

The way to THEWAY: The influence of stressful wayfinding experienced on the
intention to revisit a place

By

Adina Deacu

Dissertation submitted to the University of Surrey in partial fulfilment of the degree of
Master of Science in Environmental Psychology

2019

School of Psychology

Faculty of Health and Medical Sciences

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Abstract

This is a correlational study exploring the influence that stressful wayfinding experiences in low legibility environments have on wayfinders' intention to return to a place and the role that familiarity plays in reducing stress levels. The research was conducted at THEWAY Brewery and used both quantitative and qualitative methods to get a broader understanding of the researched issues. The results obtained throughout the study indicate that: (1) Wayfinding in low legibility environments is very stressful for people and it influences their intention to return out of own initiative to that place after they found it, (2) good enough reasons to return (e.g. interesting events, unique experience), people will do so regardless of how stressful the first wayfinding experience was the first time, (3) following repeated travels to the location, people do get more familiar with the location, hence reducing stress levels.

Key words: wayfinding, wayfinding tools, low legibility, stress levels, familiarity

Introduction

Going to different places is part of most people's everyday life and it is what supports some of people's most basic needs: to eat and socialize. For many people, these needs are usually fulfilled by either going out with friends or attending events. It is such needs that keep the Food and Beverage (F&B) industry in business. To satisfy these needs, one of the key cognitive functions that humans have is the ability to find their way (or wayfind) in different environments (Zeisel, 2006).

In order to reach any destination, people need to navigate both through public (i.e. open; not related to ownership) spaces, as well as through buildings (closed spaces), which makes wayfinding one of the main problems that people encounter on a daily basis (Richter & Klippel, 2005). The design of public buildings like airports or hospitals, for example, is the one creating most wayfinding issues for people (Hölscher, Meilinger, Vrachliotis, Brösamle, & Knauff, 2006). Stadiums, with their designs involving a mixture of open and closed spaces, are also included in this category. Given the more complex layout, wayfinding in a stadium becomes a real challenge for people, especially when trying to find places inside that don't have direct visibility from circulation areas.

Guoxin Stadium is located in Laoshan Area, Qingdao, a city in NE China. Apart from sports related facilities, there is also an out of sight commercial street (ShangJieLi) at the ground floor of the stadium, where people don't usually pass by. There used to be more F&B facilities on ShangJieLi, but currently (i.e. December 2018) there are only a couple remaining in business, one of them being THEWAY Brewery. The assumption is that walking through a stadium with an already complicated layout in order to reach a commercial street that can't be seen directly from the circulation areas is a stressful wayfinding task for reasons to be further explored in the literature review. Such difficulties in finding a destination and high stress levels experienced while wayfinding were found to be costly both for individuals, who have to endure feelings of anxiety, fear, concerns about wasting time or missing appointments, as well as organizations, which might lose business or clients (Campbell & Lyons, 2008). Even if it is difficult to estimate the exact cost, considering ShangJieLi's current situation, this seems to be very high.

THEWAY Brewery

THEWAY Brewery, opened 14 months prior to this study being conducted, is not directly visible

from circulation areas, so many people don't know about it even if they might often go to Guoxin Stadium. Given its location, it's also rather difficult to find even if people intentionally search for it to attend an event or meet friends for dinner/drinks.

According to Baskaya, Wilson, & Özcan's (2004b), if individuals can see in the landscape, colours, size, and illumination and visit that place more times (become more familiar with it), then they are better at finding it. However, in the case of THEWAY it is exactly the opposite, which raises the question as to how its location in such a complex layout affects its operations.

Initially, the owner decided to open the brewery in this location because the surface was big enough to accommodate many customers without any concerns that neighbours will complain about noise at night, especially since its opening hours are Monday to Sunday, between 4pm – 12am. However, most of the times, the brewery has very few clients. There are several potential routes to reach the brewery (see Table 1), but neither of them has proper signage. What's more, the GPS address is very similar with that of the library (SoBook) located right above the brewery, in a much more visible location, so every time people follow the GPS address to find THEWAY, they first find SoBook or nearby places depending on the GPS system used and gave to search further by themselves.



Table 1 – Possible routes to reach THEWAY Brewery

Based on the current situation, it is important to understand how the wayfinding experience affects people's intention to return to THEWAY to eat and socialize. This issue is crucial in being able to retain (make people return) and possibly attract (have these people recommend others to come) more clients to keep in business.

Wayfinding

Wayfinding was originally introduced as a concept by Lynch in 1960 (Wiener, Büchner, & Hölscher, 2009) and it is defined as the spatial organization of a setting, its circulation system and architectural and graphic communication (Passini, 1996), in which visual perception plays a key part (Emo, Holscher, Wiener, & Conroy-Dalton, 2012). Behaviour-wise, wayfinding is a purposeful, directed and motivated movement from a starting point to a given destination (Allen, 1999b; Golledge, 1999) and it requires knowledge about the environment (Freksa, 1999), i.e. to have sufficiently accurate and up-to-date information to know where to go and what routes to take (Montello & Sas, n.d.) in order to reach that destination. When wayfinding, people also use knowledge from previous experiences (Timpf, Volta, Pollock, & Egenhofer, 1992) or generic knowledge about building layouts (Gross & Zimring, 1990), usually acquired by interaction, exploration with that environment (Allen, 1999a; Tolman, 1948). However, if people have never been to that place or one with a similar layout, it is difficult for them to acquire such knowledge. In this situation, wayfinding itself becomes one way of acquiring place knowledge (Golledge, 1992), the condition being to have a purpose for the trip (Xia, Packer, & Dong, 2009).

Allen (1999a) defined wayfinding to a destination where the person has never been before as a quest guided mostly by route directions, i.e. different reference points and the actions designed to lead the wayfinder from one point to another. These can take the shape of signage, GPS directions, easier to remember buildings and so on. Of course, one of the main conditions for people to successfully complete their quests is for these reference points to be present, accurate and legible, even if these won't solve entirely the design problem (Passini, 1996) of the space in which wayfinding takes place. In the case of the brewery, the signs are either missing or very small to be noticed. Besides, a stadium is not a common place for people to go eat and socialize, which means that they miss both the generic knowledge about the layout and the opportunity to acquire such knowledge to facilitate wayfinding. As a consequence, embarking on a

quest to find THEWAY is considered very challenging.

Legibility

One of the most important factors to influence wayfinding performance was found to be legibility (Weisman, 1981). In his work, Weisman (1981) identified four components of legibility: (a) visual access, (b) the degree of architectural differentiation between different areas of a building, (c) the use of signs to provide directional information, and (d) overall layout, which can influence the ease with which the wayfinder can make sense of the space. Koseoglu & Onder (2011) also found that the degree of legibility of a space depends heavily on its layout complexity and has a huge impact on wayfinding performance (Gärling, Lindberg, & Mäntylä, 1983; Ramadier & Moser, 1998) with signs and visual access to points within and outside the building (Gross & Zimring, 1990) being considered as the biggest influencers. People usually feel more relaxed in finding a given destination in a less complex space with more visibility (Hidayetoglu, Yildirim, & Akalin, 2012) or more reference points as it allows them to immediately read and understand that space (Koseoglu & Onder, 2011).

Visible physical elements serving as reference points (Ewing, Handy, Brownson C., Clemente, & Winston, 2006; Montgomery, 1998) give people a sense of orientation (Siegel & White, 1975) so they considerably improve legibility and help people learn the spatial information (Abu-Ghazze, 1996) with more ease, making their wayfinding experience less stressful.

In this context, legibility essentially becomes the physical and spatial quality of the environments in which people find themselves, with a direct consequence on whether people can wayfind or not (Evans, Skorpanich, Gärling, Bryant, & Bresolin, 1984), and how stressed they feel throughout the process. Since these visual references are missing, THEWAY is considered a space with low legibility/illegible.

Stress

Low legibility of a space greatly influences wayfinders' levels of stress. Illegible buildings, for example, were found to produce confusion and feeling of incompetence (Baskaya, Wilson, & Özcan, 2004b) or generate anxiety (Li & Klippel, 2016a), especially if the person is conditioned by time (Chang & Fotios, 2008; Schmitz, 1997) to attend an event or meet friends. Even minor episodes of disorientation can

generate anxiety, frustration, and tardiness making people uncomfortable and generally unhappy (Darken & Peterson, 2001). As a matter of fact, the more complex the design of a building is perceived to be, the more difficult it is for users to understand its layout and find their way, hence increasing their stress levels (Long & Baran, 2012).

Stress levels are also influenced by the time of the day in which wayfinding happens. During day time people can get a clearer understanding of the space (Charness & Dijkstra, 1999), thus reduce the stress caused due to wayfinding difficulties (BADIA, MYERS, BOECKER, CULPEPPER, & HARSH, n.d.; Charness & Dijkstra, 1999). At night, however, the reduced visibility makes it more difficult for users to find their ways, increasing stress levels (Hidayetoglu et al., 2012). In the case of quests, i.e. wayfinding in unfamiliar environments, the wayfinders' levels of stress become even higher (Lynch, 2005). In return, high levels of stress could make the wayfinding process more difficult, as people get irritated, perhaps even affecting their general attitude towards the place they are trying to find (Passini, 1996). Considering THEWAY's opening hours and "invisible" location, depending on the season, wayfinding often happens when there is not so much daylight.

Familiarity

Familiarity with a location was found to be extremely important for successful wayfinding (Hölscher et al., 2006) and is based on existing knowledge about the environment (Wiener et al., 2009), being determined by the number of times a person has been in that environment (Hedayati et al., 2017). It is considered that the higher the number of travels to a place, the more familiar with that place the person is, and thus better at finding it (Lawton, Charleston, & Zieles, 1996; Prestopnik & Roskos-Ewoldsen, 2000). As a consequence, familiarity is heavily influenced by the intention to revisit that place (Brida, Meleddu, & Pulina, 2012). If due to high stress levels experienced while trying to find a place for the first time, the person does not have the intention to return, they cannot become familiar with it.

But even if people would return and become more familiar, disorientation can still occur if the environment is not legible (Li & Klippel, 2016a) regardless of whether the wayfinder is a local or not (Chang, 2013), which means that people have to rely on signs (Hölscher et al., 2006) or GPS technology, considered as the most reliable (Willis, 2005) for such situations. This implies that when people are using

GPS to wayfind they expect to be able to find what they are looking for without difficulties.

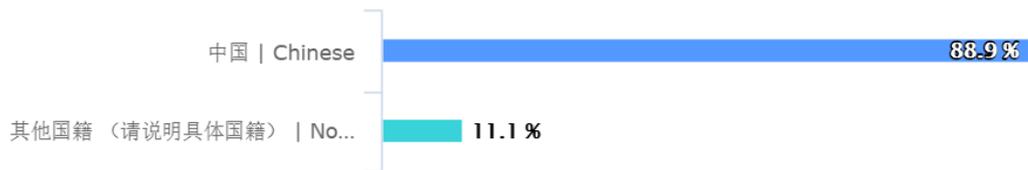
This paper assumes that the levels of stress people experience while trying to find a place with low legibility like THEWAY negatively influence their intention to return. This study also assumes that those who went to THEWAY before, for whatever reason, are more familiar with the place, and thus less stressed during wayfinding and much more likely to return and/or recommend others to come. The study also aims to provide recommendations that could help the brewery retain and attract more customers, to avoid bankruptcy.

Method

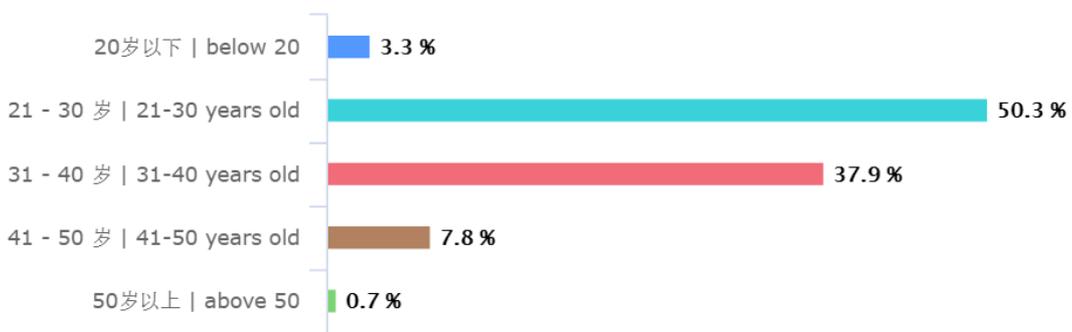
This is a correlational study performed in a real setting at THEWAY Brewery. A questionnaire was made available for the patrons going to THEWAY to fill in after they had reached the venue and experienced it (either had dinner or drinks there with friends or attended an event of any sort). The data collection period lasted for one month (December, 2018). In order to maximize the number of responses, the researcher also organized a series of social events in THEWAY (14 events attended by a total of 80 people). Only the patrons willing to take part in the study filled in the questionnaire, which included 5-point Likert scale questions about how difficult participants felt it is to find THEWAY, the levels of stress experienced throughout the wayfinding process and their satisfaction levels with THEWAY's environment and services. The questionnaire also included questions about how many times respondents had come to THEWAY previously, the tools used to wayfind, as well as an open question asking what makes the place difficult to find. A section asking for their contact details should they be willing to participate in further research was also included. Even if in this kind of studies 7-point scales are considered to be more accurate (Cohen, Manion, & Morrison, 2009), in Chinese language "Strongly" and "Extremely" are very similar in meaning. Out of concern that this issue would influence respondents understanding of what is required of them, 5-point scales were chosen. To make sure the results obtained through the questionnaire were accurate, they were verified and explored further through a focus group (Krueger, 1998).

Participants

Because the research had to be embedded in the patrons' experience in THEWAY and not be intrusive, the data collection relied on the venue's staff informing clients about the study and the latter's willingness to take part in it. Throughout the data collection period, the venue had a total of 815 clients, out of which 153 agreed to take part in the study. Out of the total number of participants, 136 were Chinese nationals and 17 non-Chinese (see Graph 1). There were 87 women and 66 men, ages: $M = 2.52$, $SE = .06$. Age was not a focus in this study, so it was asked in intervals as a reference (1 = below 20; 2 = 21 – 30; 3 = 31 – 40; 4 = 41 – 50; 5 = above 50) (see Graphs 2 and 3). Given the reduced number of non-Chinese nationals to take part in the study, nationality was not considered in the results analysis.



Graph 1 – Distribution based on nationality (Jinshuju)



Graph 2 – Distribution based on age (Jinshuju)



Graph 3 – Distribution based on gender (Jinshuju)

Since there is little agreement in the literature about gender differences related to wayfinding

experiences, with some researchers arguing that males are better than females (Khanan & Xia, 2009), some that women are better than men (Hölscher, Tenbrink, & Wiener, 2011; Lawton, 1996) or that gender is not a significant predictor for wayfinding (Li & Klippel, 2016a) and the fact that this paper's aim was not to clarify this issue, gender was also not a focus in this study, even if it was checked for within the questionnaire.

Materials

The study used a local Chinese surveying tool (Jinshuju) to administer the questionnaire. This decision was made because: (1) many web platforms can't be opened in China due to the Great Firewall, so it was deemed more reliable to use a local platform to avoid any data collection issues throughout the study and (2) the conditions in which the respondents had to fill in the questionnaire made the paper version inconvenient, so the surveying tool had to be smart-phone friendly. In order to allow both Chinese and non-Chinese nationals to take part in the study, the questionnaire was available both in Chinese and English (see Annex 1).

Legibility

Based on previous work related to the elements that influence the degree of legibility and its impact on wayfinding (Chang, 2013; Gärling et al., 1983; Gross D. & Zimring, 1990; Koseoglu & Onder, 2011; Weisman, 1981), in this study legibility was assessed by asking participants to rate on a 5-point Likert scale how much they agree with the statement "*I think THEWAY is very difficult to find*". The scale ranged from *Strongly Agree* (5) to *Strongly Disagree* (1). The scale was followed by an open question asking why they believe so, with mentions about missing signage, no direct visibility and complicated layout being expected. This method was chosen because the study was conceived as a non-intrusive part of the patrons' experience in THEWAY, so there was a condition to make the questionnaire as brief as possible. Assessing legibility in any other way would have been very difficult.

Levels of stress

Based on previous research findings (Baskaya et al., 2004b; Chang & Fotios, 2008; Li & Klippel,

2016b; Long & Baran, 2012; Schmitz, 1997), it was assumed that wayfinding in a space with low legibility increases wayfinders' levels of stress. In Chinese language, "pressure" and "stress" use the same word. In order to avoid confusion and get a broader sense of the negative emotions that people feel while wayfinding, stress was translated as a range of negative emotions: *feeling of being lost/frustrated/anxious/annoyed/concern about being late*, consistent with wayfinding related literature. Participants were asked to rate on 5-point Likert scales how much they agree with the statements: "*I felt lost/frustrated/anxious/annoyed/concerned I would be late/relaxed while trying to find THEWAY Brewery*" to get a better picture of how stress is understood. All scales ranged from *Strongly Agree* (5) to *Strongly Disagree* (1).

