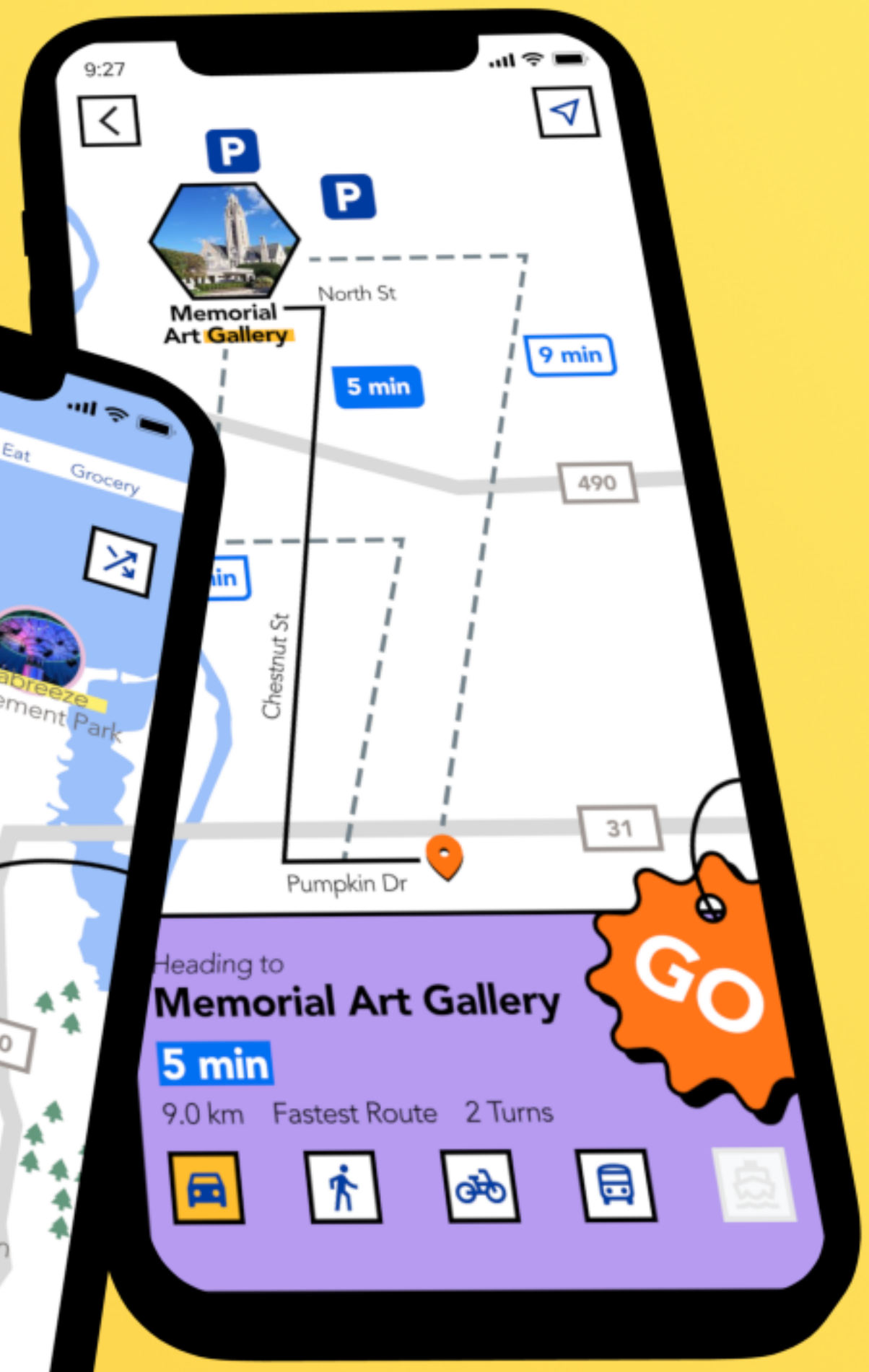
