DESIGNING A POSITIVE RIDER EXPERIENCE

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APRIL 5, 2016
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The Design Leadership MBA / MA
Human Centered Design

- TECHNOLOGY (feasibility)
- BUSINESS (viability)
- HUMAN VALUES (usability, desirability)

DESIGN INNOVATION
DESIGNING A POSITIVE RIDER EXPERIENCE

Design for America
DFA Human Centered Design Process

UNDERSTAND
- IDENTIFY
- IMMERSE
- REFRAME

CREATE
- IDEATE
- BUILD
- TEST
Why Transit

PUBLIC TRANSIT IS THE HALLMARK OF A GREAT CITY

LIVED IN CITIES WHERE EVERYONE TAKES PUBLIC TRANSIT

WE LOVE BALTIMORE

“KATE WAS LATE”
Research Conducted
Themes Uncovered from Interviews

General dissatisfaction with rider experience:

- Confusing information
- Reliability
- Cleanliness
- Safety
Designing a Positive User Experience
BUS SIGN

design sprint results
**Bus Sign Opportunities to Improve Clarity**

**DESIGN ISSUES**

- Color is not distinct from other common street signs
- A distinct element (symbol, light) would make bus stops more prominent to pedestrians (e.g. green globes used in NYC)

**CONTENT/MESSAGING ISSUES**

- Number is not identified
- Multiple messages, no hierarchy
- Some helpful information is missing (route information, how to pay)
- Usefulness of “My Tracker” is not well defined
Bus Sign Best Practices

Routes serving this stop are laid out in a grid with details underneath.

SEATTLE
Bus Sign Best Practices

CHICAGO

Map of bus route displayed on bus stop sign with transfer points
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Bus Sign Best Practices

ROCHESTER

*Lines serving this stop aligned on grid, map and payment information*
Bus Sign Rough Concept

- Clear information hierarchy
- Prominent, recognizable MTA branding
- Route Information
- How to Pay

Alternative lines that stop here (CCC, college shuttles, etc.)
Neighborhood specific information (attractions, hospitals, etc.)
Uses BaltimoreLink color coding and design elements
Addressing both the Emotional and Intellectual Components

Raise awareness of benefits of design thinking to public transit

- Support the design of accessible and user-friendly information touchpoints
- Apply human-centered design to the development of transit alternatives
THANK YOU!