

Orchestrating
**human-centred
environments**

Wayfinding
User Experience
Inclusive Design

**Our
Services
Explained**

User Experience

Environmental Psychology

Branded Environments

Orchestrating Human-Centred Environments

Digital Usability

Service Design

Inclusive Design

Wayfinding

Evaluation and Testing

Coordinated strategic thinking

Crafting environments where people naturally engage with desired behaviours, functionality, and experiences necessitates collaborative efforts across various disciplines.

Operating from Australia, Belgium, The Netherlands, and France, ID-LAB integrates insights from Inclusive Design, Wayfinding, and User Experience to develop pragmatic and impactful strategies tailored to create beautifully functional, human-centred environments for projects in health, urban development, transportation, civic infrastructure, education, and culture.

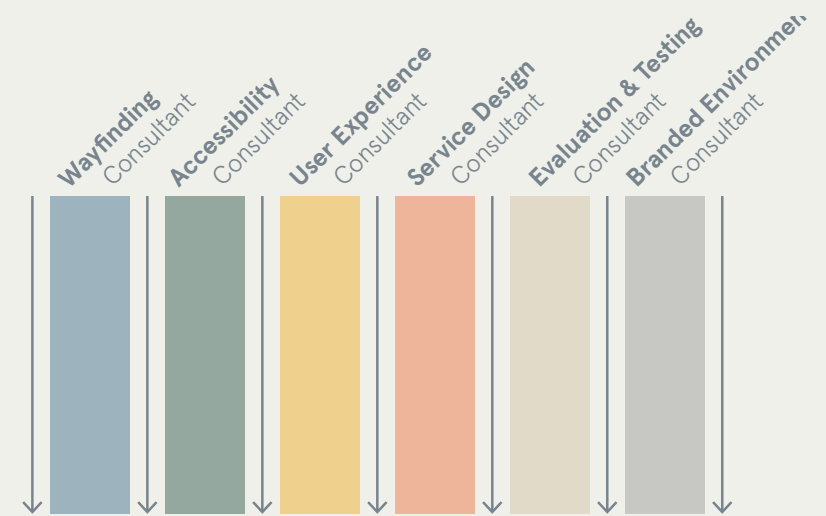
Wayfinding: We excel in creating effective, seamless, and intuitive navigation systems.

Inclusive Design: We design for accessibility and inclusivity beyond regulatory requirements.

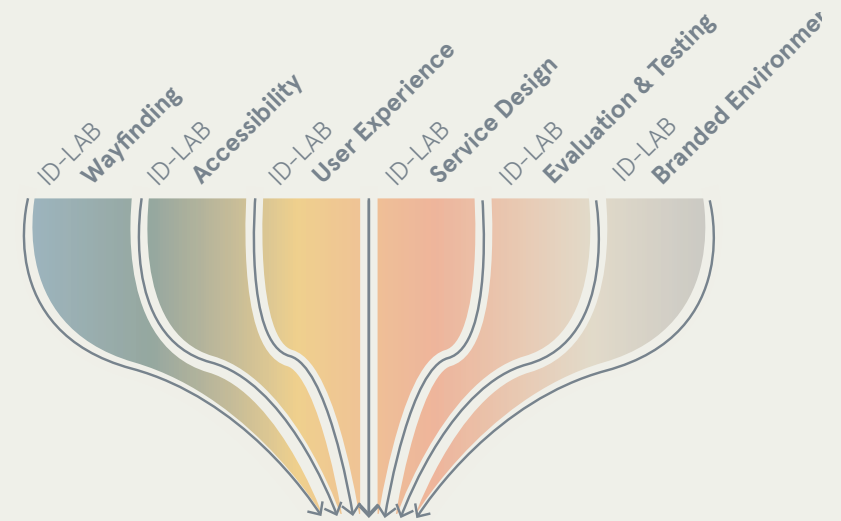
User Experience: We align architectural and urban spaces with user expectations & preferences, cultural nuances, brand identities, and operational needs.