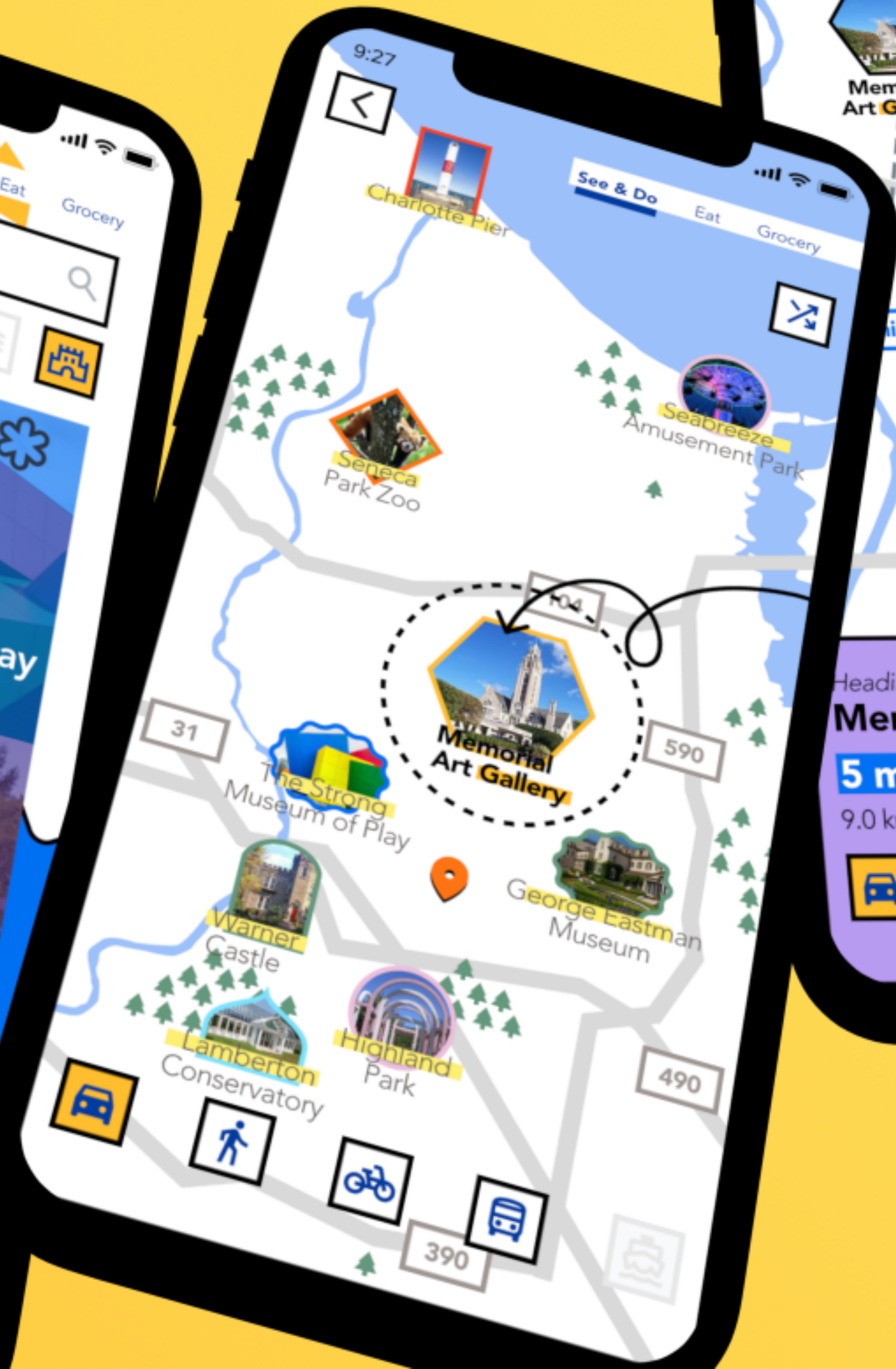
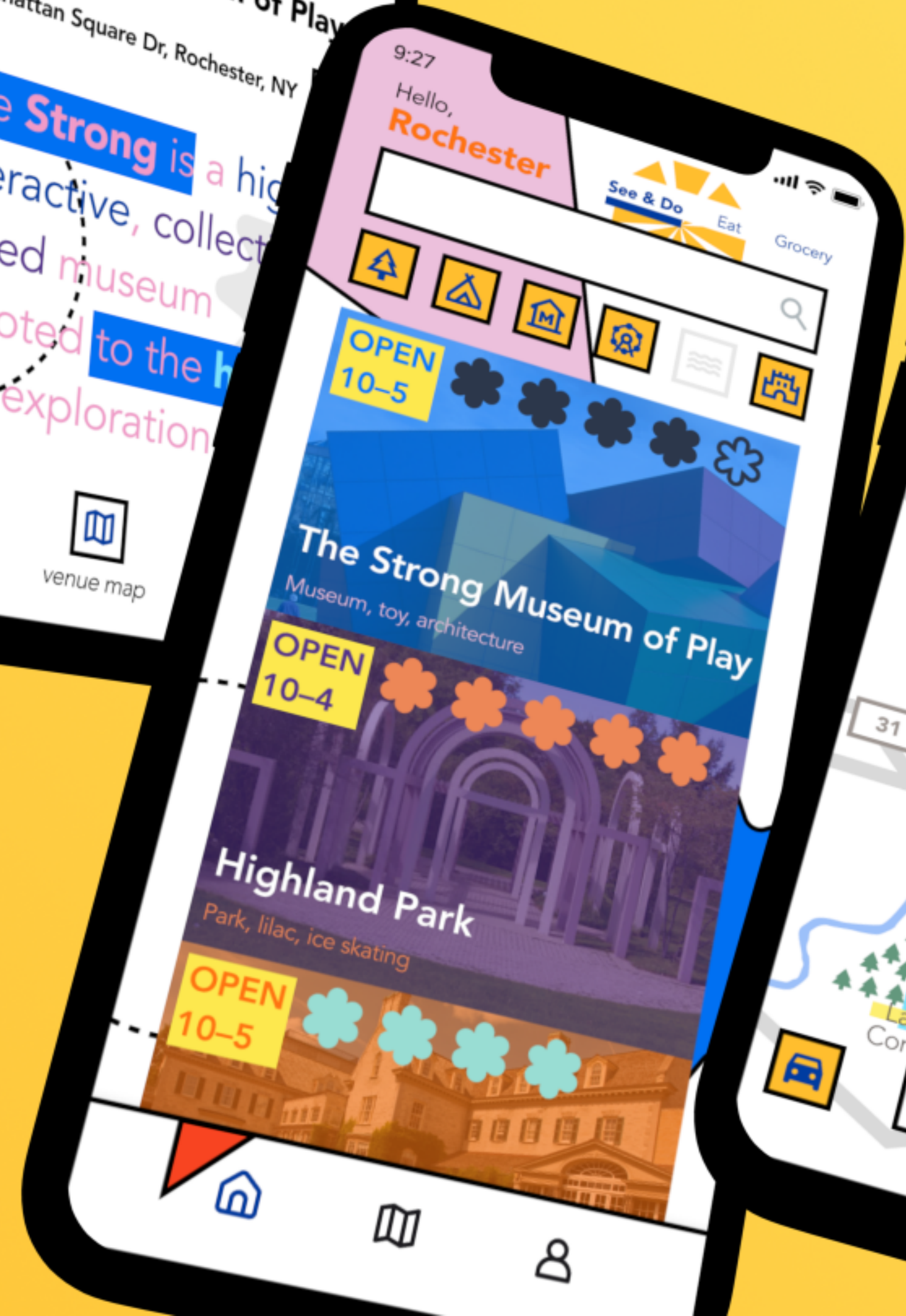
