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## To park, or not to park: Ohio Northern University's parking signage

James Joseph Meyers  
*Ohio Northern University*

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# To park, or not to park

ohio northern university  
research colloquium

Friday, April 10, 10am

james meyers

parking is an essential part of student life

do parking signs help with navigation?

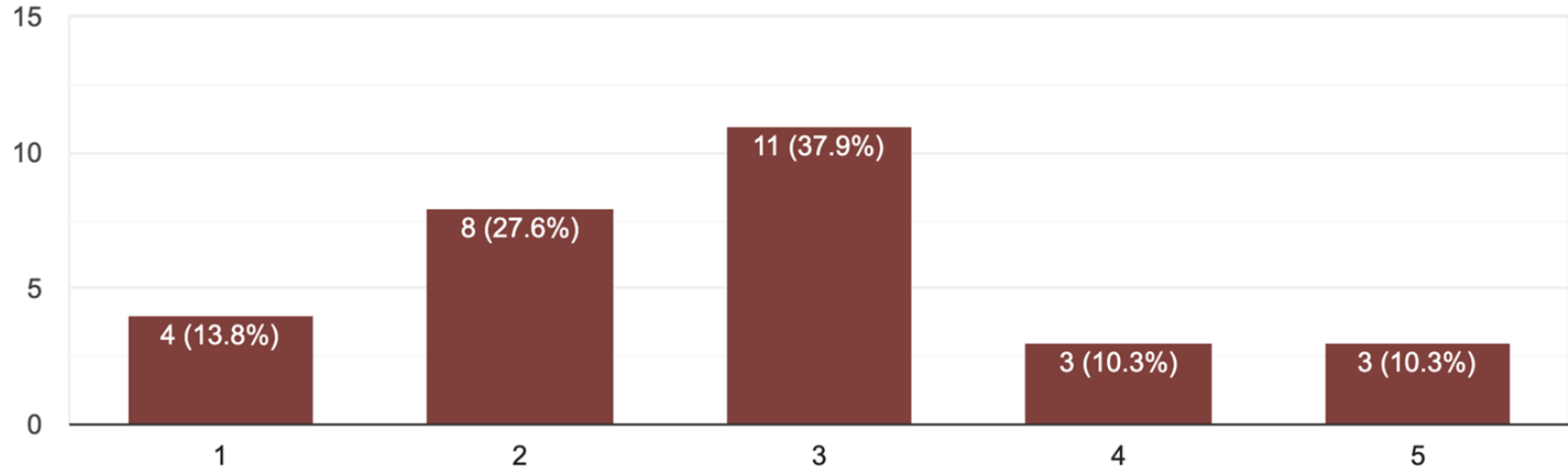
tactics: questionnaire, communications audit,  
self ethnography



# noticeability leans negatively among students

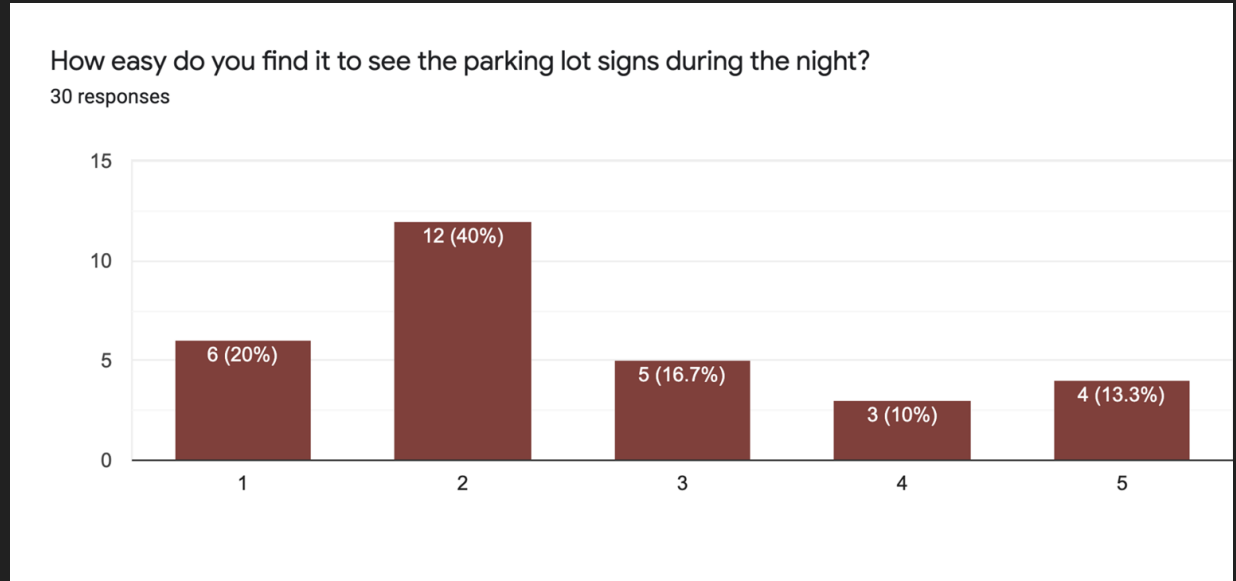
How noticeable are the parking signs?

