

PROJECT : RETHINKING URBAN MOBILITY

PERSONA

Understanding the Audience



CARLA SMOAK, 32

About:

Carla is a marketing manager living in a busy metropolitan city. She relies on public transport to get to work but often faces delays and last-minute changes in routes. She values efficiency and real-time updates.

Needs :

- Needs accurate, real-time updates on delays and alternate routes
- Wants a more intuitive way-finding system inside stations

Pain Points :

- Frustrated with inconsistent signage that makes transfers confusing
- Hates unexpected schedule changes without notifications

What She Thinks About the Problem:

Carla believes poor wayfinding and inconsistent transit information make commuting stressful. She often gets frustrated when buses or trains are delayed without clear updates.

Transport Modes & Frequency:

Subway – 5x per week
Bus – 3x per week
Rideshare – 2x per week

Applications Used:





MALCOLM MERLYN, 21

About:

Malcolm is a university student who lives in the city but frequently travels across town for classes, part-time work, and social events. He enjoys biking but often has to rely on public transit.

Needs :

- Wants better integration between biking and public transit
- Needs affordable transit options as a student

Pain Points :

- Frustrated with poor bike infrastructure in some areas
- Finds wayfinding inside transit stations confusing

What He Thinks About the Problem:

Malcolm feels the city lacks a seamless, multi-modal transit system. Biking lanes are disconnected, and integrating different transport modes is difficult.

Transport Modes & Frequency:

Bike – 4x per week
Metro – 3x per week
E-Scooter – 2x per week
Bus – 2x per week

Applications Used:





RITA HARARI, 68

About:

Rita is a retired teacher who enjoys exploring the city but finds public transportation overwhelming due to accessibility issues and poor signage. She prefers clear, easy-to-use transit options.

Needs :

- Needs large, easy-to-read signage in stations
- Prefers voice-guided navigation on apps

Pain Points :

- Struggles with lack of seating in stations
- Finds stairs and broken elevators a huge barrier

What She Thinks About the Problem:

Rita finds public transit difficult to navigate due to unclear signage, small fonts, and inaccessible stations. She often avoids certain areas because she's unsure about how to get there.

Transport Modes & Frequency:

Bus – 4x per week
Metro – 2x per week
Walking – Daily

Applications Used:



CREATIVE BREIF

Understanding the Problem

CREATIVE BREIF

Background

Urban mobility is facing increasing challenges due to poor infrastructure planning, unclear wayfinding, and inefficient public transport systems. These issues result in confusion, delays, increased car dependency, and reduced accessibility for many users. Thoughtful design solutions—such as intuitive transit maps, accessible signage, and integrated digital tools—can significantly improve the commuting experience and encourage the use of sustainable transportation.

Target Audience

This project focuses on daily commuters, students, and senior citizens, as they represent diverse transit users with varying needs. The goal is to create accessible, user-friendly, and visually intuitive solutions that enhance their experience and reduce reliance on private cars.

Objective

To redesign urban mobility by improving wayfinding, signage, and digital transit tools to create an efficient, accessible, and user-friendly public transport experience.

Single Minded Proposition (SMP)

“Smart, seamless transit for all”

Keywords

- Monochrome with Color-Pop
- Minimalism
- Accessible
- Urbanism
- Digital
- Sustainable

Deliverables

Instagram Campaign (Digital)

A visually-driven social media campaign promoting UrbanFlow's features and benefits. Including static posts highlighting real-time updates, eco-friendly travel options, and user testimonials.

Public Awareness Campaign Posters (Print)

A series of posters promoting better transit habits and multimodal transport usage.

Urban Mobility App UI/UX Prototype (Mobile)

