



Passenger Information

The Industry Design System

Reducing costs. Improving orientation. Visual passenger information as an industry standard.

The passenger-centred design system provides a consistent and user-friendly passenger information experience across all modes of public transport while preserving the unique identity of local brands.

Key Features:

- **Validated through UX testing** with more than 2,300 participants across 200 qualitative interviews and quantitative surveys, ensuring an intuitive and easy-to-understand presentation of information.
- **Documented in VDV Standard 713-3-1** and supported by BSN and PRO BAHN, ensuring maximum industry compliance and passenger benefit.
- **Open Creative Commons licensing** allows free use by any railway undertaking or public transport authority across all modes of transport.



A reusable design system for a consistent user experience and faster passenger orientation.