Use of GPS

With the increased use of GPS, more people rely on this technology, considered to be the most reliable (Willis, 2005). Nonetheless, the addresses of SoBook and THEWAY are similar and considered to affect wayfinders' levels of stress. For this reason, an additional question checking for the use of GPS was added.

Familiarity

Starting from the assumption that the higher the number of travels to a place, the more familiar one is with that place, thus the lower the stress levels experienced during the wayfinding process (Lawton et al., 1996; Prestopnik & Roskos-Ewoldsen, 2000), the degree of familiarity was assessed by asking participants to mention whether it was their first time to go to THEWAY and if not, to mention how many times they had come to THEWAY before.

Levels of satisfaction and Intention to return

As found in previous studies, wayfinding is considered a deliberate action (Allen, 1999b; Golledge, 1999) with a purpose (Xia et al., 2009) and it has a direct influence on familiarity, i.e. people need to have a purpose to return to THEWAY (either they like it very much or any other reason) so they can become more familiar with the route. In order to explore whether the intentions to return and

recommend others to come are in any way influenced by the levels of stress experienced during wayfinding, people were asked to rate on a 5-point Likert scale how much they agree with the statements: “*I will come back to THEWAY in the future*”, “*I will recommend my friends/colleagues to come to THEWAY Brewery*”. All scales ranged from *Strongly Agree* (5) to *Strongly Disagree* (1).

The positive experience in the space was considered another reason for people to return, so a set of 5-point Likert scale questions assessing the overall levels of satisfaction with THEWAY’s environment and services was included in the questionnaire. The statements included: “*I like THEWAY Brewery very much*”, “*I think the food/beer tasted very good*”, “*I am very satisfied with the staff’s service*”, “*I think the price/quality ratio is very good*”. All scales ranged from *Strongly Agree* (5) to *Strongly Disagree* (1).

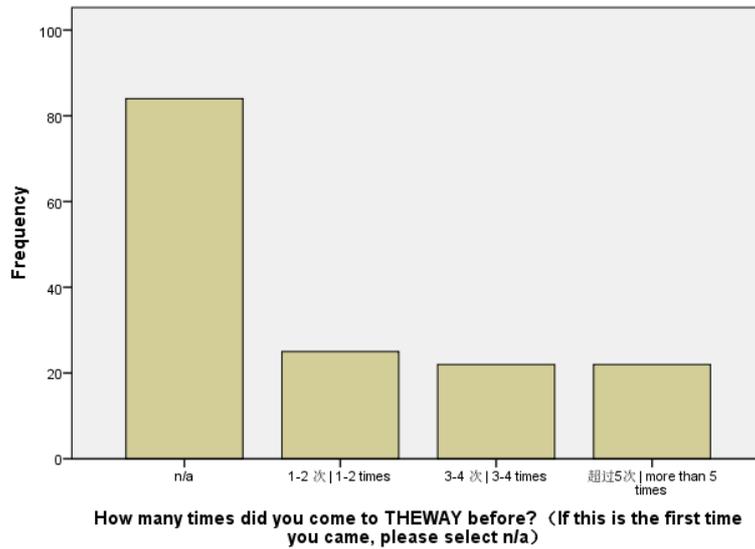
Procedure

For patrons who came to have drinks or dinner with friends, THEWAY’s staff was instructed to help with data collection. The staff had to monitor the tables, and once patrons would almost finish drinking or eating, they would have to go ask them if they require additional drinks and whether they enjoyed the food. After receiving verbal feedback from patrons, the staff was instructed to inform them about the study and invite them to provide additional insights about their overall user experience by filling in the questionnaire. For those attending events organized by the researcher, at the end of each event, after they would have experienced the environment, the researcher would explain about the study and invite them to fill in the questionnaire. All those who agreed to take part in the study were offered a 10% discount voucher for their order the next time they would come to THEWAY for their contribution to the study.

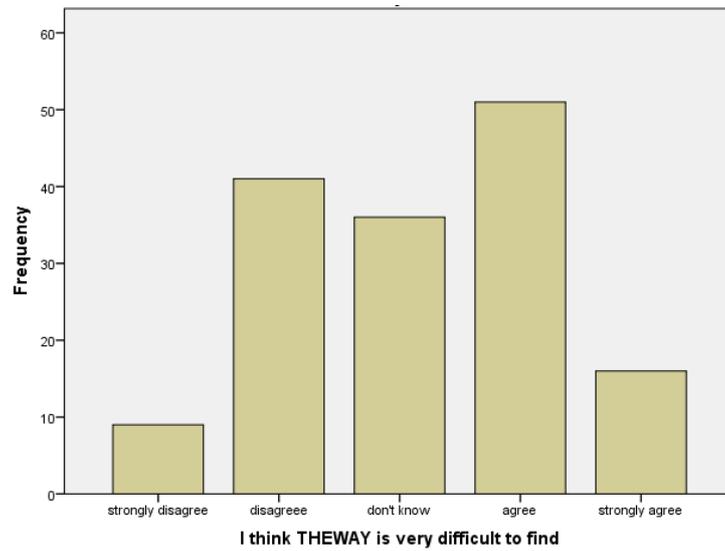
Results

The data was analyzed with SPSS v.24. Throughout the data collection period, 54.9% of the respondents had come to THEWAY for the first time ($M = 1.88$; $SE = .091$) (see Graph 4). Among the participants 43.8% still perceived THEWAY as difficult to find ($M = 3.16$; $SE = .09$) (see Graph 5). While wayfinding, participants experienced feelings of being lost/frustration/anxiousness/annoyance/concern about being late/relaxation (see Table 2). Among the respondents, 86.2% expressed their intention to return to THEWAY ($M = 4.17$; $SE = .059$) (see Graph 6) and 84.3% expressed their intention to recommend

others to come to THEWAY (M = 4.11; SE = .063) (see Graph 7). Overall, the levels of satisfaction related to THEWAY's environment and services were high (see Table 3).



Graph 4 – The number of times questionnaire respondents had come to THEWAY



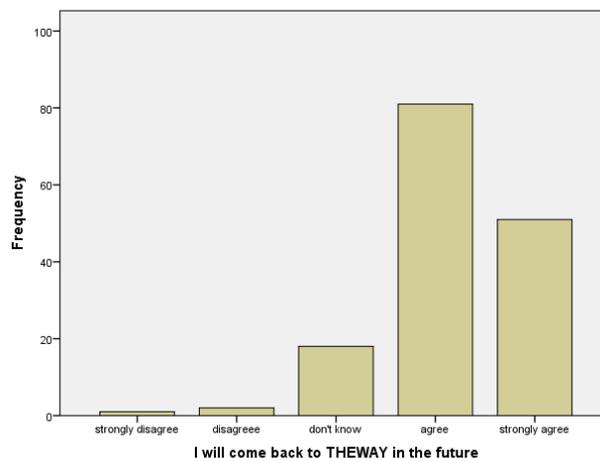
Graph 5 – Perception about how difficult it is to find THEWAY (low legibility)

		Statistics					
		I felt lost while trying to find THEWAY Brewery	I felt frustrated while trying to find THEWAY Brewery	I felt anxious while trying to find THEWAY Brewery	I felt annoyed while trying to find THEWAY Brewery	I felt concerned I would be late while trying to find THEWAY Brewery	I felt relaxed while trying to find THEWAY Brewery
N	Valid	153	153	153	153	153	153
	Missing	0	0	0	0	0	0
Mean		2.91	2.44	2.41	2.07	2.82	3.52
Std. Error of Mean		.094	.091	.087	.079	.095	.077
Median		3.00	2.00	2.00	2.00	3.00	4.00
Mode		2	2	2	2	2	4
Std. Deviation		1.166	1.129	1.079	.971	1.172	.954
Skewness		.130	.723	.599	1.178	.089	-.416
Std. Error of Skewness		.196	.196	.196	.196	.196	.196
Kurtosis		-1.044	-.337	-.347	1.388	-1.032	-.487
Std. Error of Kurtosis		.390	.390	.390	.390	.390	.390
Percentiles	25	2.00	2.00	2.00	1.00	2.00	3.00
	50	3.00	2.00	2.00	2.00	3.00	4.00
	75	4.00	3.00	3.00	2.00	4.00	4.00

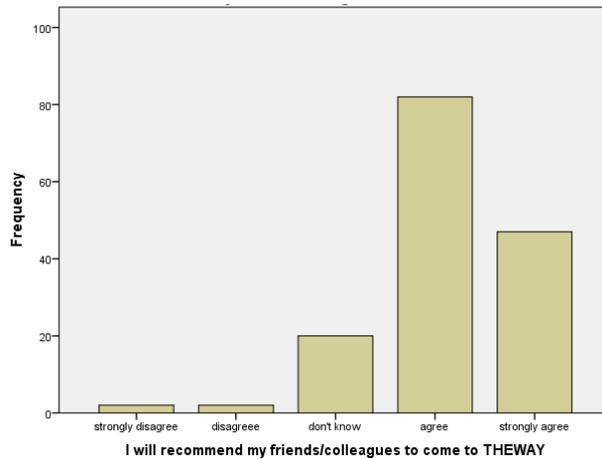
Table 2 – Descriptive statistics for levels of stress

		I like THEWAY's environment	I am satisfied with the staff's services	I think the beer is very tasty	I think the food is very tasty	I think the price/quality ratio is very good
N	Valid	153	153	153	153	153
	Missing	0	0	0	0	0
Mean		4.20	4.14	3.93	3.78	3.68
Std. Error of Mean		.054	.063	.065	.068	.065
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4
Std. Deviation		.672	.778	.808	.842	.808
Skewness		-.659	-1.008	-.561	-.643	-.487
Std. Error of Skewness		.196	.196	.196	.196	.196
Kurtosis		.896	1.704	.430	.999	.642
Std. Error of Kurtosis		.390	.390	.390	.390	.390
Percentiles	25	4.00	4.00	3.00	3.00	3.00
	50	4.00	4.00	4.00	4.00	4.00
	75	5.00	5.00	4.00	4.00	4.00

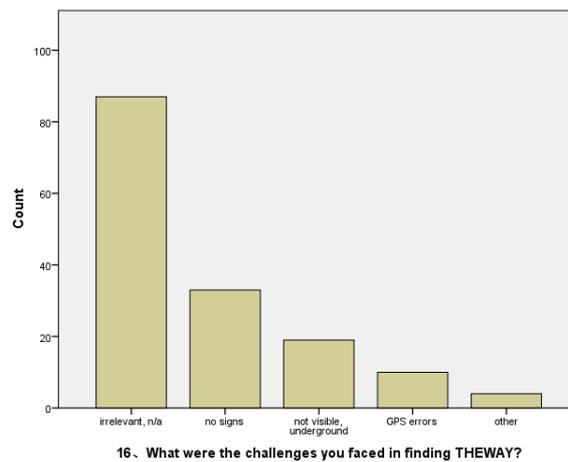
Table 3 – Descriptive statistics for levels of satisfaction with the overall experience in THEWAY



Graph 6 – Intention to return to THEWAY (SPSS)



Graph 7 – Intention to recommend others to come to *THEWAY* (SPSS)



Graph 8 –Reasons for which *THEWAY* was perceived difficult to find (SPSS)

As expected, the answers given for the open ended question related to the lack of signs, lack of direct visual access/underground/out of the way. These answers were coded based on their content: (0) n/a or irrelevant comment, (1) lack of signs, (2) inaccurate GPS address, (3) other issues, (4) no direct visibility/underground/out of the way in order to get a clearer picture (see Graph 8). Such answers confirm the great role that legibility plays in how difficult to find people perceive *THEWAY* to be.

Positive correlations were found between low legibility and feelings of being *lost/frustrated/anxious/annoyed/concern about being late*, with feelings of being lost and frustrated as strongest. Conversely, a negative correlation was found between low legibility and how relaxed people felt during the wayfinding process (see Table 4).

Correlations

	I think THEWAY is very difficult to find	I felt lost while trying to find THEWAY Brewery	I felt frustrated while trying to find THEWAY Brewery	I felt anxious while trying to find THEWAY Brewery	I felt annoyed while trying to find THEWAY Brewery	I felt concerned I would be late while trying to find THEWAY Brewery	I felt relaxed while trying to find THEWAY Brewery
I think THEWAY is very difficult to find	1	.655**	.620**	.599**	.490**	.355**	-.356**
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.000	.000	.000
I felt lost while trying to find THEWAY Brewery	.655**	1	.696**	.662**	.592**	.488**	-.360**
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.000	.000	.000
I felt frustrated while trying to find THEWAY Brewery	.620**	.696**	1	.775**	.651**	.435**	-.331**
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.000	.000	.000
I felt anxious while trying to find THEWAY Brewery	.599**	.662**	.775**	1	.640**	.444**	-.301**
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.000	.000	.000
I felt annoyed while trying to find THEWAY Brewery	.490**	.592**	.651**	.640**	1	.346**	-.243**
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.000	.000	.003
I felt concerned I would be late while trying to find THEWAY Brewery	.355**	.488**	.435**	.444**	.346**	1	-.339**
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.000	.000	.000
I felt relaxed while trying to find THEWAY Brewery	-.356**	-.360**	-.331**	-.301**	-.243**	-.339**	1
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.003	.000	.000
I felt relaxed while trying to find THEWAY Brewery	.000	.000	.000	.000	.003	.000	.000
		Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation	Pearson Correlation
		Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
	153	.000	.000	.000	.003	.000	.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 – Correlation coefficients and significance values for low legibility and stress levels

Among these negative emotions, the feelings of being lost ($r = .24, p = .003$), frustration ($r = .17, p < .05$), annoyance ($r = .21, p = .008$) were found to be positively correlated with the use of GPS. Conversely, concern about being late was found negatively correlated with the intention to return and recommend others to come. Feelings of frustration/anxiousness/annoyance were also found negatively correlated also with the intention of recommending others to come to THEWAY (see Table 5).

		Correlations									
		I felt lost while trying to find THEWAY Brewery	I felt frustrated while trying to find THEWAY Brewery	I felt anxious while trying to find THEWAY Brewery	I felt annoyed while trying to find THEWAY Brewery	I felt concerned I would be late while trying to find THEWAY Brewery	I felt relaxed while trying to find THEWAY Brewery	I will come back to THEWAY in the future	I will recommend others to come to THEWAY Brewery		
I felt lost while trying to find THEWAY Brewery	Pearson Correlation: 1	.696**	.662**	.592**	.488**	-.360**	-.043				
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.595				
	N	153	153	153	153	153	153				
I felt frustrated while trying to find THEWAY Brewery	Pearson Correlation: .696**		.775**	.651**	.435**	-.331**	-.148				
	Sig. (2-tailed)		.000	.000	.000	.000	.069				
	N	153	153	153	153	153	153				
I felt anxious while trying to find THEWAY Brewery	Pearson Correlation: .662**			.775**	.640**	.444**	-.301**				
	Sig. (2-tailed)			.000	.000	.000	.238				
	N	153	153	153	153	153	153				
I felt annoyed while trying to find THEWAY Brewery	Pearson Correlation: .592**				.640**	.346**	-.243**				
	Sig. (2-tailed)				.000	.000	.183				
	N	153	153	153	153	153	153				
I felt concerned I would be late while trying to find THEWAY Brewery	Pearson Correlation: .488**					.346**	-.339**				
	Sig. (2-tailed)					.000	.178				
	N	153	153	153	153	153	153				
I felt relaxed while trying to find THEWAY Brewery	Pearson Correlation: -.360**										
	Sig. (2-tailed)										
	N	153	153	153	153	153	153				
I will come back to THEWAY in the future	Pearson Correlation: -.043										
	Sig. (2-tailed)										
	N	153	153	153	153	153	153				
I will recommend others to come to THEWAY Brewery	Pearson Correlation: .066										
	Sig. (2-tailed)										
	N	153	153	153	153	153	153				

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 5 – Correlation coefficients and significance values for levels of stress and intention to return and recommend THEWAY to others

In contrast, the feelings of being lost/frustrated/annoyed were found negatively correlated with the level of satisfaction related to beer taste. Similarly, feelings of being lost/annoyed were also found to be negatively correlated with the level of satisfaction related to food taste (see Table 6).

Contrary to the expectations, no correlation was found between levels of stress during wayfinding and familiarity. Instead, a positive correlation was found between familiarity and the taste of beer and the quality of the environment. As a matter of fact, intention to return was found to be positively correlated with the overall satisfaction with THEWAY's environment: how much they like it, the quality of the service, the taste of the food/beer, the quality/price ratio (see Tables 7 and 8).

Intention to return was also found positively correlated with the intention to recommend THEWAY to others ($r = .71$; $p \leq .001$).

