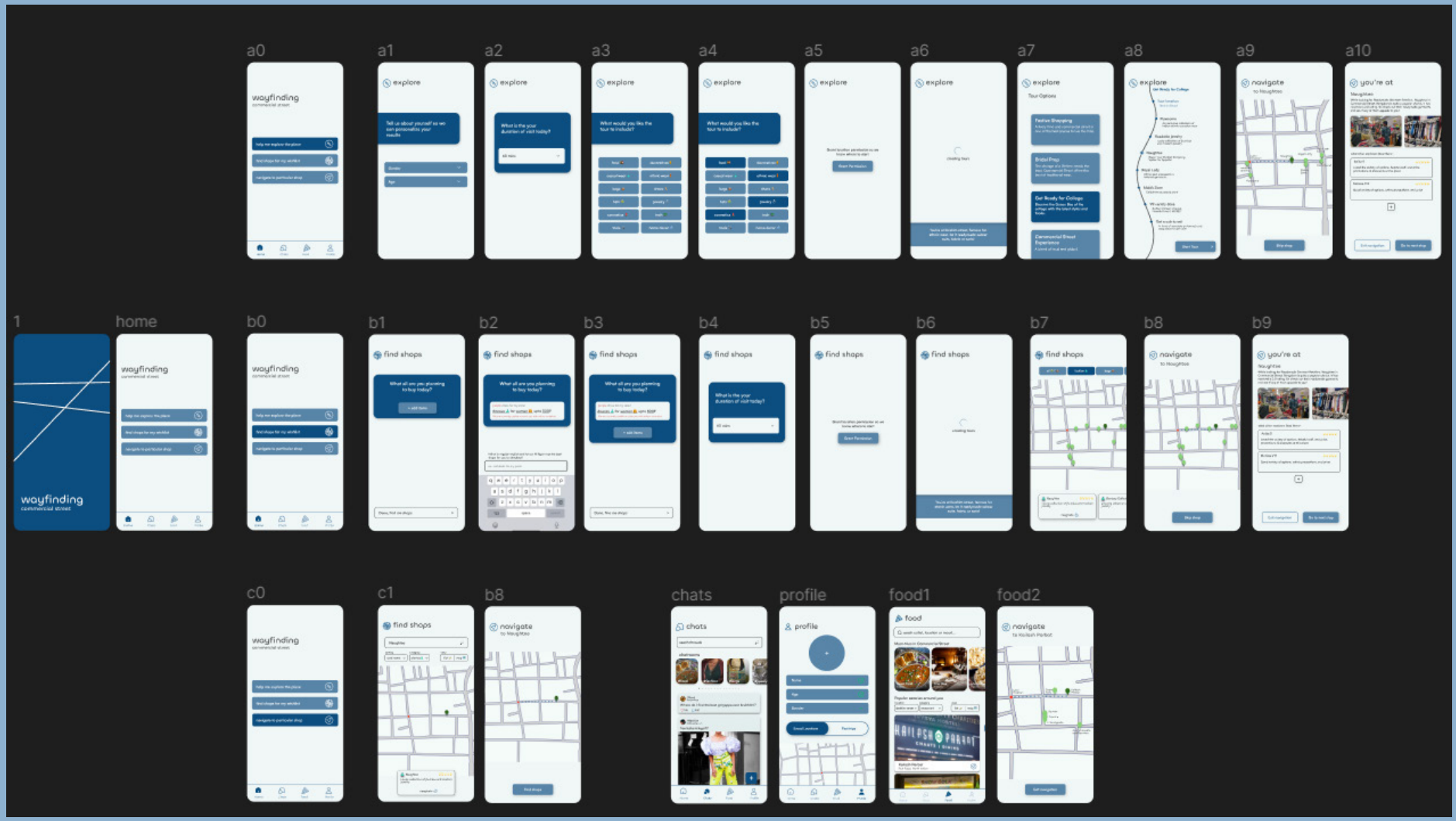
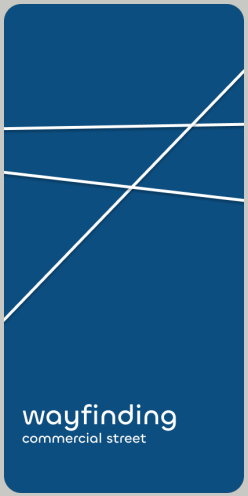
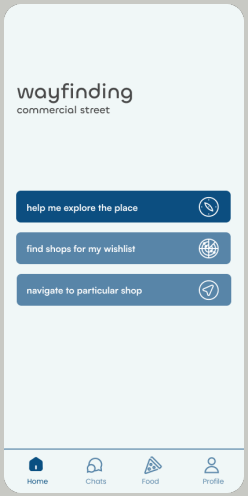
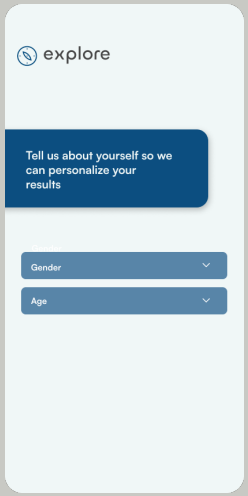
shoes 👠
hats 👒
jewelry 💍
cosmetics 💄
tech 📟
tools 🛠️
home decor 🛋️
decoratives 🪆

