



M|I|C/A



DESIGNING A POSITIVE RIDER EXPERIENCE

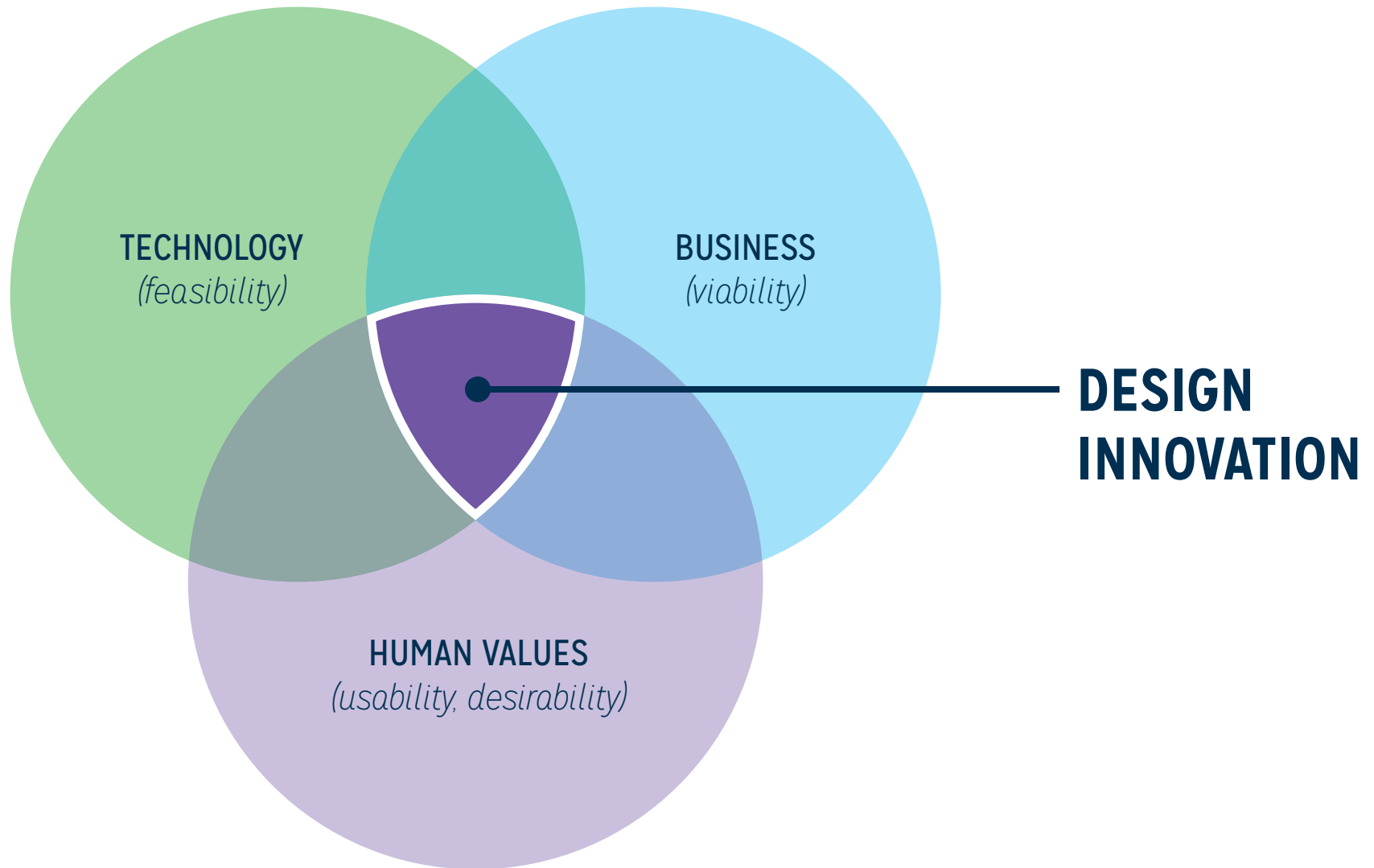
Annie Hill ★ Kate Iannelli ★ Emily Mintman ★ Priya Pappu