Our service offering is comprehensive, spanning from conceptualisation to meticulous planning, design, and documentation. Our designs strike an ideal balance between functionality and aesthetics, ensuring spaces that resonate with users while meeting project objectives..

That is ID-LAB's human-centred strategy at work.



Usual methodology
every consultancy works in their own silo



ID-LAB methodology
coordinated team work for integrated results

Wayfinding Strategy

Drawing on our expertise in human behaviour, movement strategies, and communication design, we craft intuitive wayfinding experiences that empower individuals to navigate spaces effortlessly.

Signage is not the same as wayfinding, and we have all experienced environments with an abundance of signage and instructions, but a frustrating maze of confusion.....

With functionality as our core focus and user experience as our guiding principle, ID-LAB develops efficient wayfinding strategies that seamlessly align operational needs, user requirements, and physical environments.

Integrating architecture and communication design, we create an intuitive tapestry that instils confidence in navigation, reduces stress, and facilitates efficient travel.

Every aspect of the user journey, from architectural cues to digital wayfinding apps, receives meticulous attention.

Picture arriving punctually and relaxed for a hospital appointment, effortlessly navigating a busy airport, locating your seat in a stadium, or discovering beautiful artworks in a museum—all with a sense of calm and satisfaction.

That's ID-LAB's Wayfinding at work.



Environmental Psychology

Through the lens of Environmental Psychology, we decipher how environments influence emotions and interactions, designing spaces that not only appear aesthetically pleasing but also orchestrate desired emotions, interactions and social dynamics.

This science-backed approach delves into the human psyche, exploring how elements like light, sound, and spatial design shape thoughts, feelings, and behaviours.

Our Environmental Psychologists act as adept stage directors, employing methodologies such as Data Analysis, Sensory Design, Virtual Reality, Agent-Based Modelling, Eye-Tracking, and Behavioural Mapping to inform evidence-based user experience and design strategies.

Envision a bustling city square ingeniously redesigned to not only foster community cohesion but also deter anti-social behaviour through the strategic integration of green spaces, architectural features, and interactive installations.

Imagine a hospital waiting room transformed from a stress-inducing environment into a serene sanctuary, seamlessly blending carefully curated lighting, soothing colours, and comfortable furnishings to enhance patient well-being and promote a sense of calm.

That's ID-LAB's Environmental Psychology at work.



Inclusive Design

Inclusive Design goes past mere compliance and takes a broader perspective than just Universal Design. It's about inclusivity woven into the very fabric of a space, environments that work for all, regardless of age, ability, or circumstance.

It transcends pure compliance issues such as ramp grades, handrails, and pavings with tactile dots by actively involving people with diverse abilities, backgrounds, and perspectives in the design process.

It recognises that individuals have different preferences, abilities, and requirements, and creates solutions that address this diversity.

Environments designed according to Inclusive Design principles are a clear statement: "You belong here."

Park benches that work for wheelchairs should be as inviting and functional for parents watching children play, weary travellers seeking rest, and anyone craving a moment of connection, and interpretive signage should work for people with vision-impairment as much as for the local tourists. It's about fostering inclusive communities where everyone feels welcome, embraced, and where diversity is celebrated, not just accommodated.

That's ID-LAB's Inclusive Design at work.



User Experience Design

User Experience Design orchestrates the dance between people and places. It's your conductor's baton, shaping a harmonious symphony of interactions with your staff and clients.

Beyond aesthetics and functionality, it's about aligning user desires with your operational goals. We delve deep into human psychology, ergonomics, and design principles to craft interactions that resonate: "Welcome, explore, discover!"

Imagine a hospital visit transformed. Our multi-disciplinary approach weaves human and technology's magic seamlessly into the space, considering cultural nuances. Instead of sterile hallways, envision calming, light-filled paths that guide you easily. Digital assistants answer questions, while comfortable seating areas with soothing music ease anxieties. This, along with a streamlined discharge process, ensures a visit focused on healing, not just on the medical procedures.

