



**M|I|C/A**



# DESIGNING A POSITIVE RIDER EXPERIENCE

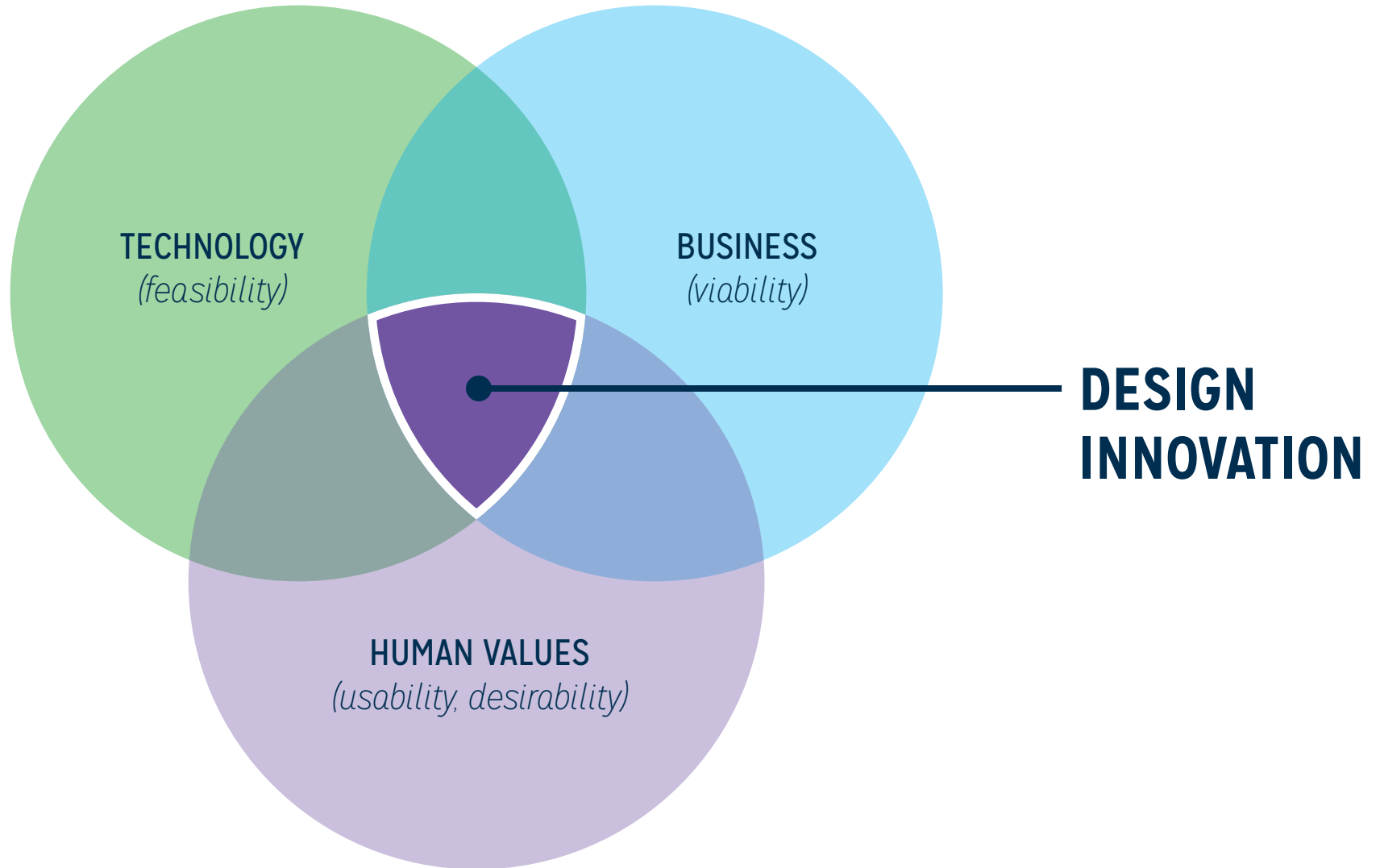
Annie Hill ★ Kate Iannelli ★ Emily Mintman ★ Priya Pappu

