

AIT UX Research

# Navigating AdventHealth

Thomas Graham | November 2025

## Executive Summary

Across **120** respondents who tested indoor navigation software across three vendors and completed a series of surveys to understand, several clear patterns emerged.

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**50** 

In-person **Scavenger Hunt**

**70** 

Advisory Panel **Discovery Survey**

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- **Participants are excited about digital indoor wayfinding** because current hospital navigation creates stress, confusion, and delays.
- The tools tested showed **strong map visuals and mostly accurate routes**, but all demonstrated weaknesses in **orientation, live-location accuracy, and rerouting clarity**.
- **Pointr** delivered the most reliable user experience.
- **Situm** showed strong potential but inconsistent real-world usability.
- **MappedIn** struggled to provide the clarity and trust needed for patient-facing navigation.

*Note: A total of three participant data were removed due to quality.*

# Observations

# Navigation Challenges Observed Across Participants

Current hospital navigation contribute to stress and confusion.

Most respondents have had **trouble navigating AdventHealth hospitals** or large facilities. Common issues include:

- **Signage problems:** unclear or inconsistent signs, gaps after key decision points, and confusion leaving elevators or moving between departments.
- **Multi-building confusion:** multiple entry points, construction changes, and buildings that look similar make it hard to know if you're in the right place.
- **Parking and distance:** uncertainty about where to park and concern about long walks, especially among those with mobility or breathing challenges.

The physical **environment frequently fails to support clear, continuous navigation**. If implemented cleanly, reliably, and with strong facility accuracy, we could meaningfully provide a solution to these challenges and friction points.

# Willingness to Use Indoor Navigation

Most respondents say they would “**Definitely**” or “**Probably**” use indoor maps if their hospital offered them.

## Motivations

- Reduced **stress and anxiety** about getting lost.
- Increased **confidence** and independence.
- Better ability to **arrive on time**.

## Hesitations

- Preference to **asking staff** and relying on human reassurance.
- Worry about **tech adding stress** in an already stressful setting.
- Believe physical **signage should also be improved**, not ignored.

People generally like the *idea* of indoor navigation; they’re wary of complexity and friction to an **already noisy and disjointed** navigating experience.

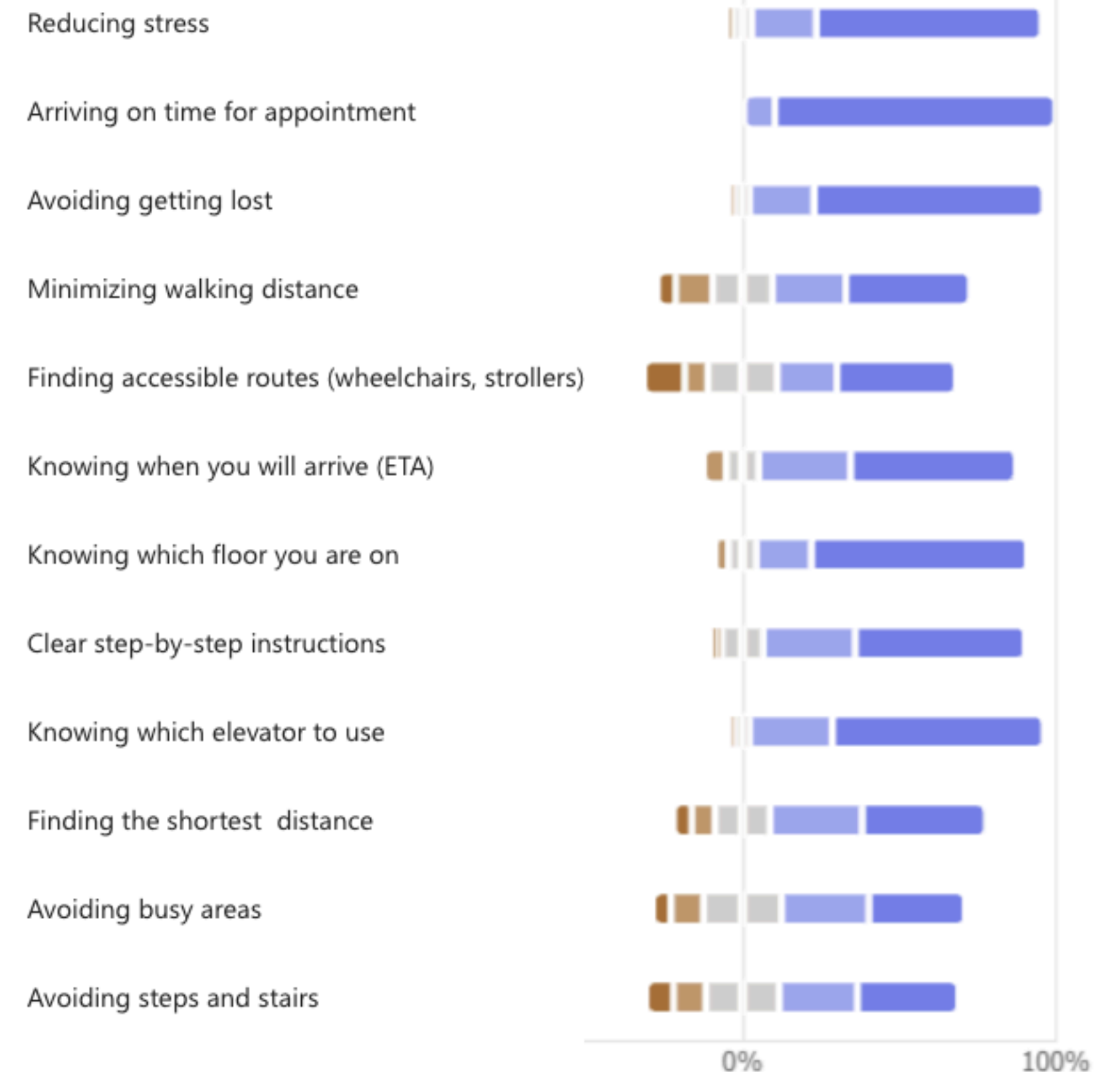
# What Matters Most When Navigating

Across importance ratings and ranking tasks, several needs consistently rise to the top:

- Arriving on time for appointments.
- Avoiding getting lost and needing to backtrack.
- Reducing stress along the way.
- Having clear, step-by-step directions.
- Knowing which floor they are on and which elevator/ stairwell to take.
- Seeing an ETA (estimated time of arrival).
- Having accessible routes (wheelchairs, strollers, or limited stamina).

