

Giuseppe Attoma Pepe

Design Director, Attoma Design, Paris, France



Speaker Qualifications

Born in 1957 in Italy Giuseppe Attoma studied communications science and architecture and has been working in the design field for more than 20 years.

He created Attoma in Paris in 1997 and is passionate about the value of design for institutions, particularly the importance of preserving information quality in highly constrained situations.

Giuseppe previously spoke at IIID in 1997, 2002, 2005, 2007, 2008 and 2009. He regularly presents in a variety of contexts to discuss information design and mobility.

Real time information as a shared continuum for clients and information agents

An efficient travel information system is a matter of providing the user with the right information, at the right time, in the right place. All the pieces of the system should be consistent, using the same information syntax and visual framework, whatever the medium, the channel or the technology involved.

This is particularly true for real time information, which is an actual continuum of experience as well as the trip is. Any disruption of consistency could be perceived as a lack of reliability, getting the user into despair.

SNCF Proximités, the branch of the French national railways operator devoted to the Public transport, hired our agency to design a seamless real time information system made of three pieces:

- Multimodal on-board TFT displays for regional express trains;
- Departures/arrivals TFT displays in the stations;
- PC User Interface for SNCF agents at information desks in the stations, presenting departures/arrivals information in any station in the region, a trip planner, detailed multimodal information and «breaking news» about traffic status.

The result is a unique and consistent information design strategy, allowing clients and information agents to share the same real time information presented in the very same way.

The presentation shall include:

- A description of the design methodology used by Attoma, illustrated by storyboard, wireframes and design research sketches;
- Screenshots and dynamic dummies of each of the projects.