**APRIL 5, 2016**

# The Design Leadership MBA / MA



# Human Centered Design



# Design for America

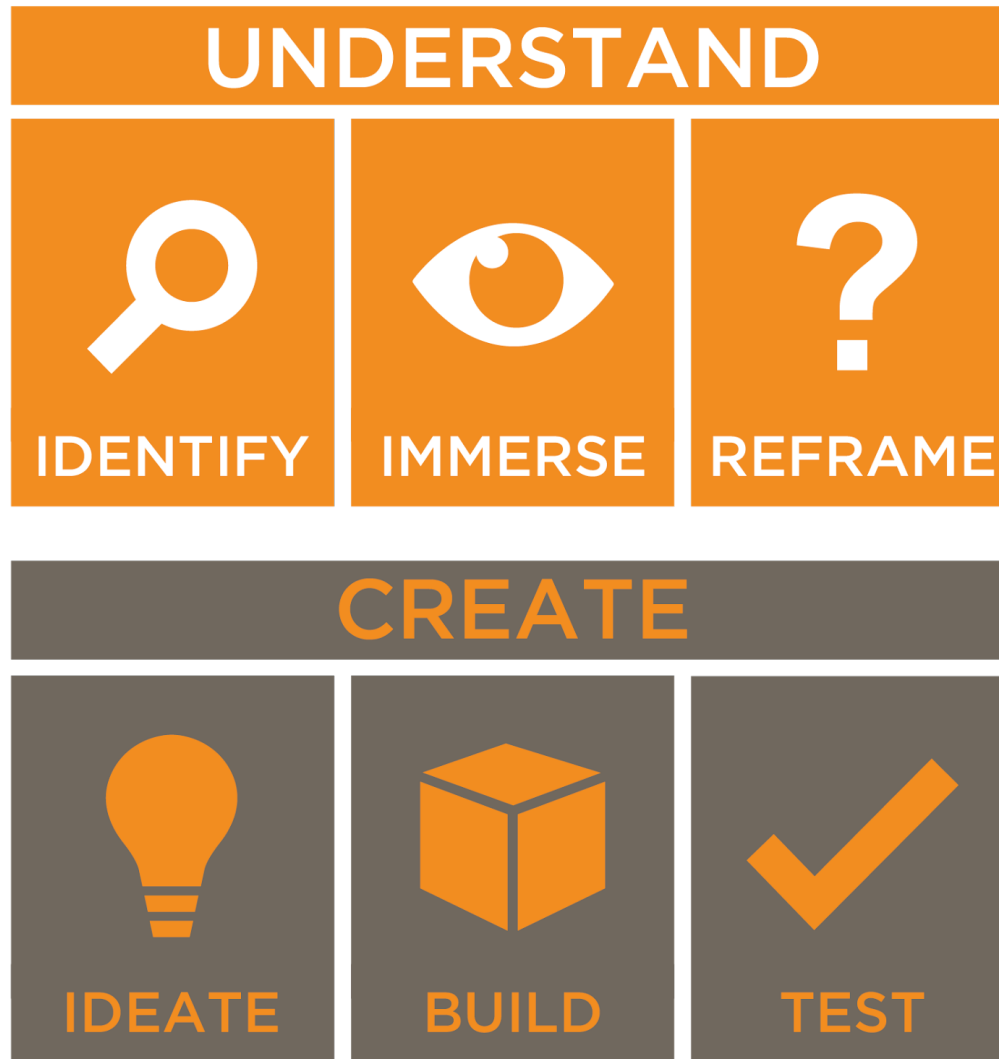


# DESIGN *for* AMERICA

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



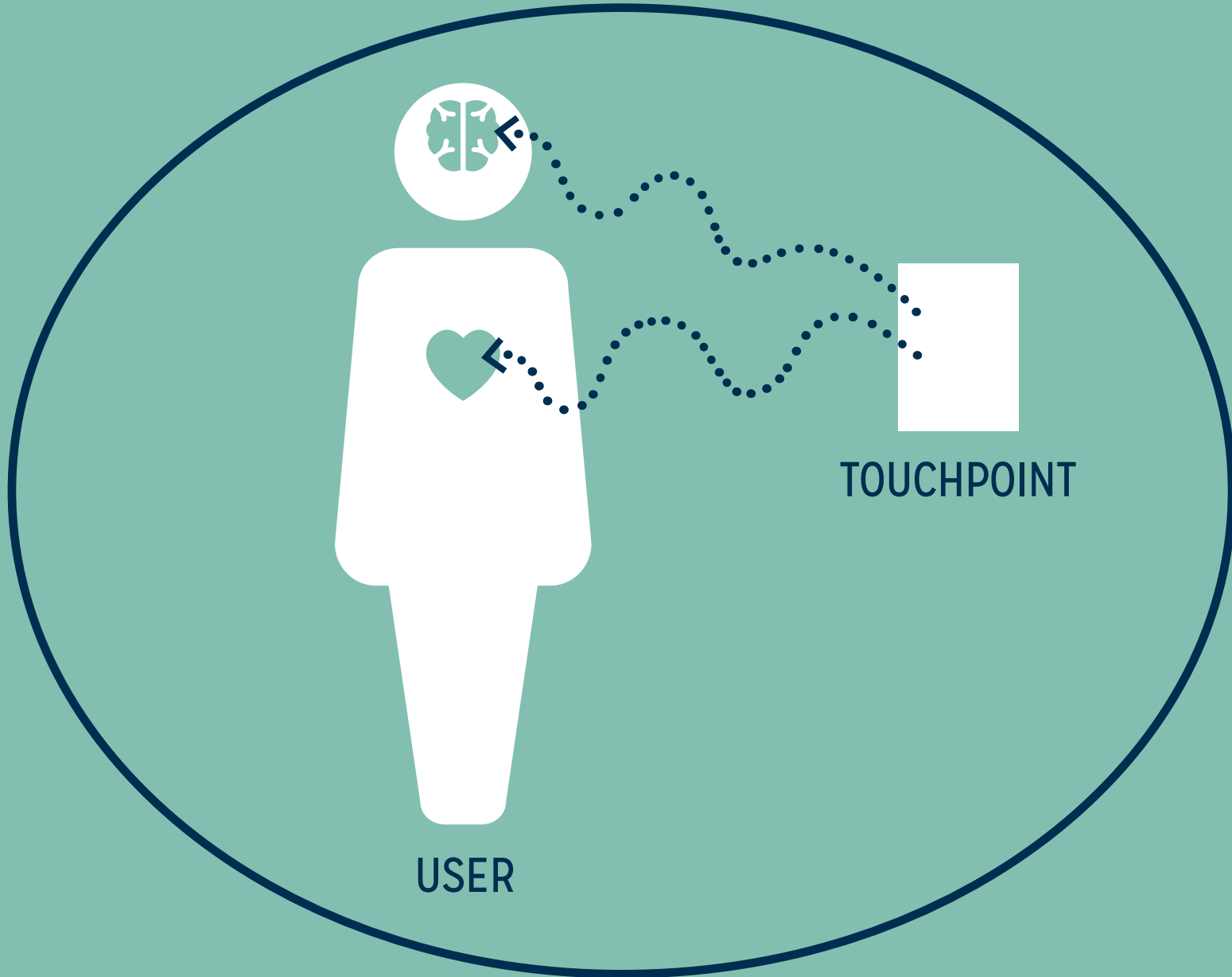