Correlations

	I felt lost while trying to find THEWAY Brewery	I felt frustrated while trying to find THEWAY Brewery	I felt anxious while trying to find THEWAY Brewery	I felt annoyed while trying to find THEWAY Brewery	I felt concerned I would be late while trying to find THEWAY Brewery	I felt relaxed while trying to find THEWAY Brewery	How many times did you come to THEWAY before? (if this is the first time you come, please select n/a)
I felt lost while trying to find THEWAY Brewery	1	.696**	.662**	.592**	.488**	-.360**	-.134
		.000	.000	.000	.000	.000	.099
	153	153	153	153	153	153	153
I felt frustrated while trying to find THEWAY Brewery	.696**	1	.775**	.651**	.435**	-.331**	-.135
	.000		.000	.000	.000	.000	.097
	153	153	153	153	153	153	153
I felt anxious while trying to find THEWAY Brewery	.662**	.775**	1	.640**	.444**	-.301**	-.118
	.000	.000		.000	.000	.000	.147
	153	153	153	153	153	153	153
I felt annoyed while trying to find THEWAY Brewery	.592**	.651**	.640**	1	.346**	-.243**	-.035
	.000	.000	.000		.000	.003	.667
	153	153	153	153	153	153	153
I felt concerned I would be late while trying to find THEWAY Brewery	.488**	.435**	.444**	.346**	1	-.339**	.019
	.000	.000	.000	.000		.000	.820
	153	153	153	153	153	153	153
I felt relaxed while trying to find THEWAY Brewery	-.360**	-.331**	-.301**	-.243**	-.339**	1	.057
	.000	.000	.000	.003	.000		.483
	153	153	153	153	153	153	153
How many times did you come to THEWAY before? (if this is the first time you come, please select n/a)	-.134	-.135	-.118	-.035	.019	.057	1
	.099	.097	.147	.667	.820	.483	
	153	153	153	153	153	153	153

** Correlation is significant at the 0.01 level (2-tailed).

Table 7 – Correlation coefficients and significance values for levels of stress and familiarity

		Correlations				
	How many times did you come to THEWAY before? (if this is the first time you come, please select n/a)	I like THEWAY's environment	I am satisfied with the staff's services	I think the beer is very tasty	I think the food is very tasty	I think the price/quality ratio is very good
How many times did you come to THEWAY before? (if this is the first time you come, please select n/a)	1	.258**	.154	.223**	.008	-.020
			.057	.006	.924	.806
	153	153	153	153	153	153
I like THEWAY's environment	.258**	1	.487**	.351**	.205*	.193*
	.001		.000	.000	.011	.017
	153	153	153	153	153	153
I am satisfied with the staff's services	.154	.487**	1	.422**	.206*	.206*
	.057	.000		.000	.011	.011
	153	153	153	153	153	153
I think the beer is very tasty	.223**	.351**	.422**	1	.288**	.240**
	.006	.000	.000		.000	.003
	153	153	153	153	153	153
I think the food is very tasty	.008	.205*	.206*	.288**	1	.313**
	.924	.011	.011	.000		.000
	153	153	153	153	153	153
I think the price/quality ratio is very good	-.020	.193*	.206*	.240**	.313**	1
	.806	.017	.011	.003	.000	
	153	153	153	153	153	153

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 8 – Correlation coefficient and significance values for familiarity and levels of satisfaction

Discussion

Even if statistically, correlations do not indicate a clear direction of influence, based on previous findings discussed in the literature review, the results of this study also suggest that wayfinding in a low legibility environment, i.e. not directly visible, with small or no signs, is very stressful for people leading to feelings *of being lost/frustration/anxiousness/annoyance/concern about being late*, especially when the GPS is used. The similarity between the two addresses without making clear that there is a difference of levels is believed to confuse people even more. The fact that levels of relaxation were found negatively correlated with low legibility confirms that the wayfinding experience was indeed stressful, regardless of the different understandings of “stress” between Chinese and English languages, overall proving the first hypothesis of this study.

Contrary to expectations, familiarity did not seem to play a part in stress reduction while wayfinding, meaning that even those coming to THEWAY more often still faced some challenges. This result could be explained by Li & Klippel’s (2016b) findings that disorientation can still occur even if people are somewhat more familiar with an environment if the later is not legible, i.e. does not have enough signage, direct visual access, the layout is complicated to understand. Given THEWAY’s location in a complex and confusing layout with more routes to reach the place and GPS inaccuracies, it is hard to assess what is the exact number of travels needed for a wayfinder to become familiar enough with that environment, possibly depending also on individual differences (e.g. sense of direction, personality), that were not accounted for in this study.

It is important to notice that stress levels were found to be negatively correlated with the overall levels of satisfaction related to the experience in THEWAY. These results suggest that the overall experience in THEWAY (pleasant environment, tasty enough food/beer, high service quality) could possibly override the stress levels felt during the wayfinding process, with the taste of beer even more, considering that THEWAY is a brewery, a unique experience for many. This could also explain why stress levels were not correlated with the intention to return. If people have a good enough experience in THEWAY, they will return, regardless of how stressful the wayfinding experience was. The condition for this to happen would be to have a purpose (Xia et al., 2009) to go there in the first place (e.g. event or other experience). In this situation, people are not only more likely to return, but also to recommend others to

come. Since verbal reports are considered powerful means to interpret wayfinding behaviour (Spiers & Maguire, 2008), in order to verify these assumptions and explore possible solutions, a focus group (Krueger, 1998) was organized.

Focus Group

The focus group's aim was to understand what is happening exactly during the wayfinding process, the influence of the experience on stress levels and why more familiar people still experience difficulties while wayfinding. It also aimed to explore possible solutions to make people return to THEWAY. The questions asked in more detail why people think THEWAY is difficult to find and how they felt searching for it, whether they think the wayfinding experience would influence their intention to return. Options to make the wayfinding experience less stressful for others coming to THEWAY for the first time were also explored (see Annex 2).

Research strategy

Ten Chinese people were contacted and invited to take part in a focus group held at THEWAY on a Sunday morning. The decision to invite only Chinese people to take part in the focus group was made to: (1) minimize language barrier induced misunderstandings and (2) make all the participants feel comfortable expressing their feelings in their native language, rather than English. In this situation, the only variable was the researchers' Chinese level (HSK 6¹).

The researcher was allowed full access to the venue for the focus group to be organized outside the brewery's operating hours. The decision was made for several reasons: (1) the researcher deemed necessary to have the participants experience wayfinding before taking part in the focus group for more accurate accounts, (2) do not influence the operations of the brewery, and (3) participants' availability to take part in the focus group was higher during weekends. On this occasion the participants were coming to attend a focus group outside the brewery's operation hours, so they didn't have the opportunity to experience the services and food/drinks (only peanuts and refreshments were made available by the researcher). As a matter of fact, the researcher specifically asked the staff not to be present out of concern

¹ The level is sufficient for a PhD candidate to pursue their post-graduate studies fully in Chinese.

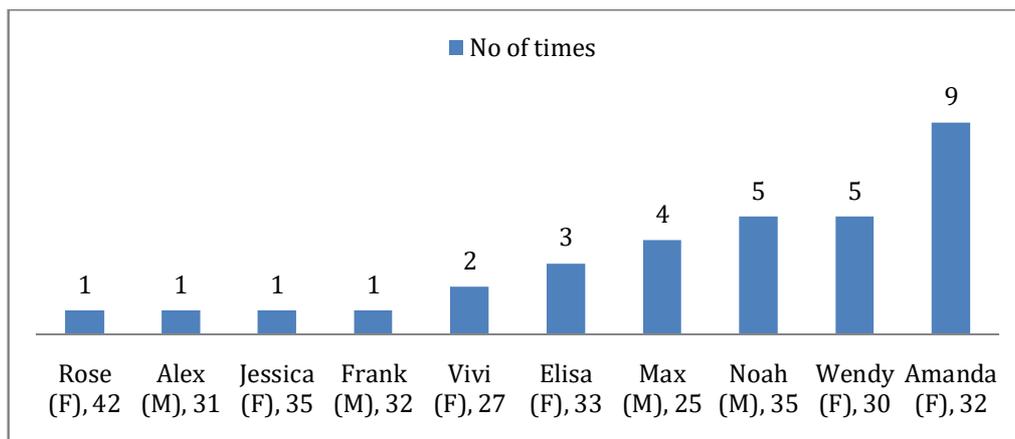
that participants would not feel comfortable to share their feelings. In order to find out how stress levels experienced while wayfinding would influence their intention to return, as well as their overall satisfaction levels, they were alternatively asked what elements carry more weight in choosing a place to go out for dinner with friends (e.g. location, taste of food, quality of services etc). To get more insight on potential solutions to attract people to come, the participants were also asked how they would improve the wayfinding experience so as to attract more people to return.

Role of the researcher

The researcher was in charge of organizing (contacting participants and coordinating with the venue management) and facilitating the focus group, as well as translating, transcribing and analyzing the data obtained.

Participants

Ten participants, six females and four males, aged between 25 – 42 years old, took part in the focus group. Among them, two females and two males had never been to THEWAY before joining the focus group. The selection criteria for the other participants were: (1) the availability of their contact details in the questionnaire, and (2) the number of times they had been to THEWAY before (between 3-9 times) (see Graph 9). As a reward for taking part in the study, a gift bag containing books was offered for each participant after the focus group was finished.



Graph 9 – Focus group participants’ profiles

Data collection procedure

Once all the participants reached THEWAY, they were invited to sit at a round table and explained the details of the study once more, even if they had been individually informed about the study at the moment they were invited to take part in the focus group. Individual copies of the study brief were also made available for their reference. They were also informed that the discussion would be recorded for further analysis. After all their questions were answered, participants signed the consent forms.

Since it was the first time for all the participants to take part in such a study, out of concern that they would not feel comfortable talking about their feelings in front of others, participants were first invited to write on a paper, anonymously, how their wayfinding experience was and how it made them feel, before starting the discussion. Both data sets (writing task and transcription) were analyzed together and made available in Annex 4.

Data analysis strategies

The researcher listened to the audio recording in Chinese, and wrote the meaning of the dialog directly in English to get the data ready for analysis. In order to ensure accuracy, the audio recording was listened to three more times and the transcript adjusted accordingly to reflect the content as clearly and accurately as the researcher's Chinese levels allows. Given the aim of the focus group, the data was analyzed manually and not explored for additional themes. In the analysis, in order to protect the participants' privacy, alternative names were given.

Results

As already found through the questionnaire, people do feel very stressed while wayfinding, which does influence their attitude towards the idea of coming back to THEWAY or recommend others to come. Nonetheless, if they had a good experience while in THEWAY and have another reason to return, they will do so, regardless of how stressful the wayfinding experience was the first time. With repeated travels to THEWAY, people get to become more familiar with at least one route, making them less stressed.



Picture 1 – View towards SoBook



Picture 2 – ShangJieLi



Picture 3 – Staircase near SoBook's entrance



Picture 4 – Main entrance hidden from sight

Theme #1: Out of sight

THEWAY is not only difficult to find, but it's also not directly visible from the main circulation areas of the stadium. This means that even people who had been to Guoxin Stadium before had no idea that there is a commercial street there with a brewery inside before coming to attend an event organized there. Even if they were more familiar with the space, the lack of proper signage still made it difficult for them to find the brewery. The fact that the GPS address is not accurate enough made people search for a long time, as they didn't realize at first that there is a difference in levels. This made them feel very confused and annoyed while wayfinding. The fact that there are so many routes to reach THEWAY, all without signs, adds to the confusion. However, coming for a few times did get people to become more familiar with at least one of the routes that they kept following every time they returned. The stressful experience did,

however, influence some participants' feelings about the venue, thinking that they would never want to return again.

Theme #2: Great environment

Even if THEWAY was perceived as very difficult to find because it is difficult to see, all the participants mentioned that if they have a strong enough reason to come, either an interesting event or a unique experience, they would definitely return and would recommend others to come too. Some reasons mentioned were the overall satisfaction with the environment, special events, unique experience and fun. Only slightly tastier food than in other places was not deemed a good enough reason to return, as it was considered too much trouble. For those who had come for the first time and not experienced the venue, only based on their own wayfinding experience while trying to get to the focus group, they would definitely not return out of own initiative or recommend others to come, so the overall experience in THEWAY plays a key role in attracting people to come back.

Theme #1: Out of sight

THEWAY is not directly visible from the stadium's circulation areas, considered underground by many for being at a lower level than SoBook. For this reason, people who usually come to Guoxin Stadium or SoBook didn't know about it before joining an event (Pictures 1, 2, 3).

"Because I came to Guoxin Stadium many times before, so I can say I was quite familiar with the area. But I had no idea that THEWAY is here." (Wendy)

"The first time I came here, let me think. I knew about Guoxin Stadium, but I had never heard about THEWAY." (Jasper)

Even when people entered ShangJieLi to search for THEWAY to attend an event, the fact that there are no logos or signs visible from the walking direction and most of the other shops are closed, people feel that the place is deserted, so they passed by without seeing the brewery. Only after they have passed it,

did they see the logo at the main entrance and realized that THEWAY is there (Picture 4).

“All the shops were closed. So I thought I should keep going and find SoBook. After walking a bit further, I realized....Um, isn't that THEWAY? I realized I had passed it.” (Jessica)

“So I came through that entrance, but I only saw closed shops, rather desolated. So I think I must have passed by. I saw that staircase and went upstairs because there are no obvious signs. And at that time I didn't know this is THEWAY.” (Alex)

For those coming to THEWAY for the first time, the fact that they saw the GPS address showing SoBook, a place they were more familiar with, made them feel very confident that they would be able to see THEWAY as soon as they got to the destination.

“It's the first time I came here [THEWAY]. Before, I came to SoBook many times. As soon as I saw the GPS location, I was very confident and thought that I would find it very quickly.” (Rose)

“It's the first time to come here [THEWAY]. Because before I came a few times to SoBook, so when you [facilitator] sent me the location link [GPS], I was much more familiar with SoBook. So I drove straight to SoBook. [...] as soon as you see the address in the [GPS], it clearly shows SoBook.” (Alex)

However, when people coming for the first time reached the address and realized that THEWAY was not where they expected it to be, they felt disappointed. When they started to look around, not being able to find any visual references related to THEWAY made them feel confused and anxious, as well as about not being able to find it in time, considering they were supposed to attend a focus group.

“At 9:40 I stopped the car at the bottom of the stairs in front of SoBook and thought that as soon as I went up the stairs, I would see it. Also area G, very obvious [...] I came up the stairs and searched for area G and then from SoBook I walked round searching for area G and didn't find it. [...] Because I didn't know

it's downstairs.” (Rose)

“I followed the location link you sent me [GPS], called a cab. [...] I initially thought that as soon as I got off the car I could see it, [...] but I didn't. [The cleaner] said that I am in area G already, so I thought....Oh, yes, I am! So maybe if I go up the stairs I will see a lot of stores and also see THEWAY.... So I came up the stairs and realized that there is nothing there.” (Jessica)

“I searched this place on the GPS and got to the destination, but I didn't see it. I looked everywhere and still couldn't see it. The GPS says it's at SoBook's door, so the address is almost the same. [...] I don't know how others found this place, but if you just look at the map address, it's quite difficult to find. I found the address through [APP].” (Gabriel)

This didn't happen only in the day of the focus group, but for those attending other events as well, when participants had come for the first time. This was due mainly to the missing or not visible enough signage.

“And the first time I came, because I came to attend the 20x20 event, there was not so much time, so during the searching process I was very anxious because I was afraid I will be late and influence the registration process or the event starting on time.” (Elisa)

“Last time I came was to attend the 20x20 event. At that time, I worried I wouldn't be able to find the way so I came half an hour earlier.” (Vivi)

In some situations, GPS directions were completely wrong, sending the traveller on a completely different direction, thus increasing considerably the levels of stress experienced by the traveller, feeling relieved only when they get to see a sign pointing them in the right direction.

“The map showed that the destination is not far. But the map showed that I should go to the right and walk a small road with no name. Following the map, I walked towards the West for about 7-8 minutes and went

round on a small road without name. But then the map showed that I need to take a different road towards the East, so I got back to the hotel. At that moment, I felt I was going crazy. From the hotel, I continued to walk towards the East and finally found the SoBook ShangJieLi sign. At the entrance, I saw “Tianmei’s World” event poster and at last I felt relieved.” (Vivi)

The complicated layout doesn’t help either.

“So I came upstairs and when I saw SoBook’s entrance, I was confused. I wanted to turn left, but there was no way to go.” (Jasper)

For people who go there for the first time the complicated layout and difference in levels is becoming very confusing.

“Then she said that near SoBook there is a staircase, come down the staircase and there it is. So when she said to go downstairs, that’s when I knew that it’s not at the same level with SoBook. [...] I think that for first timers, the biggest challenge is not being able to find signage, especially since there is a difference in levels. Guoxin Stadium in itself is rather complicated. For those who have never come here, it’s just very complicated!” (Jessica)

The fact that there are no signs and people are not familiar with the layout of the stadium, makes them unaware of the difference in levels, which adds to the confusion, even in the case of those who have been there more times.