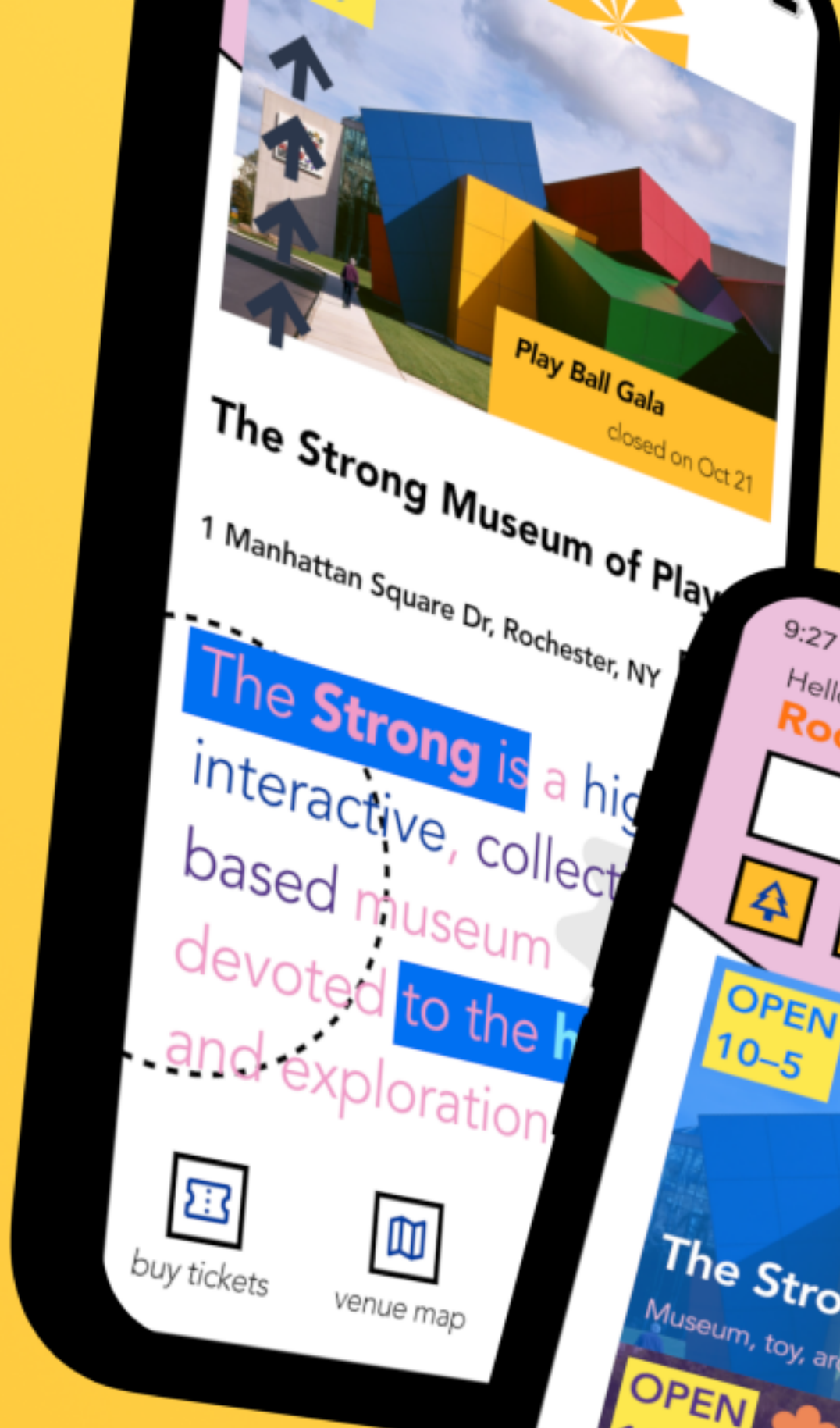






