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Martin Foessleitner has a 10 years management background in a Japanese company of the digital imaging business as a Product Manager in Eastern Europe and as Marketing Director in Austria before he founded High-Performance-Vienna GmbH in 1999.

The company's work applies information design as a bridge to link the gap between the disciplines of marketing and sales in multinational corporations.

Martin is Board Member of IIID.

Transport, transport hubs and tragedies in mobility: Challenges to information design

Abstract

Two concepts of how Information Design may avoid personal daily tragedies in public transport and at transport hubs will be presented.

The Personas concept by Alan Cooper provides us with a precise way of thinking and communicating about how users behave, how they think, what they wish to accomplish and why. Based on the behaviours and motivations of real people Personas represent composite archetypes. Furthermore, by using Personas we can develop an understanding of users' goals in specific contexts.

The other concept of "The Journey", developed by Michael Wolff, encapsulates the various points of contact which take place sequentially between an organisation and those with whom it comes into contact. 'The Journey' can show how and where design can make its impact on an organisation. But what's even better: it can equally well be applied to exemplify and analyse the steps travellers take and the decisions they need to make in the process of boarding, transferring and getting off public means of transport.

Both concepts are powerful tools and simple in concept but must be applied with considerable sophistication.