

IMPLEMENTATION GUIDE

A step-by-step guide for a successful
RouteMe deployment.

WHY THIS WORKS

- RouteMe is a video-guided navigation system that allows your operational protocol to be built into the route itself.
- A single route can encompass your entire patient or visitor journey.

THINK JOURNEY NOT SHORTCUT

- When planning your routes, ask: what does this guest actually need to do before they reach their destination?
- Every required stop along the way is part of the route.



Take them all the way.

Don't stop at the lobby. Registration desks, check-in counters, elevators, security checkpoints — they're all part of the route. RouteMe navigates your guest from the moment they scan to the moment they arrive. Build every route to the end.

HOW YOUR ROUTES ARE BUILT

- You fill out the Planning Document (a simple spreadsheet).
- RouteMe films the routes.
- AI analyzes every frame of footage to automatically generate precise, turn-by-turn directions.
- Faces, badges, and sensitive text are auto-blurred before footage is stored.
- You customize branding, colors, and messaging.
- Signage is installed.
- Go Live.



IMPLEMENTATION GUIDE



PRE-INSTALLATION STEPS (OFF SITE)



Contract and Point of Contact

- Sign the RouteMe service agreement to officially kick off your deployment.
- Identify your Point of Contact (POC) and your signage owner.



Why it matters: Your success depends almost entirely on how thoroughly your team completes the Planning Document and how active your POC is throughout the process.



Complete the Planning Document

List your top locations

Not every room needs a route — prioritize high-traffic, high-confusion areas first.

Define Origin Points

Where will QR codes live? Entrances, parking garages, elevator lobbies, waiting rooms.

Define Destinations

Blood draw, imaging, radiology, waiting rooms — anywhere a guest needs to end up.

Map each route's required stops

A route is the complete sequence of steps a guest must take to successfully reach their destination — including every required stop along the way. For each Origin → Destination pair, list every step the guest must take in sequence. This is the route.

Identify guest types per route

Who is taking this route — traveler, patient, visitor, employee? Do they have different steps? Document separately if they do.

Example Route: Blood Draw Appointment at a Hospital

ORIGIN	REQUIRED STOPS (The Route)	DESTINATION
Parking Garage	- Garage → Main Entrance - Main Entrance → Registration - Registration → Lab/Blood Draw	Blood Draw

ADA compliance decision

Yes or No. ADA-compliant routes cannot use stairs. This determines which paths are filmed.

Choose arrow color

Pick a color with strong contrast against your facility's walls and floors.

Define starting messages

Optional: a message shown to the guest at the start of each route.

Define in-route messages

Optional: messages triggered at specific checkpoints along the route.



Route Best Practices

- No routes under 50 feet.
- When in doubt, always choose the simplest path.
- Avoid counter-intuitive paths. If a guest would hesitate, rethink the route.
- Every step in a route is deliberate. Map each stop in the order it must happen — skip one and a guest may arrive at their destination without completing a required step first.
- Prioritize your routes. Start with the routes that will have the most impact.



Installation Planning & Scheduling Call

- Once your Planning Document is finalized, RouteMe schedules a call to confirm all on-site logistics. Come to this call knowing access constraints, building hours, and who will be available on-site.

What Gets Confirmed on the Scheduling Call

- Installation date(s)
- Working hours — installations typically happen overnight or during low-traffic periods to minimize disruption
- Number of RouteMe crew members required
- Number of client-side staff needed on-site
- Badge or elevator access requirements for filming areas
- Equipment logistics — cameras, rigs, and any facility-specific constraints



Before the call, please review the attached implementation discovery questionnaire.

If you're able to answer those questions beforehand, you'll be well prepared for the discussion and can use the call to clarify any remaining questions or uncertainties.



ON-SITE INSTALLATION



Day One: Dry Walk-Through (No Filming)

- Before any cameras roll, your POC and the RouteMe Project Manager walk every planned route together.
- This is a working session — routes are confirmed, adjustments are made, and signage placements are locked in on the spot.

