



# IDEALOGY

JOURNAL



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**MUHAMAD ABDUL AZIZ AB GANI, ISHAK RAMLI  
MOHAMMAD HAFIZ YAHAYA, NURUL SHIMA TAHARUDDIN  
HASLINDA MD NAZRI, MUHAMMAD REDZA ROSMAN  
NIZAR NAZRIN**

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# A Study on Wayfinding System in National Museum Kuala Lumpur

\*Muhammad Fikri bin Saidi Othman<sup>1</sup>, Nur Fatin Athirah Binti Mohd Narawai<sup>2</sup>,  
Muhammad Salehuddin Zakaria<sup>3</sup>

College of Creative Arts, Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus, 32610  
Seri Iskandar, Perak, MALAYSIA

Department of Design and Visual Communication, Ibrahim Sultan Polytechnic, 81700 Pasir Gudang,  
Johor, MALAYSIA

Authors' email: \*fikrisaidi91@uitm.edu.my<sup>1</sup>; nurfatinathirah@pis.edu.my<sup>2</sup>;  
msalehuddin@uitm.edu.my<sup>3</sup>

\*Corresponding author

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## ABSTRACT

*Wayfinding is an important element that has long existed since the 15th century again to help people to go to places of interest through visuals that are icons, symbols, signboards, and navigation. However, today there are still areas of public attractions that have wide space as museums still do not take full advantage of the benefits of the wayfinding system to the community. This has been proven through pilot studies conducted in several large-capacity museums such as the National Museum, Sultan Alam Shah Museum and Perak Museum. Based on the questions given to the visitors, more than 80% said they faced the confusion to understand historical storytelling while in the museum. This study will provide improvements to the existing wayfinding system at the selected museum, the National Museum to give visitors the benefits and attractions of the museum.*

**Keywords:** wayfinding system, national museum, public attraction



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## 1. INTRODUCTION

Museum culture can be categorized as a high culture belonging to a nation which is the basis of the existence of a civilization. According to scholars of civilization, a civilization exists when a society has a culture of knowledge, a writing system and a governmental civilization. These three elements will then be taken care of by the museum institution (Abd Jalal, 2021). Among other things, the function of the museum is first, an effort to appreciate the importance of history in human life. Second, efforts to record and document the tangible and intangible heritage of a nation. Third, the effort to study the heritage that results from the process of documenting knowledge.

Having existed since the 15th century, the system of wayfinding has changed in terms of innovation and consumerism, but the power of conveying information through visuals causes the system wayfinding to survive and become an important element of today's human being. Signage and wayfinding are 2015 most commonly expressed in unified sign programs that informationally and visually knit together a site, a collection of related sites, such as regional parks or global corporate facilities or networks, such as a transportation system (Calori & Eynden, 2015). Effective wayfinding is not only by paying attention to the many factors that affect wayfinding, rather than just focusing on signs, that it is possible to understand what is going on when people move around the site, and to do something to influence, or even better control, people's behaviour ("Effective Wayfinding", 2005). In addition, presentation techniques in the museum also need to be improved such as the example of a

static presentation to actual motion presentation that can give an impact to a presentation of information given to visitors (Mazlan, 2019).

At each stage in this sequence, the visitor must make decisions based on the available, and readily visible information. The job of the wayfinding designer is to present information in public spaces that helps facilitate a seamless visitor experience. In other words, the necessary sequence of movement should feel as effortless and simplified as possible so that ten steps, for instance, seems to require only two or three (Gibson, 2009). This first section explores the strong theoretical and empirical links between cognitive maps (or the internal representation of environmental information), the cognitive mapping process itself, the internal manipulation of information in the form of spatial choice and decision making, and the directed acts of human wayfinding through simple or complex environment. In the context of technology, for the tourism industry, the use of creative technology content through the use of smartphones is becoming a trend although many tourists still use the old method of using booklets and maps that have been printed which will make it difficult for new tourists to start a lifestyle. as a tourist (Azizi et al., 2020). This evidence is clear and overwhelming that human wayfinding is directed and motivated, and follows sets of procedural rules whose content and structure are the focus on much ongoing research (Golledge, 1999).

## **2. WAYFINDING IN NATIONAL MUSEUM**

In recent years, relatively new technologies, such as GPS, have revolutionised the way in which we navigate and collect information on journeys. In museums, handheld guides have made the transition from early radio broadcasts to multimedia guides operating on PDAs and Smartphones. These two aspects are now starting to converge, such as in the American Natural History Museum Explorer application in 2010 and the Museum of London's Street Museum (Rains & Barros, 2011). Wayfinding is an active process, requiring mental engagement and attention to the environment one is trying to navigate (Calori & Eynden, 2015). Effective communication depends on the message as well as the medium. You will be successful if you can provide a comprehensive range of objective reasons that support your wayfinding campaign. These can focus on benefits for economic development, transportation, health, safety, tourism, and recreation (Hunter et al, 2016).