12. How important are these things when navigating a hospital?

● 1 (Not important) ● 2 ● 3 ● 4 ● 5 (Very important)



# What Matters Most When Navigating

On the map, respondents most want to see:

- Entrances
- Parking areas
- Elevators/stairwells
- Reception/front desk
- Waiting rooms
- Patient Rooms

A successful solution should be **judged on how well it improves orientation, confidence, and timing.**



# “Whole Journey” Needs

Participants **don't only care about clinical** destinations.

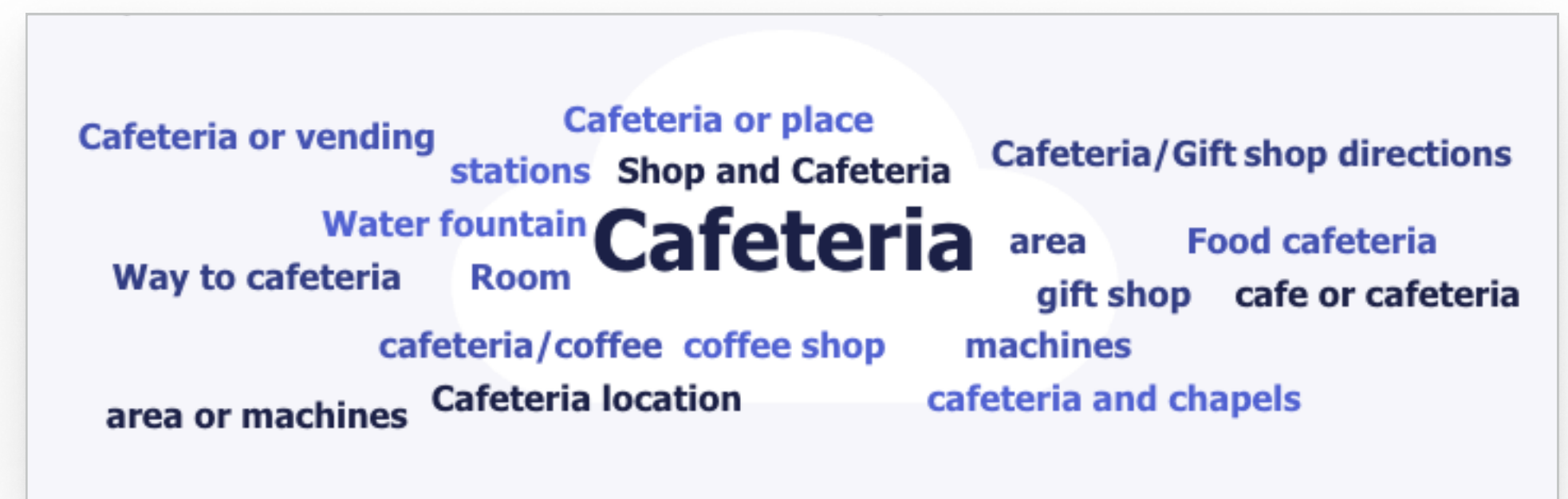
Commonly requested areas include:

- Cafeteria / food & coffee
- Gift shop
- Chapel / prayer spaces
- Outpatient services (*lab, x-ray, registration, billing*)
- Vending machines, water/bottle refill, ATMs

Some also mention wanting:

- A **phone number** for help.
- The **ability to notify someone** that they're on their way or lost.

Navigating our floors should **support the entire visit experience**, including care, comfort, and logistics.



## Live Location Value and Risks

Participants generally see the idea of live location (“blue dot”) as **helpful for staying oriented** and **tracking progress along a route**. However, our observations in the POC highlight important risks in a hospital context.

### Lag and drift reduce trust and increase stress

The “blue dot” is **not consistently precise**. Even small inaccuracies appearing slightly behind, off the corridor, or updating late can lead to missed turns, backtracking, and extra walking. In an already stressful situation, this **can amplify frustration** rather than reduce it.

### More screen-checking, less awareness

When the “blue dot” is active, **people look at their screens** more frequently, **paying less attention** to signage, staff, and the physical environment. This increases the **risk of collisions** or near-misses in busy hallways and can **quietly raise cognitive load**, especially for anxious or less tech-comfortable participants.

### Implications for design

- Treat live location as an **optional enhancement**, not a requirement.
- Ensure participants can turn off live positioning and **still get clear static routes** and **step-by-step** instructions.
- Design for **glanceable use**. Simple, high-contrast routes that support quick checks rather than continuous screen-watching.
- Pair the blue dot with clear, simple **messaging about accuracy limits** and **how to fall back** on written directions and physical signs when needed.

## Adoption Considerations

Participants are willing to use indoor navigation only if certain conditions are met.

### Commonly selected statements include *(in order of importance)*

- It works **without creating an account**.
- I **don't have to download** & install a new app.
- There's **clear privacy** info.
- I can **opt out of providing live location** and still use the map.
- There is **clear communication** about how my location data will be used.

