

Noticing Directional Signages: A Visual Attention Investigation on Wayfinding

**Joselisa Shiela Mary Tiong, David Angelo Bornilla, Danna Ariane Despues,
Alma Maria Jennifer Gutierrez**
*Industrial Engineering Department
De La Salle University – Manila*

Abstract

This paper focuses on one of the most ubiquitous characteristic of the signages: its visual attention capturing capability. The theorization of the concepts involving the control of mobility and attention is now being linked in places which are employing a number of methods that engineer affects. The study evaluates the visual interaction between the environment and their users through directional signages. Elements of directional signs such as the Presence of Pictorial Symbol, Text Height, Presence of Borders, Color Contrast and Arrow Type are simultaneously evaluated to determine the optimal combination of the said directional sign elements that affects the visual attention capturing capability in the design of directional signage. The study takes control of the elements of directional signages to minimize the possibility of being lost due to unnoticeable directional signs and increase the productivity of its users.