analysis

effectiveness and ease of use

what is confusing

not intuitive to read as destination names are displayed on the right

why is there a black line?

how large is pittsford?

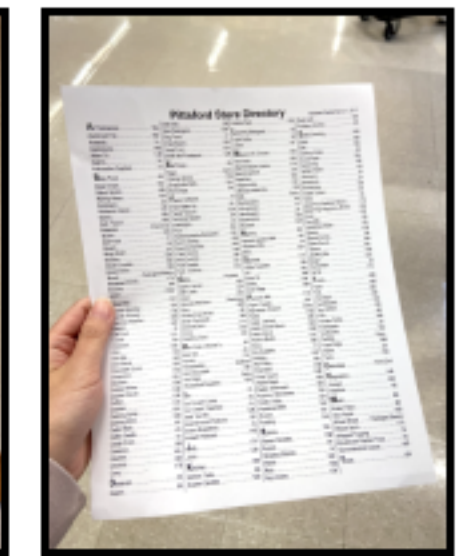
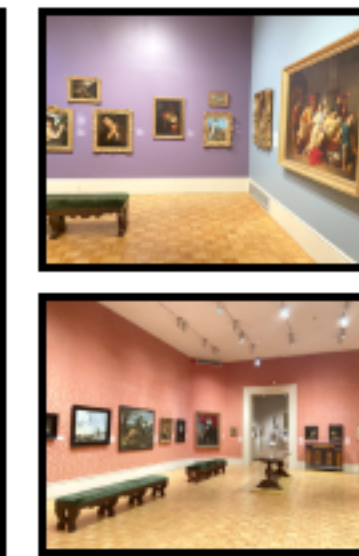
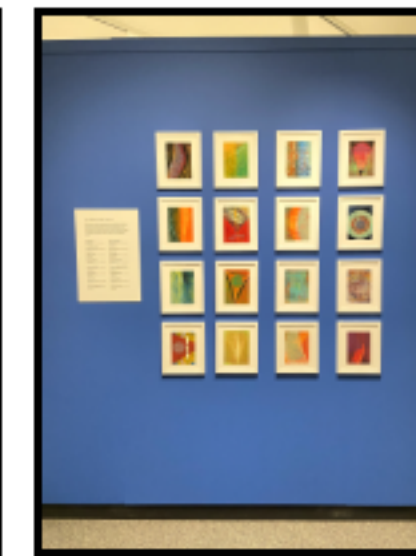
what is missing

attraction information/introduction/open hours/ticket price/ratings, etc.

what could be improved

associate attraction name with its location

- if no map exists, **take notes** of important things
- document** your visit, context



MAG

Wegmans, Pittsford

→ solid color wall

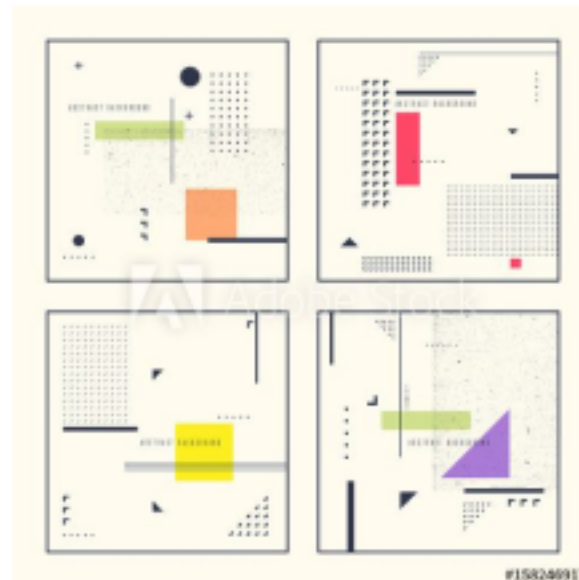
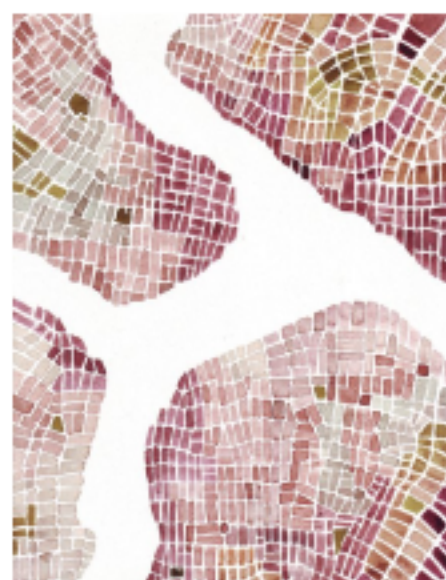
→ no map of in-store layout