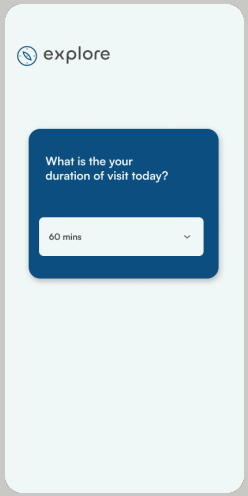
9.9
FINAL PROTOTYPING

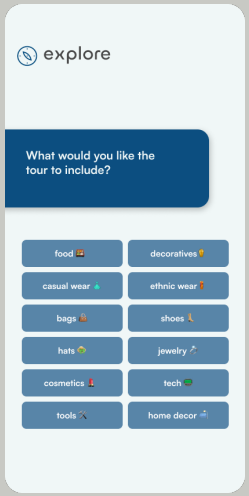


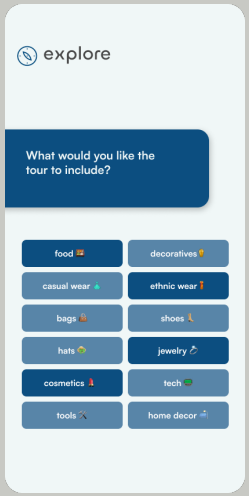

wayfinding
commercial street

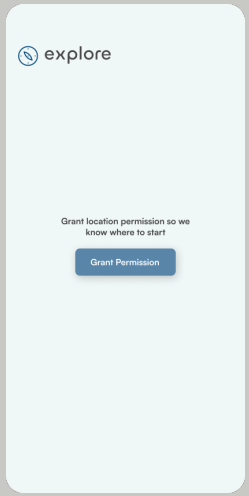

wayfinding
commercial street
help me explore the place
find shops for my wishlist
navigate to particular shop
Home
Chats
Food
Profile

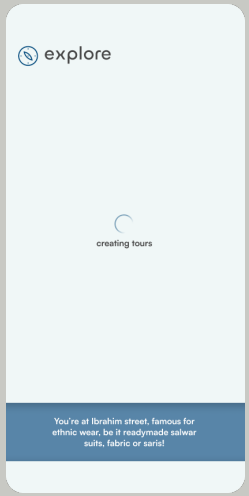

explore
Tell us about yourself so we can personalize your results
Gender
Age

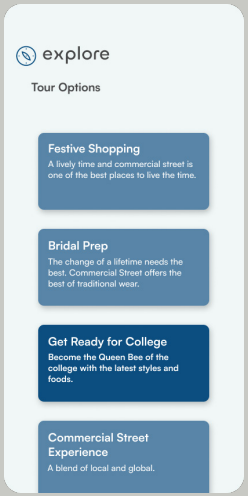

explore
What is the your duration of visit today?
60 mins

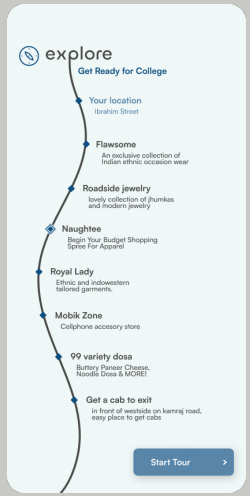

explore
What would you like the tour to include?
food
decoratives
casual wear
ethnic wear
bags
shoes
hats
jewelry
cosmetics
tech
tools
home decor

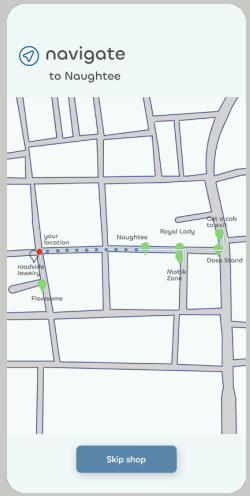

explore
What would you like the tour to include?
food
decoratives
casual wear
ethnic wear
bags
shoes
hats
jewelry
cosmetics
tech
tools
home decor

