

Category: Traffic and Public Transport

Project: Visual Concept for Timetables of VWT

What was the challenge?

For Verkehrsverbund Tirol, a new design of timetables was developed for nearly 3500 stops, 6736 platforms and around 230 lines in the region. A particular challenge was to design the timetables for various display formats and different complexities in a consistent manner. The extensive information was to be read as quickly and unambiguously as possible. At some stops, up to twelve timetables of different lines are displayed next to each other, which increases the complexity even further.

What was the solution?

Two display types (urban/regional) were realized and can be used depending on the complexity and context of the respective bus stop. In the urban display an individual timetable hangs at each stop, indicating the times of that individual stop. Within a supplementary graphic the following stops are represented as a string of beads together with the estimated travel time. In the regional display, all following stops are shown with all departure times, which makes the time table much more complex. For both types, the design was adapted to four different formats (DIN A3 and A4 in portrait and landscape format) to ensure the greatest possible flexibility in posting.

What was the effect?

The final timetable design has a high recognition value and complements the visual appearance of the VWT in a coherent way. A clean design, reduced to the essentials, optimal reading guidance and clarity provides the appropriate framework for a comprehensible flow of information as fast and smooth as possible.

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