Understanding the Customer Journey to Design Better Transit Stations

Ian Griffiths, Senior Planner  |  BART

Rail~Volution 2018
BART Overview
Building off of a Rich Design History

America's all-new railway

Having survived countless failures, miscalculations and delays, San Francisco's Bay Area Rapid Transit system — already famous for its industrial design and the first all-new transit system built in America for more than 50 years — is at last providing clean, comfortable, convenient transport. Report by Paul Sargent Clark
BART Stations Reality

Stations look cluttered, even when clean

Disparate elements are not organized or coordinated

Lack of welcoming, legible, branded entrance experience

Minimal design unity: Low quality & non-standardized elements
Ongoing & Upcoming Programs at BART Stations

Ongoing

- New BART Advertising Franchise Agreement
- Station Retail
- Systems Upgrades
- Wayfinding Upgrades
- Art Master Plan
- Fare Evasion Measures
- State-of-good Repair
- Station Access Improvements

Medium & Long-term

- Reinvestment in BART Stations / Station Modernization Program
- New Stations
Precedents

London Underground
Station Design Idiom

L.A. Metro
Systemwide Station Design “Kit of Parts”
Vision

BART stations will provide an excellent customer experience through high quality, unified design that reflects a world-class transportation system.

Station design will enable regular, infrequent, and new BART customers of all backgrounds and abilities to easily access and navigate through the BART system and connecting mobility services to reach their destination.

Consistent and high quality design at stations shall contribute to a strong systemwide identity—increasing ridership, customer satisfaction, and BART’s brand value—while optimizing system safety, operational efficiency, and revenue generation.
Purpose

• Clearly articulate BART’s aspirations for world-class stations with an excellent customer experience;
• Guide the location and design of customer amenities and visual media at stations
• Align all BART departments implementing projects
Focus of Guidelines
What We Heard

“Increase design quality; establish a standard”

“Lack of hierarchy”

“Classy, high end”

“Intentional simplicity”

“Customer centered experience design”

“Stairwells are dark, grungy; not welcoming”

“A lot of information could be done more efficiently”

“Information is hidden.”

“Reinforce the Brand.”

“Minimize the clutter”

“Make it welcoming/draw people in.”

“Presentation is not approachable.”
## Principles Summary

<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>USABILITY</strong></td>
<td>Focus on customer needs</td>
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<tr>
<td><strong>OPERABILITY</strong></td>
<td>Design facilities to be straightforward to maintain and operate</td>
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<tr>
<td><strong>SAFETY</strong></td>
<td>Protect the security and health of passengers and staff</td>
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<tr>
<td><strong>UNITY</strong></td>
<td>Establish a legible, consistent, and system-wide design identity</td>
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<tr>
<td><strong>SIMPLICITY</strong></td>
<td>Integrate and align products, services and infrastructure</td>
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<tr>
<td><strong>CONTEXT</strong></td>
<td>Respond to local conditions to promote a sense of place</td>
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<tr>
<td><strong>ECONOMY</strong></td>
<td>Optimize revenues and efficiency</td>
</tr>
<tr>
<td><strong>FLEXIBILITY</strong></td>
<td>Anticipate future needs</td>
</tr>
</tbody>
</table>
The Passenger Journey & Station Zones
The Passenger Journey & Station Zones

Where is the BART station entrance and how do I get there?
Where am I permitted to park?
Is the vehicle/bicycle parking full?
Are there service disruptions?

What is the name of this station?
When is my train coming?

Which way to the trains and ticketing area?
Do I have time to ________ before my train comes?

1. STATION APPROACH
   Area from Extent of BART property to within 10 feet of station entrance threshold

2. STATION ENTRANCE
   Entrance threshold plus 10 foot buffer; entirety of entrance canopies for underground stations

3. UNPAID AREA CIRCULATION
   Area between entrance and ticketing/fare gates
The Passenger Journey & Station Zones

What route should I take?
Where/how do I buy a ticket?
I need to double check my route.
Where can I find out or get help from someone on how to ride BART?
Are these the right fare gates?
When is my train coming?
Are the elevators I need in service?

Which platform?
Which train do I get on?
When is my train coming?

Which way to the platform that takes me to _______ station?
I must remember to validate my parking.

4. TICKETING/FAREGATES
   Fare gates, station agent booths, TVM’s 15 foot buffer on all sides

5. PAID AREA CIRCULATION
   Ticketing/fare gate area to escalators, stairs, elevators

6. ESCALATORS/STAIRS

7. PLATFORMS

BART Station Experience Design Guidelines
# Prioritization of Elements by Station Zone

<table>
<thead>
<tr>
<th>STATION ZONE</th>
<th>SIGNAGE</th>
<th>EQUIP. &amp; FURNITURE</th>
<th>BIKE</th>
<th>ADVERTISING &amp; MARKETING</th>
<th>RETAIL</th>
<th>PUBLIC ART</th>
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<tr>
<td><strong>STATION APPROACH</strong></td>
<td><img src="rating" alt="Station Identification" /></td>
<td><img src="rating" alt="Wayfinding/Maps" /></td>
<td><img src="rating" alt="Safety/Regulatory" /></td>
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Station Approach

Key considerations

WAY IN:
Where is the BART station entrance and how do I get there?
Where am I permitted to park?
Is the vehicle/bicycle parking full?
Are there service disruptions?

Station identification at adjacent roadways is large and high enough to be easily read from fast moving vehicles.

