

Facilitating Efficient & Effective Wayfinding Experiences for Rail-Air Passengers at Train Stations

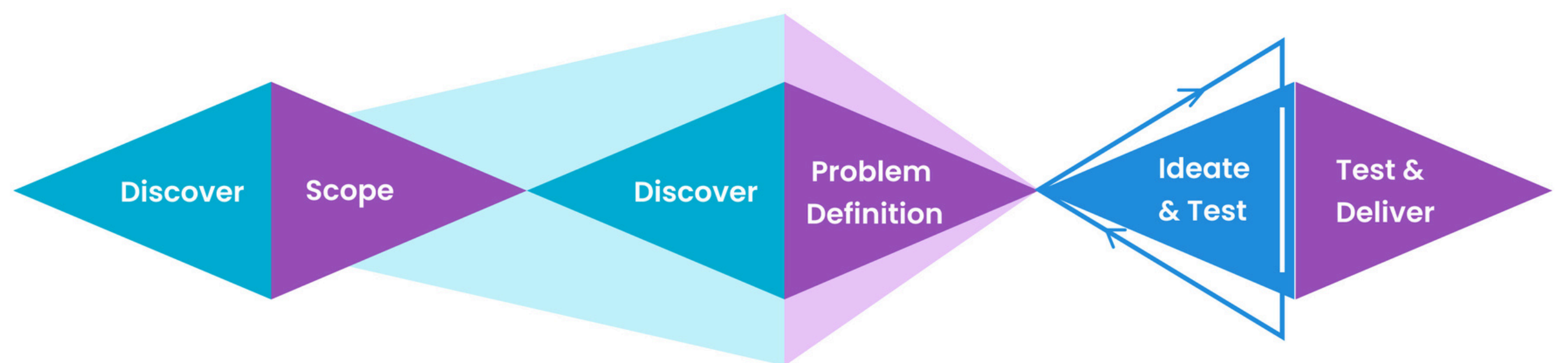
The context

With the global shift towards adopting sustainable lifestyles, there is added pressure on airlines and the aviation industry to offset carbon emissions by 90% by 2050. To reach this goal, airlines such as KLM and Lufthansa are adopting alternative modes of transportation called multimodal journeys. To ensure a seamless & positive passenger experience, certain performance factors need to be well integrated across the journey. One such integral factor is wayfinding.

This thesis aims to enhance wayfinding experiences for rail-air passengers at train stations, facilitating efficient and effective navigation during the initial phase of their journey. By improving wayfinding at train stations, this project seeks to promote multimodal travel, particularly the use of trains as a sustainable alternative to short-haul flights.