think about where and how a user will read this map physically

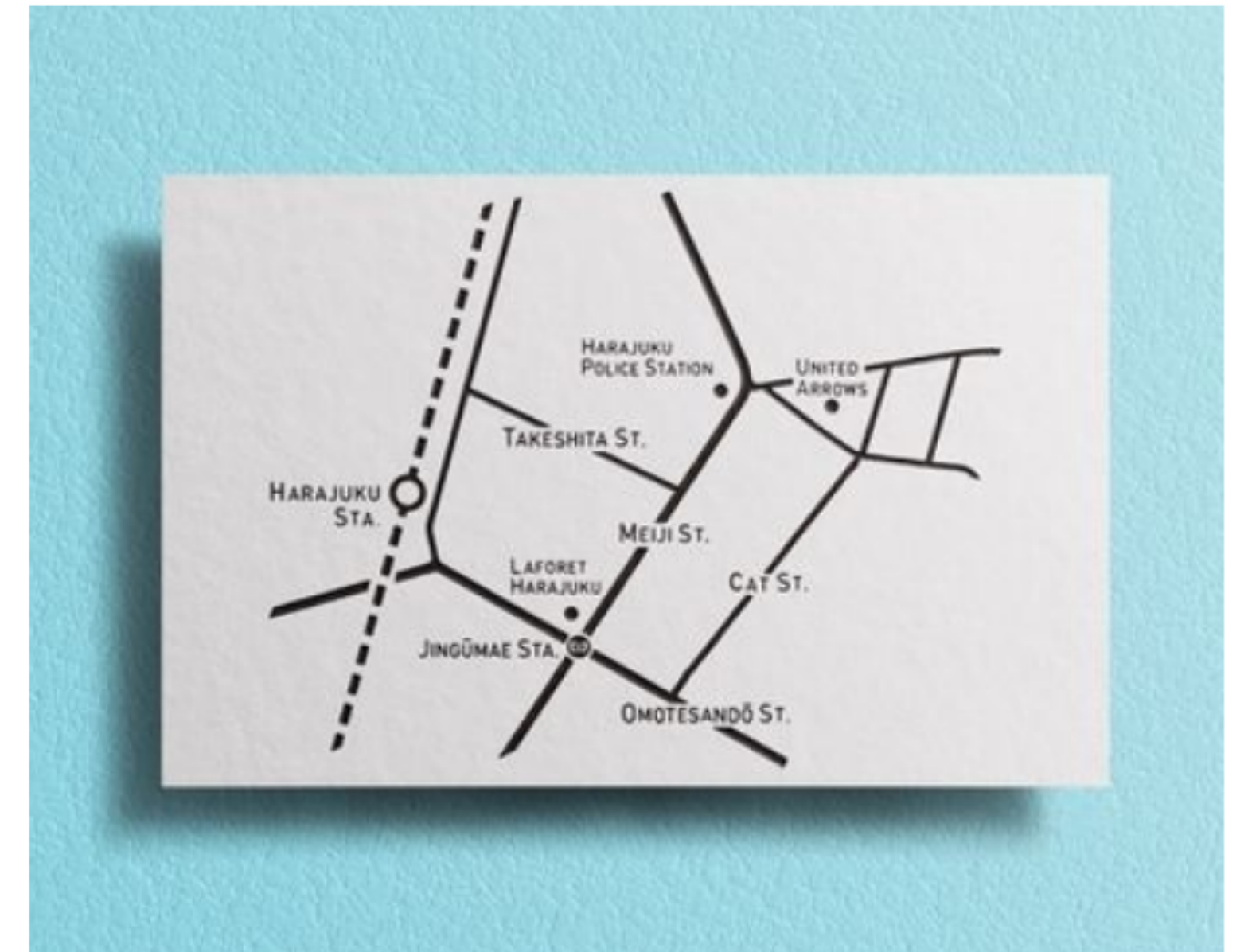
