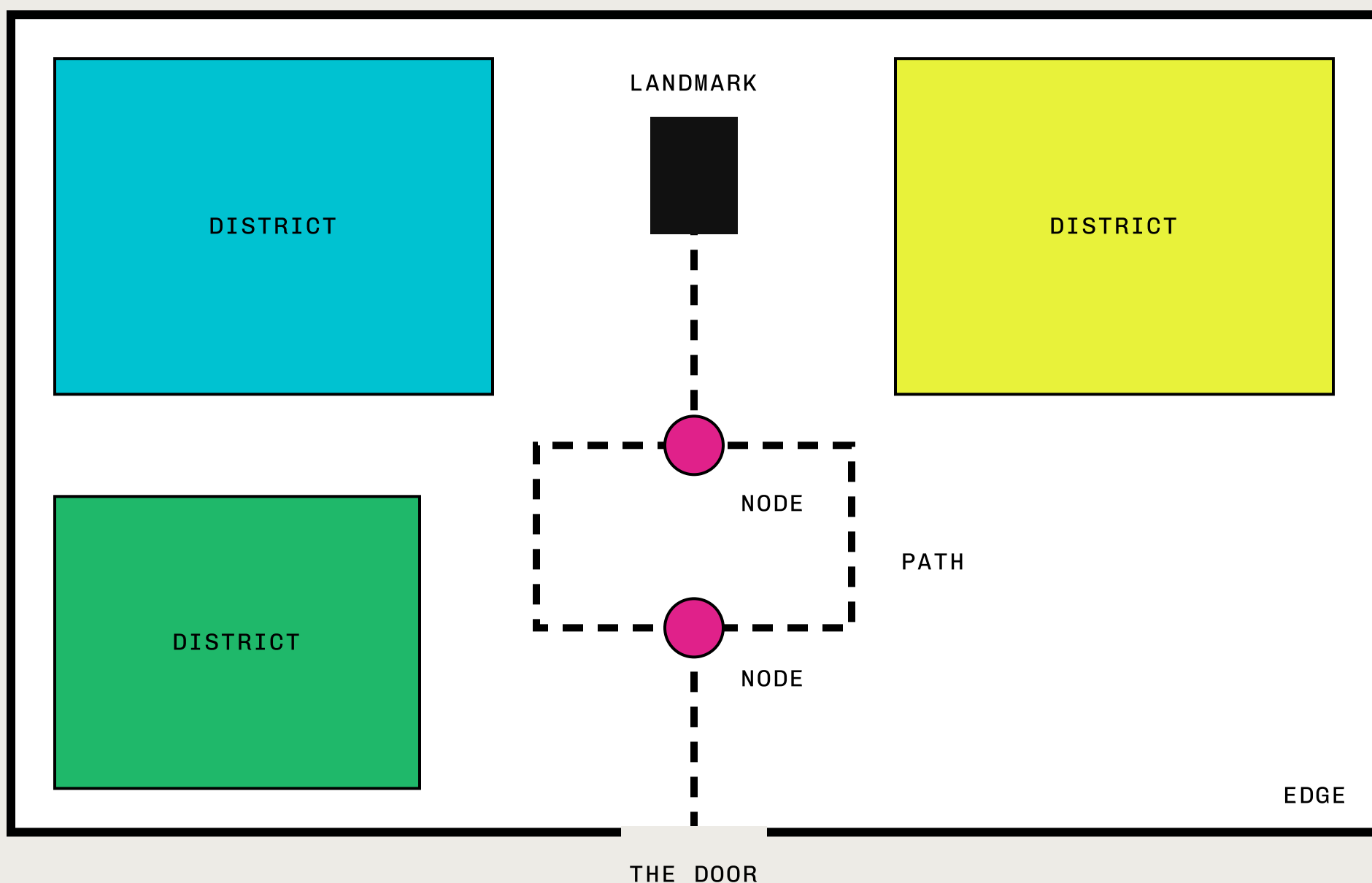


CAN YOUR CUSTOMERS DRAW YOUR STORE?



Paths, edges, districts, nodes, landmarks. A store has all five, by design or by accident.

Kevin Lynch, *The Image of the City*, MIT Press, 1960, p.46: "paths, edges, districts, nodes, and landmarks." The plan is our own diagram of a store, not a real one.

FIVE THINGS PEOPLE REMEMBER.

Lynch asked people in Boston, Jersey City and Los Angeles for a sketch map of their city. Read for a store:

 PATHS

the main loop, and the way back to the door

 EDGES

the walls, the window, where the store stops

 DISTRICTS

rooms with a character of their own

 NODES

where paths meet: the cash desk, the fitting rooms

 LANDMARKS

the one thing you can see from the door

BETTER MAPS, FASTER FINDS.

A 2025 study put people in a virtual mall: 10 shops on four floors. Then they sketched it, in VR.

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PEOPLE IN THE STUDY

WHAT THEY FOUND

“participants who sketched shops on the correct floor and/or corridor were more efficient in finding the shops during navigation.”

Try it at the exit: two minutes, a pen, the back of a receipt. Some customers draw a loop. Some draw a door and a blank.

Vater, Mavros, Zhao, Abati and Hölscher, “Don’t get lost in the mall! Characteristics of efficient wayfinding and gaze behavior”, Journal of Environmental Psychology 108 (2025) 102831, p.9. A virtual reality study; a correlation, measured when people went back to find the shops.