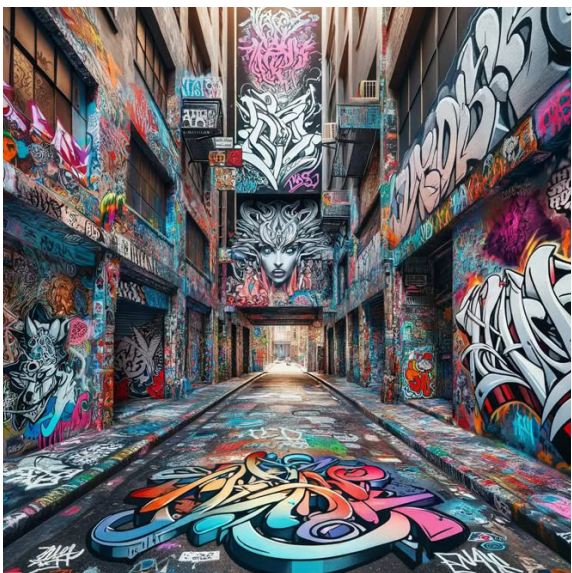
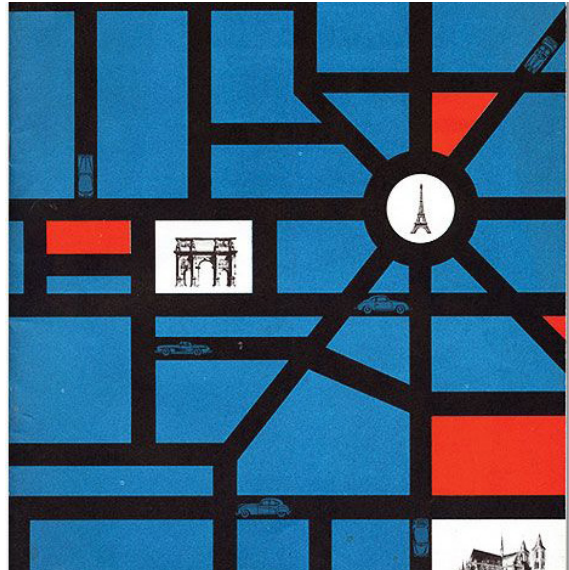
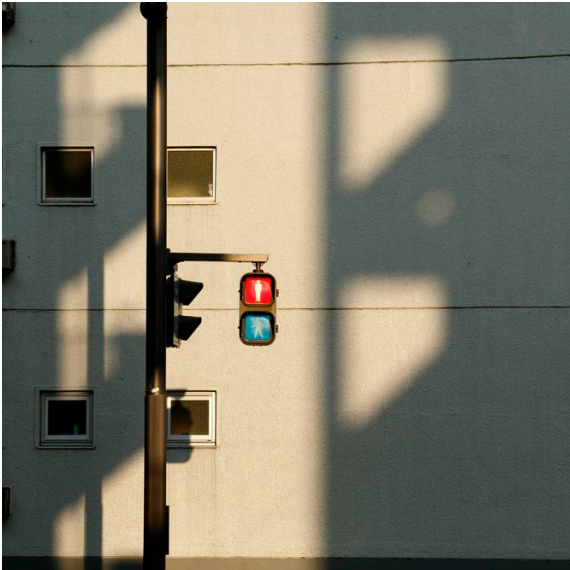
Real-time transit updates, route planning, and accessibility features. Integration of bike-sharing, ride-hailing, and walking routes for seamless mobility.

MOODBOARDS

URBANISM

Bold, urban energy.
Grid-like city structure.
Type design.
Grungy, textured background.
Photography Instead Of Color Pallete.

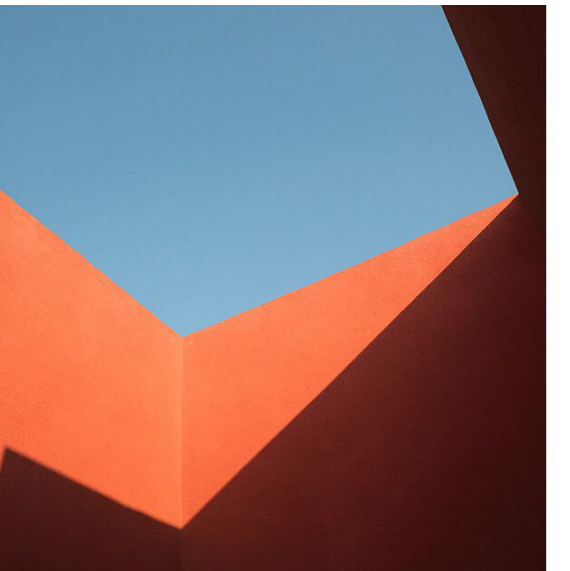
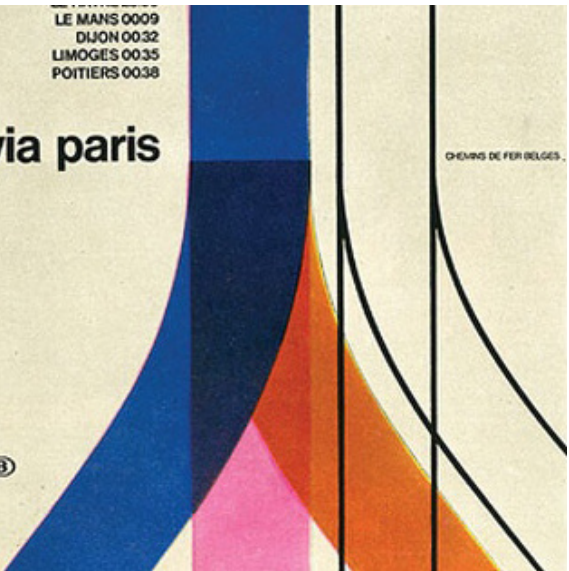
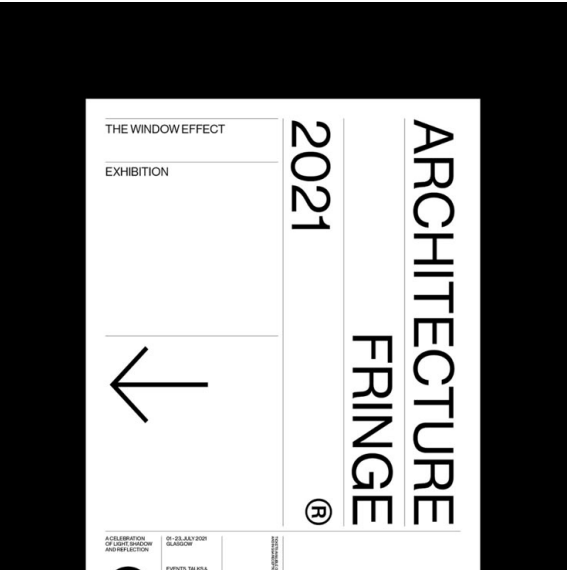
Technical, grid-like layout.
Urban Graphitti.
Monotone red and white color scheme.
Transit design.
Color Pop.



