



Integrated Wayfinding Project

To: All Employees

From: Beth Rose, Executive Program Manager

Sponsor: Rachelle Bussell, Senior Vice President Advancement

Date: March 6, 2013

Subject: Integrated Wayfinding Project Kick-Off

Over the past year, a group of representatives from across the organization have been serving on the Integrated Wayfinding Committee. Under the direction of Rachelle Bussell, individuals from our hospitals and the university were brought together to look at determining potential wayfinding enhancements that, if implemented, would lead to an improved user experience. During this process, it was determined that Loma Linda University Health would bring onboard fd2s; an Integrated Wayfinding vendor that employs some of the industry's most experienced and respected wayfinding experts. The scope of the work that fd2s has been contracted to do is to create a Master Plan by October 2013, that will be used as an "instruction manual" for wayfinding initiatives through 2020.

Goal: Upon completion of the Integrated Wayfinding project, there will be a combination of new signage, website, mobile applications and kiosks that will make the approach to the campus a welcoming and guided experience.

What you need to know: The vendor, fd2s, will be on campus in March to perform intensive on-site research. This research will include observations and interviews—all interviews will be pre-scheduled. Our hope is that you welcome fd2s and be open to sharing your wayfinding experiences. To learn a little about fd2s, please visit their website at www.fd2s.com.

For questions, please contact **Beth Rose** at earose@llu.edu or **x87159**.



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