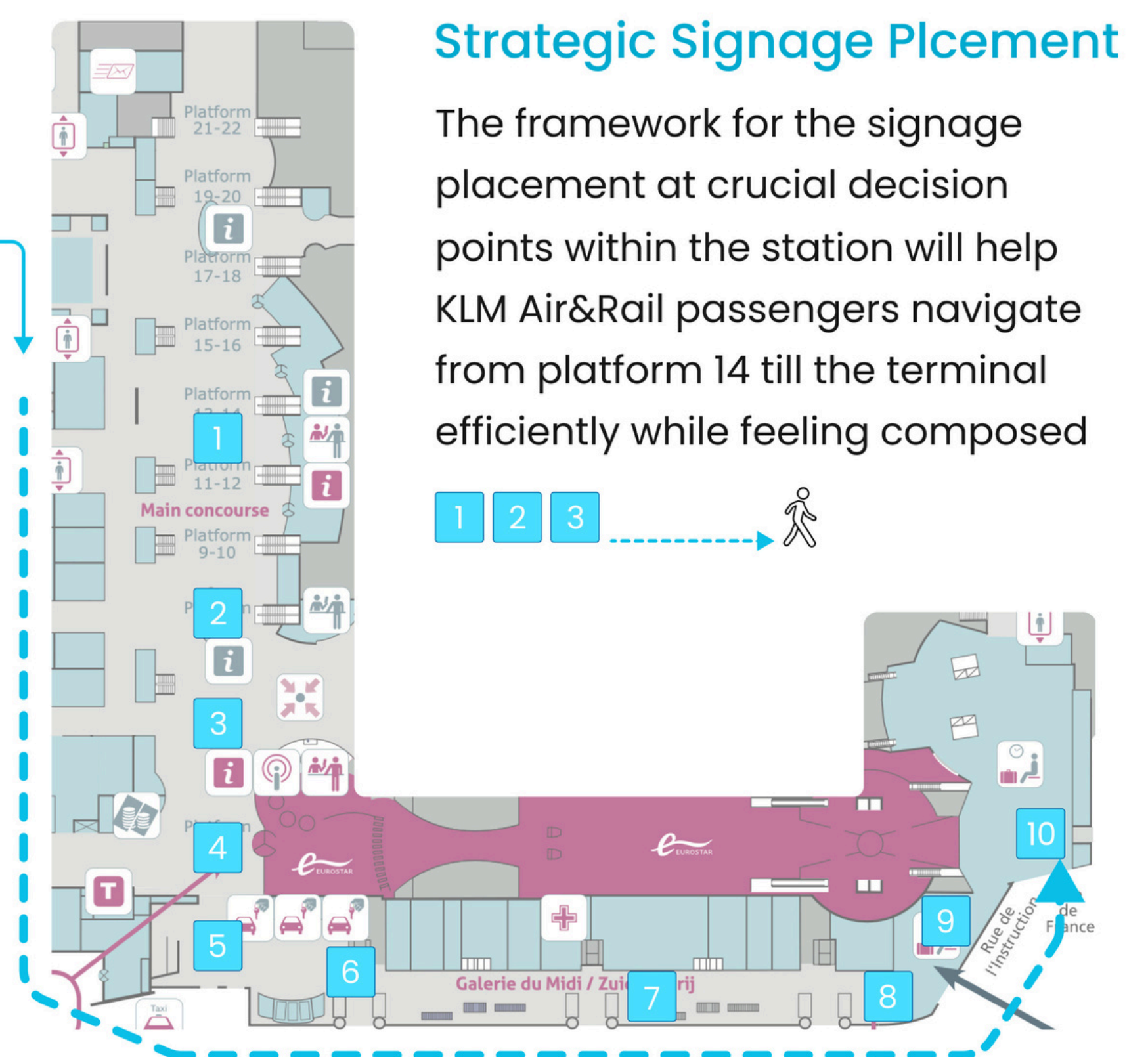
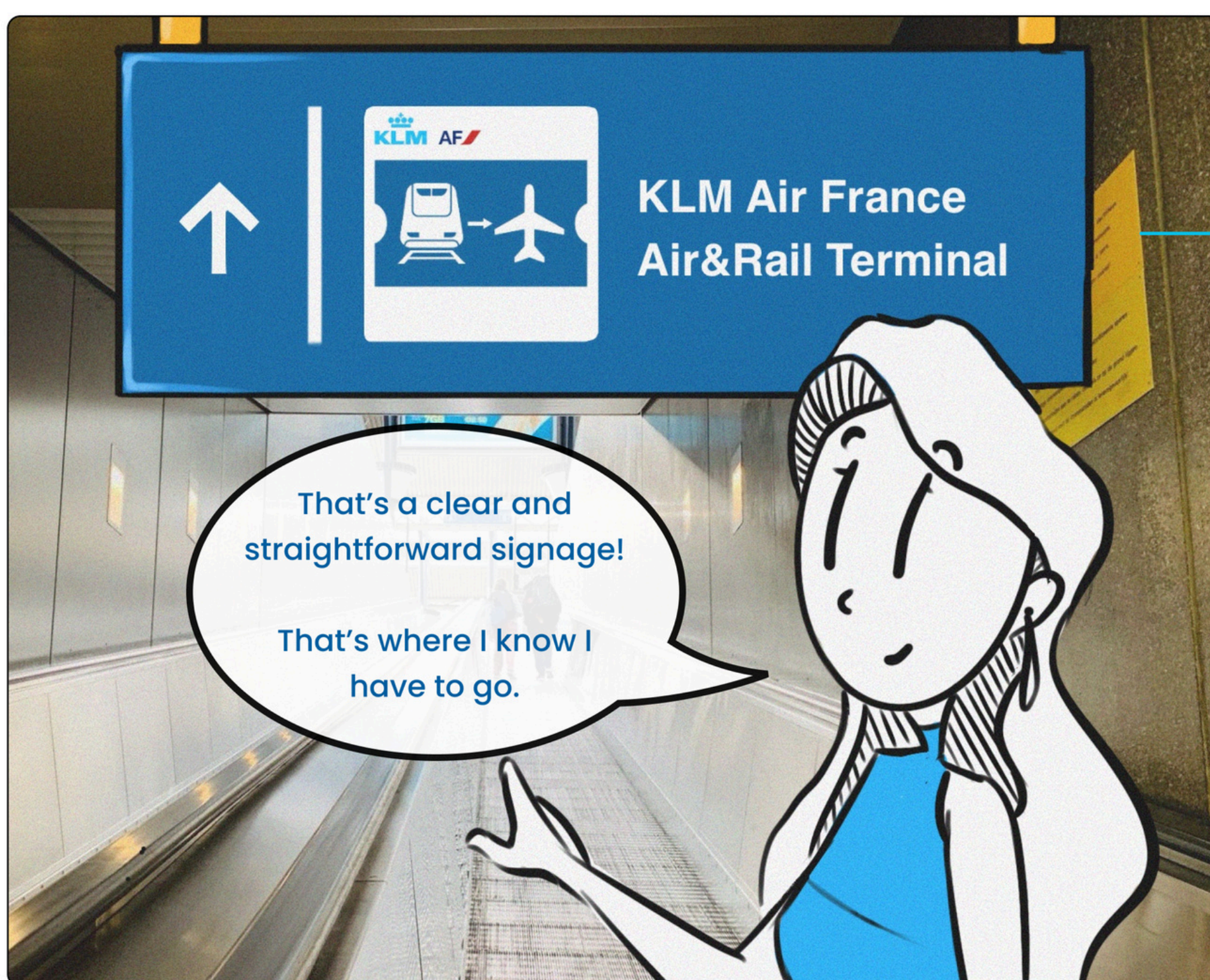
Approach

