

Introduction

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Scholars often write about the legibility of signs based on the characteristics of the sign and its surrounds. However, what is most fundamental in this equation is the sign users, those who see the sign, interpret its meaning, and utilize it as a wayfinding or decision-making aid. In this issue of the *Interdisciplinary Journal of Signage and Wayfinding* (IJSW), featured authors seek to understand the role of user interpretation in the legibility equation.

Dr. John Bullough shares two pieces of research assessing both legibility and comfort as experienced by the sign user. He demonstrates the importance of sign makers considering the environmental factors that impact a user's ability to read and interpret signs, including speed of traffic and level of luminance.

Dr. Julia Fallon tests similar principles by exploring customer satisfaction as it relates to wayfinding on cruise ships.

Dr. Bryce Lowery details the importance of signs as a part of the experience economy. He contends that while they seek to draw attention to businesses that offer entertainment services, some signs become important parts of the making of places. They are also vital tools for sustaining the overall economic integrity of these places.

Kelly Porter and Dr. Melanie Richards write about "making do." Not all business owners are able to invest the same amount of capital in sign design and production. While the techniques they utilize may be more primitive, their signs are often eye-catching and even iconic, appealing to users whose eyes are drawn to that which is unique.

This issue of IJSW continues to showcase the diversity of research in this special field. IJSW is now the home of research across disciplines that pushes inquiry in the area of signs and wayfinding. I have appreciated the opportunity to work with the Academic Advisory Council for Signage Research and Education to create this platform. Thanks to Patty Herbin, Executive Director of AACCSRE, and the journal's advisory committee, chaired by Dr. Vikas Mehta. I am especially grateful for those who have helped grow and craft this journal, including: Madeline Hunter, Jani Wertin, Sabra Helton, and Dr. Elizabeth Otto, and to all of the authors and reviewers who have provided support. None of this would have been possible without the support of our partners at the University of Oklahoma, including Dr. Bryce Lowery and librarians David Corbly and Jen Waller.

It is my pleasure to introduce you to the new editorial team, Dr. Vikas Mehta and Dr. Christopher Auffrey. Both known for their work and leadership in the field of sign research and education, this pair will take this venue to the next level. I wish them well and pledge continued support to help them build this exciting home for sign discourse.

With Gratitude,
Dawn Jourdan