

Wayfinding Sign Best Practices

Guiding Customers to Your Kiosks



Why wayfinding matters

In this deck



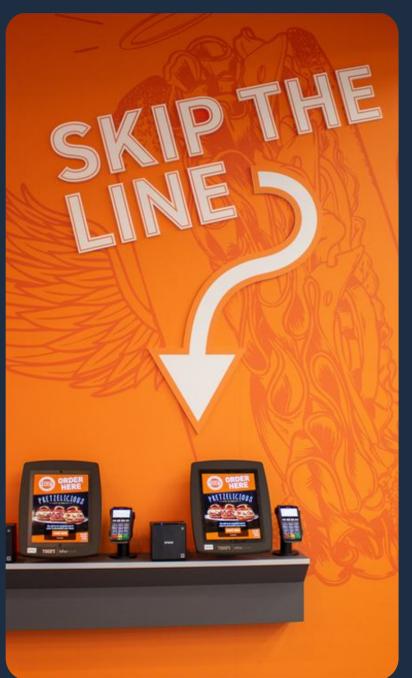


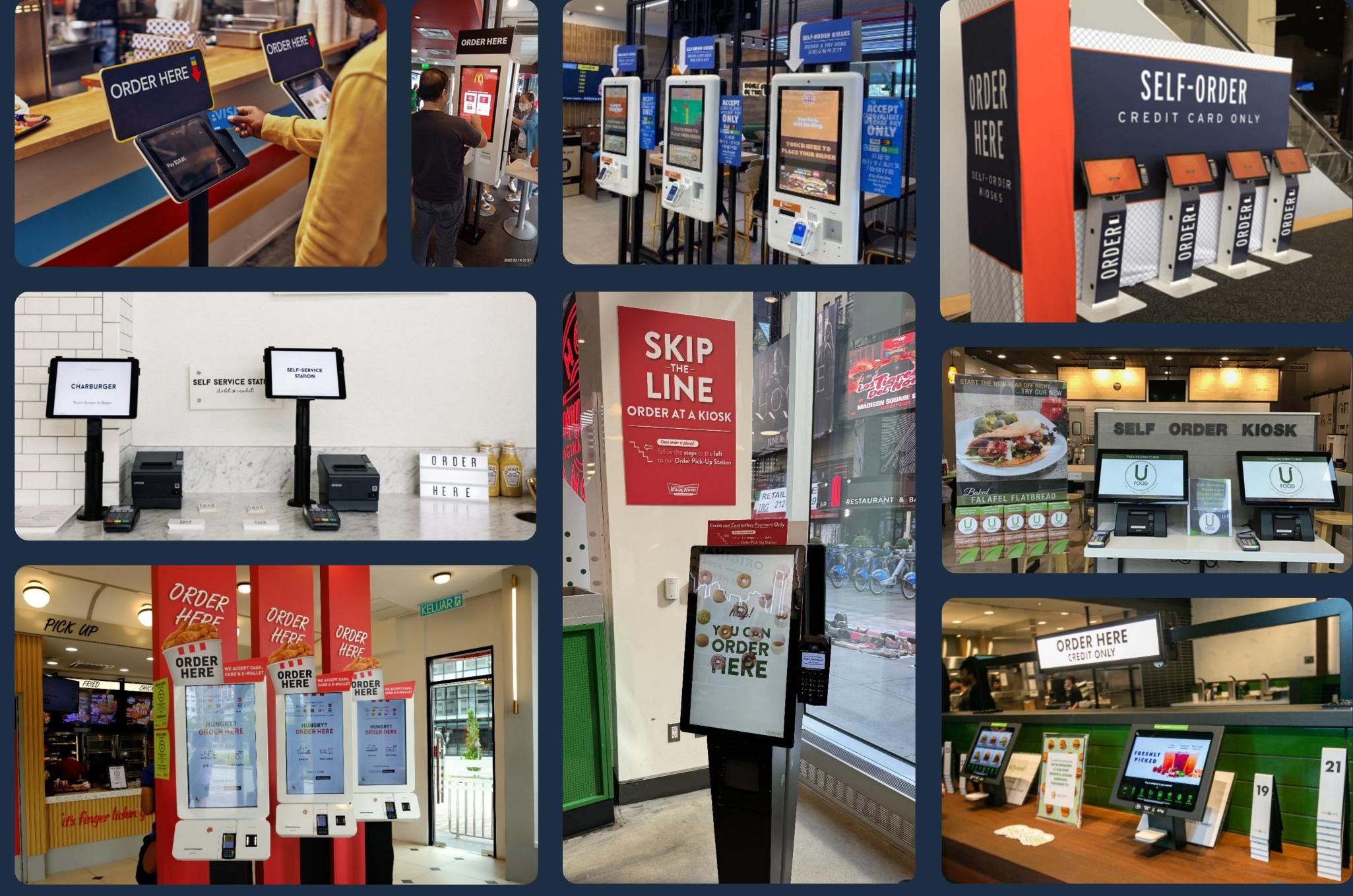
- 1/2% Increases kiosk usage
- Improves overall customer experience
- Streamlines restaurant traffic flow