“I think this place is difficult to find. This is my third time coming here. The first time I came to this venue was to attend the QingWei 20x20 event. At that time, actually, I had already come to Guoxin Stadium, but because I am a person who gets easily lost with a very weak sense of direction, so I can only count on remembering locations or signage in order to find my way [...], maybe it’s because I am someone who gets lost easily.” (Elisa)

Even if the study didn't account for individual differences (e.g. sense of orientation, personality), based on the comments that participants made, there is an indication that people with a stronger sense of direction might be able to find the place faster and experience less stress.

"[...] once I entered Guoxin Stadium, I checked the location again and saw it showed SoBook, so I went to SoBook. I don't know why you all think it's so difficult to find. I immediately saw the sign pointing towards THEWAY, so I came down and found it [...] I am a person with a strong sense of direction, it's not easy for me to get lost." (Wendy)

An element that wasn't considered in the study, but seems to increase stress levels is the fact that ShangJieLi looks deserted. The fact that there are not so many businesses left on ShangJieLi makes people feel worried about safety.

"As soon as I entered, I realized that it was all empty, all the stores had their doors closed, I felt desolated, also because I was alone. It was very scary." (Amanda)

"But I didn't see any staircase because everything looks like SoBook, so I searched for any staircase and came down. But that staircase was so dirty, dark and damaged. After I came down, I saw a lorry carrying sand and also some workers, so I asked myself what is this place?" (Rose)

The feeling was worse when they asked for directions and weren't able to receive an answer, thus feeling like THEWAY actually doesn't exist, hence becoming more anxious.

"I asked 3 people and none knew the answer. It gave me the feeling that nobody knows where this place is."
(Jessica)

Throughout the discussion, participants acknowledged the need to remain calm, in order to be able to wayfind.

“I think that the biggest challenge is to maintain calmness. [...] You definitely need to keep calm. Because everyone coming here, either they are meeting friends or attending some events, so they might worry that they will be late. [...] If you worry that you will be late and ask everywhere it will actually be more difficult to find. So you should definitely keep calm.” (Max)

“Another reason why you can’t find this place is because you are concerned you will be late. The more anxious you get, the more difficult it is to find it.” (Rose)

Keeping calm in stressful situations is very difficult for many, and it became obvious throughout the focus group that stress experienced while wayfinding, will make people think twice about coming to THEWAY by themselves without a solid reason.

“When I realized how to reach the venue, I thought...If you let me come back by myself, I will probably walk in circles upstairs for the whole afternoon.....Because I noticed that THEWAY has no obvious signage.” (Elisa)

“When I came here the first time, while searching for the place, I remember thinking.....Oh, my God! I will never come back to this place again!...So I don’t think I would take the initiative to come here [...]” (Vivi)

Based on their own wayfinding experience, they would also not recommend others to come, as they feel it is too complicated and a waste of time.

“I will definitely not ask my friends to meet me here. It’s too complicated! [...] and you waste a lot of time!” (Rose)

“I will not intentionally call my friends to meet me here, because it’s very complicated!” (Jasper)

“If I were to judge based on my own wayfinding experience coming to this place the first time, I would not take the initiative to ask friends to meet me here. If I have difficulties searching for this place, how can I ask others to come?” (Elisa)

“[...] if I were to ask some friends out to chat or to discuss some business, then I think I wouldn't invite them here.” (Alex)

Theme #2: Great environment

People who had come to THEWAY more often did so because they really liked the experience and believed that THEWAY is a great place to spend time in. As a consequence, they also recommended others to go.

“I came to THEWAY many times. [...] I usually come here, either because I am meeting people to discuss different issues or I am coming to attend an event, so no matter where the place is, I will go anyway. It doesn't matter! Also, this bar's beer is very tasty and their food is also very tasty. [...] For example, their pizza is very tasty! Except coming to attend events, I will also ask friends to meet me here. I like it here!” (Amanda)

There is evidence to suggest that pleasant experience in THEWAY, whether it is satisfaction with the environment or events, can make people return. However, in the current situation (i.e. no signs) it has to be others' initiative to get people to go to THEWAY (e.g. events).

“[...] if it's others' initiative, for example, there is a super cool event organized here to attract me to come a second and a third time, then maybe after my third time coming here, I would ask friends to meet me here to experience this place, their craft beer. But overall, I would not intentionally come here, just maybe for some special experience.” (Elisa)

For those who had come the first time and hadn't experienced the services, the prospect of a unique

experience made them reconsider about coming back and bringing friends to experience the place, even if initially they were completely against coming back.

“Of course, if you have a friend that really likes to drink craft beer, then you can bring him here. Maybe in this place he will have a more special experience.” (Rose)

“For example, if they would organize some special events, I would definitely come back [...]” (Alex)

“I really think that if this place is very interesting, it won’t influence you coming back again. As long as this place has enough reasons to attract me to come, like the weekly dancing events, then I will come every week.” (Wendy)

In order to make the wayfinding experience more pleasant, apart from adding more signage and making the GPS address more detailed, some participants suggested that making the search for THEWAY part of a game or a quest, would be really fun:

“But I think that this place being difficult to find has its advantages. If it’s difficult to find, you can make it fun to search for.[...] Or you can make it even more fun. Ask people to search for it and see how long it takes them to find it and then get prizes. [...]For example, on the sign, there can be a riddle to give you a clue where the place is. [...] I am a person who likes games, so from this point of view I think that there are a lot of fun things that can be done here. So if it’s for fun, then I would come here.” (Jessica)

Regardless of the reason that makes people come, it was noticed throughout the focus group that if people have come once and enjoyed the experience, they will try to remember a route to reach THEWAY and just follow only that one.

“Including today, I think I already came for about 4-5 times here. Except that time, the second time I came, I am a person who remembers directions. As long as I already walked that way, I can remember it. So starting the second time, every time I came, I followed the same direction.” (Jasper)

“So from there on, every time I come to THEWAY, I only take this path. Every time, I will stop my car at the ShangJieLi entrance and then walk here. [...] If you ask me to change the entrance to come here, I will surely not find it. I don’t know how to come down the stairs from SoBook. I never came this way.”
(Amanda)

Based on these accounts, it could be that the more times people come, the more familiar they become with the environment and more likely to recommend others to come, so it seems like familiarity can help reduce the levels of stress experienced by people while wayfinding. It is, however, unclear what is the exact number of times that people need to come to THEWAY in order to become familiar.

“But if it’s others’ initiative, for example, there is a super cool event organized here to attract me to come a second and a third time, then maybe after my third time coming here, I would ask friends to meet me here to experience this place, their craft beer.” (Elisa)

Conclusion

The similarity between the addresses of SoBook and THEWAY, but lack of clarity about the difference in levels, makes people very confused and frustrated. The fact that there are no signs makes people feel frustrated, influencing their intentions to return, at least from own initiative. What was obvious, throughout the focus group is that regardless of any individual differences, everyone felt that adding signs would make the overall wayfinding experience a lot better, especially for those who had come for the first time.

Throughout the focus group, it also became obvious that personal differences like sense of direction and personality play a part in wayfinding, thus influence stress levels, but since this variable was not accounted for in this study, it is hard to say exactly how much it influences. But this could be the topic for further research.

The findings in the focus group also support the idea that if the experience in THEWAY is good enough, stress experienced during wayfinding can be overcome and people are more likely to return.

Overall Discussion

Both the results from the questionnaire and the focus group support previous findings that wayfinding in low legibility places represents a difficult quest for people, being very stressful and negatively influencing their intention to return to that place out of own initiative.

In accordance with the literature, the availability of signs would increase legibility and would help people solve the wayfinding problems they encounter faster and easier and significantly reducing perceived discomfort, anxiety and confusion, as well as the amount of time spent to complete the wayfinding process (Wener & Kaminoff, 1983), regardless of the moment of the day in which wayfinding happens. For this to happen, signage must not only be available, but also be legible from a distance, clear and simple in design and must be placed where the traveller needs information (Montello & Sas, n.d.), which is usually in intersections or near the entrances of a building or an architectural complex to make it more noticeable while wayfinding. When the building layout is very complex, the signage was found to be very effective in pointing out differences in levels and help understand the layout better (O'Neill, 1991).

Wayfinding is both a decision-making and problem-solving process, thus people need accurate information, whether it's signs or GPS/verbal directions, in order to wayfind (Passini, 1984). Even if placing signs cannot overcome architectural flaws that confuse people and make orientation difficult (Arthur & Passini, 1992), but it can help THEWAY make first time comers' wayfinding experience less stressful and influence their intention to come back out of own initiative, so as to become more familiar with the route and be more likely to recommend to others to come too.

Recommendations for THEWAY

In order for the brewery to attract more people, there is a need to make the wayfinding experience less stressful, especially for its first time comers. According to the findings, in order for this to happen, it is recommended that THEWAY places more obvious directional signage at decision points (at the entrance in ShangJieLi and the SoBook door), adds more logos to make it more visible within ShangJieLi and gives more detailed information in their address (both on advertising material, as well as in GPS-based mobile applications). Associated with a great experience in the venue, people will be much more likely to come

back, become more familiar with the routes and recommend others to come too (see Annex 4 for a more detailed recommendations brief).

Limitations

The study has encountered many limitations throughout the research period and most of them had to do with elements that cannot be controlled. As this study was perceived as novelty, most participants were reluctant towards filling in questionnaires, so it is difficult to assess how reliable the answers in the study are. The translation of the questionnaire in Chinese might have also influenced people's understanding of what was required of them, thus might have influenced the results. What's more, THEWAY is understaffed, so once the staff got busy, their attention would be distracted from the study and would forget to invite customers to fill in the questionnaire. Under the given conditions, it was impossible for the researcher to gather more data. Considering the limited time of this study, it was hard to control how many patrons out of the total of 815 were frequent customers or if they filled in the questionnaire more times.

It also is not clear, if the friendship relationship that the researcher has with the participants of the focus group has affected the responses. Due to language differences, it is difficult to know exactly how stressful the wayfinding experience was.

Future Research

Even if it is not sure how language differences might have affected the outcome of this study, it is believed that it will have an important contribution in proving the impact that the location of an F&B facility has on its number of customers and how to attract more customers. It is believed that this study will also be a starting point for the revival of ShangJieLi, as a way to attract more F&B facilities to open businesses there.

After the recommendations provided through this study are implemented, future research should be done to assess the outcome. As a matter of fact, the study should be extended to analyze the whole stadium in order to propose a centralized solution to benefit all the businesses that are currently located

there.

Future research should also take into consideration the role that individual differences might play in wayfinding behaviour in order to find additional solutions to help F&B facilities attract more clients.

Ultimately, considering the important part that design plays in determining people's wayfinding behaviour, there is a need to open the dialogue with the design community and make it more aware of the responsibility it has. Design decisions influence movement through space (Skorupka, 2008), thus it is important for designers to take into consideration the psychological aspects related to design in order to provide a better user experience.

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Annex 1 – Questionnaire

1、这是您第一次来THEWAY精酿馆吗? Is it your first time to come to THEWAY Brewery?

- 是 Yes 不是 No

2、你来过这里多少次? (第一次来请选n/a) How many times did you come to THEWAY Brewery before? If your answer to the previous question was YES, then please choose n/a.

- n/a 1-2 次 | 1-2 times 3-4 次 | 3-4 times 超过 5 次 | more than 5 times

3、您用的什么工具找到THE WAY精酿馆的? What tools did you use to find THEWAY?

- 我用纸质地图 | I used a paper map
 我问国信体育馆内的其他人 | I asked other people inside Guoxin Stadium
 我给THEWAY拨打了电话问路 | I called the phone number at THEWAY Brewery
 我导航 | I used GPS
 我按照微信定位来的 | I followed the location on WeChat
 我没有用过任何工具, 我是自己找到的 | I didn't use anything, I came by myself.
 其他 Others (please mention)

根据您这次来到THEWAY精酿馆的体验, 请选择以下最适合您的观点的答案。Based on your wayfinding experience to THEWAY Brewery, please choose the answer that best describes your feelings.

4、我认为THEWAY精酿馆是非常难找的地方。I think THEWAY Brewery is very difficult to find.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

5、在寻找往THEWAY精酿馆的路上，我感到了迷路。I felt lost while trying to find THEWAY Brewery

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

6、当在寻找THEWAY精酿馆路上的时候，我感到了挫败感。I felt frustrated while trying to find THEWAY Brewery

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

7、当在寻找THEWAY精酿馆路上的时候，我感到了很焦虑。I felt anxious while trying to find THEWAY Brewery

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

8、当在寻找THEWAY精酿馆路上的时候，我感到了很恼怒的。I felt annoyed while trying to find THEWAY Brewery

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

9、当在寻找THEWAY精酿馆路上的时候，我很担心我会迟到。I felt concerned I would be late while trying to find THEWAY Brewery

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

10、当在寻找THEWAY精酿馆路上的时候，我感到很放松。I felt relaxed while trying to find THEWAY Brewery

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

11、如果您第9个问题的答案是“强烈同意”或“同意”或“不确定”的话，您觉得有什么样的因素会让THEWAY精酿馆很难找到？（请仔细写）。如果您第9个问题的答案是“不同意”还是“强烈不同意”，请写n/a。If your answer to question no. 9 was "strongly agree" or "agree" or "don't know", what do you think made THEWAY Brewery hard to find? (Please be as specific as possible) If you answered differently, please write n/a.

根据您这次THE WAY精酿馆的体验，请选择以下最适合您的观点的答案。Based on your experience in THE WAY Brewery today, please choose the answers that best describe your feelings.

12、我很喜欢THE WAY精酿馆的环境。I like THE WAY Brewery environment very much.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

13、对服务员的服务我特别满意。I am very satisfied with the staff's service.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

14、我觉得精酿啤酒很好喝。I think the beer tasted very good.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

15、我觉得菜品很好吃。I think the food tasted very good.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

16、我觉得性价比很高。I think the quality/price ratio is very good.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

17、我下次会再来THE WAY精酿馆。I will come back to THE WAY Brewery in the future.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

18、我会给我的朋友/同事推荐来到THE WAY精酿馆。I will recommend my friends/colleagues to come to THE WAY Brewery.

强烈同意 | Strongly agree 同意 | Agree 不确定 | Don't know 不同意 | Disagree 强烈不同意 | Strongly disagree

为了完成本次调查以及能够更深入地研究，我们还会需要知道以下的信息。以下信息会依然被严格保密，仅用于本研究。不会与第三方共享数据。In order to be able to finalize the research, we will need some additional information from you. Please rest assured that this information is also needed solely for research purposes.

19、请提及您的性别。Please mention your biological gender.

女性 | Female 男性 | Male

20、请选择您的年龄段。Please mention your age.

20岁以下 | below 20

21 - 30 岁 | 21-30 years old

31 - 40 岁 | 31-40 years old

41 - 50 岁 | 41-50 years old

50岁以上 | above 50

21、请提一下您的国籍。Please mention your nationality.

中国 | Chinese 其他国籍（请说明具体国籍） | Non-Chinese (please mention your nationality)

如果你想成为一个进一步的研究参与者，请写下你的名字和联系方式。我们将与你讨论进一步的想法。If you would like to be a further participant in this study to make the experience of travelling to THE WAY Brewery more enjoyable, please write your name and contact details below. We will be in touch to discuss further ideas with you.

如何称呼您 | Name _____

微信号 | WeChat ID _____

Annex 2 – Focus Group Questions

Focus Group Questions:

1. Why do you think THEWAY is difficult to find? How did you feel while searching for the venue?
2. Do you remember the first time you came to THEWAY? Can you describe how you found it then and how you felt? Do you feel it was easier to find THEWAY on this occasion? Why or why not? What was different this time?
3. Do you think that a place difficult to find would influence your willingness to return to that place? Why or why not? What if you would have a very good reason? (e.g. event)
4. What is the most important for you when choosing a venue to spend time with friends/go for dinner etc? (e.g. location, parking availability, food offer, service etc)
5. What would you do to improve the wayfinding experience for those who come to THEWAY for the first time?

Annex 3 – Transcriptions and Written Tasks

个人信息:

1、年龄: 32 2、性别: 女

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

9

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他感受)。

1. 第一次是朋友带着来的, 他在过程中用了大概 5 分钟找到。

2. 第二次我在“上街里”门口停车, 从上街里入口进来, 周围很荒凉, 也没有人可以询问, 感觉很不安, 正想原路返回时, 听到了热闹的音乐声从 The way 传出来, 于是找到了。

3. 从此, 我只从上街里这一个入口来, The way, 虽然, 第一次朋友带我来时, 走的并不是这个路线。

6、要是有一个之前从来没来过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

1. 导航到“如是书店”

2. 你会看到“上街里”路口。

3. 从这里走进来，一直走，你会看到 the way.

⊕ 如果朋友进去了如是书店。

我会让他出来，看跨桥，如是书店门口的楼梯。
有桥，你如何来到 the way.