Wayfinding design provides guidance and the means to help people feel at ease in their surroundings (Gibson, 2009). In order to attract and hold audiences, museums must provide resources and technologies that acknowledge various cultures and abilities. Museums cannot operate under the old paternalistic model, a paradigm that implies they know what's best for their visitors (Tallon, 2008). Applying this theory, the process of individuals using maps to solve wayfinding tasks within the City of Fremantle, Western Australia was observed. The study involved observing 30 international students who use three maps, each of which presents iconic and symbolic representations, to locate four destinations in the city (Kueh, 2007). According to Rovine and Weisman (1989) conducted a study to explore the relationship between the environment as represented in sketch maps and resultant behaviour within that environment. Forty-five participants (21 males and 24 females) were individually taken to the downtown area of Bellefonte, Pennsylvania, and given a tour of it. During the tour, the experimenter pointed out twenty buildings. After the tour was completed, each participant was asked to draw a map of the area including everything remembered and was told to include the buildings pointed out. Subsequently, a wayfinding task was performed in which the participants had to find eight of the 68.3 Proceedings. 4th International Space Syntax Symposium London 2003 twenty buildings.

## **3. METHODOLOGY**

The methodology used for this study is exploratory research which is conducted for a problem that has not been studied more clearly, establishes priorities, develops operational definitions, and improve the final research design (Shields et al., 2013). Exploratory research is chosen as it helps the researcher to choose the best design for improving existing wayfinding systems in terms of platforms, interfaces, and compositions. According to Passini (1984) the wayfinding process for solving problems with 3



important parts of which are information processing, decision making and actions. It takes cognitive ability to achieve this goal. Moreover, it can be summarized the components of Wayfinding Process as follows:

**Table 1:** Wayfinding process

Wayfinding Task
Environmental Information
Information Processing or Cognitive Process
Cognitive Memory
Wayfinding Decision
Behavioral Action

The above elements will be explained to illustrate the process of how the efficiency of the wayfinding process can be achieved. The objective of this study is to determine the material on the system of the wayfinding and the question used in this research is “What platform or material is easy to understand by users in the system wayfinding?”

#### 4. A CONTENT ANALYSIS ON WAYFINDING MATERIALS

Content analysis has been conducted through a visit at 5 museums with large exhibition space capacity and has a large number of visitor attendance records. This analysis is proving that museums in this country use a system of wayfinding but it still records a high percentage of confusion among visitors to history storytelling in the museum.

**Table 2:** List of wayfinding system in selected museums of Malaysia

Number	Wayfinding System	Museums	Respondents
1	Booklet Map	National Museum Kuala Lumpur	15
2	Signboard	Perak Museum, Taiping	4
3	Pamphlet	Sultan Alam Shah Museum, Shah Alam	6
4	Voice navigator	Samudera Museum, Malacca	5
5	Spatial navigation	Proclamation of Independence Memorial, Malacca	5

There are 5 types of wayfinding systems in several large-capacity museums in Malaysia that have been used as samples to improve the design of the materials used. Table 2 above shows the sample collected from the various museums with different type of wayfinding system to guide people in the museums.

#### 5. CONTENT ANALYSIS OF 5 SAMPLES WAYFINDING SYSTEM

A content study of 5 samples was selected according to the record of visitor attendance to the museum and the highest number of respondents at the National Museum of Kuala Lumpur. Some things have been identified in the existing wayfinding material system within the National Museum, including the size of the booklet, interface map, and usability of the booklet.

Few new designs have been generated through surveys conducted on some visitors in the National Museum through interview and questionnaire instrument to get the data on the new design of the map booklet. The questions are divided into several parts, namely interface design, colours, pictures, usability and navigation sketch on the map.

**Table 3:** Result of questionnaire

Questionnaire	Yes	No
Is this booklet's fascination attractive to you?	12	3
The design compositions used make it easy for you?	11	4
Is the color used in the booklet interesting?	12	3
Visual use makes it easy for you to understand?	12	3
Do you need a notes space in this booklet?	13	2

As a result of survey and questionnaire sessions, researchers have identified improvements to the National Museum's original booklet to more convenient, compatible and understandable booklet maps. The notes provided will help the students to keep the note as a reference material for learning. Map creation in this pocket-sized booklet will also make it easy for users to explore the entire museum well and can understand the storytelling that has been arranged through the illustrated navigation on the visual map. Appropriate visual use on the front and back of the booklet also identifies the National Museum as one of the major museum institutions in Malaysia while providing information on museums.

## 6. CONCLUSION

Technology changes in terms of usability, design, information, and practicality that have been through the wayfinding system since the 15th century have given the today's world the convenience to not only reach the destination but also to facilitate humanity to live a story journey. Along with today's sophisticated technological advance such as smartphones will impact on traditional wayfinding systems such as booklet. However, the production of booklet can restore the spirit of exploring amongst Gen Y so that they would not depend on the gadget but should always be ready to explore the use of wireless technology instead. Based on the results of the study, it shows the importance of visual design today towards wayfinding system such as the use of colours, icons, symbols, composition, and fonts are capable to give a full impact of communicating with users.

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