



Innovation,
Applicability and
Transferability

'Yellow Brick Road' Map Concept

Creating a visually aesthetic map as a helpful tool for people to get to know a new residential services environment at Resthaven

BACKGROUND

New volunteers provided feedback regarding some of the challenges they found in navigating a residential services environment that was unfamiliar to them; knowing where to find things, places to visit and options to explore with residents.

The 'Yellow Brick Road' project asked the question:

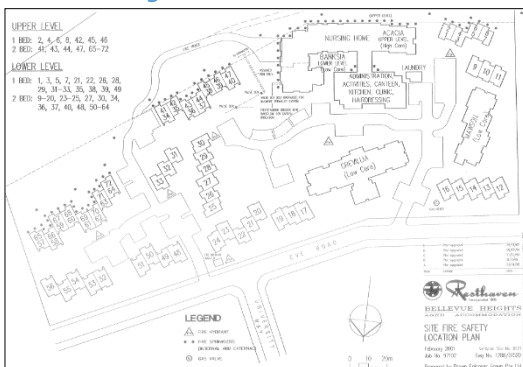
'What could a visually aesthetic site map look like and would maps be a helpful tool for people as they get to know a new residential services environment at Resthaven?'

RESEARCH

This internal research project involved benchmarking research on:

- current maps in use within Resthaven
- various external maps in use
- style options
- development and trial of a site map for Resthaven Bellevue Heights.

The existing, complex site plan for Resthaven Bellevue Heights Residential Services:



The existing architectural site plan was used as a base to professionally design a visually appealing, coloured map using icons to identify unique features of interest. A draft map was trialled by volunteers, residents, family members and staff. It was subsequently revised, reviewed and further modified.

RESULTS

All trial participants, including volunteers, residents, family and staff, found the trial map appealing, attractive and believed it would be helpful for people unfamiliar with the site. It is now in use at Resthaven Bellevue Heights and assists people to get to know the environment and its features.

OUTCOMES

Existing Resthaven residential site maps have been used primarily for safety and administrative purposes.

The 'Yellow Brick Road' concept focuses on the use of customer-friendly maps with the purpose of engagement, orientation and an enhanced customer experience for all users.

This research will inform the potential development of visual, coloured site maps as orientation and communication tools to each Resthaven residential service and its unique features.

It's another example of Resthaven engaging with stakeholders in new and different ways.

Resthaven's Framework for Teaching and Research



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The finished site map:

