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**A SYSTEMATIC DESIGN
GUIDELINE ON WAYFINDING
SIGNAGE AT A PUBLIC HOSPITAL
IN MALAYSIA**

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PhD

July 2022

ABSTRACT

Wayfinding-signage is used to direct a person to a certain place with the guidance of visual assistance. In which, wayfinding is essential to mobility and stimuli the users especially the visitors and patients of public hospital to be navigated to the intended destinations. Whereby, their capacity for wayfinding is being affected by physiological and psychological decrements. Researcher has found out that lack of functional wayfinding-signage design used at public hospital has become an issue to this research. Hence, it assisted the researcher to obtain the research aim by recommending the systematic design guideline on wayfinding-signage for the visitors and patients of public hospitals in Malaysia. The research study was conducted in three stages of the research process. The pre-test that helped identify the issue with the navigation signage at the public hospital was the primary focus of the first phase. Direct observation and a face-to-face interview with the wayfinders have been done. A checklist was developed to help the researcher achieve the second goal of the research during the second phase, which focused on the document analysis. Finally, in the third phase, the researcher employed an in-depth interview and thematic analysis as the tool to accomplish the study's ultimate goals. In selecting the respondents, the researcher used snowball and purposive sampling techniques. This is done to make sure that the research's primary topic is reflected in the outcomes. Following that, it was discovered from the research study that three additional specifications had been suggested and validated by Environmental Graphic Designers (EGD) experts. Finally, an alternative design guideline had been developed and was prepared to be used for all wayfinding signage designs at the public hospital in Malaysia.

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful Alhamdulillah. All praises to Allah for the strengths and His blessing in completing this thesis. Special appreciation goes to my supporting supervisors, Assoc. Prof. Dr. Muhamad Abdul Aziz Ab. Gani, Assoc. Prof. Dr. Nur Hisham Ibrahim and Assoc. Prof. Sr. Dr. Haryati Md. Isa for their kind supervision and constant support. Their valuable help of constructive comments and suggestions throughout the progression of this study and thesis works have contributed to the success of this research. Not to be forgotten, my research method lecturer who had guided me throughout the first two semester to ensure that the method and theory used is relevant to be used in directing the research study.

Last but not least, my deepest gratitude goes to my beloved parents;

who always be
the shoulder for me to cry on and also to my supporting in laws,
sisters and brother in laws especially
for their endless love, prayers and
encouragement. Not to be forgotten the one who is the most patient for the journey that
I have chosen, my lovely and supportive husband, for
his endless support, care and of course the encouragement he has given to me
throughout the days and nights. Besides that, to my little soldier, this
is a journey that I have chosen, the direction that I have planned. Indeed it is a journey
that you have sacrificed most. I could not thank you more for giving me this opportunity.
For being such a good daughter and well behaved even becoming my solely cheerleader
to ensure that I am doing my thesis. I can say that sweetheart, you are matured enough
to face the reality. Finally, to my lovely classmate who
always be the person I referred too since the first semester and those who indirectly
contributed in this research, your kindness means a lot to me.

May Allah bless every one of you with his loves and

Thank you very much.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

The main focus of this chapter is to introduce the subject and purpose of the research. It provides the overview of the research and its evolution process while outthinking on the research aims, objectives and questions. The chapter will also be discussing on the scope and limitation of the research and the significance as well as the statement guideline to the thesis.

1.2 Background of the Research

The term public hospital is referring to any institution maintained for the reception, care and treatment of those in need of medical, surgical or dental attention, by not carried on for private gain (Finch, 1994). In Malaysia, it is classified into five classification which are district hospitals, district hospitals with specialist, general hospitals, national referral centres and teaching hospitals (Samsudin et al., 2016). Public hospital normally occupying a huge number of visitors and patients at one time with more than 1000 beds and hundreds of departments under the public hospital's management. With the huge size of buildings and most complete facilities, public hospital's users face several information challenges on wayfinding in directing to the targeted location. This issue not only faced by users at younger age but also the adults. There are decrease in terms of the visitors and patient's individual environment compliance ability. Previous researcher found that physiological matter is one of the reasons used by the hospital visitors and patients for expressing structural and functional losses such as decreases in perception, learning and problem-solving ability. Thus, it is not surprising if the visitors and patients of public hospital faced difficulties in wayfinding the targeted location. This is also supported by Huelat (2007) and Mishler and Neider (2017) stating that the users are struggle to focus on visual attention and suggested that suitable signages are needed to be designed to ease the users in finding