### Adoption is constrained by friction and trust

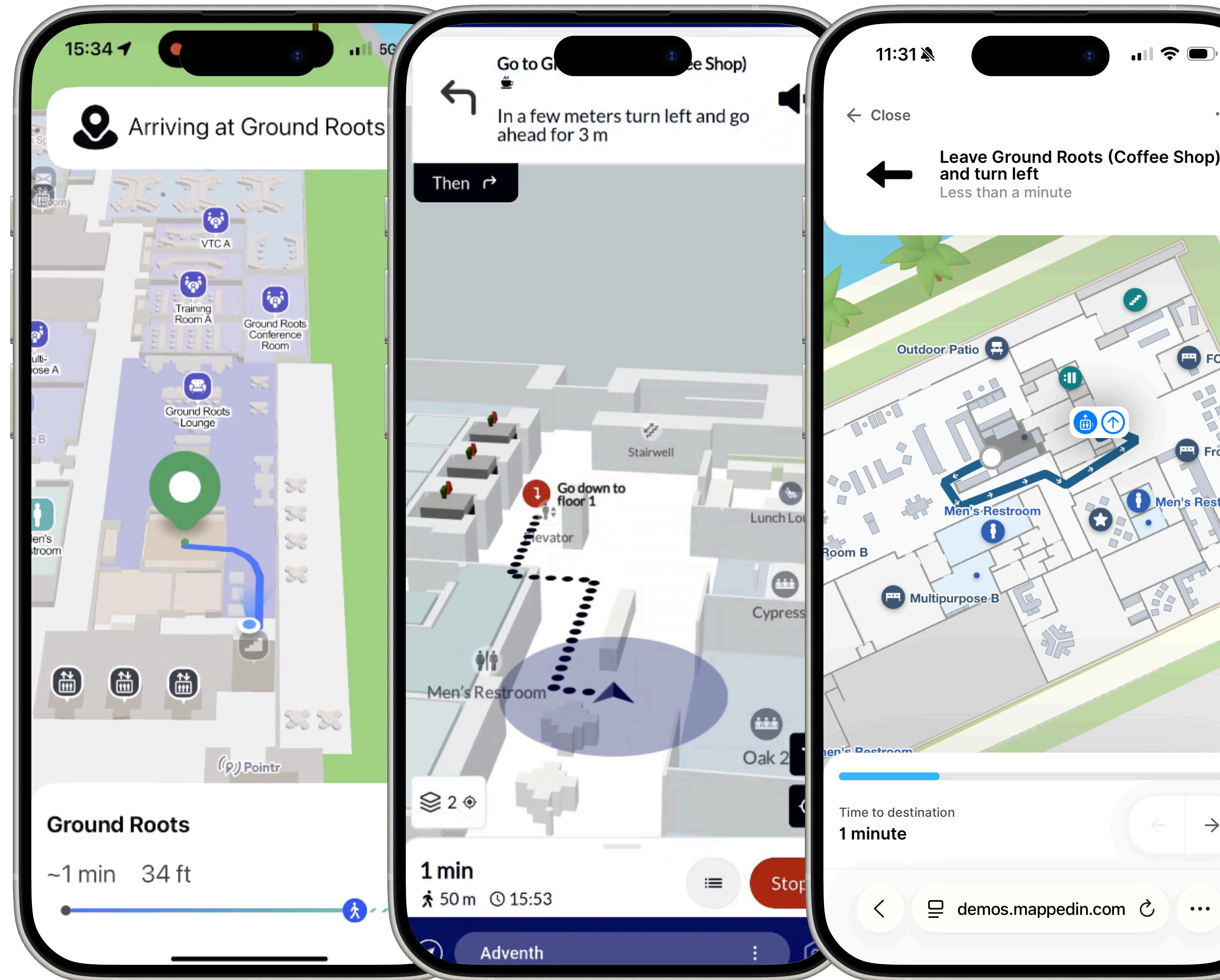
- Offer a **low-friction access** path (*e.g., QR/App Clip/browser*) that doesn't require new accounts.
- Provide **short, plain-language privacy** explanations.
- Allow **basic use without live positioning** as a fallback or preference.

