

Category: Traffic and Public Transport

Project: SYSPAD

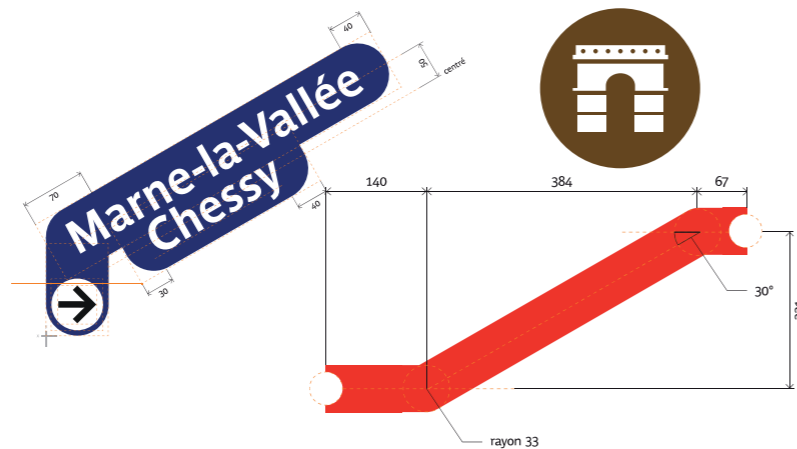
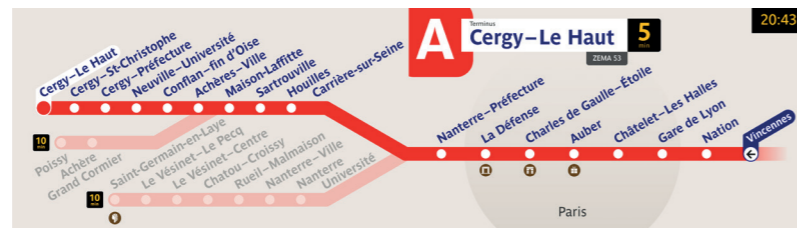


What was the challenge?

With 1 200 000 daily travellers, the RER A mass transit line in the Paris rail network is the busiest one in Europe. The line is very touristic and welcomes many kinds of travellers, 74% of them are not familiar with the RER A, which is made of branches with several terminal stations and served by trains not always calling at each station. In this context, the challenge for RATP is to inform the users about the service offered by the trains in an universal way. The goal of RATP was also to fluidify passengers' exchanges between trains and platforms to facilitate and foster global traffic on RER A.

What was the solution?

With the SYSPAD, RATP aims to help occasional travellers and relieve overcrowded platforms. Our internal design team in collaboration with User Studio design agency worked on user research and followed a service design approach that led to information screens based on the



to learn more : <https://user.io/en/work/ratp-rera-pid-syspad-en/>



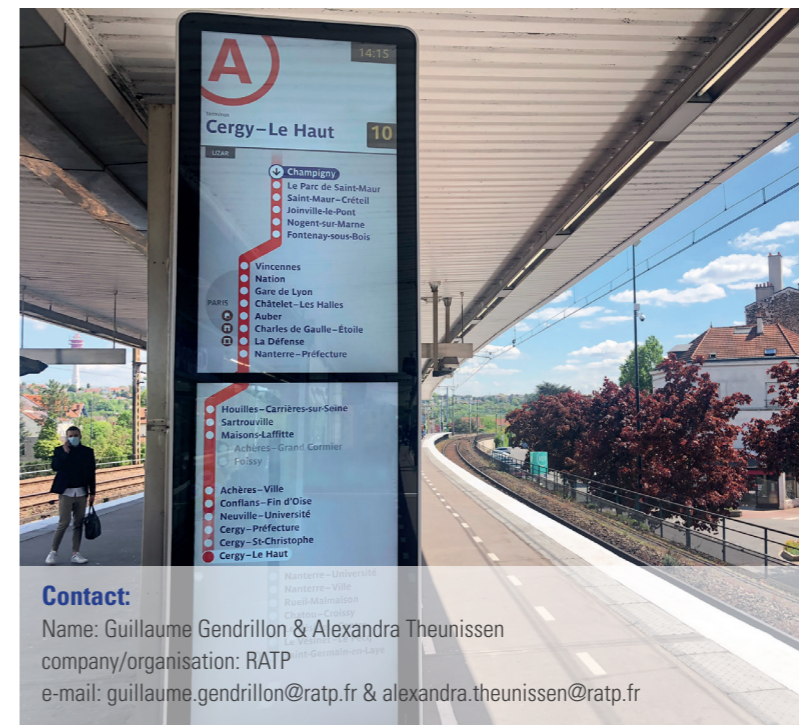
RER A schematic map, and highlighting the branch followed by the train. This dynamic representation shows the direction of the train and every served station. The screen also delivers the waiting time before the next train and alerting messages in case of operation disruptions.

The SYSPAD reinsures occasional passengers, with strong RER A identity marks such as the 'A' letter, the red colour, the 'RER' pictogram, and the chromosomal RER A line shape. To answer to overcrowded platforms situation, the SYSPAD must be instinctively understandable and legible. Therefore, the SYSPAD relies on visual representation, simplicity and large size signs.

RATP worked in a 'design to cost' approach. Each display is composed of 2 standard screens juxtaposed to create a panoramic dynamic surface. For a better integration with all station's architectural types, RATP designed two formats, horizontal and vertical. The horizontal version is positioned in parallel to the tracks with an animation illustrating the movement of the train. The vertical format is positioned perpendicularly to the platform edges to follow the perspective of the rails. The SYSPAD design respects the RATP Design System, which ensures all our service components to be coherent and consistent in terms of signs, products, and environments.

What was the effect?

Today, 99% of RER A passengers are satisfied by the SYSPAD, that's why RATP has decided to deploy the system on the RER B line. Today, customers use the line drawing as a sign to identify the train to take. Passenger information efficiency has increased, and the boarding travellers' fluidity on the platforms has been improved. The images of the Paris transportation system and of the RATP have been directly upgraded with the SYSPAD system.



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