⊕ 实在不行，我就出去接他。

目前介绍了大概三、四个朋友过来，用上述方法都可以找到。

个人信息:

1、年龄: 32 2、性别: 男

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

1

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他的感觉)。

首先, 我是属于粗心大意型的人。
出门前从大众点评上搜索到目的地
位于国信体育馆如是书店附近, 如是
书店我是知道的。OK, 出发, 到达如
是书店附近在下车四处寻找 THE WAY,
没有发现明显的门头, 或引路指示牌,
我以为是门头太小, 被挡住, 直接走到
书店门口再次寻找, 依然没有, 找出地
图搜索显示在 M 区 G 层, 而我位于 1 层。
下楼梯后找了一下, 发现目的地。
终于

6、要是之前从来没来过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

如果知道如是书店的话，到达
书店门口，下楼梯右转大约10米。

如果不知道如是书店，先地图
找到如是书店。

个人信息:

1、年龄: 35 2、性别: 女

3、从1分到5分, 您认为有多容易迷路(请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 <input checked="" type="checkbox"/> 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了?(请写一个数字)

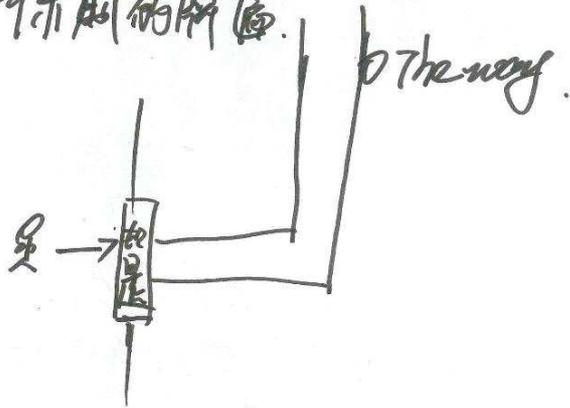
1

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线(例如:这次来的时候觉得地方难不难找,用过哪些工具——GPS、地图等类似工具,自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆,您在找 THEWAY 精酿馆过程中的情绪和心情如何,欢迎加上任何其他的感受)。

根据天美的定位,打车到国信体育馆G区。
下车后看到的是西单书店的一个广告牌,有台阶上到
国信体育馆的上面,上面是否有店铺看不清,询问
旁边的路人,表示不知道 the way, 看见路边打扫卫生
的大爷,他也不知道,带领到招牌,确定是在G区,上
台阶看又,期望上到台阶后看到 the way, 但没有,有
点失落,往前直走,又问了一个人也是没有,决定给天美
打电话,天美说在不远书店的意思有个向下的楼梯下来,
确认是在国信体育馆口右侧,而且是地下,就以刚才所
看见的标识,上楼找西单书店,书店没找到,意外
看见 the way 的门牌,进进来。

6、要是之前从来没见过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

在国体体育馆 G 区的地下，打车到国体 G 区
下车看见如退书店的牌匾，挺明显的沿着
进来，右走左转，大概几十米，右转弯也
一个亦制的牌匾。



步行的话，会明确地是在哪一层，
应该是台阶下，或者看到球场下面的那一层。

个人信息:

1、年龄: 30

2、性别: female

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

5

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他的感受)。

~~在来到The~~
第一次来The way之前, 我已经来过多次国信体育馆, 并比较了解这里大概的位置。第一次来The way使用了百度地图, 地图上显示位置非常靠近如是书店, 因为我很清楚如是书店的位置, 便先到了如是书店, 到如是书店后, 按墙上的标志找到楼下的The way, 没有任何难度与迷茫, 之后几次来便对这个位置非常熟悉了。

6、要是有一个之前从来没见过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

首先，我会发送 The way 的位置定位给 Ta。Ta 可以根据地图的导航过来。

其次，我会告诉 Ta，从国信体育馆的北门进入，进来后往左侧走（即入门后看见一个酒店，然后左转），自酒店往前步行约 200~300 米，有一个门口写着“如是上街里”进来左转就找到 The way 了（不用上楼）。

当然我还会告诉 Ta，The way 就在如是书店的一层。

按以上方法，应该一定能顺利找到 The way 吧！

个人信息:

1、年龄: 31 2、性别: 男

3、从1分到5分,您认为有多容易迷路(请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了?(请写一个数字)

第1次

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线(例如:这次来的时候觉得地方难不难找,用过哪些工具——GPS、地图等类似工具,自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆,您在找 THEWAY 精酿馆过程中的情绪和心情如何,欢迎加上任何其他的感受)。

前提条件:我是第一次来THEWAY精酿馆

过程:①交通工具:自驾

②自驾前首先打开GPS导航,根据地图提示到达所到位置周围。

③停车后,找到停车场保安寻路,保安提示THEWAY精酿馆的大体位置及步行路线。

④找到M区女是书店,看到右侧下转符号,碰到同来参加活动的伙伴,最终找到THEWAY精酿馆。

花费时间:前后花费十几分钟。

感受:在找的过程中,由于对地点的陌生感,方位的不确定性,感到一丝焦虑,担心由于找不到地点而导致迟到。

6、要是有一个之前从来没来过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

- ① 先将 THEWAY 精酿馆的位置通过社交软件试分享给朋友，朋友可以根据地图导航提示找到大体位置。
- ② 将 THEWAY 精酿馆周围的标志性建筑或标志物告知朋友，以便朋友更精准步行到达周围。
- ③ 通过电话或画图的方式将到达 THEWAY 精酿馆后的具体路方向、转向告知朋友，以便朋友最终找到该位置。

个人信息:

1、年龄: 42 2、性别: 女

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

1

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他感受)。

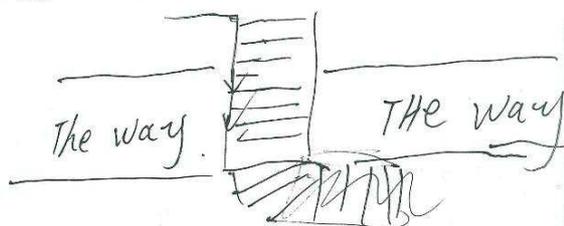
5. 我根据 GPS 很快找到了国信大门, 进门后很快找到了 'The way' 旁边的 G 区, 后来我知道那是 'The way' 旁边. 开始并不知道, 我在二楼上花了很久, 或许不是二楼是一楼, 因为 'the way' 在一楼, 因为约会时间是 9:45, 我到 9:43 了还没有找到, 给 Addia 打了电话, 她告诉我从 '如是' 书店旁边下来楼梯, 我又在一楼反复找哪一个

6、要是有一个之前从来没见过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

如是旁边的楼梯，最终找到一下楼梯。下楼后，看见一辆大卡车驶过，不像是商业街的样子，我以为又错了。卡车旁有一路人，他指给我就在前面 50 米，我找到了，不是我想象的。总之找到了。Good!

6. 从如是书店右手边木楼梯下楼，即到。

如是书店 M 区。



我会先告诉他，在国信商业街负一层，从如是书店右手边木楼梯下楼，左边即是与小艾榭房相邻。

个人信息:

1、年龄: 25 2、性别: male

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

4

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他的感受)。

Probably I'm a special subject, the first time I was with my friends, and seems they already been here for a couple of times. We took a taxi, ~~the taxi~~ left us right in front of the gate, perhaps thanks to my friend's accurate description though. It was ~~2018's~~ ^{year} new year eve night. And this place was full of people. All I need to do was follow my friends.

Next time I came was approximately ~~7 years~~ ^{10 months} later, I used Baidu map and took a taxi to the gym's gate. Then spent about 5 min to remember and finding the path. I almost went to ask a stranger. I'm an ~~adventurous~~ adventurous person though, so it was fun. But it was also an appointment with a friend, so I worried I might get late.

6、要是有一个之前从来没来过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

Stand in front of
~~Go to~~ the door of the book store. (Ru Shi bookstore).
Then look at ~~the~~ your right side, ~~the~~ there's the stair,
go down, then you find the bar.

个人信息:

1、年龄: 35 2、性别: 男

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

5

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他的感觉)。

个人感觉 第一次来 the way 比较难找, 因为 the way 不靠外, 而是在体育馆的负一楼. 从体育馆大门进来之后需要再花时间找 the way, 尤其是需要上台阶再下台阶, 花的时间不是很长, 但是需要有人指点.

已经来过一次的人第二次来就会 ~~直接~~ 保持重复第一次的路线, 就不难找了. (如果你能记住的话), 一般不存在找不到路的情况.

所以, 如果是来 the way 玩的话情绪不会受影响, 如果是参加什么活动, 赶时间的话, 会很受影响.

6、要是有一个之前从来没来过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

到达国信体育馆小区，找到如是书店正门，左
转下楼梯到负一层左转。

个人信息:

1、年龄: 27 2、性别: 女

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据您的个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 <input checked="" type="checkbox"/> 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

2

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他的感受)。

第一次来 The Way 时是提前查好了公交线路, 当天坐公交车到达了“国信体育馆”这一站, 但下车后就开始疑惑, The Way 究竟在哪儿呢, 为什么完全看不到牌子。先是我路人问了国信体育馆的位置, 终于进入了体育馆的大门。

进入大门后一直往前走, 最终看到了与大门正对门的酒店, 然后我打开了高德地图寻求帮助, 地图显示离目的地并不远。但地图显示要向右走, 要走几条无名小路。跟着地图往右走了约有 10 分钟, 绕了一条无名小路, 但地图又显示需要从另一条路往东走, 于是我又走回了酒店门口, 内心很抓狂。最后又从酒店往东走, 绕了半圈, 终于看到如曼上街里的标志, 并在入口处看到“天美的世界”的海报, 才终于松了一口气。

从下公交到找到 The Way 花了有二十多分钟的时间, 手已经冻得冰凉, 心里一直在郁闷地想, 这个地方太难找了我。幸好找到了, 没有耽误参加活动。

6、要是之前从来没见过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

首先我会询问朋友的出行方式，如果是乘坐公交的话，会告诉他或她下公交后应该往哪个方向走。

然后将找 The Way 的路线，拆解成几步步骤告诉他或她。

第一步是找到体育馆前大门，告诉他从大门进来后一直向前走，直到你看到一个大大的平台，上面是一个酒店；

第二步，走到酒店门口往左转，沿路走，去找一个“如是·上街区”的标志，进入街区，会看到一些小店以及美术馆；

第三步，看到美术馆后左转，直走并观察你左右两边的这些店，最终你会在你的右手边看到 The Way。

这样将寻路的过程拆解，告诉朋友每一步去寻找什么标志，寻找起来应该会顺畅和方便一些。

个人信息:

1、年龄: 33 2、性别: 女

3、从 1 分到 5 分, 您认为有多容易迷路 (请根据个人情况选择答案)。

1 非常容易迷路	2 容易迷路	3 不知道	4 不容易迷路	5 非常不容易迷路
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关于寻路体验:

4、今天是您第几次来到 THEWAY 精酿馆了? (请写一个数字)

3

5、请仔细地描述您找到 THEWAY 精酿馆的过程和路线 (例如: 这次来的时候觉得地方难不难找, 用过哪些工具——GPS、地图等类似工具, 自从进来了国信体育馆的门花了大概多长时间找到 THEWAY 精酿馆, 您在找 THEWAY 精酿馆过程中的情绪和心情如何, 欢迎加上任何其他的感受)。

作为一个路痴, 前两次找 theway 的过程并不顺利; 我是一个方向感很差的人, 所以通常会用记号标记, 让周围建筑的方式来记路, 下面是我这次来 theway 的感受。

1. 找路的感受

0. 第一次来 theway 是来参加 20x20 活动, 只是知道 theway 在 M2, 但从来没有来过; 当我找到 M2 时, 完全看不到任何有关 theway 的位置的指示或标志; 随着活动开始的时间越来越近, 心里很着急, 担心因为自己迟到而影响到活动, 后来在活动志愿者的引导下, 才找到了 theway, 当我找到 theway 的时候, 我觉得如果让我自己找的话, 很可能我要找很长的时间; 可能会让我很

着急、焦虑, 而且新 虽然我不会放弃参加活动, 但很可能会影响我参加活动的时长。

6、要是有一个之前从来没来过这里的朋友需要您指路找到 THEWAY 精酿馆了，您会如何与 ta 描述路线？（请仔细写；另外，还可以画图）

如果是从来没有来过 the way 的朋友，我会告诉他，
在国信体育馆的南门下车后，走大约 500 米左右，
到五你会到达 11 区，在你的右手边；沿台阶而上，到
达如是书店后，在如是书店的门口左拐，你
会发现一个通往下一层的楼梯，沿楼梯下来，
你会看到一台老式印刷机，那说明你已经到达
目的地。然后左拐，但千万不要沿印刷机的方向
直行，请在下楼梯后直接左拐，前行大约 30 米，
theway 就在你的右手边！

085:

②. 第一次来 Zheway, 也是参加 2020 活动; 因为之前从来没
这一次, 所以我自信可以顺利的找到; 但当我到达以
区时, 我发现我错了, 我依然找不到, 而我试图去
寻找 Zheway 的标志, 也没有找到, 最后因为碰到了同来
参加活动的朋友, 才顺利找到; 后来我发现 Zhay
Zheway 其实有指示牌, 但是在指南外, 非常小的一个, 如果
不注意, 其实很难发现; 这次, 因为我参加活动的参与者,
我希望能早点到适应环境, 所以在找路的过程中
我也是很着急.

④. 第一次也就是这次来参加活动, 因为第一次过来的时
候我特意记了路线图, 所以这次比较顺利的找到了.

2. 交通感受.

我住在凯德附近, 没有直达的公交或地铁, 所以乘坐.
所以我这次来基本都是打车; 或者是因为我不熟悉交通
所以建议 Zheway 可以跟译顾客提供最方便的乘车路线.

Writing Task Translation

Vivi (F, 27, not sure, 2 times):

1. The first time I came to THEWAY, I checked before what busses I can take. That day I got off at the “Guoxin Stadium” bus stop, but as soon as I got off the bus, I wondered where on Earth is THEWAY? Why can't I see signs? I asked a passerby first where is Guoxin Stadium. After I entered through the big gate, I walked straight and was able to see the hotel opposite to the gate. After that, I checked GaoDe Maps to look for further directions. The map showed that the destination is not far. But the map showed that I should go to the right and walk a small road with no name. Following the map, I walked towards the West for about 7-8 minutes and went round on a small road without name. But then the map showed that I need to take a different road towards the East, so I got back to the hotel. At that moment, I felt I was going crazy. From the hotel, I continued to walk towards the East and finally found the SoBook ShangJieLi sign. At the entrance, I saw “Tianmei's World” event poster and at last I felt relieved. From the moment I got off the bus, I spent about 20 minutes before I could find THEWAY. My hands were already freezing cold and I was gloomily thinking that this place is really hard to find. Luckily, I had managed to find it in time and wasn't late for attending the event.
2. I will first ask my friend how she is planning to reach the place. If she is planning to take the bus, I will tell her in which direction to go after she gets off the bus and then break it down into a few steps to explain how to reach THEWAY. The first step is to find Guoxin Stadium's big gate. After entering through the gate, walk straight until she can see a hotel standing on a very big platform. The second step is to walk towards the hotel's entrance and then turn left to follow the road until she sees the SoBook ShangJieLi's sign. After she enters through ShangJieLi, she will see a few shops and an art gallery. The third step is to turn left after she sees the Art Gallery and walk straight. At the same time, pay attention to the shops on both sides and you will finally see THEWAY on your right hand side. In this way, the process of finding the place will be dismantled, so that she knows what landmark she can find after each step is finished, so that it's smooth and easy to find.

● **Elisa (F, 33, easy to get lost, 3 times):**

1. As a person who gets lost easily, the first two times I came to THEWAY it didn't go very smoothly. I am a person with a weak sense of direction, so I usually follow signs or look for architectural landmarks to remember the road. Below I will describe my feelings all 3 times I came to THEWAY.

Way-finding experience: (1) The first time I came to THEWAY was to attend a 20x20 event. At that time, I only knew that THEWAY is in Area M, but I had never been here before. When I found Area M, I didn't see any signs pointing towards THEWAY. Because the event was about to start, I felt very anxious. I was worried that my being late would influence the event starting on time. Only when an event volunteer came to show me the way could I find THEWAY. At that moment, I thought that if I were to look for THEWAY by myself, maybe I would spend a lot of time searching for it, so I would feel very anxious and worried. Even if I wouldn't have given up on searching and attending the event, but it would have likely affected the time I could actually take part in the event. (2) The second time I came to THEWAY, was also to attend a 20x20 event. Because I had already come one time, I thought I would have no issues in finding it. But once I found Area M, I realized I was wrong. I still couldn't find the place. I tried to find a sign pointing to THEWAY, but didn't find any. Finally, I came across another event participant, so I could get here. After that, I realized that THEWAY does have a sign, but it is in a corner and it is very small. If you don't pay close attention, it is easy to miss it. On this occasion, because I was one of the event speakers, I wanted to get to the venue earlier, so I felt very anxious while searching for the place. (3) The third time I came here was to attend this focus group. This time was easier to find, because last time I came here, when I left, I paid close attention to remember the way.

