

Phil Berczuk

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BA 1st Class Hons Art & Design Dundee College of Art 1980 – 1984
MA Chelsea School of Art 1985-86

Phil has over seventeen years experience in design within the transport sector and his key strengths lie in developing simple and creative solutions to complex design problems.

Recent projects include Manchester Metrolink's Service Revitalisation; Dundee's Scottish Transport Award winning Public Transport Information System; BRT passenger information and sign design for Transmilenio, Bogotá and brand and information design for BioVias, Chile.

In 1996 Phil designed Rome's first integrated Public Transport Information System and schematic rail and underground map.

Crucial to the success of his work is an understanding of users' needs and an ability to convey complex ideas and information with clarity and simplicity.

Bringing Confidence into Public Transport: Dundee Public Transport Information System

Abstract

The paper presents a case study of Dundee's Scottish Transport Award winning Public Transport Information System.

The project was developed through a series of stakeholder workshops including accessibility groups, central government and transport operators. The project objectives were to raise the overall image of Public Transport in Dundee, remove barriers to bus use and improve passenger confidence.

To date Dundee has successfully implemented an integrated transport information system including journey planning with fully interactive mapping (including direct access to real time information for all stops in the city and stop specific departure boards), high quality printed information at all stops, smart card triggered audio and WAP/SMS journey planning.

Extensive local user testing, workshops and focus groups played a significant role in the project's development. These ensured solutions were targeted directly at local users requirements. User testing of the draft kiosk and journey planner designs resulted in major revisions to the final product and will be the main focus of this paper.