MARCH 9, 2016

The Design Leadership MBA / MA



Human Centered Design



Design for America

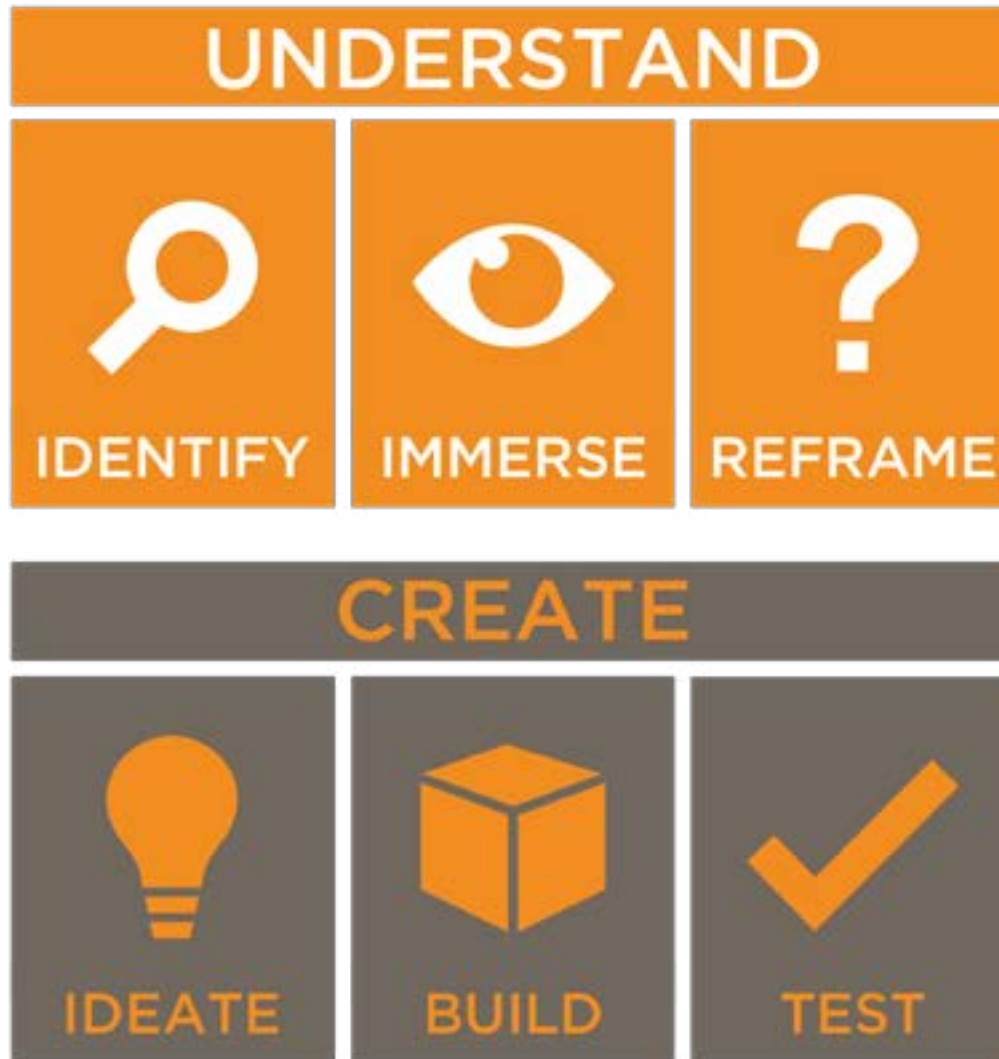


DESIGN *for* AMERICA

HOW CAN I INVEST MY MONEY, TIME, & TALENTS TO HELP SCHOOLS?



