

## Objectives of the measure

- **At measure level:**
  - Expand Ruter's visual identity to include mobility hubs and new shared mobility.
- **Contributing to city level objectives of:**
  - Through a holistic approach, across modes of travel and across suppliers/competitors, we will improve the user experience when travelling in the city and the surrounding areas. And by doing so, simplify life without a car.

## Description of the measure

- **Situation before:**

At Ruter, we design for screens at stops and inside vehicles, apps and websites, interior and exterior of vehicles, directions to and from stations, landmarks and signs, timetables, maps and marketing. Everything must fit together seamlessly to ensure a great travel experience.

Our design system is a tool that helps us manage our brand and identity. The system ensures that we communicate in a consistent way across all channels - so that the products, services, and experiences offered under the brand achieve their purpose. Ruter recently launched a new visual identity which is used in our official communication, branding material and digital user interface. This visual identity has not yet been expanded to mobility hubs and new mobility services.

- **General description:**

With this measure, we wish to expand Ruter's visual identity to also include mobility hubs and belonging (new) services such as bike lockers, car sharing etc. In doing so, we will increase the visibility and uniformity of mobility services and build on Ruter's ambitions to provide mobility rather than public transportation only.

- **Measure outputs:**

This measure will deliver:

- Analysis of user and operator needs related to visual identity
- Define possible solutions for visual identity
- Workshops with users to test solutions
- Updated visual identity for Ruter

- **Supporting activities:**

Ruter has a number of ongoing initiatives to set up mobility hubs where testing and implementation of this measure is highly relevant.

We also hope that collaboration with the project MOVE21 can provide possibilities for testing the visual identity on their planned network of mobility hubs.

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure will have a link to many of the other UPPER measures, including:

- **OSL\_04:** Reduce car dependency through development of new combined mobility services
- **OSL\_05:** Demand Responsive Transportation
- **OSL\_06:** First and last mile

- **OSL\_08:** App integration

## Target groups and/or geographical impact areas

- **Target groups:**
  - Residents within Ruter's operating area. Users of Ruter's digital user interfaces.
- **Geographic implementation area:**
  - The implementation area will be across the whole of Ruter's region, wherever hubs are established. We see densely populated areas as most attractive to begin with.

## Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **Ruter:** PTA and mobility provider in the region of Oslo and Viken
- **City of Oslo:** Policy maker, city developer
- **Service operators:** Third parties operating the service
- **Landowners:** Third parties owning the land and often infrastructure

## U-tools support

The implementation of this measure will be actively supported by one IT tool from the UPPER toolkit:

- **U-GOV:** This tool could help gain a better understanding of the customers' expectations, serving as a platform/facilitator for interaction, involvement, and discussions.

## Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **VAL\_02:** Creation of a network of multimodal hubs
- **ROM\_03:** To adapt the PT offer and include new mobility services in multimodal interchange nodes
- **IDF\_04:** Added-value services in multimodal nodes to integrate active modes with PT
- **MAN\_07:** Create a network of mobility hubs in cooperation with the regional transport association, open for multi mobility providers
- **LIS\_09:** To improve the integration of PT and active travel modes

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Insight</b>	<ul style="list-style-type: none"> <li>- Defining context and issue to be solved</li> <li>- Researching and analysing test results</li> </ul>	User and operator surveys completed
<b>Design</b>	<ul style="list-style-type: none"> <li>- Developing solutions</li> </ul>	Visual identity MVP
<b>Implement</b>	<ul style="list-style-type: none"> <li>- Testing material on user group (mock ups and/or actual objects on hub locations)</li> </ul>	Testing completed and feedback received

## Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
OSL_02	N/A	<ul style="list-style-type: none"> <li>- Comprehension of hubs' visual profile</li> <li>- Assessment of hubs' visual profile</li> <li>- User satisfaction</li> </ul>