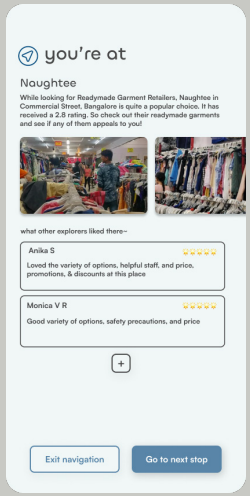

explore
Grant location permission so we know where to start
Grant Permission

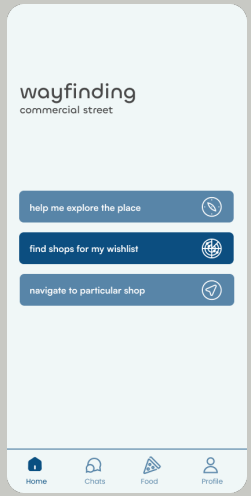

explore
creating tours
You're at Ibrahim street, famous for ethnic wear, be it readymade salwar suits, fabric or saris!

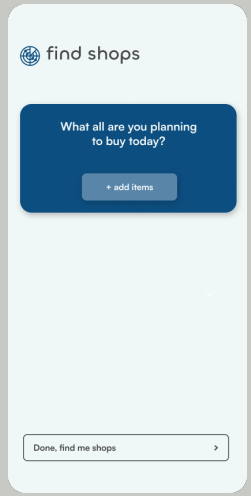

explore
Tour Options
Festive Shopping
A lively time and commercial street is one of the best places to live the time.
Bridal Prep
The change of a lifetime needs the best. Commercial Street offers the best of traditional wear.
Get Ready for College
Become the Queen Bee of the college with the latest styles and foods.
Commercial Street Experience
A blend of local and global.

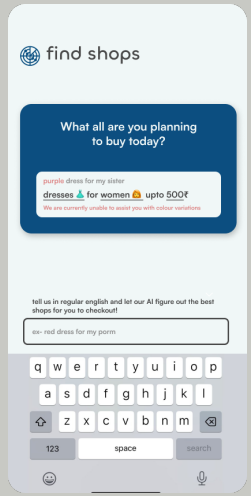

explore
Get Ready for College
Your location
Ibrahim Street
Flawsome
An exclusive collection of Indian ethnic occasion wear
Roadside jewelry
lovely collection of jhumkas and modern jewelry
Naughtee
Begin Your Budget Shopping Spree For Apparel
Royal Lady
Ethnic and indowestern tailored garments.
Mobik Zone
Cellphone accesory store
99 variety dosa
Buttery Paneer Cheese, Noodle Dosa & MORE!
Get a cab to exit
in front of westside on kamraj road, easy place to get cabs
Start Tour

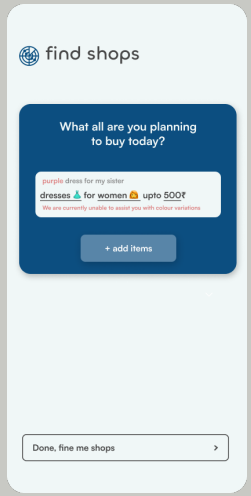

navigate
to Naughtee
Skip shop


you're at
Naughtee
what other explorers liked there~
Anika S
Loved the variety of options, helpful staff, and price, promotions, & discounts at this place
Monica V R
Good variety of options, safety precautions, and price
Exit navigation
Go to next stop


wayfinding
commercial street
help me explore the place
find shops for my wishlist
navigate to particular shop
Home
Chats
Food
Profile


find shops
What all are you planning to buy today?
+ add items
Done, find me shops