Crafting spaces that flow effortlessly, guiding you with ease and delighting you at every turn.

That's ID-LAB's User Experience Design at work.



Service Design

Service Design isn't just a conductor for customer interactions; it orchestrates the entire service experience – the front-stage performance and the backstage magic that makes it sing.

While User Experience Design focuses on individual user journeys, Service Design takes a holistic view of the entire service ecosystem. It considers every touchpoint, from initial contact to completion, for both users and the organisation itself.

Imagine a transformed airport experience. Service Design takes centre stage, directing a stress-free flow from arrival to departure. Passengers navigate with intuitive digital wayfinding and self-service kiosks. Modern equipment, clear signage and well-trained, friendly staff guide them seamlessly through security and customs. Comfortable lounges with charging stations and real-time flight updates offer moments of relaxation. Behind the scenes, optimised logistics ensure baggage handling runs smoothly and flights depart on time.

This isn't just a travel hub; it's a meticulously choreographed travel ballet, orchestrated to ensure every traveller reaches their destination with ease and delight.

That's ID-LAB's Service Design at work.



Branded Environments

Forget forgettable lobbies and sterile waiting rooms. Branded environments are the captivating stages where your brand story comes alive. We harness design elements like visuals, spatial layout, and ambiance to orchestrate spaces that resonate with your brand's DNA.

Imagine stepping into a sun-drenched campus where knowledge dances. The scent of freshly brewed coffee mingles with the rustle of turning pages. Walls pulsate with vibrant murals of scientific discoveries and literary giants, beckoning you closer. Each hallway is a curated gallery, showcasing student artwork and inspiring fresh perspectives. Lively discussions and the rhythmic tapping of keyboards fill the air, a symphony of learning punctuated by the laughter of collaborating minds.

Or a hospital transformed. Hushed corridors bloom into vibrant murals of sunflowers swaying in the breeze, 3D butterflies fluttering free from the walls. Interactive displays and projections, woven seamlessly into the environment, showcase donor contributions with a playful touch. The scent of lavender and freshly brewed tea replaces antiseptic sterility, weaving a tapestry of comfort and hope.

This transformation fosters a sense of calm and optimism, a welcome respite for patients and families.

That's ID-LAB's Branded Environments at work.



Evaluation & Testing



Nightmares averted. Imagine a train station where frustrated travellers can't find the exit, or a courthouse that overwhelms visitors, escalating staff stress. We stop these scenarios before they begin, and foster smooth transitions for everyone.

We use cutting-edge tools like eye-tracking technology, virtual reality simulations, and 3D prototyping to identify potential design improvements before construction starts.

A virtual model isn't just for identifying problems – it's a powerful tool for change management. By virtually "walking through" the new space, staff and stakeholders can experience the design first-hand. This fosters buy-in, reduces resistance to change, and ensures a smoother transition once the building opens.

Our partnership with Deakin University ensures our testing methods are scientifically sound, delivering actionable data and insights.

Imagine "walking" through a VR model of a new airport terminal, searching for gates, bathrooms, and food courts. Our eye-tracking technology reveals where people look at every stage – invaluable data for optimizing the design.

We prevent problems before they become real, ensuring seamless experiences from the start.

That's ID-LAB's Evaluation & Testing at work.



ID-LAB

About ID-LAB

Since 2006, ID-LAB has been a leading force in crafting human-centred experiences.

We go beyond traditional design, offering a unified approach that considers every aspect of how people interact with spaces.

Our multidisciplinary teams – passionate wayfinding strategists, architects, psychologists, user-experience specialists, researchers, branding experts, and designers – collaborate across borders to create evidence-based strategies and inspired design solutions.

We don't just design spaces; we orchestrate experiences. Imagine a hospital that fosters healing, a museum that ignites curiosity, or a railway station that guides you seamlessly to your destination.