MINIMALISM

Clean typography, bold contrast.
Minimal lines, functional design.
Subtle tones for visual calm.
Simplified grid, structured layout.
Universal, easy-to-read symbols.

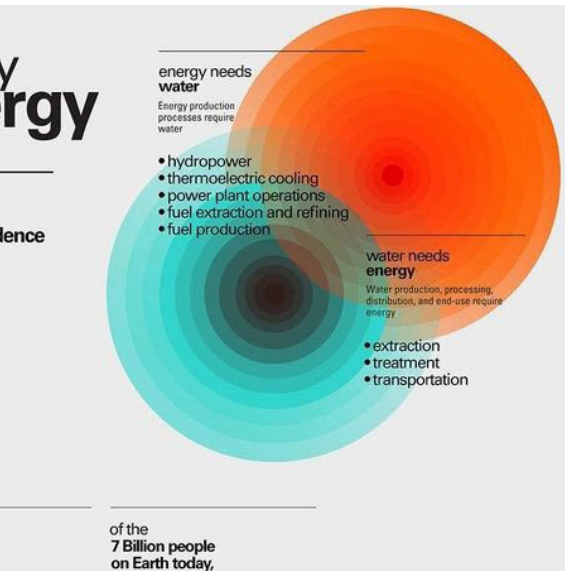
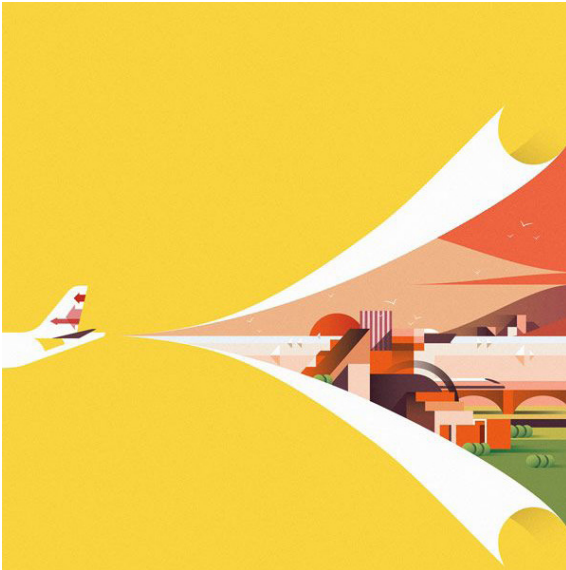
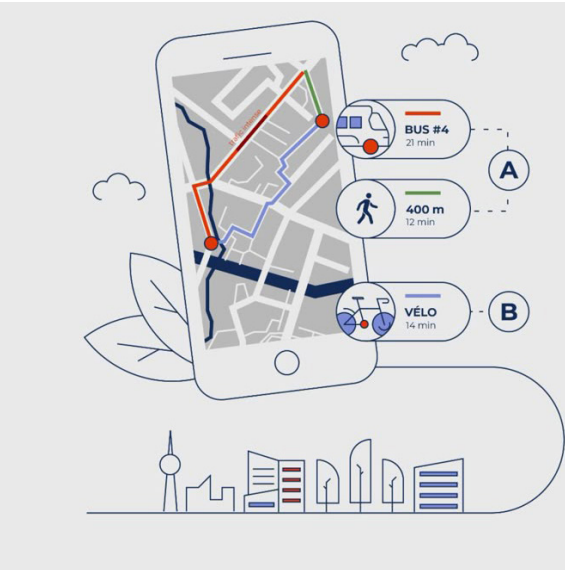
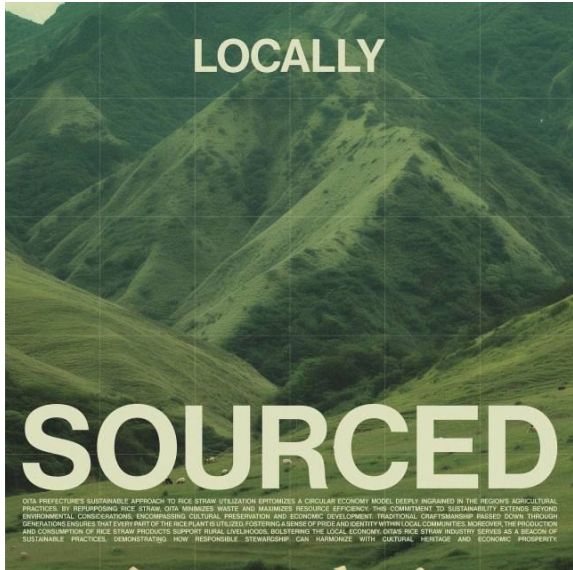
Focus on essential elements.
High contrast for clarity.
Clean and modern visuals.
Minimal words, maximum impact.
Precision and order.