DFA Human Centered Design Process



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



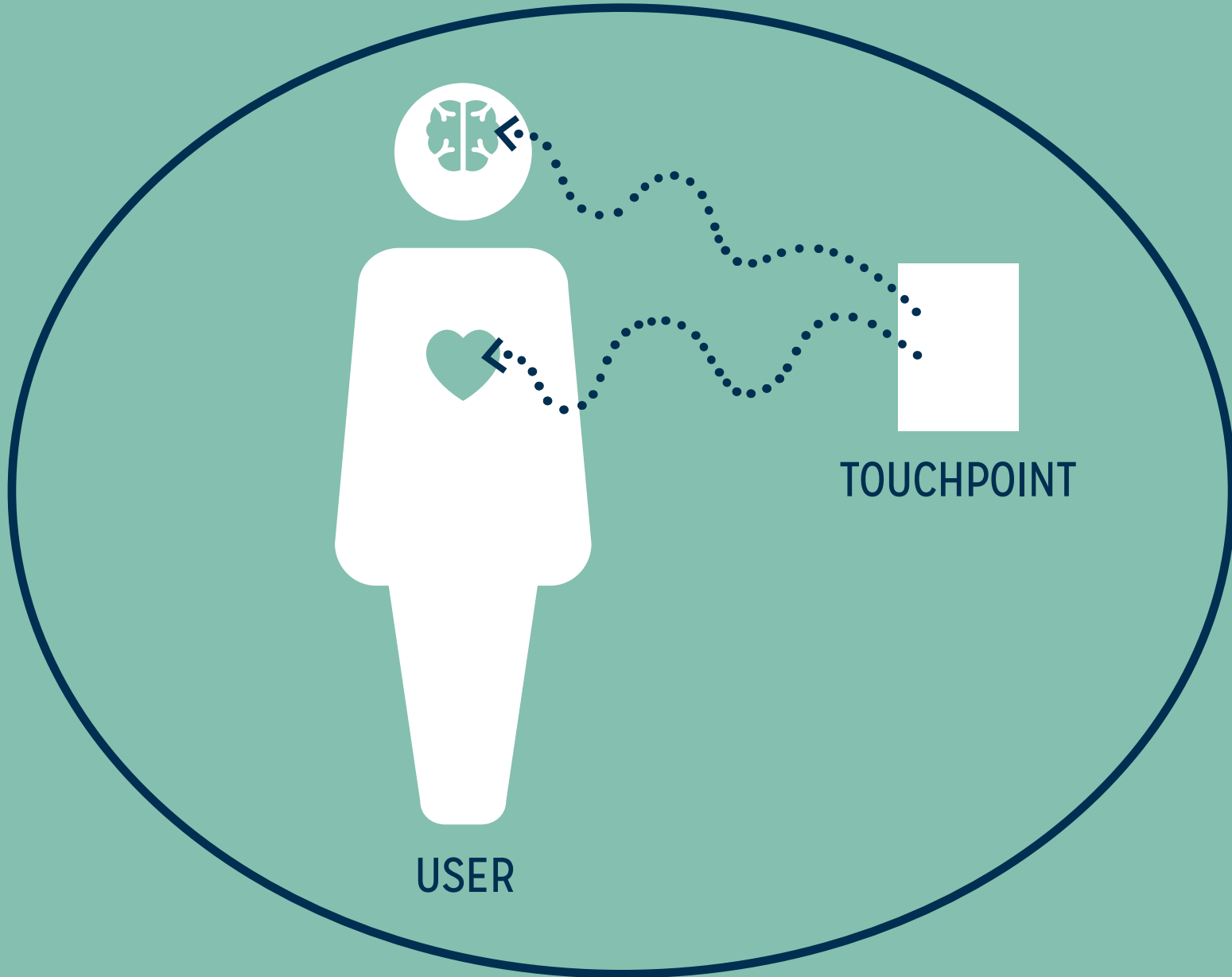
Themes Uncovered from Interviews

General dissatisfaction with rider experience:

- Confusing information
- Reliability
- Cleanliness
- Safety

BaltimoreLink may not be able to completely revamp current **perception** and **usage**

