

# Introducing WayCloud

A simple, intuitive, robust yet familiar wayfinding solution to guide you to your destination at Sacred Heart Hospital in Pensacola, FL.

Have you ever arrived at Sacred Heart or some other large campus, parked in the parking lot and gone inside to ask for directions to your destination only to find that your destination is on the opposite side of the campus? If you're like me, you then struggle with the question "Walk across the hospital twice or hop in your car and pray for another parking space on the other side of campus?"

Enter WayCloud: a mapping solution that works in your phone's web browser, no need to download a specific app. Simply go to [shh.waycloud.net](http://shh.waycloud.net), click on your destination at Sacred Heart Hospital and watch the cloud-based mapping solution draw a map to your destination. Turn by turn GPS navigation is integrated to get you parked in the most convenient parking area.

*The entire process requires the user to click or tap twice.*

WayCloud offers three primary user experiences, each of which are contingent on where the user is located. The user experiences are Mobile, Off Campus and On Campus.

## MOBILE EXPERIENCE

The Mobile experience is accessed via Smartphone or other mobile device via Wayfinder Solution URL or by sending a text to a pre-designated SMS responder.





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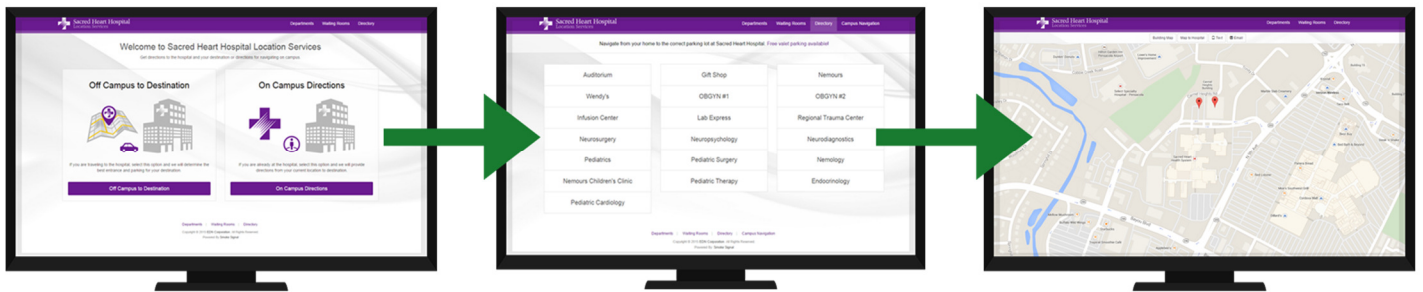


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## OFF CAMPUS EXPERIENCE

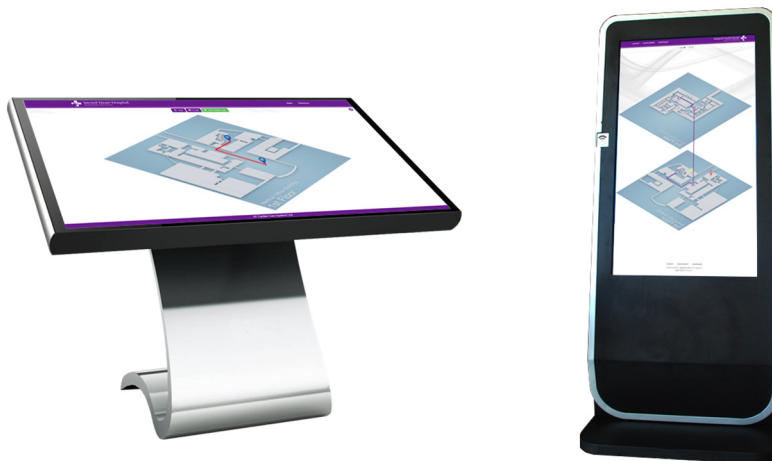
The Off Campus WayCloud experience can be accessed via smart phone, desktop PC or any other Internet enabled device. It will guide users from their current location to the hospital and the correct parking area. The user's current location is discovered by the Google maps API, plugged into WayCloud, then (automatically) displayed to the user along with a list of destinations from which to choose. Once the user chooses their destination, a Google map is drawn on their screen with the option to switch to On Campus navigation once the user arrives.

At this point the user is offered the option to send it via text or email.



## ON CAMPUS EXPERIENCE

The WayCloud On Campus experience is accessed via on-site kiosks or other personal smart device. Each kiosk knows its own location, and the process of selecting and displaying the map with start/end locations requires the user to tap the screen once. Once the map is displayed on the kiosk the user can send the map and directions via text or email to themselves, family members or other visitors.



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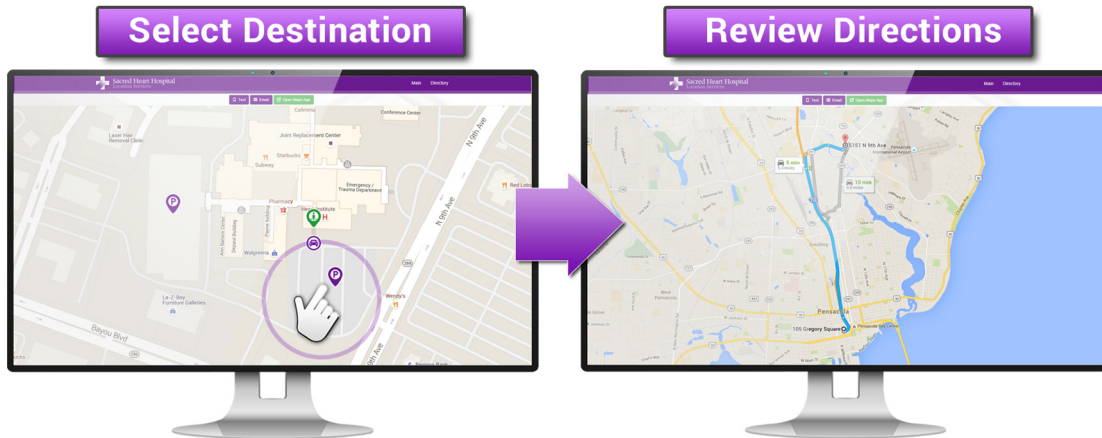