SUSTAINABLE

Organic Typography
Seamless mobility.
Urban Mobility
Soft design.
Efficient Display Type.

Mobility-inspired cities.
Smooth movement.
Modern yet Minimal Type.
Sustainable yet Mobile Colors
Earthy Tones of Warm and Minimal Type.



VISUAL SYSTEM

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () - + =

LEMON MILK MEDIUM

A B C E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r t u v w x y z
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! @ # \$ % ^ & * () - + =

Montserrat



C : 1
M : 73
Y : 74
K : 0



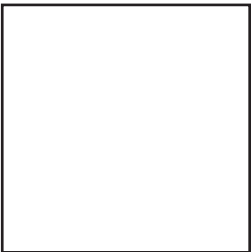
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M : 31
Y : 99
K : 0



C : 72
M : 4
Y : 100
K : 0



C : 75
M : 68
Y : 67
K : 90



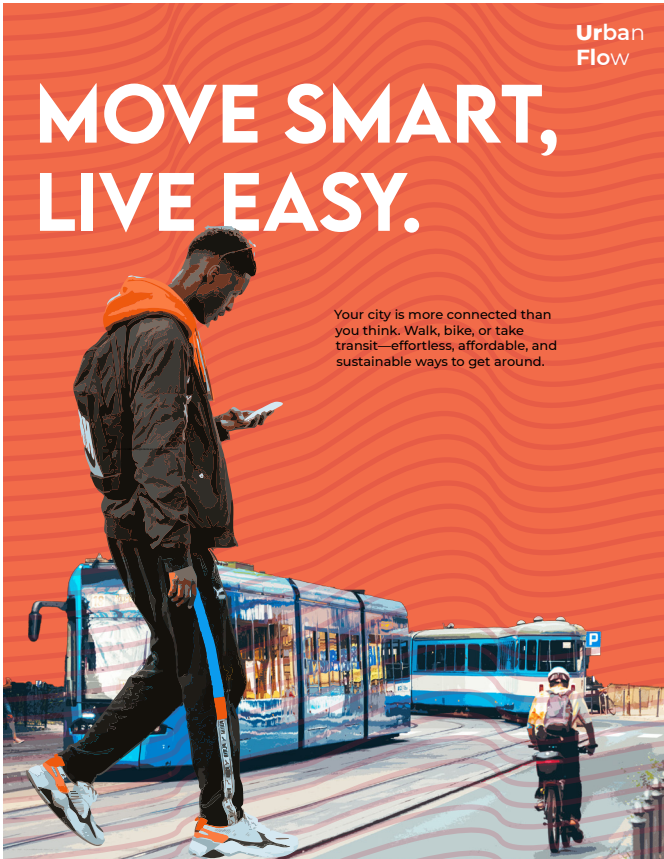
C : 0
M : 0
Y : 0
K : 0

GRAPHIC DEVICES

- Cutout images with removed backgrounds.
- Images placed over background images
- Illustration effects with visual layering and overlaps
- Abstract lines for flow

