Category: **Traffic and Public Transport**

Project: **Stræó — The Icelandic Public Transport system**

What was the challenge?
A complete redesign of all visuals and presentation for Stræó, the public transport system of the greater Reykjavík area. To make the system both more accessable to the user, but also to make a system of production of materials that was simpler for Stræó. The older systems had manually created maps and timetables for each bus-stop, which had become impossible to keep up to date.

What was the solution?
A completely new design language, made to be clear, modern and most of all easily updated. This included all maps, timetables, and sigage, as well as a new website — based on the same visuals and even more detailed live information on the location of upcoming busses.
Also a unique program that exports all prints for the busstops (both larger maps and routes, as well as timetables) as final PDF's ready for printing. These collect the data from Stræós systems, thus always being up to date.

What was the effect?
A much clearer and unified system throughout all points of information; printed maps, routes and timetables, live data at stops, app, website, signage and more.

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