Has attention been paid to the physical and spatial configuration of the environment in deciding where to position any of the three forms of wayfinding information at decision making points?

Is it coded information (signs, symbols etc.), social practice (giving verbal instructions) or physical properties of the built environment (such as architectural features of a building that require no verbal or written explanation, e.g. an information desk or entrance to a building)?

Is there at least a starting position for the search process (location), the correct destination and correct directions to that destination?

For wayfinding, the right time is the same as the right place because of the static nature of wayfinding signs.

Have the needs of the various types of wayfinders (well-informed, uninformed, smart, helpless, blind, elderly, children, newcomers, foreign visitors, wheelchair users etc) been considered?
Situate yourself in the setting and pay attention to how people:

Perceive and understand the environment; situate them in space and make sense of the wayfinding information and cues made available to them.

Produce detailed descriptions of the wayfinders' behaviour as it occurs in that setting.

Make suggestions for design or improvement based on descriptions you have produced.