

Arrival-to-Exit Branded Journey Map Worksheet

This worksheet helps teams map how environmental graphics and wayfinding guide people through a space from **arrival to exit**.

Use it during **audits, planning sessions, or redesign projects**.

1. Arrival

Evaluate how clearly visitors understand they are in the right place upon entry.

Prompt	Notes / Observations
Is building or space identification immediately visible?	
Do brand cues match visitor expectations?	
Is entry signage readable at typical approach distances?	
Does lighting or glare affect visibility?	

2. Orientation

Assess how well visitors can understand the layout before moving.

Prompt	Notes / Observations
Are directories or maps present and easy to locate?	
Do zone names and colors make sense intuitively?	
Are symbols and terminology consistent?	
Does orientation reduce the need to ask staff for help?	

3. Decision Points

Identify locations where visitors must choose a direction.

Prompt	Notes / Observations
Are directional signs placed before intersections?	
Are primary destinations clearly prioritized?	
Is the message hierarchy easy to scan quickly?	
Do directional terms match directories and room signs?	

4. Reassurance

Confirm how the system reassures visitors after decisions are made.

Prompt	Notes / Observations
Are confirmation cues present after turns?	
Do zone or floor identifiers repeat logically?	
Do environmental graphics reinforce direction?	
Is backtracking rarely required?	

5. Destination

Review how clearly destinations are confirmed.

Prompt	Notes / Observations
Are room and department signs immediately readable?	
Does naming match all other wayfinding elements?	
Is brand expression clear without reducing legibility?	
Do visitors reach destinations without hesitation?	

6. Exit

Evaluate how easily visitors can leave the space.

Prompt	Notes / Observations
Are exit routes clearly marked?	
Can visitors leave without retracing steps?	
Does exit signage maintain brand consistency?	
Are congestion points minimized?	

7. Insights & Action Items

Capture key findings and next steps based on the journey mapping exercise.

Prompt	Notes / Observations
What stages cause the most confusion?	
Which locations need immediate improvement?	
What signage or graphics should be removed or simplified?	
What changes will have the highest impact?	