

83% Do Not Get Adequate Information

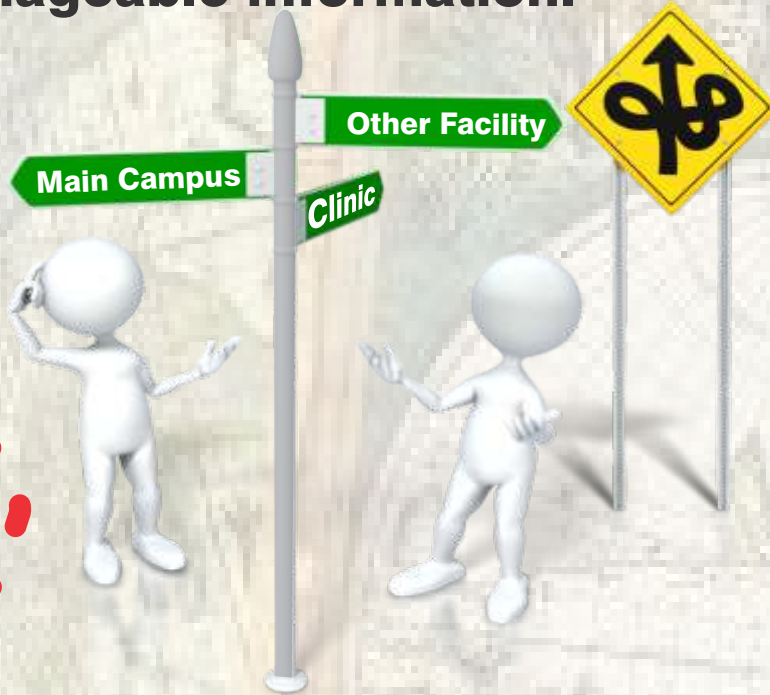


OMG!
I have to go to the hospital!

What do I need to know?
How am I going to get there?

PROGRESSIVE DISCLOSURE

The art/science of communicating complex directions into layers of manageable information.



Which Location

Closest To Home/Biggest/Best



Big Place

Where Park/Drop Off/Enter



Now Where

Which Floor/Wing/Elevator

K.I.S.S.
User friendly terminology, across multiple media, be consistent/simple/caring.



Am I There

Is This Where I Am Supposed To Be