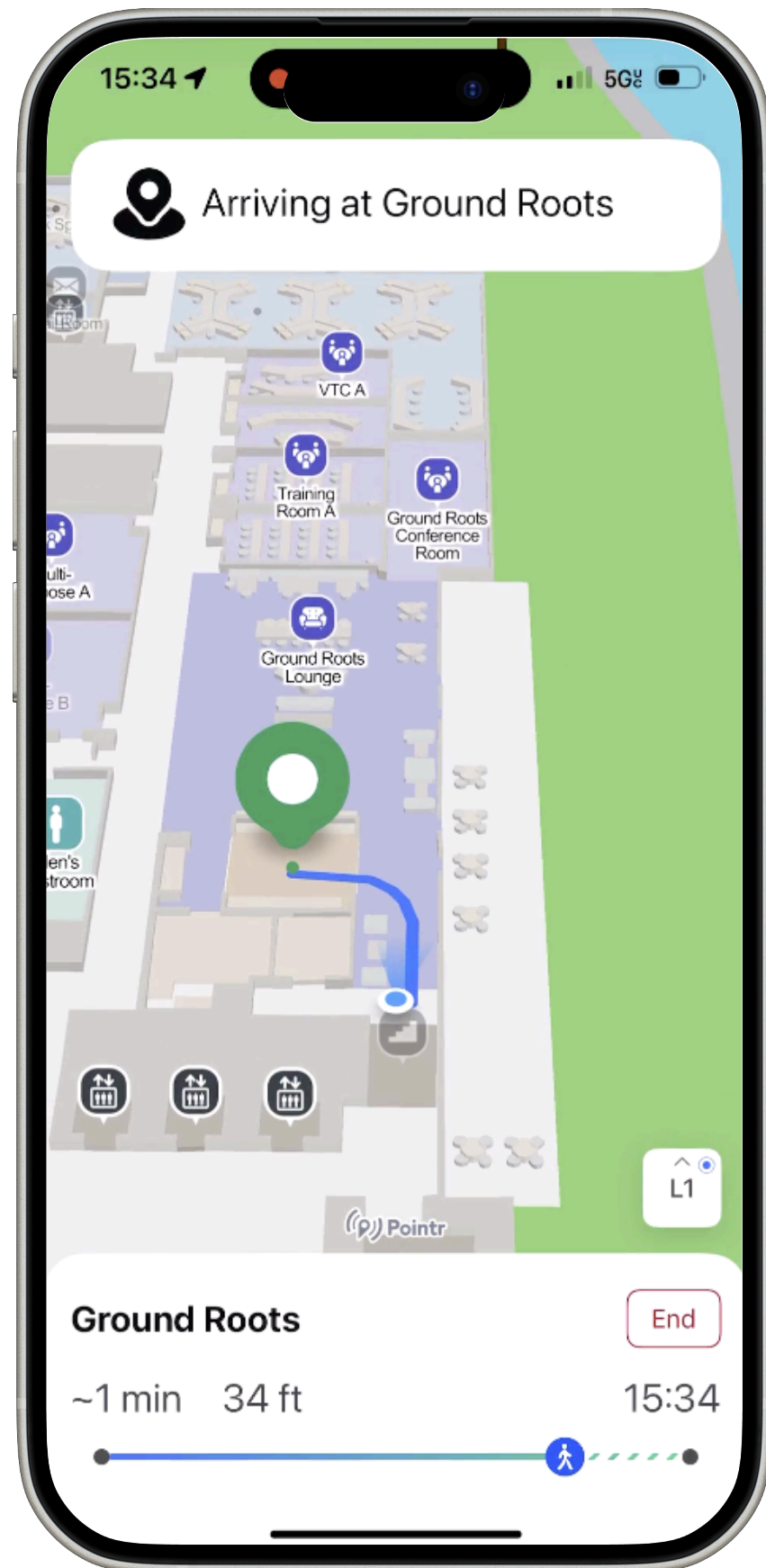
# Vendor Comparison

# Map Style Preferences

Participants favored maps that were:

- Simple
- Clean
- Clear labels
- Easy-to-read icons
- Not overly cluttered or over-detailed





## Pointr

**Pros:** Clear basics, labeled locations, color coding; some appreciate more options visible.

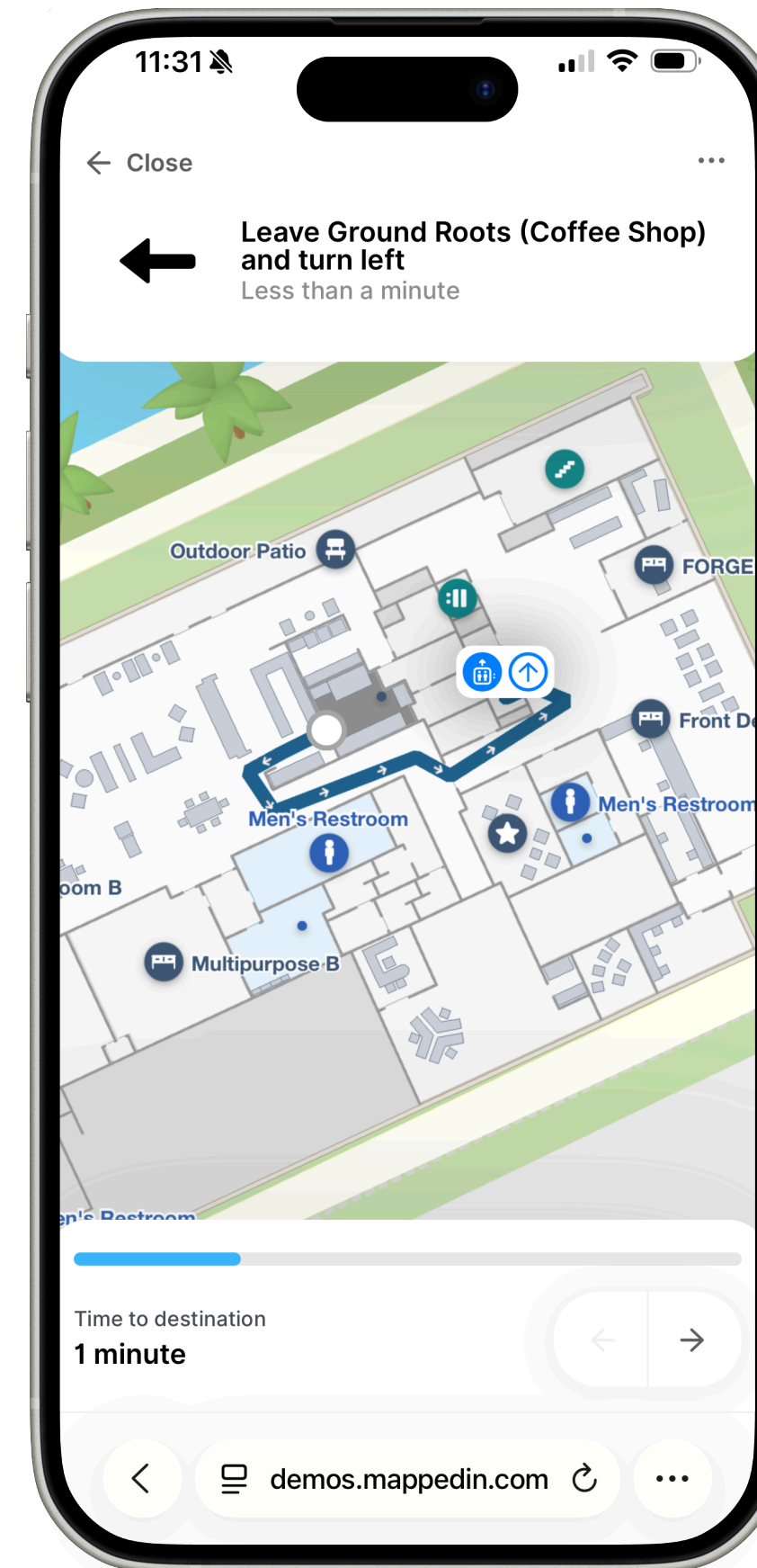
**Cons:** For some, it feels visually busy or overly detailed.