# Themes Uncovered from Interviews

## General dissatisfaction with rider experience:

- Confusing information
- Reliability
- Cleanliness
- Safety



# 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

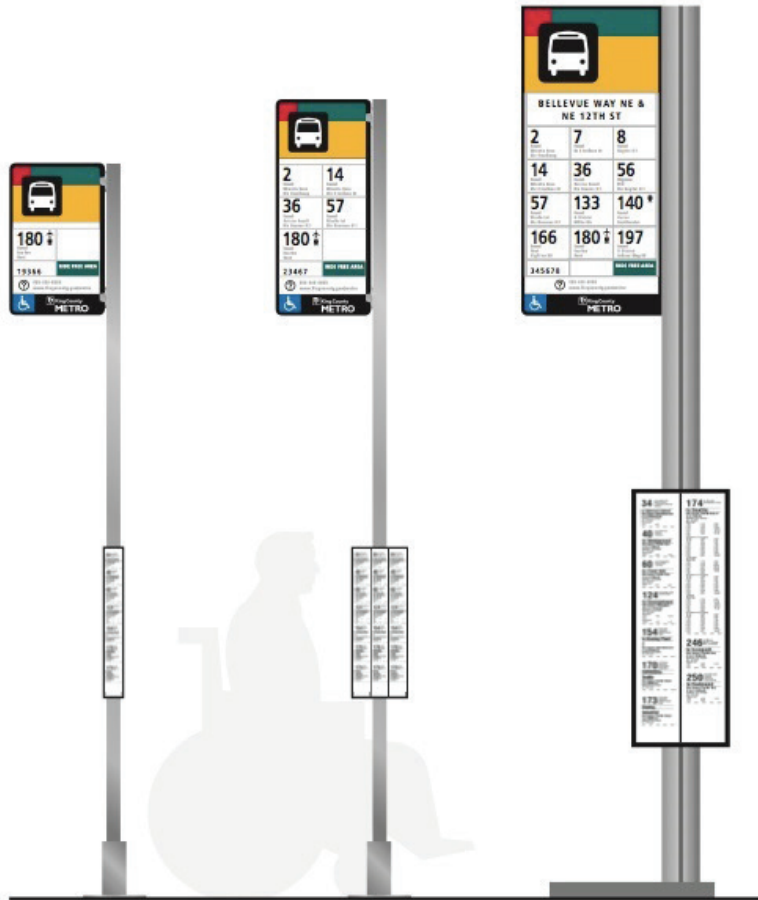


Some helpful information is missing  
*(route information, how to pay)*



