

DotComm Awards: SFO Interactive Maps with Way Finding

Mobile Site Creativity | 127. Interactive Capability

<https://www.flysfo.com/maps/interactive-maps>

Dedicated to delighting customers and providing a world-class airport experience, San Francisco International Airport recently launched an innovative new interactive map system with advanced way finding technology. Especially designed to work well on mobile devices, the airport map feature resides on the [flysfo.com/maps](https://www.flysfo.com/maps).

It provides SFO customers with the ability to zoom and move with standard pinch and swipe actions, and to search for and locate Security Checkpoints, Terminals, Gates, Airlines, Lounges, Dining, Shopping, Services, Ground Transportation and Amenities. In addition to locating specific restaurants and shops by cuisine and merchandise, the map also provides directions on how to navigate to them. Considering the magnitude and complexity of the airport environment, this indoor mapping solution provides a valuable aid to travelers.

The project included the development of a highly accurate and appealing user interface, with clean graphics, helpful color coding and icons. After exhaustive examination of user journeys and mapping scenarios, the indoor mapping and location platform from Jibestream allowed for integration of airport data and information to provide users with accurate, detailed information about concessions, services and amenities throughout the airport.

The solution also allows for easy updates by SFO staff to keep the map information current, which is important for the end-user experience. The system provides directions to a point of interest based on the user's real-time location, with paths that include, when necessary, travel on the SFO AirTrain system. Paths take into account security zones, and will guide users to remain within post-security zones when possible for maximum convenience. The map takes into account floor levels, helping users navigate from gate areas to lower level baggage claim areas, and has an Accessibility option to show routes without stairs.

The San Francisco International Airport Interactive Map with Way Finding is yet another example of SFO's continuing innovations, all to provide a safe, welcoming and positive experience to its customers.

