

GoodMaps Entertainment Centers

Success at Louisville's KFC Yum Center



Louisville's KFC Yum! Center offers visitors GoodMaps Explore, providing indoor wayfinding with accurate turn-by-turn directions from their smart device. The technology provides visitors who download the app with a more convenient entertainment complex experience – and empowers those with low vision, blindness, and other disabilities to find their way safely and independently from entrance to concessions to their seat and other points of interest.

The Opportunity

Hosting concerts, sports matches, cultural events, and more, the KFC Yum! Center seeks technology-based solutions to help improve visitor experiences and services. The large entertainment complex wanted to ensure a welcoming experience for those who are blind or visually impaired as well as those who simply desire a more stress-free way to navigate the complex's venues, stages, concessions, and shopping options.

In 2017 the Center implemented an indoor wayfinding solution based on beacon technology, but soon found the hardware had several disadvantages, including expensive and inconvenient maintenance. Plus, even though the beacons were installed conspicuously on walls throughout the complex, they often did not work properly, resulting in an unreliable user experience. A more robust, easy-to-maintain, and visually inconspicuous solution was needed, and in 2021 the Center learned about GoodMaps from the American Printing House for the Blind (APH).

"We're always looking for new ways to serve a broader audience and more people, giving them the flexibility and freedom to enjoy our events and facility, and GoodMaps has been a great fit. The process to implement it was very easy for us and the maintenance and upkeep have been seamless."

Sandra Moran, Regional Marketing Director, ASM Global



GoodMaps at SDF Fast Facts

- Number of annual visitors: ~1 million
- Size of venue mapped: 7,000+ square feet
- Venue LiDAR scanning process: 1 day
- Digital map creation process: 4 weeks
- On-site hardware: None
- Maintenance: Simple updates as needed to secure digital maps (no hardware maintenance required)

The Solution

The GoodMaps team took LiDAR scans of the Yum! Center's venues and points of interest in just one day on site with no interruption to visitor experience or business operations. Over the next several weeks they used the data collected to create secure digital maps. Center visitors can download the mobile app, GoodMaps Explore, which uses camera-based positioning technology to provide turn-by-turn directions with unmatched accuracy. The Center then worked with APH to conduct user experience testing with blind and low-vision visitors.

No beacons or other hardware were needed, and updates are simple using GoodMaps Studio's customer portal, providing secure access to the Center's digital maps in multiple views: 2D floorplan, 3D model, and LiDAR point cloud. If major renovations or reconfigurations require it, rescans of the Center can be completed efficiently.

Success & Looking Ahead

With GoodMaps now fully deployed, the KFC Yum! Center plans to expand its use by promoting the GoodMaps Explore app as part of its parent company's new ASM Global Acts initiative, which includes new projects designed to increase engagement with underserved communities. The Center plans to increase the number of visitors using the app in the near term to enable all visitors to take full advantage of the technology both for accessibility and convenience. Center personnel report that already the app has enabled visitors to attend events who previously did not feel confident navigating the space. From the palm of their hand, they are now able to find their way autonomously and enjoy an entertainment experience with less stress and more ease.