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*

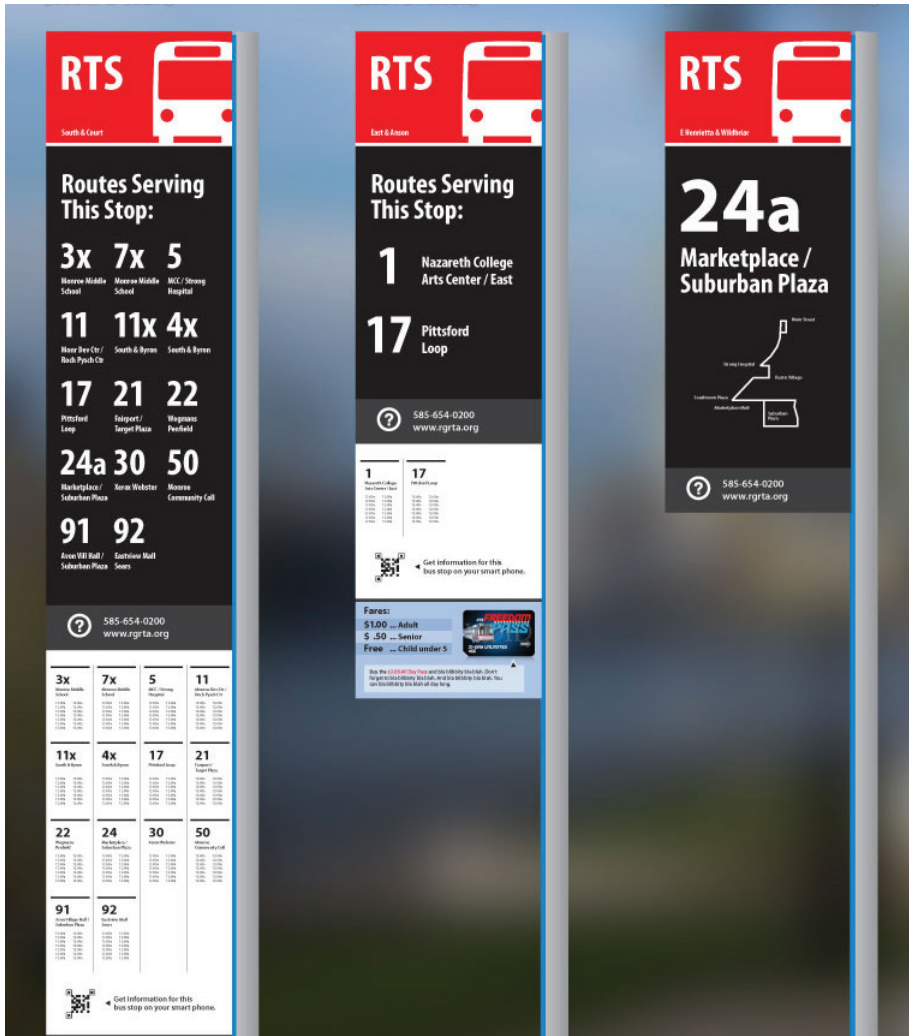
# Bus Sign Best Practices



## CHICAGO

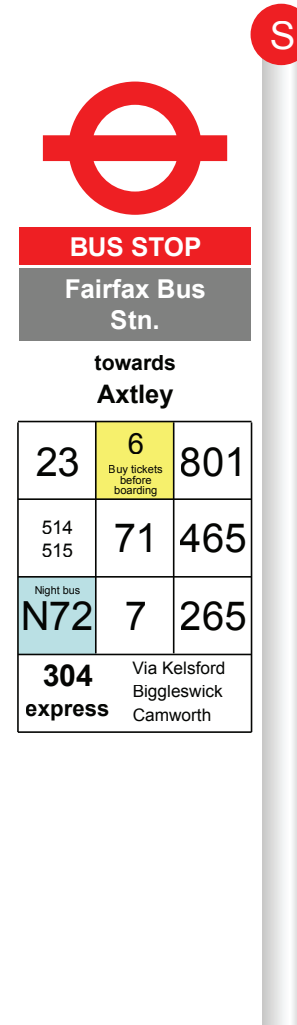
*Map of bus route displayed on bus stop sign with transfer points*

# Bus Sign Best Practices



## ROCHESTER

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