The results? Functional, delightful environments that support your operations, resonate with your brand, and leave staff, patients, students, and visitors feeling happy and content.

**Orchestrating human-centred environments:
That's ID-LAB at work.**



State Library Victoria

Imagine a historic library transformed, where every step feels effortless and serendipitous and every corner surprises and delights. ID-LAB helped State Library Victoria achieve this through human-centred design.

The library's Vision 2020 breathed new life into its heritage spaces, created vibrant zones for youth, and reinvented services to embrace technology and empower Victorians. 150 staff participated in a 12-week Service Design process, revealing confusing overlaps between services, inconsistent information, and a desire for a more welcoming experience.

ID-LAB, collaborating with Melbourne's Architectus and Denmark's Schmidt Hammer Larsen, focused on the impact of space and wayfinding.

Responding to their needs, we developed a new, award-winning wayfinding system with beautifully designed signage elements, intuitive icons, clear hierarchy, and a seamless connection to the library's brand values. It guides visitors effortlessly, while the system's playful spirit echoes the library's commitment to lifelong learning and discovery.

**Seamless journeys and playful discoveries:
that's ID-LAB at work.**



Edith Cowan University

As the smallest of the three universities in Perth, Western Australia, and three sprawling campuses, ECU was looking to improve the student experience, whilst showing the world that 'small can be mighty'! ID-LAB helped Edith Cowan University achieve this with a bold new wayfinding system.

ECU's 30,000 students, needed a wayfinding solution that fostered functionality and showed their commitment to high-quality education.

Our strategy streamlines information, reducing signage elements by 40%, and utilises a distinctive design featuring vibrant colours. The colour schemes were developed in collaboration with the University's indigenous representatives and have a strong cultural connection with each campus' locality.

The strategic positioning of building identifiers, away from the buildings themselves, creates a cohesive identity, weaving ECU's brand into the very fabric of the campus.

The new system makes navigating the campus a breeze, guiding students confidently to their destinations.

Competitive positioning through creative wayfinding: that's ID-LAB at work.



Westmead Hospital

Navigating a bustling hospital with anxiety gnawing at your gut and every corner a confusing maze.

That was the reality for patients at Sydney's 975-bed Westmead Hospital.

To streamline arrival and improve patient experience, they turned to the ID-LAB User Experience & Service Design team.

Poor wayfinding was a major problem. Not only were many patients frustrated and lost, 25% of reception staff time was spent on assisting visitors with wayfinding queries, and another 26% on arrival inquiries.

Both patients and staff recognised kiosks as a complimentary solution –not a replacement– for handling these inquiries acknowledging that many patients value face-to-face support during stressful times. To ensure a positive experience, we developed KPI's for the development of the kiosk's user interactions.

Our impact went beyond kiosks. Drawing on research on the psychology of waiting, we helped Westmead rethink their waiting space design, creating a more calming and supportive environment.

Streamlining the patient experience: that's ID-LAB at work.



Brussels Airport

Brussels Airport prides itself on their typical Belgian hospitality and customer-friendly service, but recognised a gap in their physical environment.

Our user-experience analysis showed a glaring disconnect between the wayfinding system and the airport's brand. Passengers felt lost and impersonal, missing the essence of what Brussels Airport stood for.

We developed a strategy where architectural features effectively nudge passengers towards their destinations and interlace the airport's identity into the very fabric of the space. A new and very recognisable wayfinding system uses softer, brand-related colours that speak of elegance and efficiency, a stark contrast to the competition's almost uniform palette of black and yellow.

Using methodologies from User Experience Design, Service Design and Environmental Psychology we crafted a world-class environmental experience, connecting functionality emotion, and helped Brussels Airport soar past the competition.

Connecting passengers with the Airport's brand: that's ID-LAB at work.



Before



After

Orchestrating human-centred environments

Wayfinding
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