What Happens During the Walk-Through

- Every planned route is walked in person and confirmed or revised.
- Additions, removals, or changes to origin points and destinations are finalized.
- Signage placement locations are scouted and confirmed with your signage owner.
- Access for overnight filming is arranged and documented.
- No installation work happens on Day One — decisions only.

Who Needs to Be There

- RouteMe Project Manager
- Your POC — must have authority to approve routing decisions on the spot
- Your signage owner or vendor representative
- Anyone with badge or access credentials for filming areas



Filming + Three Parallel Tracks

- After the dry walk-through, filming begins — typically overnight. While RouteMe handles production and processing, your team runs signage in parallel.
- All three tracks must be complete before Go Live.

Track A	Track B	Track C
RouteMe	RouteMe	Client Owned
Video Editing	AI Processing	Signage
• RouteMe edits all footage. • Arrow overlays, branding, and messaging are applied. • Typically a few days to one week.	• Completed videos are passed through PXLflow. • AI generates turn-by-turn directions automatically. • QR codes are assigned and routes go live in the dashboard.	• Your team procures and installs all QR code signage. • This is client-owned. • Go Live cannot happen until signage is confirmed in place at all origin points.



Run Signage in Parallel to Production

- While RouteMe handles video editing and AI processing, your team procures and installs signage simultaneously.
- This is client-owned. Go Live cannot happen until signage is confirmed in place at all origin points.

To ensure guest trust and cybersecurity, all QR code signage must look official, secure, and permanently integrated into the building. Temporary paper printouts can raise security concerns for guests.



Signage Best Practices

✓ DO'S	✗ DONT'S
✓ QR code surface must be flat (Curved surfaces prevent scanning)	✗ Use curved surfaces for QR codes
✓ Match your facility's signage style	✗ Use paper print-outs — ever
✓ Use decals or permanent wall signs	✗ Use tape-mounted printouts
✓ Use professional freestanding signs	✗ Use promotional or marketing language
✓ Use digital screens (static QR only)	✗ Wait until post-production to procure
✓ Place at eye level at all Origin Points	✗ Request Go Live before signage is done
✓ Confirm all installed before Go Live	✗ Install signage in locations not confirmed during walk-through
✓ Use professional freestanding signs	

What the Sign Should Say

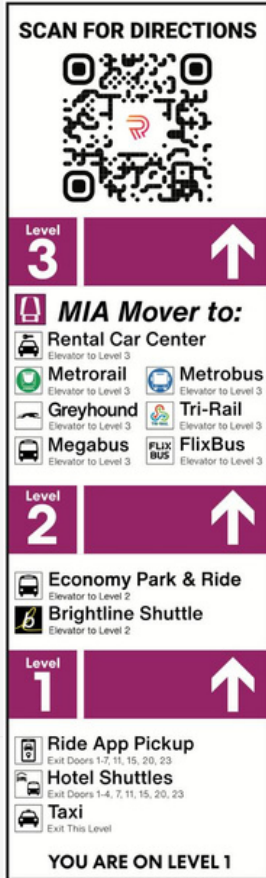
Signage copy should be short, direct, and guest-focused.
It answers one question: "Is this for me?"

- "Need directions? Scan here."
- "Don't get lost. Scan to navigate."
- "Let us route you. Scan to navigate."
- "Going somewhere? We'll show you the way. Scan to start."

No marketing language. No technical terms.
Speak directly to someone who is uncertain of where to go.

Client Signage Examples

ORIGINS WITH FEW DESTINATIONS



- This is a good direction if you have a small number of destinations attached to a QR code.
- This approach works well because it tells you exactly what you'll find before you scan.

ORIGINS WITH MANY DESTINATIONS



- This client has a lot of destinations.
- They "group" the destinations into categories that they display on the sign.



- This is a good approach if a client has hundreds of destinations attached to each code.
- It is a great example of simplicity and multi-language support.



DO'S



Add icons if destinations can be grouped into categories



Build in multi-language support



Use clean, straight-to-the-point call to action, like "Find your way"



Go Live

- Confirm all signage is installed and QR codes are live at every Origin Point.
- All routes go active — guests scan and navigate immediately, no app download required.
- RouteMe provides post-launch support, route maintenance, and analytics from day one.