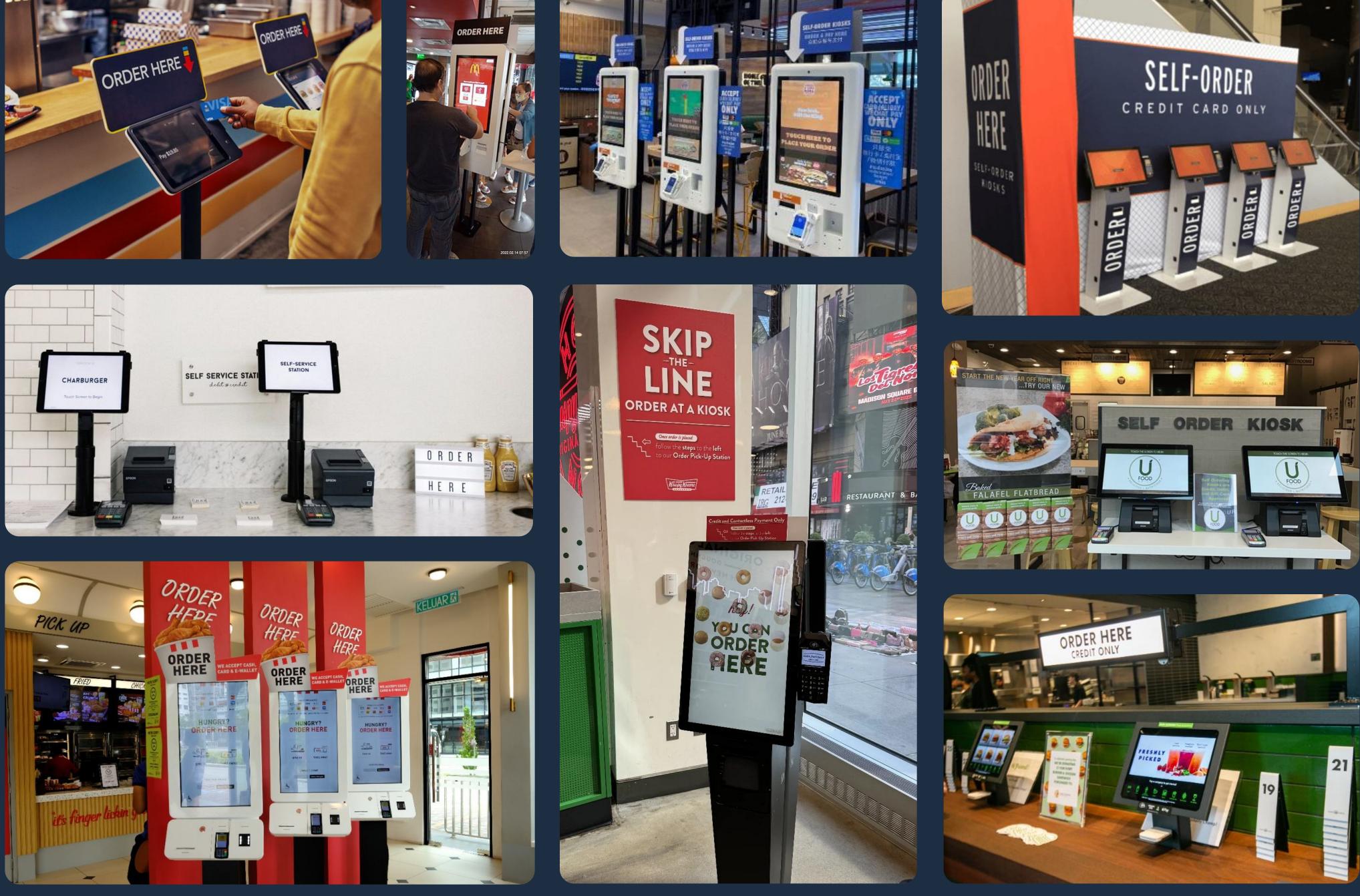


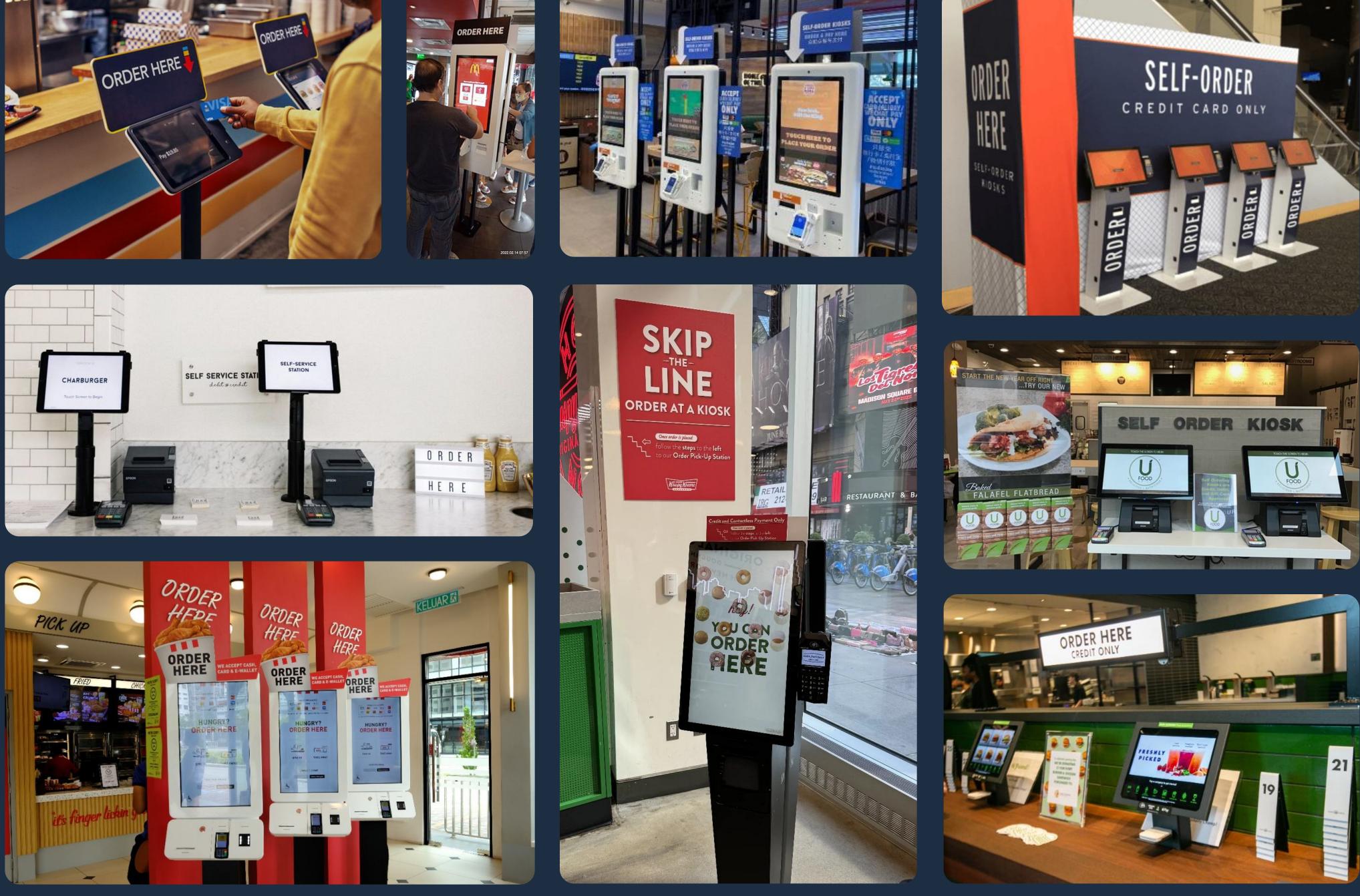
- Key elements of successful designs
 - Tips for placement and visibility











Key takeaways



- identity.
- naturally look.
- wall, counter).



01 Clear and Concise: Use simple, easy-to-read text and

02 Consistent Branding: Align with your restaurant's visual

03 Strategic Placement: Position signs where customers

04 Multiple Touchpoints: Use a variety of sign types (floor,

05 Maintain Visibility: Ensure signs aren't blocked by equipment or crowds.