find shops
What all are you planning to buy today?
purple dress for my sister
dresses for women upto 500₹
We are currently unable to assist you with colour variations
tell us in regular english and let our AI figure out the best shops for you to checkout!
ex- red dress for my porm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We are currently unable to assist you with colour variations
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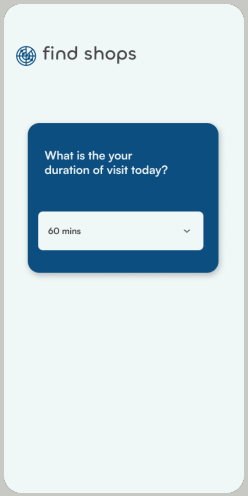
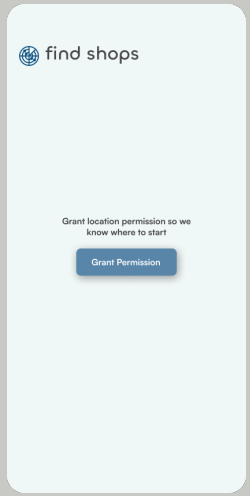
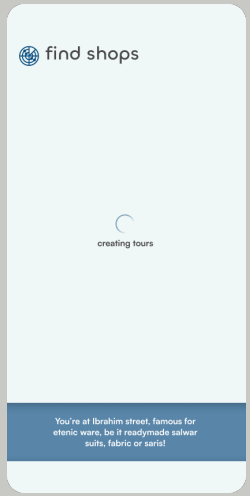
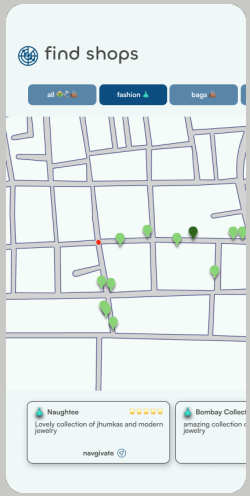
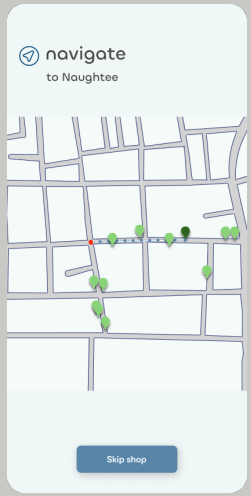
Done, fine me shops

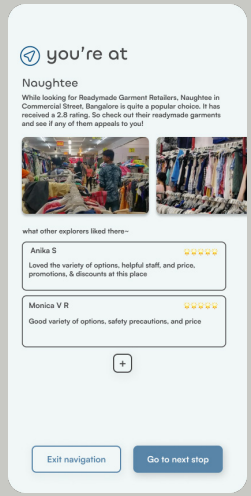

find shops
What is the your duration of visit today?
60 mins

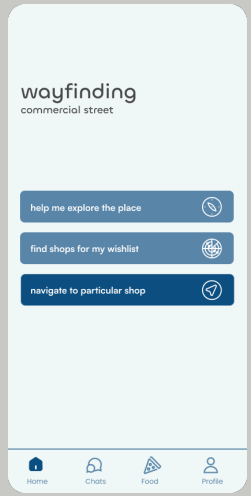

find shops
Grant location permission so we know where to start
Grant Permission

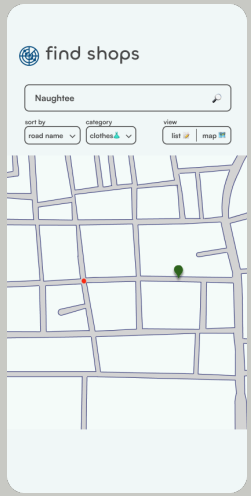

find shops
creating tours
You're at Ibrahim street, famous for etenic ware, be it readymade salwar suits, fabric or saris!


find shops
all
fashion
bags
Naughtee
Lovely collection of jhumkas and modern jewelry
navgivate


navigate
to Naughtee
Skip shop


you're at
Naughtee
what other explorers liked there~
Anika S
Loved the variety of options, helpful staff, and price, promotions, & discounts at this place
Monica V R
Good variety of options, safety precautions, and price
Exit navigation
Go to next stop

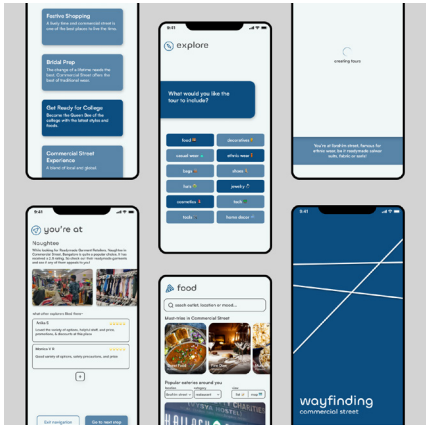

wayfinding
commercial street
help me explore the place
find shops for my wishlist
navigate to particular shop
Home
Chats
Food
Profile

