

MELD STUDIOS & PUBLIC TRANSPORT VICTORIA

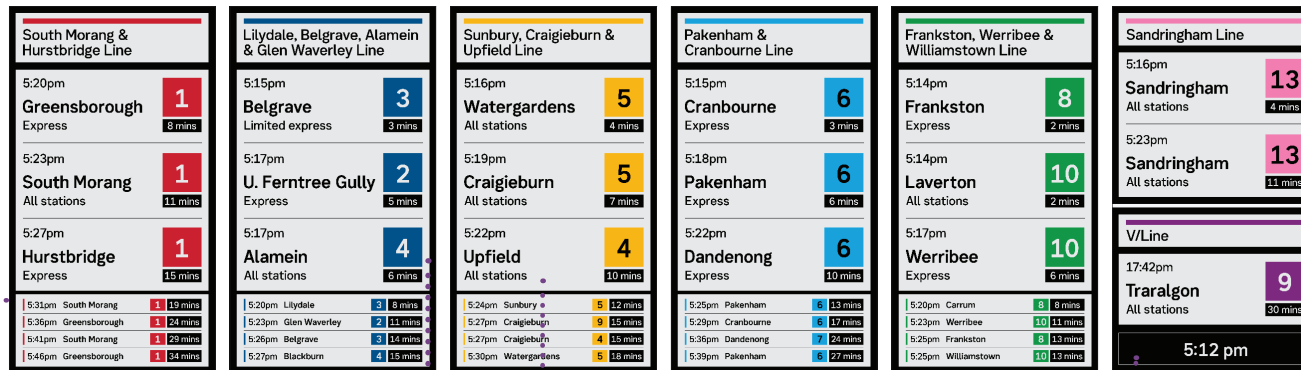
July 2019

Flinders Street Station digital screens

Clear Communications Awards entry

Departure PID (passenger information display)

These are located on the concourse when you first enter the station.



7 is the optimum number of services

The next three services are given prominence with the next four below in a listed format.

People need to know immediate options primarily, followed by other options to ensure their service is listed.

Platform number and minutes to departure

These two integral elements are inseparable.

Placing them together: one over the other or side by side prevented confusion as to which number was the platform and which was minutes until departure time.

Stopping pattern

The terminology to communicate the stopping patterns for each service is critical. The current language needs some work and consistency across all displays will be integral.

Displaying the stopping pattern alerts passengers to potential blocks in their journey and helps them decide on the best route.

Stopping pattern is missing from the 4th-7th services due to space constraints.

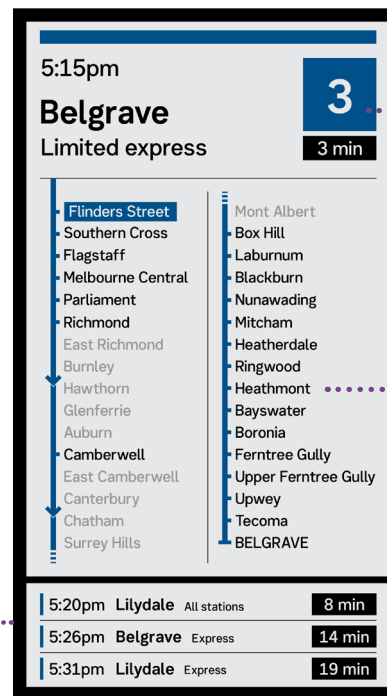
Current time

The display of current time is critical to on the spot planning and confidence across the passengers' journey.

A current time digital clock to be displayed in the bottom right hand corner in this format.

Pre-Platform PID

These are located at the top of the escalators on your way to the platform.



Platform number and minutes to departure

The lockup is repeated here.

Stopping pattern

The most effective communication of stopping pattern includes:

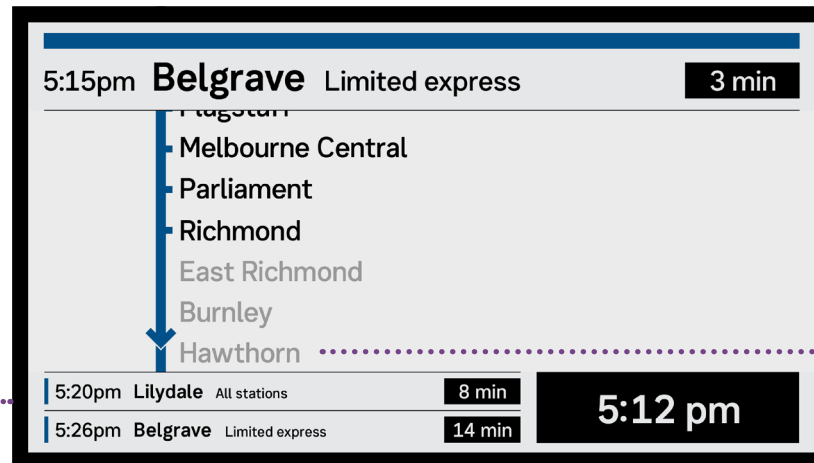
- If stopping, station name is in black text and has a dash.
- If not stopping, station name is in light grey text and does not have a dash.
- There is an arrow on the line indicating the train will pass by these stations.

Next services

This is particularly important as the stopping pattern is listed here in full for the first time. Unfamiliar passengers who realise this train doesn't stop at their station, will look for the next train. Passengers regularly noticed the "express" or "all stations" on this screen even if they had missed it on the Departure PID.

Platform PID

These are located on the platforms.



Next services

Supports how information is displayed on previous screens and improves confidence particularly with Unfamiliar users.

The stopping pattern (all stations, express, limited express) was noticed when it was left aligned to the train name, rather than right aligned closer to the mins to departure.

Current time

Noticed by most passengers on the Platform PID, used to confirm if there were any disruptions when viewed in combination with the scheduled time and minutes to departure. Placement in bottom right corner is consistent with other displays.

Not stopping at

The greyed out station names were much less effective on the Platform PID screens possibly due to more light in the surrounding environment. More testing is required to ensure that this works in practice.

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