

UITP'S DESIGN AND CULTURE PLATFORM &
INTERNATIONAL INSTITUTE FOR INFORMATION
DESIGN PRESENT



IT Solutions for Public Transport
KARLSRUHE 2012

INFOR- MATION NEEDS DESIGN

A one-day workshop
16 FEBRUARY 2012
KARLSRUHE TRADE FAIR CENTER - GERMANY

www.it-trans.org



IID
International
Institute for
Information
Design

INFORMATION NEEDS DESIGN

A one-day workshop organized by UITP



In an increasingly complex network, the different ridership profiles and transport and information skills of the transit users is creating new challenges. Strategically, passenger information issues are becoming increasingly important for public transport operators.

Clear, readable information not only optimises network use, it also has a positive impact on overall image. It even influences passengers' feeling of comfort, safety and security, especially when they are in vulnerable situations (i.e. unusual or unforeseen events, complex multimodal areas, temporary or permanent passenger disability).

In a situation people face daily, where speed, multiple sources and fragmented data are rife, information design makes the essential technological choices clear by focusing on perceived quality in mobility situations (readability, accessibility and uniform syntax, message precision, minimum uncertainties, fluidity and continuity of resulting actions).

Passenger information is a priority focus of design. Our workshop will provide meaningful examples in this area and highlight good practices and avoidable pitfalls.

Yo Kaminagai

Chair person of UITP's Design and Culture Platform

THERE IS NO GOOD
TRANSPORT WITHOUT
GOOD INFORMATION

EFFICIENT INFORMATION
SATISFIES TRANSPORT
CUSTOMERS AND FOSTERS
THEIR LOYALTY

INFORMATION / REGISTRATION

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