## Situm

**Pros:** Frequently called out as easy to read, with good layout and clear symbols/legend.

**Cons:** Some still see it as somewhat dense.



## MappedIn

**Pros:** Seen as simple, clean, and clear; good font and icon sizes; easy to interpret.

**Cons:** A few wanting slightly more descriptive labeling.

## What performed well

- The maps themselves were visually appealing.
- Routes often matched the real-world environment.
- Participants value clear instructions and arrival confirmation.

## What broke trust

- Orientation confusion at the start of navigation, especially in cases where there was an expectation of live position tracking.
- Laggy live positioning.
- Rerouting behavior was unclear or unreliable.

# Pointtr

The Pointtr experience combined intuitive interaction, accurate positioning, strong visual presentation, and dependable routing. Participants consistently reported positive interactions with the experience and had the highest task-completion success rate.

- Highest scores in usability, confidence, intuitiveness, and trust
- Smoothest orientation and best overall participants' confidence
- Participants appreciated arrival confirmations and route clarity
- Some feedback noted longer-than-necessary routes
- All participants completed their routes



Pointr

# Most Reliable & Confidence-Building

Participants consistently **had the smoothest experience** with Pointr.

## What performed well

- Easiest to get started
- Clear turn-by-turn guidance
- High intuitiveness and trust
- Fast, responsive live positioning
- Strong visual clarity
- 100% route completion

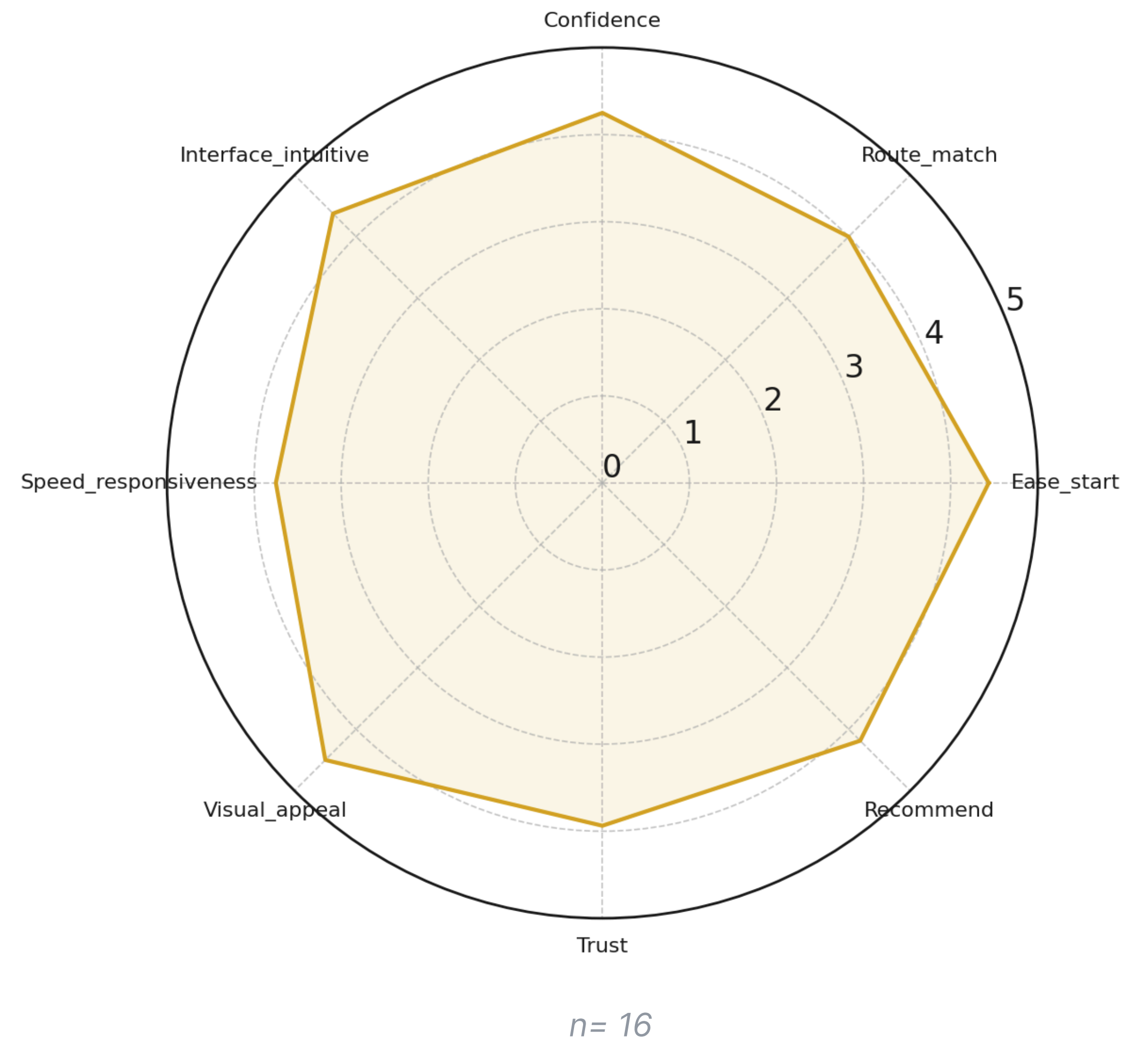
## What broke trust

- Occasional longer-than-necessary routes

## User Experience Summary

Pointr stands out as the **most consistent and patient-ready experience** among the vendors evaluated. Participants rated it **highly across ease of use, intuitive interaction, trust, and clarity of instructions.**

Route **completion success was strong**, and feedback frequently described the experience as **smooth, confidence-building, and easy to follow**. Pointr **delivered reliable navigation across conditions.**