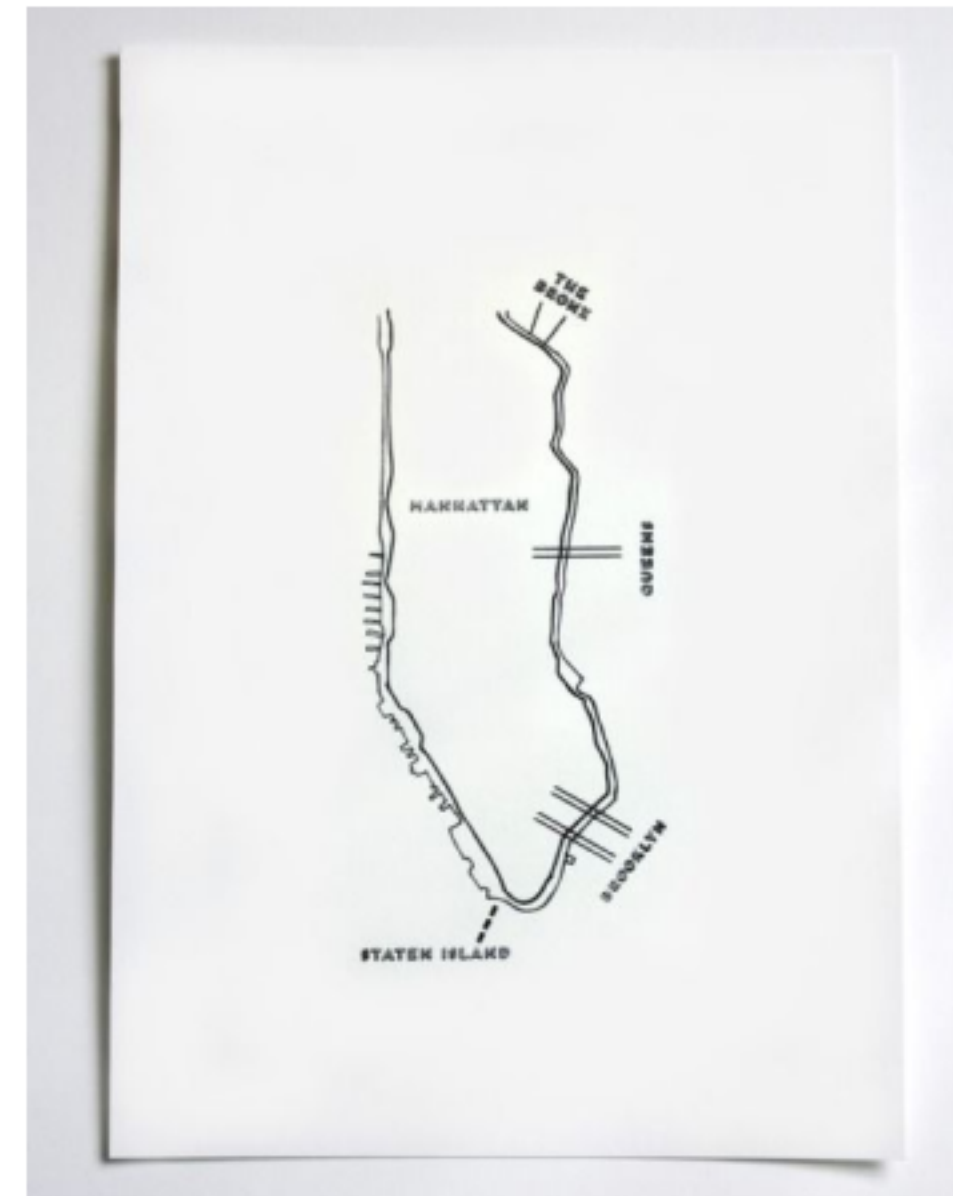
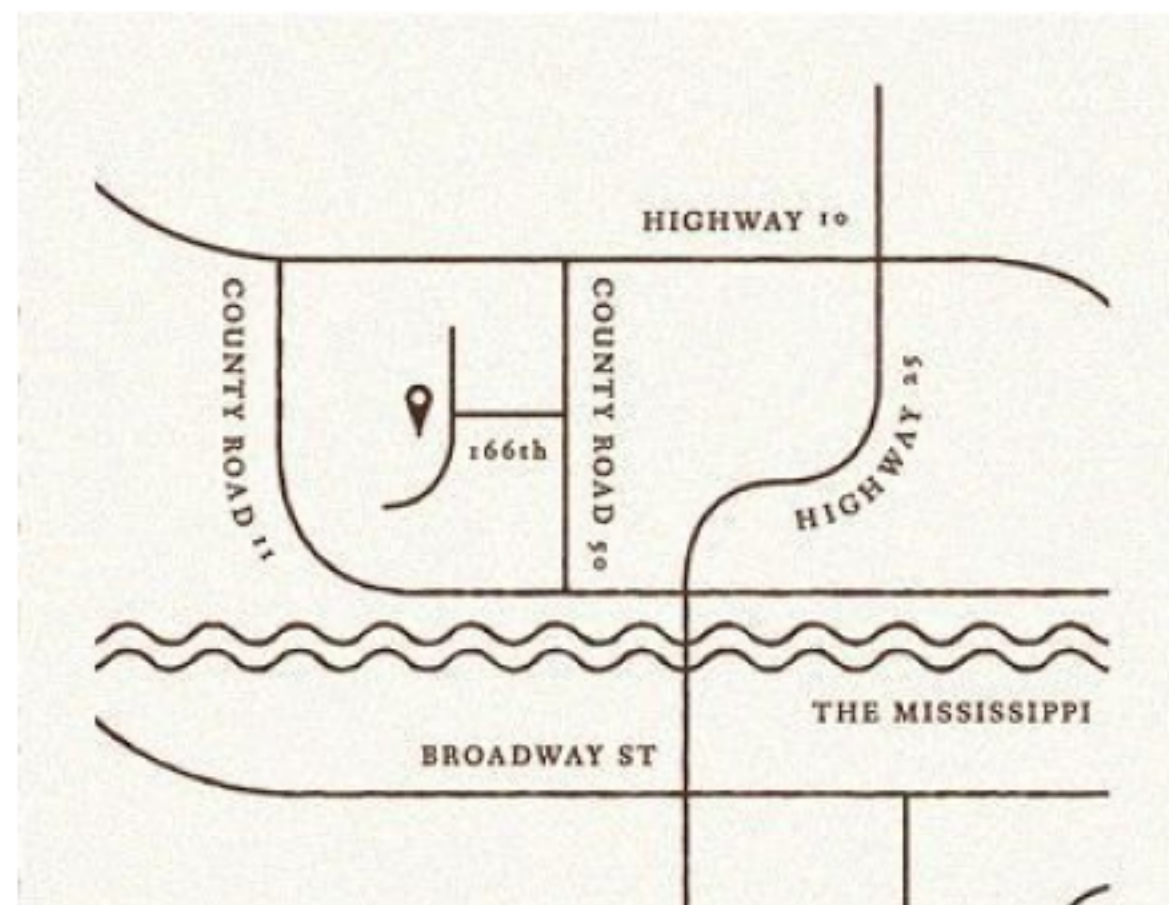