Perception about transportation: I live near Kaide Mall, so there is no direct bus or metro that can get here. Every time I came here, I had to call a taxi. Or maybe because I am not familiar with the means of transportation around here, so I recommend THEWAY to tell the customers what are some of the bus lines that reach this place.

2. If a friend that never came to THEWAY asked me for directions, I would tell her to walk for about 500m after she gets off at the South gate of the stadium until she reaches Area M that will be on her

right hand side. After climbing up the big stairs, she would reach SoBook. At SoBook's door she should turn right and come down the stairs. When she sees an old-fashioned printing press, it means that she reached the destination. But she shouldn't walk straight once she saw the printer. After coming down, she should turn right, walk straight for about 30m and then see THEWAY on her right hand side!

● **Rose (F, 42, easy to get lost, 1 time):**

1. Following the GPS directions, I easily found Guoxin's big gate. After I entered through the gate, I easily found Area G. At first I didn't know that is nearby THEWAY, but found out later. I spent a lot of time at the second floor, or maybe it's not the second floor, it's the first floor, because THEWAY is at the basement. The meeting time was 9:45, so when at 9:43 I still hadn't found THEWAY, I called Adina. She told me that I should go down the stairs near SoBook's door, so I continuously looked for that staircase. Finally, I found a staircase and came down, but as soon as I came down, I saw a lorry passing by. It didn't feel like a commercial street, so I thought I was wrong again. Near the lorry, there was a worker. He told me that I should walk straight for 50m and I will find it. So in the end I found it, good!
2. From SoBook, turn right and go down the wooden stairs and you can find it. I would first tell her that THEWAY is at Guoxin's basement. From SoBook, turn right and go down the wooden stairs and you will find it on the left, near Amy's Kitchen.

● **Alex (M, 31, easy to get lost, 1 time)**

1. Prerequisite: This is the first time I came to THEWAY Brewery. Process: (1) I drove here (2) Before getting behind the wheel, I checked on the GPS how to get here, so based on the directions I got nearby. (3) After I stopped the car, I asked a guard for directions. He told me more or less where THEWAY is and how to walk here. (4) I found SoBook in Area M, and saw the sign to turn right and go down the stairs. I also came across another participant, so in the end I found THEWAY Brewery. Time spent: 10 minutes. Feelings: When I was looking for the place, because I was not familiar with the location and wasn't sure about the actual location, I felt a bit anxious and worried that I would be late due to not finding the place.
2. (1) I would first send my friend a link with the location, so he could follow the directions to reach the approximate destination. (2) I would then tell my friend about the buildings or other landmarks around THEWAY Brewery so that he can walk around more accurately. (3) When he would get nearby, tell him via phone or show him through a drawing how to finally find THEWAY.

● **Wendy (F, 30, very hard to get lost, 5 times)**

1. Before coming to THEWAY the first time, I had come to Guoxin Stadium many times, so I was familiar with the area. When I came to THEWAY the first time, I used Baidu Maps, which showed that the place is very near SoBook. Because I knew exactly where SoBook is, I came first to SoBook. After I got to SoBook, I followed the sign on the staircase wall, came down the stairs and found THEWAY. I didn't encounter any difficulties, nor felt lost. After coming a few more times, I became very familiar with the location.
2. I would first send her the GPS location of THEWAY to follow the directions. I would then tell her to enter through the North gate and walk towards the left (that is to say, after entering through the gate, she will see a hotel and turn left there). After that, from the hotel she should walk straight for about 2-300m and she will see an entrance called "SoBook ShangJieLi". After entering, she should turn left and find THEWAY (no need to go upstairs). Of course, I would tell her that THEWAY is underneath SoBook. Following the above instructions, she should definitely find THEWAY.

● **Jessica (F, 35, hard to get lost, 1 time)**

1. Following the location sent by Tianmei, I called a taxi and got to Area G in Guoxin Stadium. Once I got off the car, I saw an advertisement sign of SoBook. I saw the big stairs going up to the stadium, but I didn't know exactly if there were any shops up there. I asked a passerby where THEWAY is, but he didn't know. Then I asked a cleaning man, but he also didn't know. Following the advertisement sign, I confirmed that I was in Area G, so I climbed up the stairs to see if there are any shops, hoping that I

would see THEWAY as soon as I went up. When I didn't see it, I felt a bit frustrated. I continued to walk straight and asked another person, but he didn't know either, so I decided to call Tianmei. Tianmei told me that nearby SoBook there is a staircase going down, so that's when I knew that THEWAY is inside Guoxin and that it's underground. I went back to the SoBook sign that I had seen the first time hoping to find SoBook. I didn't find SoBook, but I accidentally found THEWAY.

2. In the underground of Guoxin Stadium Area G. Take a taxi to Guoxin Area G and you can see a plaque with SoBook written on it, pretty obvious. Enter through there, walk straight and then turn left. After about a few hundred meters, on your right hand side you will see a wooden plaque. If you are walking, it will be pretty obvious at what floor it is. It should be under the staircase or at the level below the stadium.

- Gabriel (M, 32, easy to get lost, 1 time)

1. First of all, I am a very careless person. Before going out the door, I checked on DaZhongDianPing where the place is and saw it's inside Guoxin Stadium, near SoBook. I knew where SoBook was, so I left my house. After I got in the vicinity of SoBook, I started looking all over the place for THEWAY, but didn't see the brewery or any sign pointing towards it. At first, I thought that the brewery front is too small and it's covered by something, so I went back to SoBook's door to search for it. But when I still couldn't find it, I checked the map again and realized that the address said Area M, G Level, but I was at the 1st floor, so I went down the stairs and found the destination.
2. If you know SoBook, go to SoBook's door and at about 10 m to your right you can see a staircase. Go down the stairs and you will find it. If you don't know where SoBook is, then get a map and search for SoBook.

- Amanda (F, 32, very easy to get lost, 9 times)

1. (1) The first time I came here, a friend brought me. Even if he was also confused about the location, it took him about five minutes to find it. (2) The second time I came, I stopped my car at the "SoBook ShangJieLi" entrance. After I entered, everything around looked so desolate and there were no people to ask for directions. I felt very unsafe. But just when I was getting ready to go back, I heard music, so I thought that must be THEWAY, so that's how I found it. (3) Ever since the second time, I always come through the SoBook ShangJieLi entrance, even if the friend that brought me here the first time didn't take this path.
2. (1) Search "SoBook" on the GPS (2) You will see the "SoBook" ShangJieLi entrance (3) Enter through there and walk straight and you will find THEWAY. #1 If my friend were to go inside SoBook first, I would ask her to go out and check the sign placed at the staircase near SoBook pointing towards THEWAY. #2 If she still couldn't find the place, I would go after her. Until this moment, I already invited 3-4 people to come here and they all found the place according to the instructions above.

- Jasper (M, 35, didn't write, 5 times)

1. The first time I came to THEWAY I felt it is difficult to find, because THEWAY is not at the exterior, but it is at the stadium's basement. So after you enter through the big gate, you need to spend some time to find THEWAY. You also need to go up some stairs and then come down some other stairs. The time you spend on the road is not very long, but you need someone to give you some directions. For those who come here more times, if they follow the same path they took when they came the first time, then it is not difficult to find (that is if you can remember the path the first time), so usually there won't be any other issues in finding this place. If you come to THEWAY to have fun, then I don't think your emotions will be affected during the way-finding process. But if you come to attend an event and you are pressured by time, then your emotions will definitely be affected.
2. When you reach Area M, find SoBook's main door, turn left at the staircase nearby. After you get to the basement, turn left again and you will find it.

- Max (M, 25, not sure, 4 times)

1. Probably, I am a special subject. The first time I was with my friends and seems they already been here for a couple of times. We took a taxi, the taxi left us right in front of the gate, perhaps thanks

to my friend's accurate description though. It was year 2018's new year eve night. And this place was full of people. All I need to do is follow my friends. Next time I came was approximately 10 months later. I used Baidu Maps and took a taxi to the gym's gate. Then spent about 5 min to remember and finding the path. I almost went to ask a stranger. I'm an adventurous person though, so it was fun. But it was also an appointment with a friend, so I worried I might get late.

2. Stand in front of the door of the bookstore (RuShi bookstore). Then look at your right side, there's the stair, go down, then you find the bar.

Focus Group Transcription (direct translation based on audio file)

Participants: Amanda (F), Gabriel (M), Elisa (F), Vivi (F), Alex (M), Jasper (M), Jessica (F), Rose (F), Wendy (F), Max (M)

Facilitator: Thank you to all of you to fill in the written part so diligently! So, is this place hard or easy to find?

X: Hard to find.

Y: Very hard to find.

Z: Easy to find

Facilitator: There are some people saying this place is difficult to find, there are some people who say it's easy to find. I would like to invite each of you to share your ideas one by one. Elisa, you can start and then everyone can take turns in expressing their feelings.

Elisa: I think this place is difficult to find. This is my third time coming here. The first time I came to this venue was to attend the QingWei 20x20 event. At that time, actually, I had already come to Guoxin Stadium, but because I am a person who gets easily lost with a very weak sense of direction, so I can only count on remembering locations or signage in order to find my way. So the first time I came **【to attend the event】**, I had little trouble finding area M, but when searching for THEWAY, I walked in circles at the upper floor and I, luckily, came across one of QingWei's volunteers, who guided me to get here, When I realized how to reach the venue, I thought...If you let me come back by myself, I will probably walk in circles upstairs for the whole afternoon....Because I noticed that THEWAY has no obvious signage. After I came for a few more times, I realized that it does have signage, but it's at a corner. On that wall there is a very small sign pointing towards THEWAY, but if you are not familiar with this place and turn at the corner, you will never see that sign. And the first time I came, because I came to attend the 20x20 event, there was not so much time, so during the searching process I was very anxious because I was afraid I will be late and influence the registration process or the event starting on time. After that, I got here just in time. The second time I came, was also to attend a 20x20 event, last month. Before coming, I was pretty confident thinking: "I came once, so I should be able to find the place". But when I actually got here **【in the stadium】**, I realized that I was wrong. While upstairs, in my mind **【the venue】** was in this area, but I had completely forgot in which direction I should walk, because you need to turn at the corner in order to actually see that sign. After that, I found another event participant that led the way and brought me here. At this point, I went out to investigate, so that the third time I came, it was a lot better. Also, the first 2 times I came, I didn't know at what gate it would be more convenient to get off the taxi to come here. Every time the taxi driver would ask me where I want to get off, I would say: "Ummm, I also don't know!" But this time I came, I knew that I should get off at the South Gate. If you get off at the South Gate it will be somewhat closer. After entering

【the stadium】, after about 500m you can see Area M, coming up the stairs you reach SoBook's entrance, and from here, just turn right and come down. So this is my experience of searching THEWAY. I still think it is not an easy to find place, maybe it's because I am someone who gets lost easily.

Facilitator: 【laughter】 Ok. Gabriel, how about you?

Gabriel: It's my first time to come. I think...I came like this. I searched 【the venue】 on DaZhongDianPing 【a Chinese APP】 and saw it's nearby SoBook. So I thought, I should be able to see it as soon as I got here. 【everybody laughs】 After I came, I saw SoBook 【recording not clear】 I got to SoBook's door and noticed there was no sign. I saw some signage, but there is no mention on THEWAY. I checked the 【digital】 map again and realized that it's at the ground floor, while SoBook is at the first floor. After that, I came down, searched for a bit and found it. I think the most important thing is that the signage is missing, some very obvious signage. I don't know how others found this place, but if you just look at the map address, it's quite difficult to find. I found the address through DaZhongDianPing. They can give some extra indications on that APP, to give a bit more details about this ground floor. Maybe a lot of people who just see "near SoBook", the same as me, will not think that it's at a different level. Anyway, from SoBook I saw the stairs and came down directly. How to find it from the ground level, I don't know. I think the easiest is maybe to find SoBook first and then come down the stairs. Maybe it's better!

Facilitator: Ok. Amanda, how about you?

Amanda: I came to THEWAY many times. The first time a friend brought me here. On that occasion, I stopped the car upstairs, near SoBook. As soon as we got out of the car, my friend was lost. She spent a lot of time to find 【THEWAY】. I am also a person who gets easily lost, but I think that this is a big flaw of mine, so I will work hard to overcome it. Usually, wherever I go, I will put in extra effort to remember the way, so that I don't need to rely on other means to find my way next time I go there. The second time I came, I was alone. Because I drove here, I had already forgotten where I stopped the car last time. So I searched the address on my GPS and found SoBook, so I stopped the car at the ShangJieLi entrance. So I thought it should be around here and entered 【...】 As soon as I entered, I realized that it was all empty, all the stores had their doors closed, I felt desolated, also because I was alone, It was very scary. And then, just when I was getting ready to turn back to my car to search for help, I suddenly heard music so I thought it must be inside. So I continued to move forward and then remembered that way. So from there on, every time I come to THEWAY, I only take this path. Every time, I will stop my car at the ShangJieLi entrance and then walk here. Later on, because I also brought a lot of friends here to attend the dancing events, every time they come, I always recommend them to come through ShangJieLi, that is search for SoBook on their GPS and then see the ShangJieLi entrance, go in and when they hear the music they're already there. 【...】 If you ask me to change the entrance to come here, I will surely not find it. I don't know how to come down the stairs from SoBook. I never came this way. 【everybody laughs】

Elisa: I can tell you a bit later. 【everybody laughs】

Facilitator: After this session, you can all go to experience a bit. 【everybody laughs】 Max?

Max: The first time I came here I also came with friends. At that time, it was the 2018 New Year's Eve party. When we came at that time, there were already a lot of events here, so I just followed other people. I had also drunk some alcohol, so I don't remember exactly how I got here. 【everybody laughs】 I remember that back then, this area was completely different. There were some places under renovation and next door there was an Art Gallery.

In that night, both here and in the gallery there were events and there were a lot of people...Yes!...And after coming the first time, the second time I came I remembered that I was supposed to go down some stairs. So the second time I came, approximately 10 months later, I had some slight memories. 【recording unclear】 Although I thought it is a different bar, so I went straight there. But then I realized something was not right, so I started searching again, but in 5 minutes I had found it. 【everybody laughs】

Facilitator: Ok. Wendy, how about you? You said it's not hard to find.

Wendy: Because I came to Guoxin Stadium many times before, so I can say I was quite familiar with the area. But I had no idea that THEWAY is here. The first time I came here was to attend a dance event. I remember you sent a link with the location, so I checked it. Once it showed Guoxin Stadium...I usually enter through the North gate, so once I entered Guoxin Stadium, I checked the location again and saw it showed SoBook, so I went to SoBook. I don't know why you all think it's so difficult to find. I immediately saw the sign pointing towards THEWAY, so I came down and found it. 【everybody laughs】 I am a person with a strong sense of direction, it's not easy for me to get lost. 【....】 So I think it is very easy. So all the other times I came, I knew it's at the ground floor, so the next few times I came through ShangJieLi.

Facilitator: Ok. Rose, how about you? 【everybody laughs】

Rose: It's the first time I came here. Before, I came to SoBook many times. As soon as I saw the GPS location, I was very confident and thought that I would find it very quickly. 【nervous laughter】 So I thought I gave myself enough time. At 9:40 I stopped the car at the bottom of the stairs in front of SoBook and thought that as soon as I went up the stairs, I would see it. Also area G, very obvious. I came up the stairs and searched for area G and then from SoBook I walked round searching for area G and didn't find it. 【...】 Because I didn't know it's downstairs. If from the very beginning it would have said that it's at the lower level, it would have been a lot better. It could give a sense of space. You are not at the same level with SoBook. So at that point I wasted a lot of time going back and forth looking for area G. So I had no choice but to call you 【the facilitator】. After I called you, you told me that I should go down the stairs near SoBook. But I didn't see any staircase because everything looks like SoBook, so I searched for any staircase and came down. But that staircase was so dirty, dark and damaged. After I came down, I saw a lorry carrying sand and also some workers, so I asked myself what is this place? 【nervous laughter】 So I think that the 【way-finding】 experience is extremely unpleasant. 【nervous laughter】 Next to me there was a person and asked him and that's how I could find this place. And when I was writing the answers in the written task, I went out to see the staircase you mentioned about. Actually, that is a wooden staircase. And just like she said, there is a sign pointing to THEWAY, but I really didn't see it. 【nervous laughter】 If you ask me to give directions about this place, I would first say that it's at the basement, to give a sense of space. And then say that you need to go down the wooden staircase nearby SoBook.

Facilitator: Actually, this place is not in the basement, it's the ground floor. SoBook is at the second floor.

Rose: Oh!...Then just say THEWAY is underneath SoBook is also ok.

Wendy: The problem is that you know SoBook, but there are some people who don't know SoBook.

Rose: Because SoBook's sign is very visible. As soon as you enter 【the stadium】 you can see it.

Gabriel: SoBook is still rather easy to find.

