PhD Research | School of Design | The Hong Kong Polytechnic University

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PhD Title:
University Campus Navigation: A cross cultural study of signage understanding in university campus navigation design using VR technology

Keywords:
Wayfinding, Campus navigation, Virtual environment, Wayfinding strategies, cross-cultural impacts

Research Abstract:
Navigation bears an important role in our daily life. While navigating through different environments, we make many decisions by using the human cognition, memory and human in built intuitive response. During navigation through cities or buildings, we majorly rely on the information access in form of signage, routes, landmarks and spatial information. This topic summarizes the main idea of colour, text and info image coding in navigation design with respect to the cross culture understanding. Disorientation can lead to some serious time losses and create frustration, but little research is available on signage-people understanding in context of cross-cultural impact on cognitive decision-making. In addition to that, the analogies of wayfinding metrics and human wayfinding metrics will be furtherly investigated in this research.

Research Methodology:
The exploratory mixed method research technique will be applied. Qualitative methods will be used in the identification of applied wayfinding metrics, human decision strategies in wayfinding, and cross-cultural influences on information processing and human cognition. The quantitative methods will be applied to rationalize the information for experiment design.

Results / outcomes:
1. To have an in depth understanding of wayfinding campus navigation.
2. To find the cultural differences of human cognitive decisions and their ability to information storing in wayfinding.
3. To strengthen the wayfinding metrics framework and its application on educational campus design.