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)



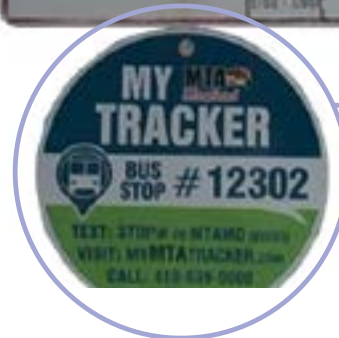
CONTENT/MESSAGING ISSUES

Number is not identified

Multiple messages, no hierarchy

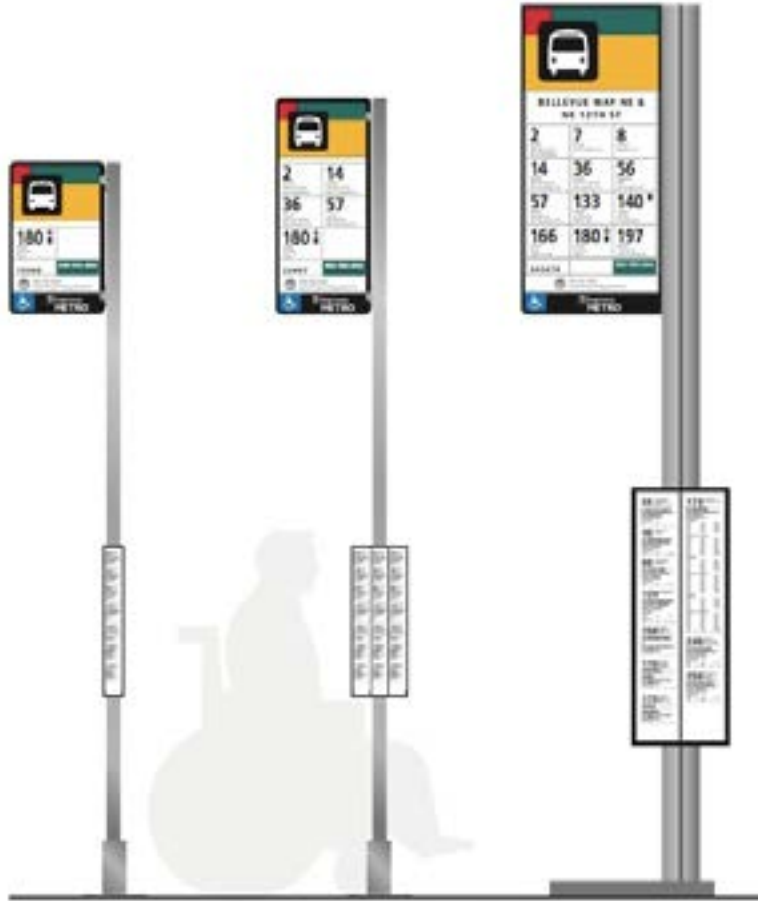


Some helpful information is missing
(route information, how to pay)



