

Commission-Public-Records

From: Brian Martin <brian@brandanimateusa.com>
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To: Brown, Jeffrey; Commission-Public-Records
Subject: Public Comment 14 Mar 2017

To the commissioners of the Port of Seattle and Jeffrey Brown, Director Aviation Facilities and Capital Programs,

I would like to thank the commissioners for the opportunity to present my thoughts on new signage at SeaTac airport. It is commendable that the Port of Seattle is poised to take action on improved signage. The airport is the first experience that incoming travelers have of the Seattle area and it is often the first point of arrival for people visiting the Pacific Northwest. Making that experience a positive one is good for the traveler and good for business.

As Port staff and its consultant Labozan Associates pointed out during their presentation, objective data and subjective knowledge are fundamental to creating a signage system that creates efficient traveler pathways. Beyond the utility of good signage, the Port would be well served to turn *way finding* into a marketing opportunity for the airport and the region it serves. Doing that means looking at *way finding* in terms of user experience design, in this case traveler experience design. Signage is a critical factor, but other ways to influence user experience could include one or more of the following:

- Video guides could offer a user friendly way to prepare for arrival and departure at the airport (arrival/departure areas, pickups/dropoffs, baggage claim, domestic/international, parking and transportation, restaurants, etc.). These would most likely be a number of very short "how to" videos, rather than a long, comprehensive one. Travelers would access videos through the airport website and social media. New signage would need to be installed prior to production.
- 3D animation, like video, could provide a highly focused method of communicating with travelers about options and paths. As a platform for motion graphics, it eliminates the distractions of the real world while it emphasizes the most useful information. Production could be done as soon as signage design is complete.
- Augmented reality on smartphones and tablets would allow passengers to navigate the airport using additional information that appears in relation to their location and orientation. The use of these technologies would tie in with local AR companies, a growing area of economic activity for the Seattle area. It would also showcase this region as a leader in this area of development. Production could be done as soon as signage design is complete.
- Virtual reality and electronic games are other avenues that would support the travel experience and draw attention this kind of work in the region. Both would allow the user to explore the airport at their leisure, at home or en route. VR would be more oriented toward informing, while gaming would provide a fun way to interact with the airport and its services. Production could be done as soon as signage design is complete.

Each of these methods could provide significant value to travelers by giving them information and positive experiences. The Port and the region as a whole would benefit as the world connects with Seattle through powerful communication and marketing interfaces. None of this would be free of course. The potential to develop one or a combination of these should be explored to optimize return on investment.

I thank you again for the opportunity to present my ideas and hope that the Port of Seattle can make good use of them. The ideas presented here come from my professional experience in community relations for public agencies and research institutions, as well as consulting and management with private companies. I'm available to discuss this further should you be interested.

Best regards,

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