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Reuniting group in densely crowded environments using situated dynamic signage

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ABSTRACT

Large crowds can occur at events such as political gatherings, sport matches or pilgrimages. Frequently, participants attend in groups (family, friends, and like-minded people) to support each other and/or to share the experience. If groups are separated during the event, this can lead to stress and discomfort, and can thus negatively affect their experience. In this paper, we propose an approach reunite groups that use situated dynamic signage and the structure of the environment. Additionally it can be used without being able to read and does not require people to carry a mobile device. We evaluated two examples applications of our approach using the pilgrimage to mecca as example scenario. The results indicate that group member can use the approach to navigate to a group-specific meeting point and that participants find its use in such a highly spiritual setting acceptable.

Keywords: Dynamic signage, crowds interfaces, cross-cultural interface, public displays, user studies.