Usefulness of "My Tracker" is not well defined

Bus Sign Best Practices



SEATTLE



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

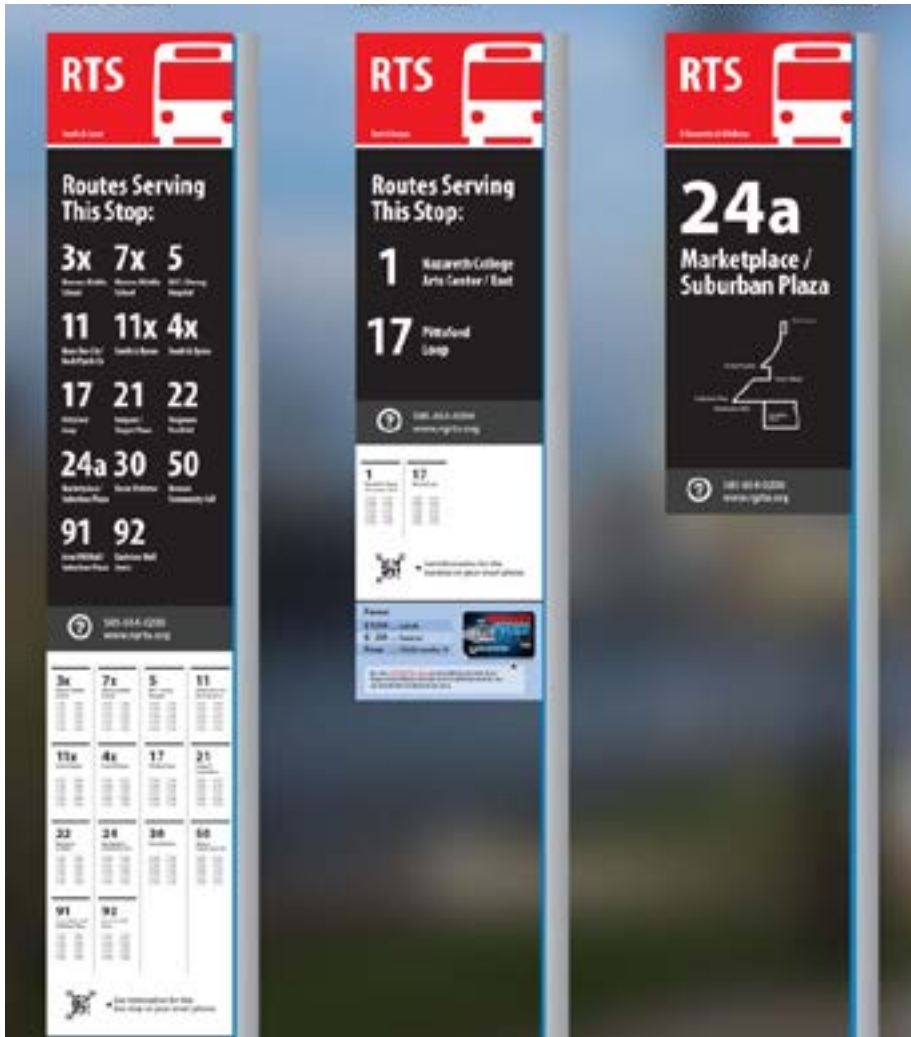
Bus Sign Best Practices



CHICAGO

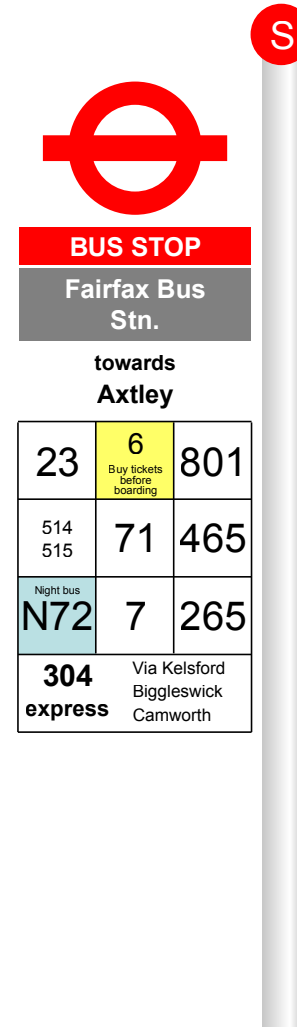
Map of bus route displayed on bus stop sign with transfer points