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## GOOGLE MAPS



Patients and patient families can use WayCloud to find the correct parking lot and hospital entrance before they depart their homes.

## INTERNAL WAYFINDING



Interactive touch screen kiosks display directions to doctors, departments and waiting rooms. Directions can also be sent to visitors via text messaging and e-mail.

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## “ARE YOU LOST?” STATIC SIGNAGE



Static signage can be placed at key locations throughout the hospital displaying an “Are You Lost?” message with a text to phone number will return WayCloud link to their smart device *with their location already selected*. This will show the visitor their current location within the hospital, and provide the option for further directions.

## PATIENT/DOCTOR COMMUNICATION

Doctors and their staff can send a link via email or text that will take the patient to the parking lot and entrance nearest their doctor’s office.

## SAVING A MAP

In each experience, once the map is displayed the user has the options of saving the map to their phone using the “Save to Phone” feature or sending the map image via email or text.



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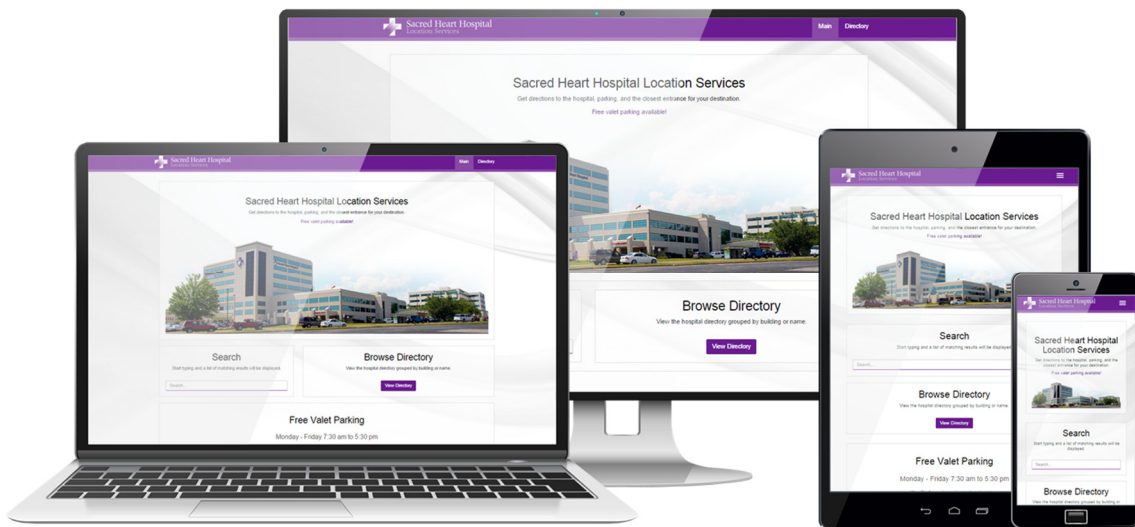
## KIOSK MODE

WayCloud has the option to be set to “Kiosk Mode”. In this mode, the WayCloud Administrator will be able to set the kiosk’s location within the hospital. From that point forward, the kiosk will know its own location and never ask the user where they are. This setting can be reset and re-entered in case the kiosk is moved to a different location.

## GOOGLE MAPS CUSTOM DISPLAY

The Google Map can be customized to hide or display only the information the end-user requires. The look-and-feel can also be customized to use corporate colors and icons.

## RESPONSIVE DESIGN



WayCloud is designed to work on any smart device created going back to the iPhone 4, Galaxy S2, iPad 1 and Internet Explorer 8. This means that depending on the size of the screen WayCloud is being displayed on, the website will adjust its own height/width, on-screen element sizing and add/remove elements depending on what experience the user requires.

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## INTERACTIVE TEXT RESPONSE (ITR)

WayCloud has a built-in Interactive Text Response system. It is set up to respond to text messages sent to certain phone numbers that are made available to hospital patients and families via digital and static directories. (See "Mobile Experience") The purpose of the ITR is to send the WayCloud URL to their smart phones, but it will be set up to address any number of questions and issues hospital patients and visitors will have, giving them access to dynamic help and potentially directing them to resources they would not otherwise know about.

## CONCLUSION

Our research indicates that internal wayfinding solutions are either complex or ineffective. Some solutions require the installation of Bluetooth or NFC beacons, significantly increasing hardware and software overhead and installation costs. We expect step by step internal wayfinding to become more reliable with expanded cell towers and better technology built for internal wayfinding in the next few years, and WayCloud will incorporate these newer technologies when they evolve. Others use the Global Positioning System which requires line of sight to the sky, which is impossible in multi-level buildings.

We believe that with the research and case studies we've carried out during WayCloud's progression, we've created an effective and simply implemented solution that fills a need for directing patients, visitors and customers to the correct location and destination consistently and accurately.

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