- Rose: SoBook's sign is very big. You can see it even while you are driving. But you can't see THEWAY while driving. At first I wanted to go back to my car and search for it while driving. I thought it's outside **【in a visible place】**, but it's actually not. **【nervous laughter】** So I think it is rather difficult to find.
- Facilitator: Jessica, how about you? **【laughter】** It's your turn!
- Jessica: I think that I am not familiar neither with Guoxin Stadium, nor SoBook and I had never been to THEWAY before. **【everybody laughs】**
- Gabriel: But you were able to find it, so that's already pretty good.
- Jessica: So I followed the location link you sent me, called a cab. **【a lot of noise】** I got off the car and saw a lot of trees and a sign showing SoBook and a big staircase. I initially thought that as soon as I got off the car I could see it, **【laughter】** but I didn't. And then I asked a passer-by if he knows where THEWAY Brewery is, but he didn't know. Then I saw a cleaner and I thought he might not necessarily know THEWAY, so I asked where area G is. He said that I am in area G already, so I thought...Oh, yes, I am! So maybe if I go up the stairs I will see a lot of stores and also see THEWAY.... So I came up the stairs and realized that there is nothing there. I had confirmed that I am in area G, so I kept walking and noticed that I was already going in area H. So I thought I need to stay in area G. So I thought...What should I do? I saw another person and asked if he knows where the brewery is. But he said he doesn't know. So I could only call Tianmei and ask. Then she said that near SoBook there is a staircase, come down the staircase and there it is. So when she said to go downstairs, that's when I knew that it's not at the same level with SoBook. Then I saw a SoBook sign and went towards it. So I thought that SoBook would be right where the sign was, But once I got closer, I realized that there is no staircase and it seems like it's also not a shop. It was just a sign. So I decided to search for SoBook and entered, but realized there are no more signs pointing towards SoBook. And I didn't find anything else. All around there were only empty shops and no people. All the shops were closed. So I thought I should keep going and find SoBook. After walking a bit further, I realized....Um, isn't that THEWAY? I realized I had passed it. Then she **【Elisa】** came out and said: "It's that door! It's that door!" So this is how I found it.
- Facilitator: So you found it by chance **【laughter】**. Jasper, how about you?
- Jasper: The first time I came here, let me think. I knew about Guoxin Stadium, but I had never heard about THEWAY. The first time I came, I entered through the other gate...what's it called? Haier Road, right? After I entered **【the stadium】**, I asked....I think a security guard....Do you know where THEWAY is?...He said: "I don't know". So I kept going straight. I saw a place called something with "Brunch" and asked one of their employees: "Do you know where THEWAY is?" He said: "You should go up the big staircase and when you reach SoBook's entrance, turn left and you can find it". He didn't say it's at the ground floor. **【everybody laughs】** So I came upstairs and when I saw SoBook's entrance, I was confused. I wanted to turn left, but there was no way to go. So I decided to enter SoBook to ask. So I asked the person at the front desk....Do you know where THEWAY is?...She said: "Go out, turn right and you get there". **【everybody laughs】** Then I told her that it is not and then she said: "Oh, you need to go downstairs". So then I went out, turned right, came down and then finally found it. That was the first time. Including today, I think I already came for about 4-5 times here. Except that time, the second time I came, I am a person who remembers directions. As long as I already walked that way, I can remember it. So starting the second time, every time I came, I followed the same direction. But this time....do you remember there was a time when we left THEWAY with Dom and we went out through ShangJieLi. Because I knew today you would ask us about the way-finding

experience, so I decided to try to walk that way. 【everybody laughs】 So today I entered through...what's the name of that street? Tongan Road?

More voices: Yes, Tongan Road.

Jasper: In my mind...because last time we went out through this small door 【pointing at the secondary door of the brewery】. Why did I get here so late today? 【laughter】 Because after I entered through the Tongan Road gate, there is a small path and I was searching for the place where we caught a cab from last time. But I didn't find it. So I decided to go to the...what, what hotel? I don't remember the name.

Jessica: That's also where I came from.

More Voices: Eastern Hotel

Jasper: Eastern Hotel... So from there I searched for SoBook again and came down from there. 【everybody laughs】 Now I realized that before, because this place is not properly designed...I thought that from SoBook there is only one way to come down. But now I realize that there are many ways to come down. The most important is to reach the ground floor. So this was my way-finding experience.

Facilitator: Ok! 【facilitator looks at Alex, who starts sharing】

Alex: It's the first time to come here. Because before I came a few times to SoBook, so when you sent me the location link, I was much more familiar with SoBook. So I drove straight to SoBook. I saw in the address that it's in area G, so I started walking in circles wondering where is that area G. I walked around and didn't find it. Then I saw an older man in the parking lot and asked him where is area G. He told me that I should go straight and enter through that entrance 【ShangJieLi】. So I came through that entrance, but I only saw closed shops, rather desolated. So I think I must have passed by. I saw that staircase and went upstairs because there are no obvious signs. And at that time I didn't know this is THEWAY. So after I went upstairs, I saw SoBook but looked around and still didn't find it, So just at that time, I saw a passer-by and asked him where is this place. I thought that maybe he had come here before. He told me that near SoBook there is a small sign pointing towards THEWAY, and as soon as you go down, you can find it. So I looked to the right and saw the sign, then I came down and saw another focus group participant and directly entered.

Facilitator: I actually saw you going up and called you but you didn't hear me. 【everybody laughs】 Wang Wei, it's your turn.

Vivi: I am not familiar at all with this place. I also rarely come to the Laoshan Area. Last time I came was to attend the 20x20 event. At that time, I worried I wouldn't be able to find the way so I came half an hour earlier. 【everybody laughs】 So I used that half an hour to look for this place. 【everybody laughs】 As soon as I got off the bus at that gate 【pointing in the opposite direction than she actually meant; participants all voice out it's South gate and point the other direction】, I asked a person nearby where is Guoxin Stadium and he pointed to a big building, so I started walking towards that building. Then I realized that the more I walked, the farther I was going. 【everybody laughs】 So I opened Gaode Maps, which showed me that I should go back. So I turned back and got to the big gate. Then I followed the map and walked straight until I saw Eastern Hotel. At that time, the map said it's not far, I should arrive soon. 【laughter】 But the GPS told me that I should go towards the West and follow the small streets with no name. So I went in the pointed direction, but I

kept walking and I saw some excavators and thought this is not right. So I decided to refresh the GPS search and then Gaode Maps told me that I should walk back. After I went back, I arrived again at the hotel's gate. And then I followed the signs pointing towards area G and then I finally saw the SoBook ShangJieLi sign. And then I saw the sign that Tianmei had put up pointing towards the event location and I remember thinking that I finally found it. 【laughter】 I really think this place is very hard to find. 【everybody laughs】

Facilitator: What was the biggest challenge to find this place? Actually, most of you have already hinted the challenges, but it would be great if each of you could mention more in detail.

Gabriel: I will start. The biggest challenge was that I searched this place on the GPS and got to the destination, but I didn't see it. I looked everywhere and still couldn't see it. The GPS says it's at SoBook's door, so the address is almost the same. After walking around for a while it occurred to me that it might be at a lower floor. Then I carefully checked the address and saw it says G floor.

Facilitator: Ok, Are there any other challenges?

Jessica: I think that for first timers, the biggest challenge is not being able to find signage, especially since there is a difference in levels. Guoxin Stadium in itself is rather complicated. For those who have never come here, it's just very complicated! If you can't find the signs, maybe you need to locate area G. After I located it, even if Tianmei didn't really know where I was, either I saw SoBook and came down the stairs or directly saw THEWAY. My challenge in coming here the next time will be to find the way. After I heard everyone sharing their feelings, I noticed that there are so many ways to get here, 【laughter】 On this occasion the taxi came directly at the G floor, because it followed the location. But what if next time I come, if I am not careful and go to a different level, then maybe I will not find it again. So I think this is another problem.

Facilitator: Alright! Any other thoughts?

Alex: My feeling is that if you come here the first time, and your sense of direction is not very strong, because they don't have a clear signage system, so as soon as you see the address in the location, it clearly shows SoBook. So SoBook is rather easy to find, but once you found SoBook, you don't know towards what direction to go. If it had a more visible sign outside, I feel it would be a lot easier to find.

Rose: The expression of space, this three-dimensionality of space is missing.

Facilitator: Ok. Any other thoughts?

Jessica: There is another problem. This morning I asked 3 people where this place is. There are some participants who asked one person and they found out the answer, but I asked 3 people and none knew the answer. It gave me the feeling that nobody knows where this place is 【laughter】

Amanda: I think that there are very few shops around, it's too desolate. If all the shops around would be in business, as soon as you ask any shop assistant, they would definitely know where THEWAY is. That's how I always find my way. And the fact that it's so desolate. Every time coming here, the experience is really not good. Today, as soon as I saw the excavators, I thought...Oh my God! They're moving sand!.....So every time I come here there is something happening.

Elisa: It means that in the future it won't be so desolate anymore.

Amanda: Yes, yes, yes!

Facilitator: Any additional thoughts?

Max: I think that the biggest challenge is to maintain calmness. **【everybody laughs】** You definitely need to keep calm. Because everyone coming here, either they are meeting friends or attending some events, so they might worry that they will be late. **【many voices saying yes】** If you worry that you will be late and ask everywhere, it will actually be more difficult to find. So you should definitely keep calm.

Many voices: It makes sense, yes!

Rose: He's right! Another reason why you can't find this place is because you are concerned you will be late, The more anxious you get, the more difficult it is to find it.

Jessica: Yes! If you ask someone to come here for the first time, you should tell them to allocate more time for the road, Actually, Tianmei told me to get here at 9:45, so at around 9:40 I was already nearby. So I thought, she sent 9:45, but actually she meant 10:00. **【everybody laughs】** so I still have a lot of time.

Facilitator: I actually knew that you would spend some time looking for this place, so I set an earlier time to meet. This way we could actually start at 10:00 even if some people might have not made it at the agreed time.

Jasper: So you chose this hour on purpose? I thought you understand human flaws and thought people will definitely be late. **【laughter】**

More voices: I also thought so! **【laughter】**

Facilitator: That's also true! **【many people start talking, so it's hard to understand what they say】** That's also true! But it gets worse once you are searching directions. **【laughter】** But it's ok. Everyone got here more or less in time. Ok! For the third question I had prepared, you more or less hinted the answer in the first question. But do you think it will be easier to find this place next time you come here?

Many voices: It won't **【be easier】** !

Rose: For a new comer....For me, it's ok, but for a new comer?! I will definitely not ask my friends to meet me here. It's too complicated! **【everybody laughs】**

【everybody keeps silent, so the facilitator moved to the next question】

Facilitator: Ok! Our next question! Do you think that a place difficult to find would influence your willingness to return to that place?

Many voices: It will definitely influence!

Facilitator: I invite each participant to express their thoughts on this issue. Why or why not?

Jasper: It depends a lot on why you are coming here! If one day you have nothing to do and just go out or your friends decide to meet here, no matter what, you will definitely come. But if you have no specific reason to come here, then you will definitely not come! **【some people laugh】** But if you have a good reason and you really want to come, then **【location】** is not important anymore. Actually, while searching for the place you just spend around 10

minutes. But, as she mentioned, I will not intentionally call my friends to meet me here, because it's very complicated!

Rose: Of course, if you have a friend that really likes to drink craft beer, then you can bring him here. Maybe in this place he will have a more special experience.

Jasper: Yes, if the person likes to drink beer, then yes!

Jessica: I think it depends on the situation! If I just want to have a conversation, I would probably not choose a brewery. But I think that this place being difficult to find has its advantages. If it's difficult to find, you can make it fun to search for. In essence, this is a brewery. While you search for it, you go through some desolate places, but once you come in, you feel it's pretty nice. Also, if the beer they make here is a bit more special and the food here is very tasty, then it's ok. You may come from the outside where it looks a bit messy, but as soon as you enter you think...Wow!...So it's a surprise! Or you can make it even more fun. Ask people to search for it and see how long it takes them to find it and then get prizes. **【laughter】** Or if they decide to make some signs, they can make them funnier a bit. For example, on the sign, there can be a riddle to give you a clue where the place is. Anyway, there are many ways to make the way-finding experience a lot more fun. **【everybody laughs】**

Jasper: I am already late and you want me to guess riddles? **【joking; everybody starts laughing】**

【There are many voices speaking at the same time, so it's difficult to understand what each person says】

Jessica: Yes, I am a person who likes games, so from this point of view I think that there are a lot of fun things that can be done here. So if it's for fun, then I would come here. But if it's just for a regular talk, then I would probably not come.

Facilitator: Rose?

Rose: I just said it.

Facilitator: So there is nothing else you want to say? **【laughter】**

Rose: Oh! I think that if I were to meet a friend, I would definitely not ask them to come here. It's really very complicated and you waste a lot of time! If this is a place that attracts people to come, maybe its craft beer, but of course, I didn't experience it yet, then I think that this is a very good choice. Whether way-finding experience has any influence on the brewery's operations, I think it has influence. **【nervous laughter】** Its signage is not clear. If it were a bit clearer, then I think it would be a lot better.

Facilitator: Wendy?

Wendy: I think it doesn't influence **【operations】**. I think that maybe when you come for the first time, you will think it's difficult to find. But actually, after you got here you realize that it's actually not that difficult to find. So when you come for the second time, it's not that hard to find it anymore. If there are people who think that coming the first time is hard to find, the second time is hard to find, the third time is also hard to find, then wherever they go, they will think it is difficult to find. **【everybody laughs】** If every time people come here, they think it is difficult to find, then they will think any place is difficult to find, not only just this place. But you can't just go only to the places near your house, and not go other places, just because some places are more difficult to find. I really think that if this place is very interesting, it won't influence you coming back again. As long as this place has enough reasons to attract me to come, like the weekly dancing events, then I will come every week. So I think it won't influence my willingness to come back.

Facilitator: Max?

Max: It will have some influence. First of all, I live in Shinan Area, so I live far away from Laoshan Area. Also, every time I come and I get off the bus and have to walk so much to get here...it will definitely influence my willingness to come back.

Some voices: Yes, if you come by bus you need to walk quite a lot!

Jessica: Just to summarize. I think it will have some influence, but what's important is whether this bar can offer a higher value than the effort that I need to put in to get here or the stress that finding this place involves. In this situation, I think it's ok.

Facilitator: Amanda, what do you think?

Amanda: For me personally, it definitely doesn't have any influence. My point of view is very similar with hers **【Wendy】**. I usually come here, either because I am meeting people to discuss different issues or I am coming to attend an event, so no matter where the place is, I will go anyway. It doesn't matter! Also, this bar's beer is very tasty and their food is also very tasty. **【some comments about the food taste, hard to understand】** For example, their pizza is very tasty! Except coming to attend events, I will also ask friends to meet me here. I like it here! Also, to be honest, for me, going anywhere is very troublesome. **【everybody laughs and talks at the same time; hard to understand】** But here there is a great advantage! There is plenty parking space! You can park anywhere! This is awesome! Today it was a bit more troublesome, because there is a big sporting event with a lot of celebrities, so they don't allow random parking, so I searched for another parking space and walked here. If it was a regular occasion, you could stop anywhere, no problem!

【some people start talking about the sporting competition】

Facilitator: Alright, let's go back to our topic! Gabriel?

Gabriel: Actually, I agree with most of the other participants. Because I haven't come here to eat before, so if I could find "mici" (a typical Romanian dish that the participant likes very much and it's difficult to find in China), then I would definitely come very often. Maybe it will be a bit out of the way, but....the location is not so important....if for example, the food here is very good or the beer is very good then it's worth coming. But if it's only a slightly tastier pizza, then it won't be very attractive to me.

Facilitator: Elisa, how about you?

Elisa: I think it's more an issue of whose initiative it is to come here. If I were to judge based on my own way-finding experience coming to this place the first time, I would not take the initiative to ask friends to meet me here. If I have difficulties searching for this place, how can I ask others to come? But if it's others' initiative, for example, there is a super cool event organized here to attract me to come a second and a third time, then maybe after my third time coming here, I would ask friends to meet me here to experience this place, their craft beer. But overall, I would not intentionally come here, just maybe for some special experience.

【some participants started making jokes and everybody is laughing】

Facilitator: Ok! Vivi, how about you?

Vivi: I agree with her! When I came here the first time, while searching for the place, I remember thinking....Oh, my God! I will never come back to this place again!....So I don't think I would take the initiative to come here, but if there is an event that attracts me, then I would

come.

Alex: Just like most of the other participants, I think that this location has some influence of people's willingness to come back, especially for those coming the first time. But I think that this place is dedicated to a particular group of people. For example, if they would organize some special events, I would definitely come back, but if I were to ask some friends out to chat or to discuss some business, then I think I wouldn't invite them here.

Facilitator: Alright! Time for our 5th question! Actually, most of you have already hinted towards the answer in previous questions. What is the most important for you when choosing a venue to spend time with friends/go for dinner etc? For example, location, parking availability, food offer, service etc?

Gabriel: If I were not to consider time, I would definitely choose to go to one that I like. Even if this place would be farther away, I wouldn't mind.