Human-scaled wayfinding is provided to direct pedestrians to destinations and where possible can be attached to existing street lights.

Station identification is prominent and visible from a distance.
Station Approach

Existing Condition

WAY IN:
Where is the BART station entrance and how do I get there?
Where am I permitted to park?
Is the vehicle/bicycle parking full?
Are there service disruptions?
Station Approach

Proposed

1. Branded Station Identification should be prominent and visible from a distance
2. Opportunity for real-time parking and/or service advisory information
3. Pedestrian paths clearly identified
4. Station Identification on major roadways is large and high enough to be viewed from a distance from moving vehicles
Station Entrance

Key considerations

WAY IN: What is the name of this station?
When is my train coming?
WAY OUT: Where am I?
Which way to ________?

- Area for required accessibility, safety, and regulatory signage is placed consistently at entry/exit locations
- Opportunities for digital, real-time station/system information
- Station identification carrying logo(s) and station name is prominent and visible from a distance
- Retail is organized and placed in a way that does not impede visual or physical connection to station entrance/exit
- An information zone outside of the station provides necessary transit information for entering or exiting customers
- Transit information signage is prioritized within a 10-foot buffer around the entry/exit threshold

BART Station Experience Design Guidelines
Station Entrance

Existing Condition

WAY IN: What is the name of this station?
When is my train coming?
WAY OUT: Where am I?
Which way to _______?
Station Entrance

Proposed

1. Branded, instantly identifiable station entrance reminds user of station name and reinforces systemwide legibility

2. Wayfinding & regulatory signs prioritized in entrance zone

3. Organized, standard furniture

4. Bike station is designed + located to not compete with station identity

5. Wayfinding & connecting service information available for exiting passengers where they need it
Ticketing/Fare Gates

Key considerations

WAY IN: What route should I take?
Where/how do I buy a ticket?
I need to double check my route.
Where can I find out or get help from someone on how to ride BART?
Are these the right fare gates?
When is my train coming?
Are the elevators I need in service?
Ticketing/Fare Gates

Existing Condition

WAY IN: What route should I take?
Where/how do I buy a ticket?
I need to double check my route.
Where can I find out or get help from someone on how to ride BART?
Are these the right fare gates?
When is my train coming?
Are the elevators I need in service?
Ticketing/Fare Gates

Proposed

1. Immersive public art reinforces sense of place and wayfinding, complementing branded station identity signs
2. Consistent branded station identity inspires user confidence in system
3. Real time info integrated with sign
4. More customer-oriented, welcoming Station Agent booth identity
5. Wayfinding & connecting service information available for exiting passengers where they need it
Escalators/Stairs

Existing Condition
Escalators/Stairs

Proposed

*Immersive advertising maximizes revenue and enhances overall experience; does not compete with customer information*
**Platform**

Existing Condition

**WAY IN:** Which platform?
Which train do I get on?
When is my train coming?

**WAY OUT:** Is this my stop?
Which way to the street exit I want?
Which way to the escalator/elevator?
Platform

Proposed

1. More legible real-time information on upgraded digital displays (advertising could be integrated)
2. Large format advertising can be increased; not competing with customer information
3. Overhead signs clearly indicate station name & exit directions
4. Standardized benches & trash reinforce BART systemwide identity, minimize visual clutter, and are easy to maintain
Next Steps

• Expand guidelines to develop a “Kit of Parts” set of architectural & landscape elements
  • Identify common materials, finishes, colors, patterns, graphics and other visual elements to apply systemwide

• Develop District-wide procedures to improve monitoring of customer experience, design quality

• Develop coordinated design review process for art and station design
Challenges

- Fragmented responsibility for customer experience across many departments; No senior level Customer Experience czar
- Lack of dedicated staff resources for Design Excellence program implementation
- Perception that Design/Customer Experience = Aesthetics only, capital only (applicable only to new things)

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<thead>
<tr>
<th>BART Department / Division</th>
<th>In-station Customer Experience Purview</th>
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<tbody>
<tr>
<td>District Architect</td>
<td>Wayfinding, regional real time displays, architecture</td>
</tr>
<tr>
<td>Systems Engineering</td>
<td>Platform-level electronic displays (DDS), fare equipment</td>
</tr>
<tr>
<td>Transportation Operations</td>
<td>Face-to-face customer interactions, in-station and in-train announcements</td>
</tr>
<tr>
<td>Marketing &amp; Research</td>
<td>Promotions, advertising</td>
</tr>
<tr>
<td>Customer Services</td>
<td>Queries received online, by phone, by mail</td>
</tr>
<tr>
<td>Communications</td>
<td>Maps, BART website, brand &amp; logo standards branded message campaigns</td>
</tr>
<tr>
<td>Stations Planning &amp; Capital</td>
<td>Station modernization, art program, station brightening</td>
</tr>
<tr>
<td>Customer Access</td>
<td>Bicycle, vehicle parking information</td>
</tr>
<tr>
<td>Maintenance &amp; Engineering</td>
<td>Station repairs, station brightening, temporary barricades</td>
</tr>
<tr>
<td>Real Estate &amp; Property Development</td>
<td>Retail</td>
</tr>
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Lessons Learned

- Leverage new projects/procurements to make the case for comprehensive review to station experience
- Engage broad audience in developing design principles, objectives
- Ground case for design excellence in providing an excellent customer experience, based around customer journey
- Identify internal and external design champions

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