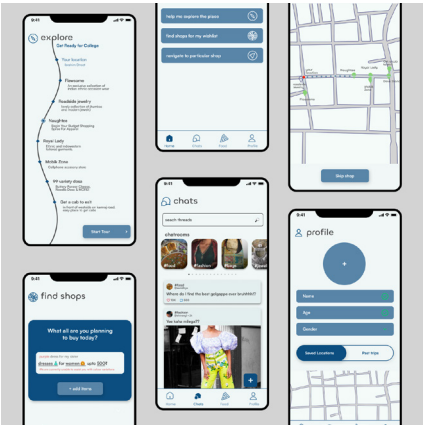

find shops
Naughtee
sort by
road name
category
clothes
view
list
map

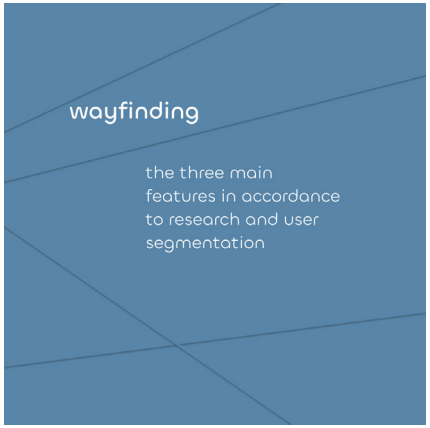
9.10
MOCKUPS

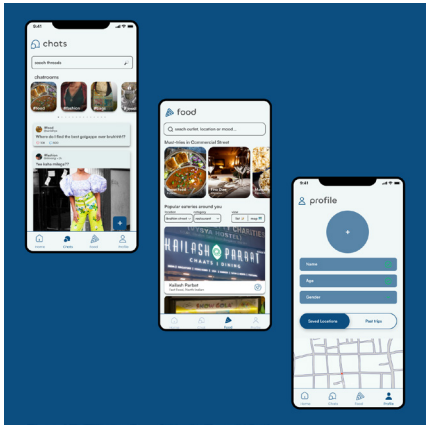
shivangi
aneja

wayfinding
application
mockups






wayfinding
the three main
features in accordance
to research and user
segmentation



query-based system
Users will be able to ask
questions about the space
in real time from other
users, shop owners, and
residents
food options feature
available on the task bar
accessible for a quick
user profile
look at past trips and
saved locations to
revisit your favourite
spots

9.11
PROTOTYPE VIDEO

https://drive.google.com/file/d/1rcjC_awyia6lwziKtB4DoXdC8r30CWKI/view?usp=share_link

9.12
TESTING AND VALIDATION

TESTING

For testing the application I created a google forms with a link to the video as well as asked people I knew in persom while showing them my outcome and requesting for a review.
The questions I asked
Do you understand the flow of the application?
Is the app clearly able to communicate its objective to you?
Do you understand the options available to you?
Is the UI intuitive and simple to use?
Do you think this will be effective in a place like commercial street?
Any changes or recommendations....

VALIDATION

Survey conducted from person of design field and visitors of the space

Positive reviews
Most responses showed that the flow of the application is understandable
It communicates the objective as it's simple and direct
the UI is intuitive
It is innovative
It would be effective in a place like commercial street because the place has many shops/showrooms so it can be confusing as to where to go for a particular thing
also effective for people in a time crunch
Negative review - elements that can be worked upon
Make the text and buttons a bit bigger so that it's easier to read and tap.

10 FUTURE PLANS

REVENUE STREAM

Initially, the app will be free to use, allowing customers to have the greatest experience possible while increasing business for all vendors in the neighbourhood.

After our app has gained traction and the majority of sales come from features such as cart2shops, shops query, and guided exploration tours, it will become a top business goal for shops to be featured as top results on our app's search, featured in recommendations, and featured in exploration tours.

With an increase in the app's popularity and functionality for its users, the app is bound to attract more eyeballs, and thus our app's home feed will become a prime spot for any business to advertise their outlet and a small advertiser to people who are walking distance to their shop and are willing to buy things. There is no better site in the world to promote and receive the finest results than here.

After that, we'll be able to start charging shops a small listing fee to be included in our recommendations and searches.

Vendors can promote their shops in the app, which will display them so that more users visit their stores, and the vendor will be invoiced as regular advertising based on CTR.

We can offer users 1-3% cash back for uploading purchase invoices to our app and charge vendors a 5% fee on any purchases produced by our app. This may appear to be unjust, but because we will only charge this commission on consumers recommended by our app, the extra revenue will significantly outweigh the price.

We may collaborate with specific vendors on a profit-sharing basis, advertise them in our app, and make direct revenue on purchases based on the massive amounts of data we'll produce.

While revenue is important for our expansion efforts, the best-in-class and unrivalled user experience will always be at the heart of the product, and we make no concessions when it comes to user pleasure.

THANKYOU