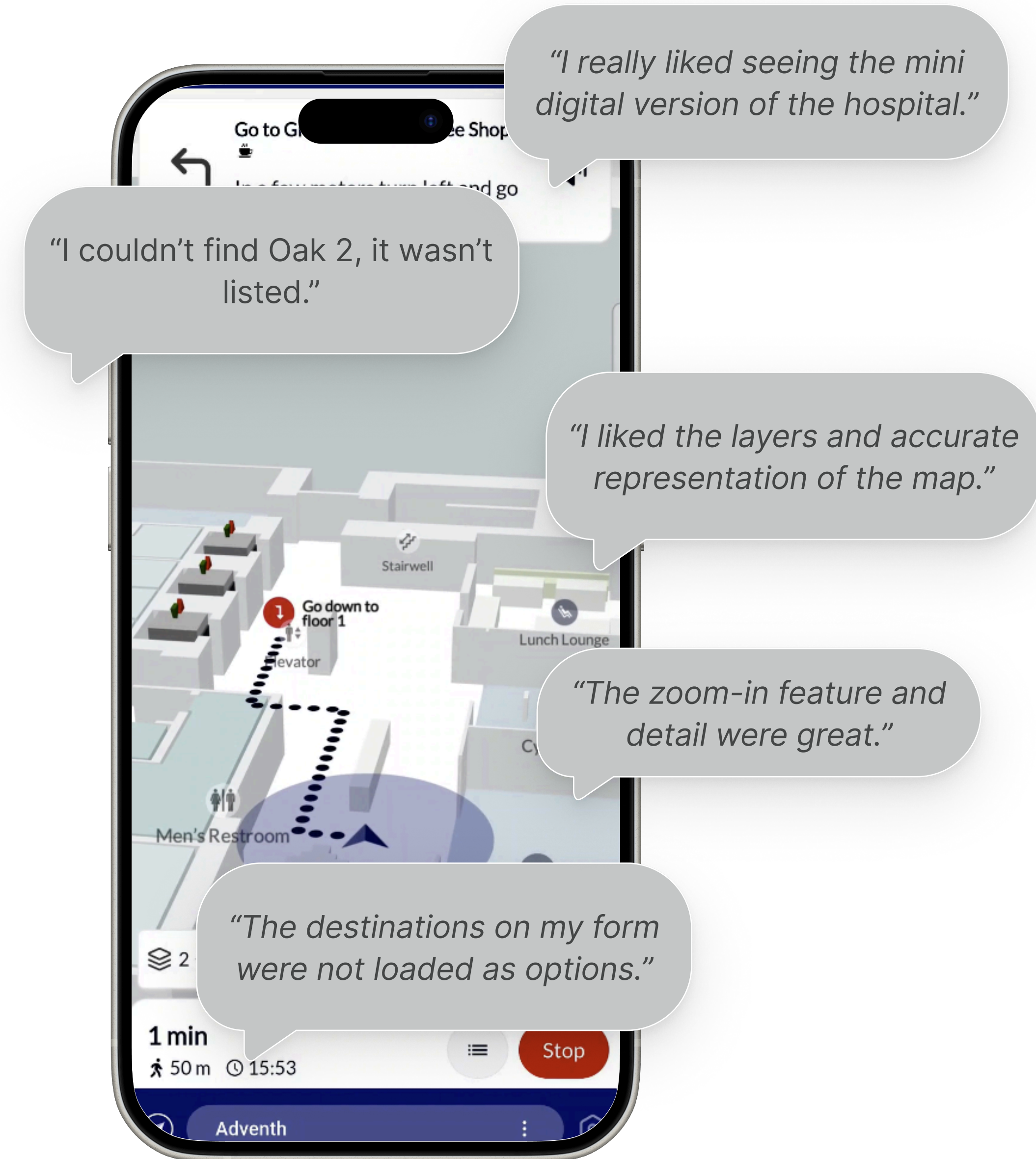


## Situm

Situm displayed the strongest map richness and some of the most accurate routing, but experiences varied widely based on whether live tracking was available.

- Strong map richness and detail layers
- Participants praised visuals and zoom functionality
- Highly accurate when POIs and content were present
- Multiple participants experienced “missing destinations”, which broke trust and blocked completion

Note: Of the reports where participants reported "missing destinations", participants did not utilize live-positioning ("Blue dot") when participating in the study. Not easily seeing POIs at specific zoom levels directly prevented successful task completion. This is a content governance, not technical, failure, but it directly impacts UX.



# High Potential, High Dependency on Content

Situm's maps and visual accuracy stood out, but without a **"you are here" indicator**, usability suffered.

## What performed well

- Highly detailed maps
- Appealing layers and zoom
- Accurate routing when POIs exist