Facilitator: Amanda, how about you?

Amanda: I will usually consider who I am with, what kind of person is that. If the person I am with has a higher lifestyle requirement, then I will choose a place with a better environment, i.e. better interior design. If that person is a foodie, then I will choose a place with tastier food. I usually consider only these two elements. The location is not so important. If I were to think of a third element, then I would also consider parking availability. I usually don't consider other things. The location is definitely not important.

Facilitator: Max, how about you?

Max: I think that if you go out with a friend, first of all he/she is someone that you like, so the place you choose should definitely have a good atmosphere, a place that can allow for a good experience. If I were to choose a place, it would definitely have to have something special, including the interior design, affordable pricing, food taste. I would consider all these things. Of course, there is also the distance. It shouldn't take more than 30 minutes to get there.

Facilitator: Ok, thank you. Wendy, how about you?

Wendy: I think it depends on different occasions. For example, if you meet a friend from Huangdao, you will definitely not go to Chengyang to eat. I think it wouldn't be appropriate, unless we really want to go there. So I think it depends on different situations. First, it depends who you are with, whether we have a common interest/hobby or we both like to eat a specific type of food. So it depends on this place's attractiveness. Other aspects might be important as well, but overall, it's a matter of whether the place is attractive enough for me to go there, For example, their food is very tasty, their drinks are very tasty or they have other fun stuff.

Rose: I will first consider parking availability. Then, I will consider whether the food is tasty. And then, I will consider the environment, both outdoors and indoors. This place's indoor environment is pretty nice, but the outdoor environment **【because it's under renovation】** is not so good and the **【way-finding】** experience is really bad. So because of that, I will choose a place that has good parking space, good food and good way-finding experience. Of course, for now I would not choose this place, but maybe in the future this street will be better.

Facilitator: Jessica, how about you?

Jessica: If I am meeting someone that I am very familiar with just to have some dinner and chat, I

think that nearby my house or my office I can find everything that I need. 【everybody laughs】 If we want to eat anything, then we would go to Kaide Mall, you can find almost anything inside. Also, my office is near the CBD, so there are plenty of places to eat. If it's just to eat, then there are many options. If my friend's time is rather tight, then we would meet in a more convenient place for both of us, eat something quick and discuss what we have to discuss. But if time is not a problem, and my friend wants to walk around, I am sure that my friend will have his/her own choice, so I wouldn't necessarily say anything,

Facilitator: Ok. Jasper?

Jasper: My opinion is very similar. If you are with friends, it doesn't matter where you go. When you are with friends, it doesn't matter that much what are the characteristics of the place you go. The most important is who you are with and whether you have topics to discuss about. Distance might be an issue, but once you got near that place and then you waste a lot of time searching for it, then it is a big problem. If THEWAY is far from where I live, it doesn't matter! But don't let me search for it once I got nearby! This is a big issue. Also, as others have said before, it doesn't matter what specialty you eat, because after you eat the same thing 5 or 6 times, then it's not a specialty anymore, so all these things are not so important. If I were to say distance, it doesn't matter that it takes me a long time to get here, but don't let me look for it once I got nearby. I think this is not good!

Facilitator: Ok! 【facilitator looks at Alex who starts talking】

Alex: My feeling is that if you go out with a friend, the important thing is to look for a place that both people like, whether it's the food or the environment. I think I would consider these elements first. The second thing I would consider is, because I don't really like to waste a lot of time on the way, so I would definitely choose a place that is convenient in terms of time for both parties. If you need to spend more than one hour on the road, I think it is not very appropriate. The third thing I would consider is whether car parking is convenient. But if you arrived at the address and then you have to waste more time to search for the place or to search for a parking space, I think it is not very good.

Facilitator: Vivi?

Vivi: If I am going out with a friend, I am usually the one who follows others. 【everyone laughs】 Whatever my friend wants to eat, I will also eat. I don't have too high requirements in that respect. If I were to go by myself, then I will pay attention to the environment, the food. The overall atmosphere shouldn't be too noisy and the dishes should be tastier. Whenever I eat tasty food, I am very happy and forget everything.

Facilitator: So as long as the food here is good, then the overall way-finding experience is not important anymore. 【everybody laughs】 Alright! Elisa, how about you?

Elisa: From my point of view, I am a foodie, so the most important for me is whether the food is tasty. If I am going out with very close friends, then I will go with the majority. In this case it's not so important where I eat or what I eat, but with who. The distance is also not so important. If everybody agrees to go experience a place that is farther away, then we can go together. If I am going out with people that I am not very familiar with, maybe some people I met at work, then I will consider whether they are driving a car. I will also consider a place with a better environment, and whether they would like such an environment. Do these people like noisier places or quieter places? According to these criteria, I would choose a place. So it depends on different people.

Facilitator: Alright! Time for our last question for today. What would you do to improve the way-finding experience for those who come to THEWAY for the first time? I would like to

invite Wendy to start, as she is the most familiar with this place.

Wendy: As far as I am concerned, I am a person with a strong sense of direction, so it is not very difficult for me to find places. I arrived upstairs, I also saw the small sign and came down, but I think the most difficult part is that after you come down, the signage is not obvious anymore. Back then, I didn't ask anyone, I just looked around and it took me a while to see THEWAY logo. I think it doesn't matter how difficult a place is to find, but as soon as I got nearby, you should let me see it immediately. Even if it was under my nose, I still spent some time looking for it. I think the logo should be more obvious, especially at the doors.

Facilitator: Rose?

Rose: I also don't know what he means. Is he intentionally not letting others see his logo or what? I also think that if he would have a more obvious logo, it would be a lot better. Maybe he wants to give this feeling of an European brewery, he doesn't want the logo to be too big, he wants to be more refined. So I don't really know what he wants to express. Of course, maybe having a big logo would not look very good or maybe it's not appropriate for his taste. But if I were to choose, maybe I would put something outside in a visible place to let people know right away this place is here. Actually, from the overall experience, including from the outside decoration, you can see clearly that this is a brewery. But I would add more signage upstairs.

Facilitator: Jessica?

Jessica: I think that they should strive to add more signage, especially since there are so many ways to get here. But I don't know if they would have permission to add more signage outside. Also, they should try to express the difference of levels better, maybe say that area G is underneath SoBook. For example, my company also organizes a reading event in a difficult to find coffee shop. But we will give attendees additional directions, for example, below the what, near the what etc. Everything around that coffee shop is easy to find, only that coffee shop is difficult to find, but if you see any additional reference, you can find the place. You just need some more obvious signs to help the person find it. So I think that wherever possible, they should add some more signage showing the way. Or if I have an arrow pointing the way, at least I know in which direction I have to go. They can also do that in a more fun way.

【content not related to the discussion】

Facilitator: Jasper?

Jasper: I also think that the same as she said! In order to pursuit refinement, he intentionally didn't add a big logo, it doesn't look good. So I think not adding a big logo here is fine, but upstairs you need to add a big logo. If you drive a car to come here, who can see such a small logo? You can put a bigger logo outside, even if it doesn't look so good. It should aim at the people who enter Guoxin Stadium. As she mentioned, you can make some funnier arrows to point the direction.

X: Maybe the stadium doesn't allow that.

Jasper: Anyway, I think inside (at the ground floor) the logo can be more refined, but outside (upstairs) the logo should definitely be bigger. 【...】 If I were to meet people here, I would directly give them THEWAY's phone number to call for directions if they can't find it. I think that all the staff should know this. This is all I can think of for now.

Jessica: I think at least the signage at the staircase nearby SoBook should be more obvious. From what I heard, most people were able to get to SoBook, but couldn't see the small sign there.

I think this should not happen. That sign should definitely be bigger. And isn't it possible to put a small card with a phone number or something in SoBook, so that if people go in there to ask for directions at least they can find this place. Or maybe use SoBook as a reference for people to know that as soon as they found SoBook, they know that they found THEWAY.

Rose: Actually, it's not THEWAY that is difficult to find, but the whole ground floor. Last time I came to meet a friend at Amy's Kitchen (the restaurant just next door to THEWAY), I also spent a lot of time looking for it, so I think the whole commercial street is difficult to find.

【discussion about the confusing meaning of the letters used in representing the space, but it's hard to follow who says what】

Jasper: I initially thought that the whole design is improper, but today I realize it's not the case.

Rose: Actually this is an issue that should be discussed with Guoxin Stadium. All these businesses should address this issue with Guoxin Stadium and try to find another way to access this commercial street. Coming from upstairs is really not convenient and influencing their businesses. I think this is a major problem.

Jasper: In the future, they shouldn't reference SoBook, they should just reference ShangJieLi. Just mention one entrance.

Rose: Yes! Or maybe because there are so many empty spaces, they can just create another entrance, so that these businesses don't get affected. This is my suggestion.

【discussion about what is included in ShangJieLi; not very relevant to the study】

Rose: I think that if there would be more entrances, it would be a lot better.

Jasper: Also, I think for Chinese people, ShangJieLi is a lot easier to remember as a name than "area G". The name "ShangJieLi" is a lot easier to remember.

Facilitator: So you mean that the GPS address should not mention "area G", but directly mention "ShangJieLi".

Jasper: Yes, maybe!

Jessica: But there is a problem here. Does Guoxin have any advertisement about ShangJieLi? As soon as people enter the stadium, they can at least direct them towards ShangJieLi. It doesn't matter if they don't add signage for specific businesses, but at least they should add signage pointing to ShangJieLi. I didn't know ShangJieLi before coming here.

Jasper: I don't know if they have.

Rose: I think this is a problem for the entire ground floor of Guoxin Stadium. They need to find more businesses, right? Just look outside! There are very few open.

Amanda: Many businesses have already gone bankrupt. There were many more businesses here before.

Rose: Guoxin Stadium should solve this issue and help these businesses stay in business. This is an issue that they need to deal with. No matter how much time you spend to way-find, this is not an issue that THEWAY can fix.

Facilitator: We can only help THEWAY fix their way-finding issue. We can't let THEWAY go bankrupt while waiting for Guoxin Stadium to solve this issue. **【everybody laughs】**

Rose: At least give them some suggestions.

Facilitator: We will give them suggestions, but sometimes it is not that easy, so we can only focus on the issues at hand for now.

Alex: As a designer, I think that THEWAY is missing a very good directions system. It doesn't matter what other businesses do, but at least they should have a good directions system. If you want to keep the refined style, this is not such a big problem. You can fix that through design. I think that the most important is people's ability to perceive this space directly. My feeling is that right now, all the people that come to THEWAY are already familiar with this place. Based on the current situation, it is very difficult to attract new customers or people that are not familiar with this place. I feel that a lot of people who are not familiar with this place, as soon as they enter Guoxin Stadium, because a lot of people know SoBook, so they will go first there. I think that at least upstairs they should add a directional system. This way it will be more convenient for people to find. As soon as they see the signage, they know where THEWAY is.

【content not directly related to the topic】

Facilitator: Alright. Vivi, what is your opinion?

Vivi: I think that they should add more signs. Also, in their description on DaZhongDianPing, they could more details about the actual location. For example, tell me to go through the South Gate, go straight, reach the what hotel and then you need to go where to reach. Just add a few more sentences to explain, so that people know more or less the direction to go, As for other things, most of the other participants also mentioned them.

Facilitator: Alright! Elisa, how about you?

Elisa: As a person who gets lost easily, my advice is to definitely add more signs. Even if at the interior it's more refined, but if other people can't find you, they can't experience this refinement. The second thing, just like Wang Wei said it. Maybe most people are driving their car to come here, but there are also many people who come by bus. Isn't it possible that on the Meituan APP they add some directions about the busses that people can take to get here? Or the subway line? This way they can at least give people some idea of how to get here.

Facilitator: Ok. Gabriel?

Gabriel: Outside there should definitely be a big sign. As soon as people come here, they could see it. Although materializing this might be a bit difficult. There are too many businesses around here. If they can't do this, then at least they should direct people to reach a specific place, like SoBook. At SoBook, they should add a sign to direct people to come down.

Facilitator: Amanda?

Amanda: Because I have a friend that is working in Guoxin Stadium, so I know a bit more information. Due to the policies, adding signs on the street is not such an easy thing to realize. If this could be realized, I think this is an amount of money that is worth spending. Also, on all the specialized APPs, they should definitely be as specific as possible about the location. There are also other participants who said this. If you search the address on DaZhongDianPing, you still can't find this place. I think this should not happen. If there are old customers that try to find your address through DaZhongDianPing, but still can't find it

because the address is not clear, then it's the venue's fault. It shouldn't be like this. The third thing is, on all the digital maps, you can apply to update the address with clearer directions. Nowadays, on Baidu Maps, you can locate even the smallest streets. Not sure if others have experienced this, but it's rather easy.

【discussion not related to the topic】

Jasper: Why do I recommend people to enter through ShangJieLi? Because I think that the logic of going to SoBook and then coming here is not right. After I reached Guoxin Stadium, I am already at the ground floor, but then I have to go the second floor, so that I can come back at the ground floor. This logic is wrong.

A few voices: Yes, yes!

Jasper: It's better to come straight through ShangJieLi. But maybe the problem is that ShangJieLi is not so known in people's minds. SoBook's is better known.

Rose: There is another issue. ShangJieLi **【commercial street】** and the idea of craft beer don't go very well together. ShangJieLi is not a very good name to express the purpose of this place. It has a feeling of street market **【not so refined】**.

Amanda: Before this commercial street is fully functional, I still think that directing people to come from the SoBook entrance is better. It's easier to find.

【many people discuss, difficult to follow】

Amanda: Every time I will meet friends somewhere, I will send them directly the DaZhongDianPing link with the address. It's unbelievable that in the 21st century there are still places that you can't find following a map. So I think that this is what this venue didn't do very well. I came so many times and filled in the survey many times, and I still wonder about the best way to reach this place.

Jasper: There was this one time, I came here and sent a friend a link with the location. He entered **【the stadium】**, and he still couldn't find this place. I had to go out to get him. So this is how serious it is.

Facilitator: So this is mostly a GPS problem. It's not very accurate.

More voices: Yes, yes, yes!

Facilitator: Max, what about you?

Max: I still think the signage is very important. I noticed that the best known in people's minds is SoBook, so as long as you know where SoBook is, then you should be able to find this place too. Also, it's very easy to explain.....Go down the stairs near SoBook and you can find it!

Many voices: Yes, yes, yes! **【many people start laughing】**

Facilitator: I think we didn't forget anyone. Everybody shared their thoughts. These were all the questions I had. Thank you everyone for participating.

Annex 4 – Recommendations Brief

Main Problems Encountered:

- THEWAY is not directly visible from the stadium's main circulation areas, so even people who come often don't know that there is a brewery there;
- There are not many shops left on ShangJieLi, which makes people overlook the brewery that by default has only one logo positioned against the walking direction;
- There are several routes to reach the brewery, but none of them has adequate signage. The only one that has a small sign, has the sign placed in a spot where a lot of people don't have the chance to see it;
- The address coincides with the one of SoBook, that a lot of people know of, but it doesn't clearly mention the difference in levels, thus making it confusing for people, especially since there are no additional directional signs for guidance.

Outcome:

- People don't know about it and don't go down even if they reached SoBook or pass by ignoring it if they happen to be searching for it;
- Following the GPS directions, people manage to get to SoBook or ShangJieLi, but because they don't find additional signage they feel very frustrated. As a result, they end up thinking that it is not worth the trouble to return or recommend to friends, unless there is a good enough reason (e.g. events).

Recommendations:

1、 Make THEWAY more visible:

ShangJieLi:

- Check that in all the software using GPS there is only one address; make clear the difference of levels in all the promotional materials);
- Add poster-like advertisement about THEWAY at the ShangJieLi entrance, so that passersby can see it and enter; people who are intentionally searching for THEWAY will also be relieved to see that they are on the right track, especially if it is the first time they go there;
- Add directional signage at turning points once people have entered ShangJieLi and make them visible (potentially add some light);
- Add logos visible from the main walking direction from ShangJieLi for people to see it as they approach and avoid passing by;
- Extend the inside environment to the exterior of the brewery (e.g. paint the staircase with images from inside or craft beer related, add more logos and/or posters, add a craft beer related object outside instead of an old typing machine).

SoBook

- Add more signage at the SoBook entrance;
- Move the existing signage to a more visible place (directly visible from the walking direction);
- Make the staircase more welcoming (e.g. add signage pointing towards THEWAY, paint the walls with images suggesting the idea of craft beer).

2、 Emphasize the unique experience that people can have in the brewery (suggestions)

- Create a wayfinding trivia questions card that people can fill in once they have reached the venue. If they score maximum points, they can get a FREE beer;
- Offer people postcards with quotes about having found their way, as a metaphor to wayfinding;
- Offer the possibility for them to sign on a wall or on a guest book to show that they have found the venue (something to be proud of);
- Organize more craft beer related events to promote the craft beer culture and strengthen the brewery identity;
- Organize more social events that will attract people to join and recommend others to come too.