Bus Sign Best Practices



ROCHESTER

Lines serving this stop aligned on grid, map and payment information



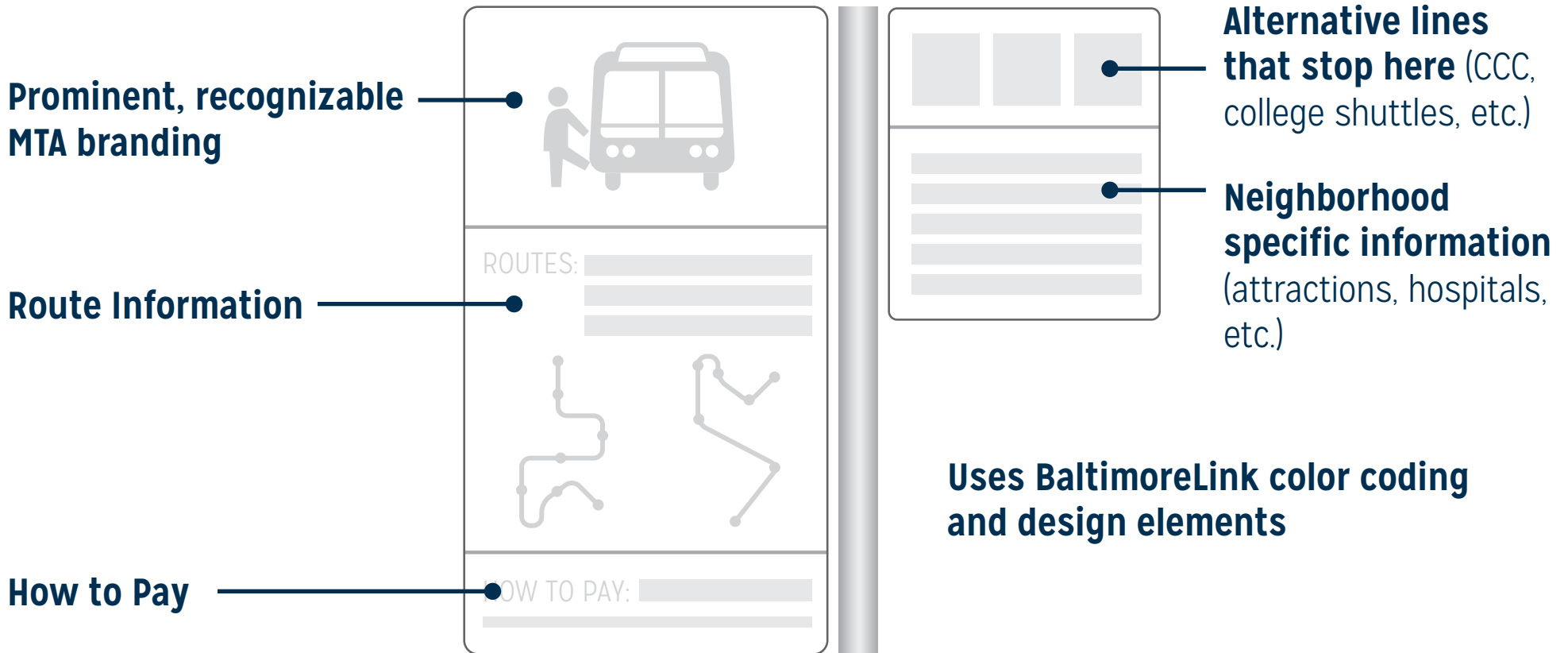
LONDON

Very strong brand recognition

23	6 Buy tickets before boarding	801
514 515	71	465
Night bus N72	7	265
304 express	Via Kelsford Biggleswick Camworth	

Bus Sign Rough Concept

Clear information hierarchy



Addressing both the Emotional and Intellectual Components

Collaboration between Design for America, Transit Choices and Maryland MTA:

- Support the design of accessible and user-friendly information touchpoints
- Apply human-centric design principles to roll-out of BaltimoreLink

THANK YOU!

© Copyright Design For America 2016

100 International Drive, Baltimore, MD 21202

Produced in the United States of America February 2016

Design for America, Designing a Positive Rider Experience, Why Transit, User Experience, Rider Experience, Bus Signs Route Concept images, text and logos are trademarks of Design for America MICA/JHU Chapter, registered in Baltimore, MD.

This document is current as of the initial date of publication and may be changed by DFA at any time.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. DFA materials are warranted according to the terms and conditions of the agreements under which they are provided.