## What broke trust

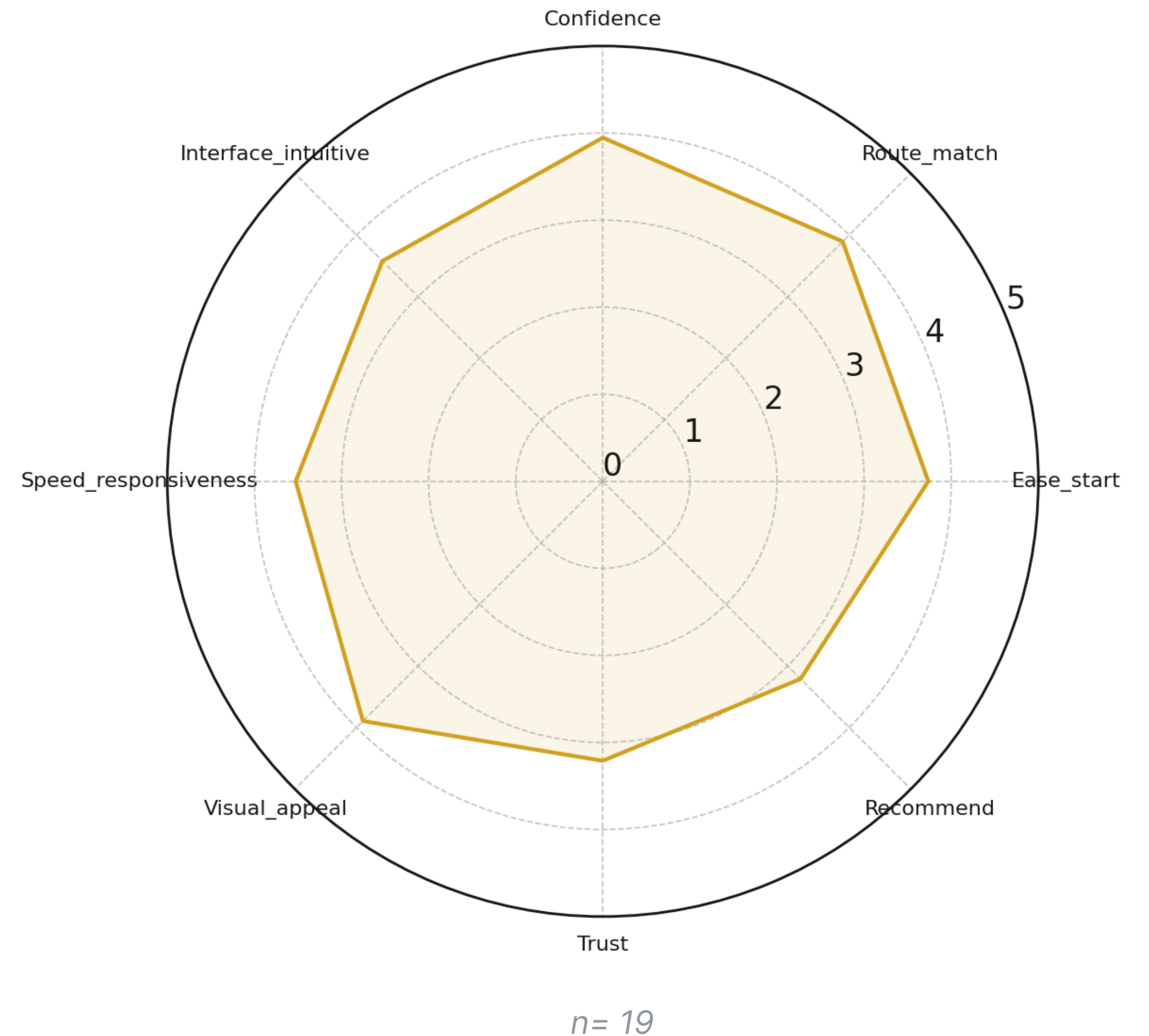
- POIs visibility dependent pinch-zoom levels
- Searching in incorrect location in UI (*multiple text input options*)
- Live positioning was inconsistent for some participants

## User Experience Summary

Situm **demonstrated strong potential, particularly with its detailed maps**, visual clarity, and accurate routing when live tracking was available.

However, **performance varied depending on the underlying experience**. When live tracking is not available, missing destinations, search issues, or **inconsistent behavior directly affected participants' ability** to complete routes.

Situm performs extremely well when supported by stable tracking, but the **dependency introduces variability** that must be addressed through strong operational governance.



# MappedIn

MappedIn showed persistent issues with responsiveness and overall usability. Participant **trust and confidence were significantly lower than those of other vendors.** The MappedIn experience did not include live position tracking during implementation.

- Participants struggled to understand the system and were not confident it would reliably guide them.
- Difficulty understanding where to begin or how to orient oneself lead to hesitation and cognitive friction.
- Confidence following routes was significantly lower than that of other vendors
- Participants often described the experience as outdated or unintuitive



# Struggles with Trust and Orientation

MappedIn showed the most usability friction across the dataset.

## What performed well

- Visually acceptable maps
- Some participants adapted after exploring the app more