Timeline reminder: The timeline projection assumes a strong, active POC. The Planning Document and signage procurement are the two variables your team controls. Both directly determine your Go Live date.

IMPLEMENTATION DISCOVERY QUESTIONNAIRE



Company Name :

.....

Primary Point of Contact :

.....

Signage Coordinator:

.....

Building Address:

.....

Project Overview

Stakeholders

- Who is the primary project contact?
- Who is the day-of-installation contact?
- Who should approve routes before filming?

Project Goals

- What problem are you trying to solve with wayfinding?
- Which patient populations are the primary users?
- Are there any departments with the highest navigation challenges?
- Are there upcoming facility changes that may impact routing?

Route Planning

Origins / Destinations

- How many Origin Points do you have?
- What are your destinations?
- Are all the destinations the same for each origin point?
 - For example, if you have 4 Origin points and 20 destinations, it will look like this:
 - OP1 -> Destinations 1-20
 - OP2 -> Destinations 1-20
 - OP3 -> Destinations 1-20
 - OP4 -> Destinations 1-20

Route Structure

- Are there preferred paths that guests should follow?
- Are there ADA-accessible route requirements?

Check-In Requirements

- Is there a required check-in location before entering the facility?
- Does every visitor stop there?
- Are there department-specific check-in requirements?
- Are there security checkpoints along any routes?

Facility Access & Credentials

Site Access

- What credentials are required for our team?
 - Driver's license?
 - Vendor badge?
 - Temporary access badge?
 - Background check?

Security

- Are there security procedures for entry?
- Are there areas requiring escort access?
- Are there areas where filming is prohibited?
- Are there patient privacy concerns in specific locations?

Contact Information

- Who is the onsite installation contact? (Please provide phone number)
- Who is the after-hours contact? (Please provide phone number)
- Who is the security contact? (Please provide phone number)
- Who should be called if access issues arise?

Filming Requirements

Filming Schedule

- What dates are preferred for filming?
- Are there departments operating 24/7 that may affect filming?
- Are there blackout dates we should avoid?

Outdoor Filming

- Which route segments require outdoor filming?
- Which locations require daylight filming?

Occupancy Concerns

- Which areas have heavy pedestrian traffic?
- Are there times when these areas are less busy?
- Are there areas where patients are frequently present?

Restrictions

- Are there areas where cameras are prohibited?
- Are there areas with ongoing construction?
- Are there temporary barriers or closures expected?

Building Operations

Hours

- What are normal operating hours?
- What are after-hours entry procedures?
- Are any entrances locked overnight?
- Are there any destinations that are closed overnight where it would affect our filming.

Elevator & Stair Access

- Which elevators should we use?

Door Access

- Are there badge-controlled doors along routes?
- Are there automatic doors?
- Are there doors that lock at certain times?

Future Changes

- Are there any planned renovations?
- Are there department relocations planned?
- Are there upcoming name changes for clinics or departments?
- Are there temporary construction routes currently in use?

Signage & Naming Validation

Destination Verification

- What is the exact public-facing name of each destination?
- Does the department use multiple names?
- What terminology is used on appointment letters?
- What terminology appears on existing signage?

Wayfinding Standards

- Are there existing wayfinding standards? ie colors, images, terminology
- Do you have a campus map we can reference?
- Are there preferred route instructions that align with current signage?

Technical / Deployment Questions

QR Codes & Distribution

- Where will patients access the routes?
 - Please show us the exact location for each origin point.
- Will you be using QR codes or Near Field Communication (NFC)?

Route Risk Assessment

- Construction impact
- Security restrictions
- After-hours access concerns
- Outdoor filming requirements

Hospital-Specific Questions

- Are there any routes that cross between buildings?
- Are there tunnels, skybridges, or connectors between buildings?
- Are there valet-only entrances?
- Are there entrances that close after certain hours?
- Are there separate Emergency Department entrances?
- Are there Women's & Children's entrances that differ from the main entrance?
- Are there visitor restrictions for behavioral health, NICU, or surgery departments?
- Are there construction projects currently affecting visitor traffic patterns?
- Are there any destinations that regularly move locations (mobile clinics, temporary registration, etc.)?