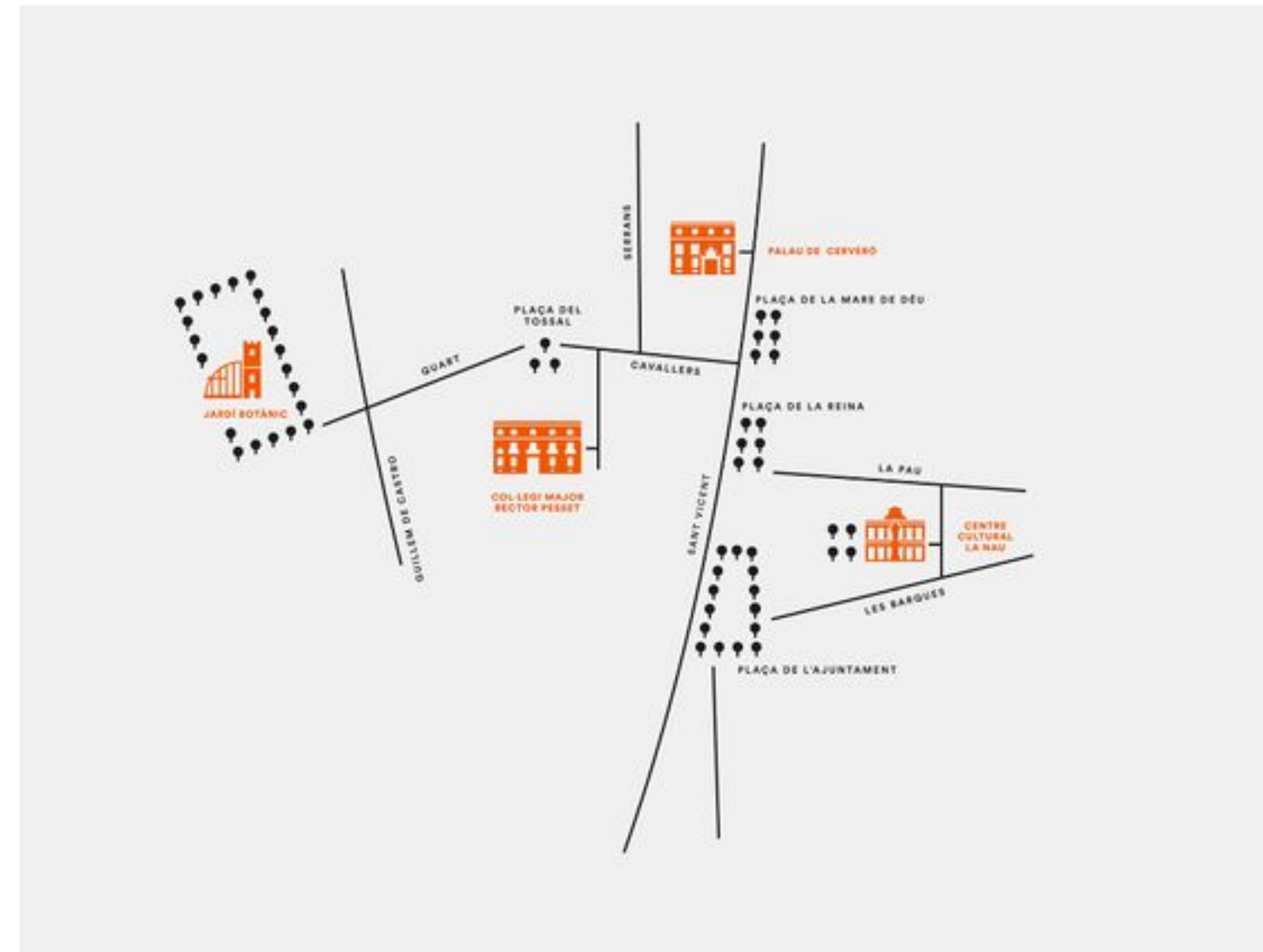
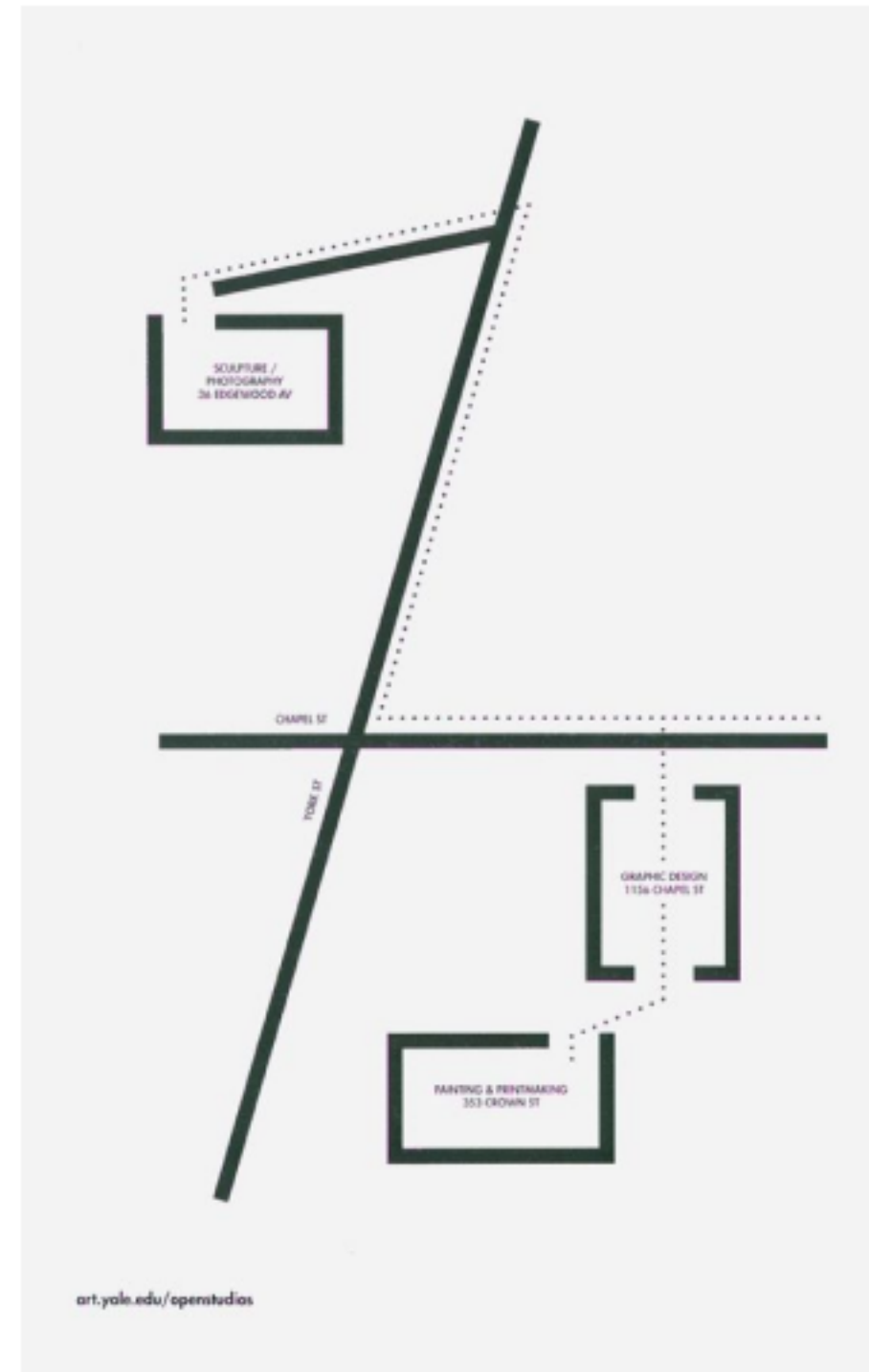
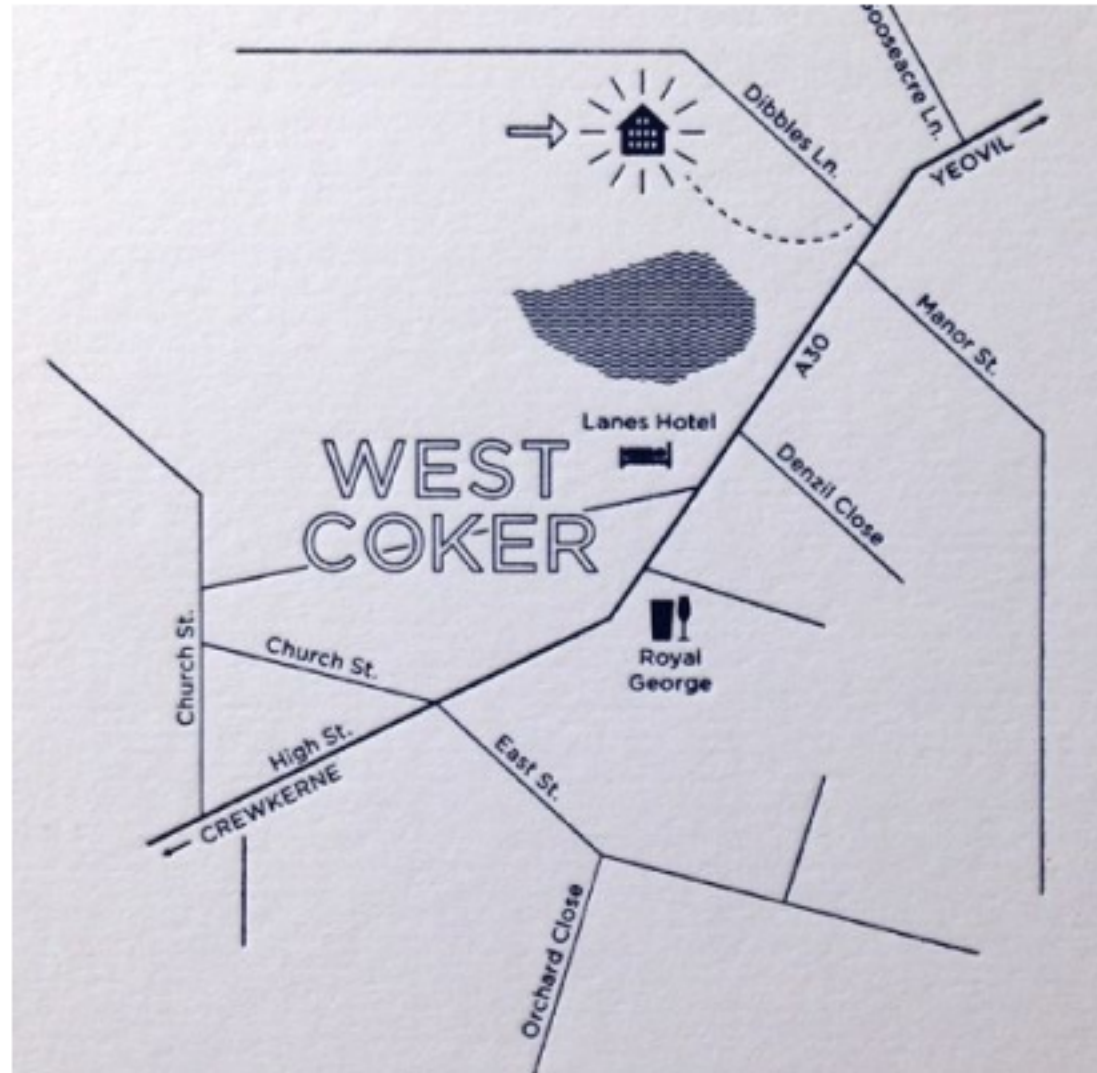
digital map on mobile

moodboard

COLOR BLOCK



moodboard MINIMALISM



moodboard

MONOCHROME