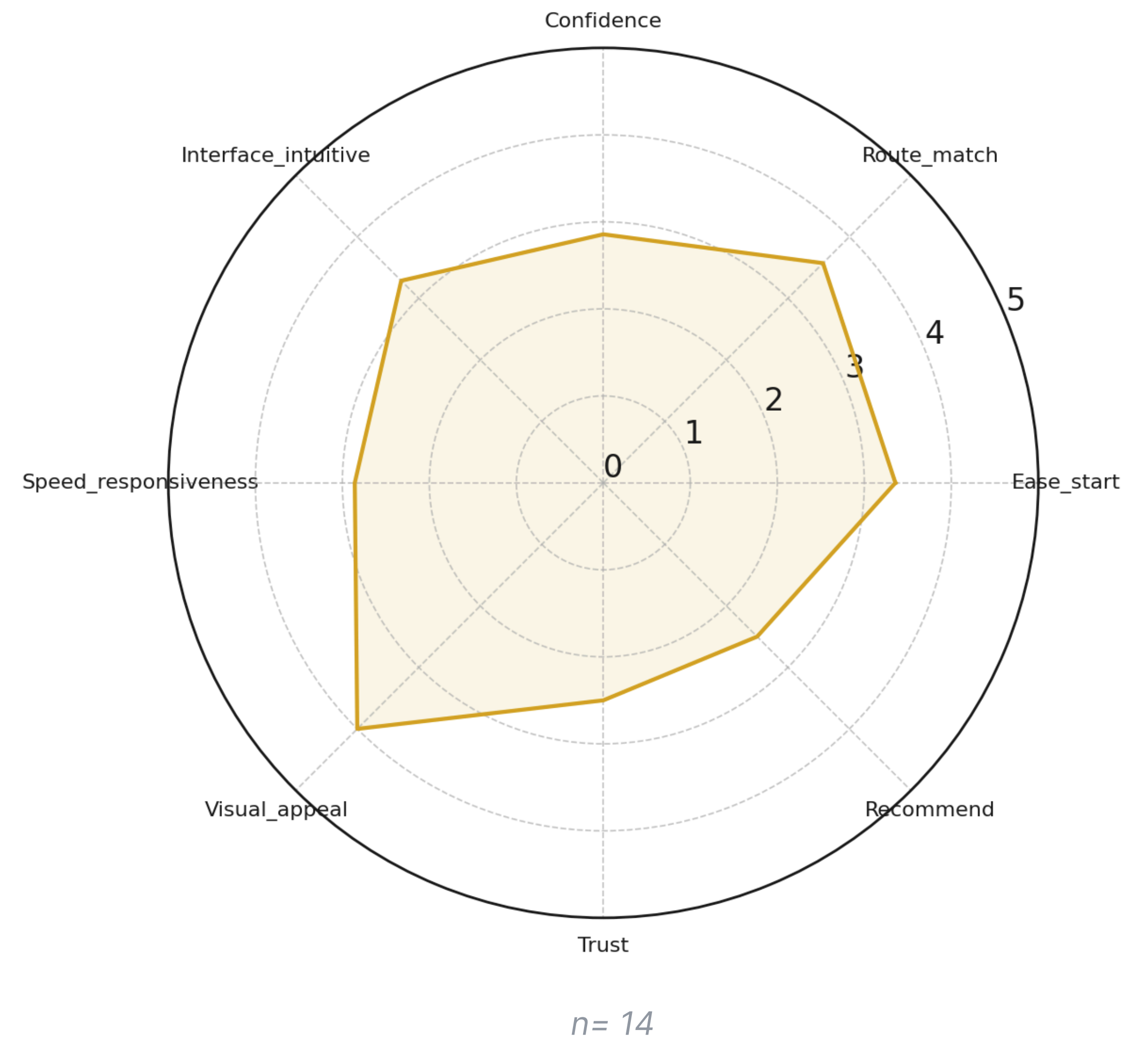
## What broke trust

- No real-time live positioning in this implementation
- Orientation confusion at the start
- Inaccurate or inaccessible routes
- Lower trust, confidence, and responsiveness ratings

## User Experience Summary

MappedIn **presented challenges in core trust-building moments** such as initial orientation, live feedback, and route clarity. Participants often **struggled to understand their starting point** or direction, and without reliable real-time positioning, confidence declined quickly.

While some **participants adapted over time** and found aspects of the interface workable, recurring issues with responsiveness, orientation, and route accuracy indicate that the **experience does not yet meet the expectations** needed for a patient navigation workflow in a hospital environment.



Mean Scores

Metric	Pointtr <i>n= 16</i>	Situm <i>n= 19</i>	MappedIn <i>n= 14</i>
Ease of Start	4.44	3.74	3.36
Route Match to Real World	4.00	3.89	3.57
Confidence Following	4.25	3.95	2.86
Intuitive interface	4.25	3.95	3.29
Speed and Responsiveness	3.75	3.53	2.86
Visual Appeal	4.50	3.89	4.00
Trust	3.94	3.21	2.50
Recommend	4.19	3.21	2.50

# Recommendations

# Principles for a Frictionless Experience

Wayfinding that starts simple, stays clear, and prioritizes what matters most.

## Frictionless Access

- Provide a no-download, no-account entry point (e.g., QR code/ App Clip/browser-based experience).
- Long-term: integrate with the AdventHealth app, but preserve a “guest” mode.

## Orientation-First Design

- Start with an obvious “You are here” indication with a clearly labeled building and floors, and facing the direction intended,
- Make elevator choice and floor changes unmissable in the UI.

## Feature Prioritization

Default to: route with ETA, floor indicator, and quick access to parking, entrances, reception, restrooms, elevators/stairs, nurse’s station, patient rooms, cafeteria.

# Principles for a Frictionless Experience

Wayfinding that starts simple, stays clear, and prioritizes what matters most.

## Visual Style

- Use a clean, flat, easy-to-scan map style.
- Keep icons self-explanatory; minimize reliance on legends.
- Use 3D or extra detail only if it clearly improves orientation.

## Privacy and Control

- Present a short, friendly privacy explanation at first use.
- Allow live-location opt-out while still letting participants view maps and routes.

## Fallback and Reliability

If live positioning is weak, fall back to:

- **Static routes**
- Occasional prompts to **confirm location** (*distance dependent*)
- Scan a **QR code to reorient**/update location

## Conclusion

This evaluation makes one message clear: **patients want indoor navigation because it reduces stress, confusion, and late arrivals, and they will adopt it when it is simple, clear, and trustworthy.** A successful solution must help participants orient quickly, understand where they are going, and feel confident every step of the way.

Among the vendors assessed, **Pointr delivers the most patient-ready experience**, with strong orientation, intuitive routing, and reliable content that builds trust. **Situm shows strong potential**, but its acceptance depends heavily on live location tracking and well-governed POI data. **MappedIn lacks the clarity, responsiveness, and confidence-building cues needed for patient-facing use**, and would require improvements before deployment.

Beyond vendor performance, the research highlights a broader opportunity: **indoor navigation must support the entire journey**, including parking, entrances, amenities, and non-clinical stops that shape emotional well being. Patients also want **frictionless access** (no downloads and no accounts) and the ability to navigate effectively even without live location enabled.

## Study Data

This study incorporates multiple research inputs across consumers and in-person navigation testing. Below are links to all data sources and documentation referenced throughout the evaluation.

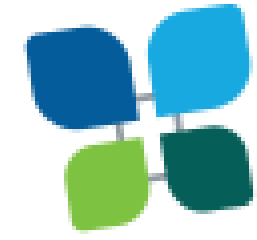
[View Final Report \(Text Version\)](#)

[View Methodology](#)

[View Scavenger Hunt Data](#)

[View Discovery Survey Data](#)





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