

Category: Traffic and Public Transport

Project: Public transportation Information Design system for the Paris region

What was the challenge?

Boasting a population of 12.1 million people, Île-de-France stands as France's most dynamic economic region, with Paris serving as its beating heart. Its public transportation services are composed of metro, train, tramway or tram-train, and bus networks, all managed by Île-de-France Mobilités, the public Organizing Authority. These transportation services allow for nearly 9.4 million daily trips. To create a unified experience for all transportation offerings, ÎdF Mobilités enlisted Attoma Assist Digital agency's expertise in Information Design applied to public transport and mobility. Attoma Assist Digital partnered with ID Matter, an Information Design boutique based in Milan, Italy, to create a distinctive visual vocabulary and syntax for travel information across the region, surpassing the guideline sets of individual operators such as RATP and SNCF.

What was the solution?

Attoma Assist Digital put forth a design strategy grounded in two principles:
 – Ensuring accessibility and readability across a complex and highly interconnected multimodal network;
 – Engaging stakeholders, including the two current leaders, RATP and SNCF.

Accessibility and readability were addressed by emphasizing differentiation among the graphic objects comprising the system, particularly the mode and line symbols, based on the cognitive principle that radical visual differences enhance the quick recognizability of items within a complex information system. By instance, this was achieved through an articulated visual vocabulary that combines historical symbols, such as the letter M representing the metro, with a new pictogram to represent the tramway. The system maintains consistency despite its diversity through the introduction of a new font and standardized graphic codes, including a library of common shapes, a simplified color palette, and a library of pictograms. Throughout the project, various design options were tested in actual stations with real travelers.

The involvement of stakeholders was ensured by organizing a series of workshops in which different options were discussed and collaboratively validated. As such, the internal design agency of SNCF, AREP, made a factual contribution to the definition of certain graphic elements, while experts from RATP actively participated by providing usability recommendations. Finally, Attoma Assist Digital and ID Mat-

ter produced the complete repository of graphical specifications for the new travel information system, which was published in 2020 and has been gradually deployed throughout the network, as installations are renewed or new lines are opened.

What was the effect?

Despite the concerns raised by certain stakeholders regarding a potential risk of confusion among users, the gradual deployment of the new system appears to have been widely accepted. The various operators responsible for implementing the new system on the network have adeptly assimilated the guidelines put forth by Attoma Assist Digital, resulting in a seamless transition. All in all, ÎdF Mobilités deems this project a resounding success.

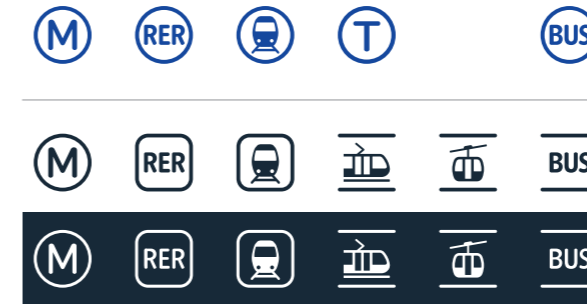
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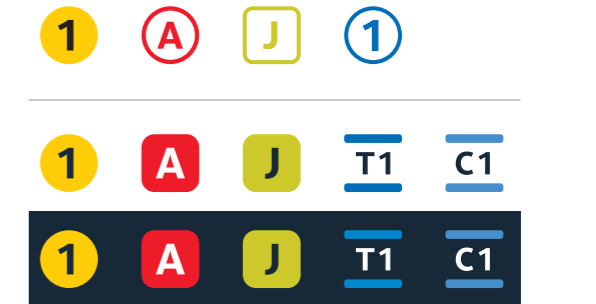
Application for new tram stations and bus stop shelters



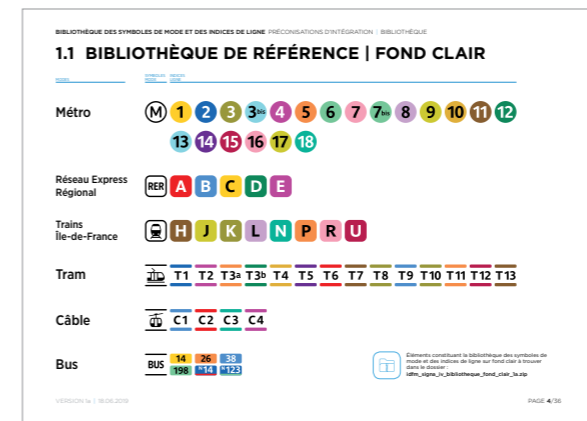
Mode symbols: above – pre-existing library; below – new library designed by Attoma (light and dark background)



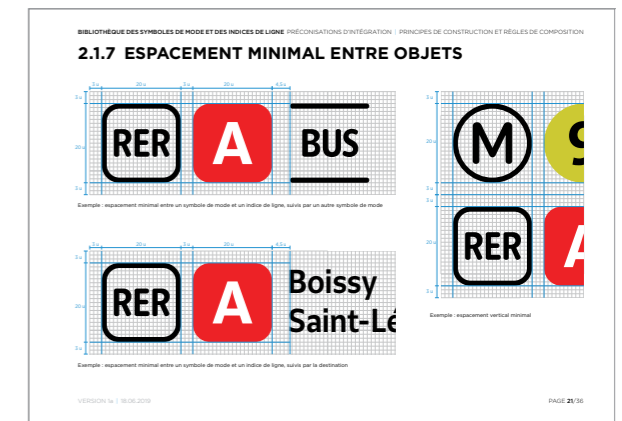
Line indices: above – pre-existing library; below – new library designed by Attoma (light and dark background)



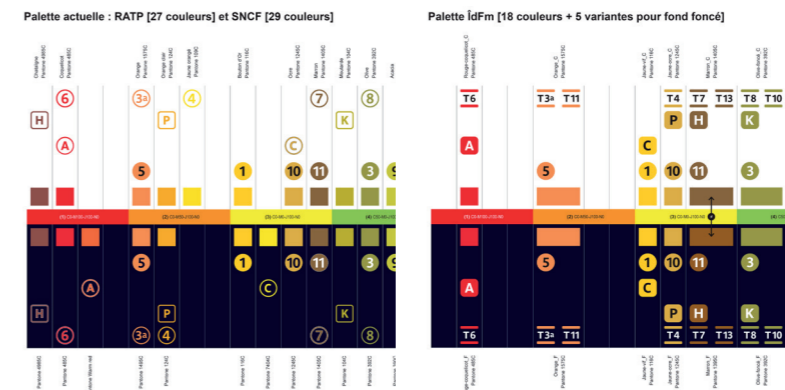
Modes and indices library overview (light background)



Modes and indices layout guidelines (example)



Rationalization of the color palette for line indices and optimization for use on light and dark backgrounds (partial view): left – pre-existing palette; right – new palette



Application of new library on maps