29 responses



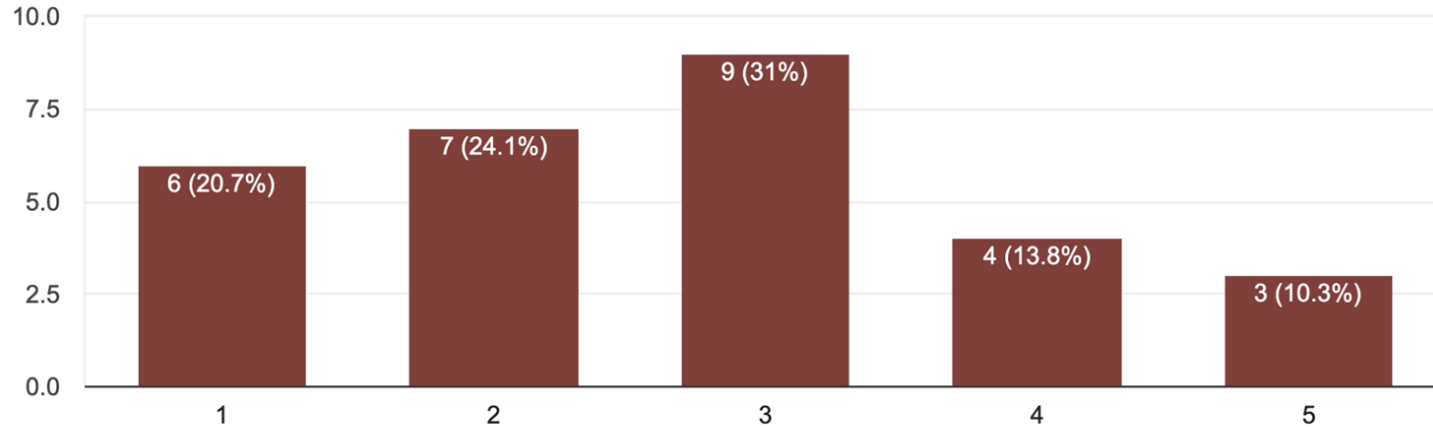
students suggested signs are difficult to see at night

this could lead to safety concerns while driving



## Rate the design of the parking signs

29 responses



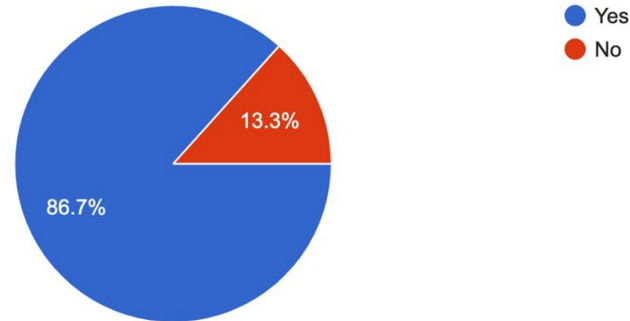
majority of students seem to be neutral or dislike how the signs are designed

one notable piece of  
evidence

some students don't  
know what lot they  
park in

Do you know which lot(s) your pass corresponds with?

30 responses



Signs offer a good color contrast

design is also consistent throughout

too much emphasis on the name





some signs are multi-colored

blue and green look very similar

could stand for bigger text and more color separation

the placement of the parking signs is  
also crucial

some placements are not ideal

sign isn't facing towards driver

could lead to accidents





Some signs are obstructed as well

Driving past, the bush could block the sign

Same case for the Inn lot across the street



Affinity lot  
missing a sign

Sign shapes helps it get lost to a driver



# conclusions

students have admitted off putting reactions to them

they do have consistent design

more emphasis should be put on the color of the sign

parking signage on campus is  
messy

signs do not always stand out

improvements can be made



Thank you