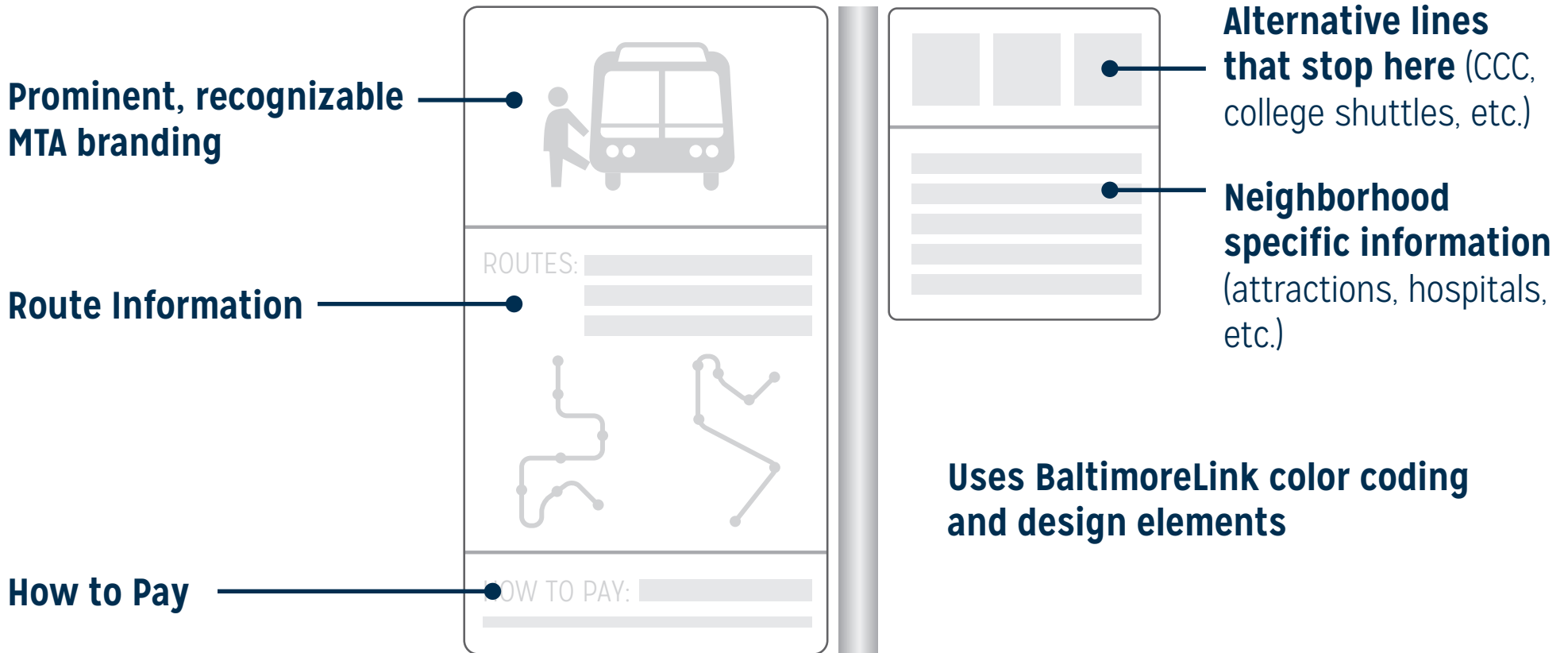


## LONDON

*Very strong brand recognition*

# Bus Sign Rough Concept

## Clear information hierarchy



# 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!

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