For the purpose of field research, the first phase of the KLM Air&Rail service provided by KLM at Brussels Zuid station was chosen as a case study.



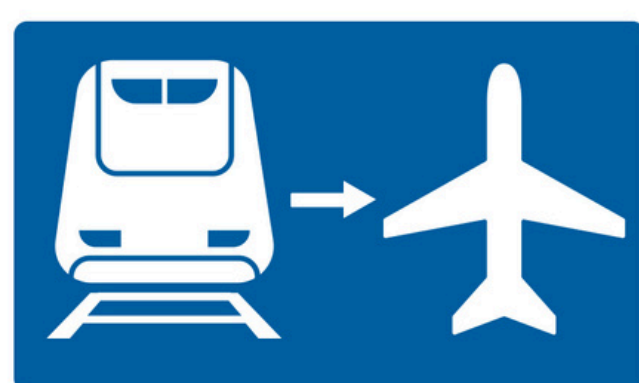
Design Direction: KLM Air&Rail passengers beginning their journey from the entrance of platform 14 must feel **confident and composed** when using the analogue wayfinding signage system inspired by Rotterdam Central at Brussels Zuid train station while navigating to the KLM Air France Air&Rail terminal.

The Design



Strategic Signage Placement

The framework for the signage placement at crucial decision points within the station will help KLM Air&Rail passengers navigate from platform 14 till the terminal efficiently while feeling composed



The arrangement pictograms visually depict the rail-air journey. Universally recognised symbols & size balance enhance legibility & readability



The ticket pictogram depicts the boarding pass that Air&Rail passengers need to have/pick-up



Branding elements on the signage reinforce interpretation and aid KLM Air&Rail passengers in decision making. Furthermore, it prevents regular train passengers from following the signage.