



OSL_02: Consistent visual identity for PT and mobility hubs

Activities towards demonstration (How?)

Completion of the preparation activities

Finalize the visual identity MVP

Finalize a visual design for Ruter's mobility hubs (visual identity MVP). It is essential to test the MVP with a diverse target group. Engaging these groups will provide valuable feedback and insights, ensuring that the design effectively meets the needs and expectations of users.

Preliminary works

User Testing

In this phase, we will test how the concept is perceived by users. We will include various target groups, such as commuters who rely on cars, and those who use electric scooters in the city. Our focus will be on evaluating how the visual materials are received.

The test will be conducted through interviews where we present the extended visual identity using design sketches and images. We have created mockups that have been placed in relevant environments and photographed. These will be shown to participants to gather feedback on the concept.

Stakeholders insights

We will engage with stakeholders, including suppliers and property owners, to present the concept and share insights from the user tests. Additionally, we will identify a suitable location for a pilot project. We need permission from stakeholders to place a pilot. Internally at Ruter, we will present, discuss, and gather feedback.

Deployment and integration

To implement the visual identity (MVP) in the selected hubs, it will be necessary to identify a suitable location for placing the mockups. Once the area is selected, three-dimensional mockups will be designed and placed in the environment. We will also evaluate how the physical signs function in practice and optimize them for realistic use. Additionally, a user survey will be conducted in the test area to assess the concept.

Demonstration activities

Testing and validation of the visual identity MVP

Once the visual identity (MVP) is finalized, it will be tested in a pilot hub. During the demonstration phase, a qualitative survey will be conducted on-site, including interviews with users of the service. The questions will be predefined but open-ended, such as: "How do you experience the service?" and "How do you interpret the signage?" The primary goal of the qualitative survey will be to measure customer satisfaction, serving as the key barometer for evaluation.

In addition, feedback will be gathered from the target group to assess their acceptance of and satisfaction with the proposed design. The demonstration phase will provide a crucial opportunity to collect valuable insights into the updated visual identity and validate its effectiveness. This feedback will be used to make necessary adjustments, ensuring the design meets user needs and expectations.

Timeline for implementation and demonstration