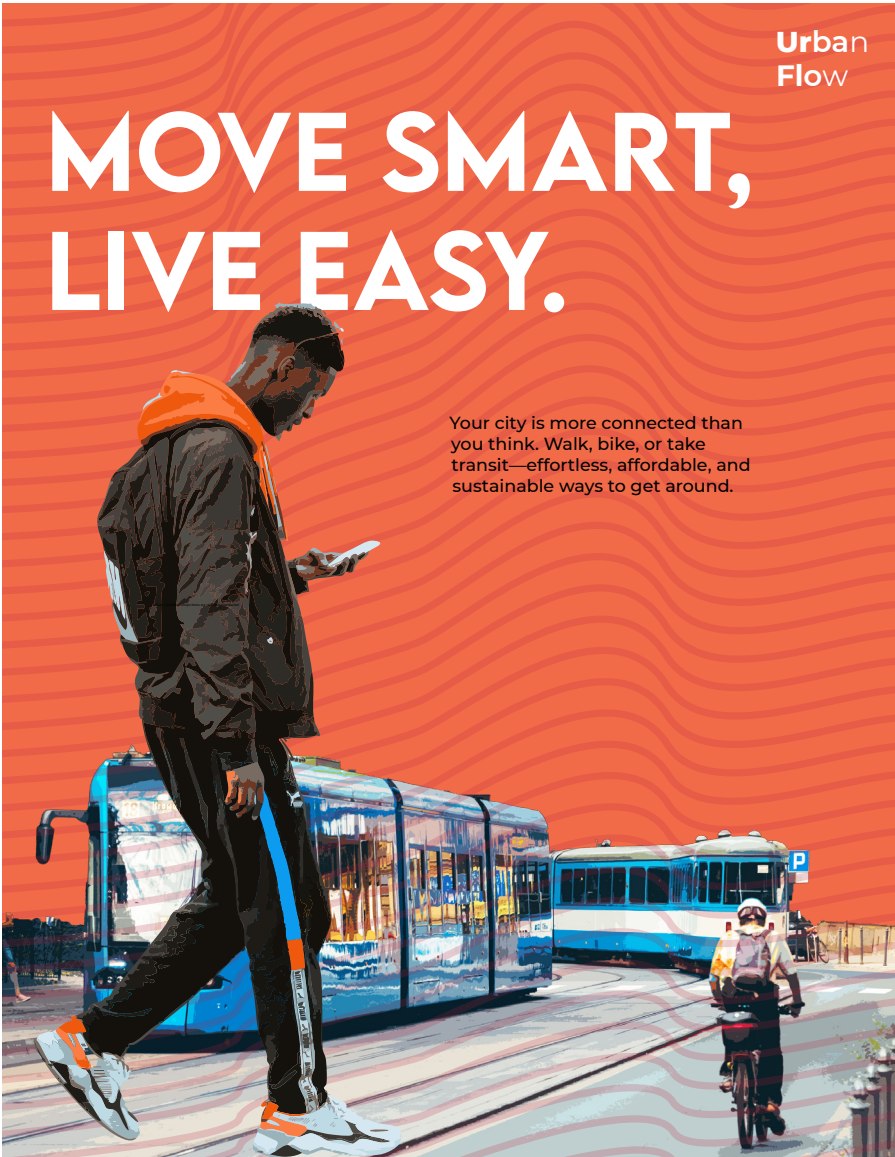
COMPOSITIONAL

- Asymmetrical layout with dynamic balance
- Text and image blocks overlap with intentional contrast
- Negative space used to direct visual flow
- Grid: Six-column modular grid



POSTER SETS

FINAL POSTER SET



FINAL POSTER SET - MOCKUPS



LOGO

FINAL LOGO COMPS

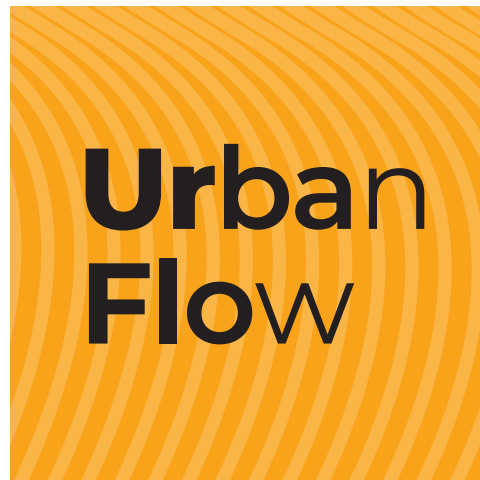
UrbanFlow

**Urban
Flow**

Wordmark

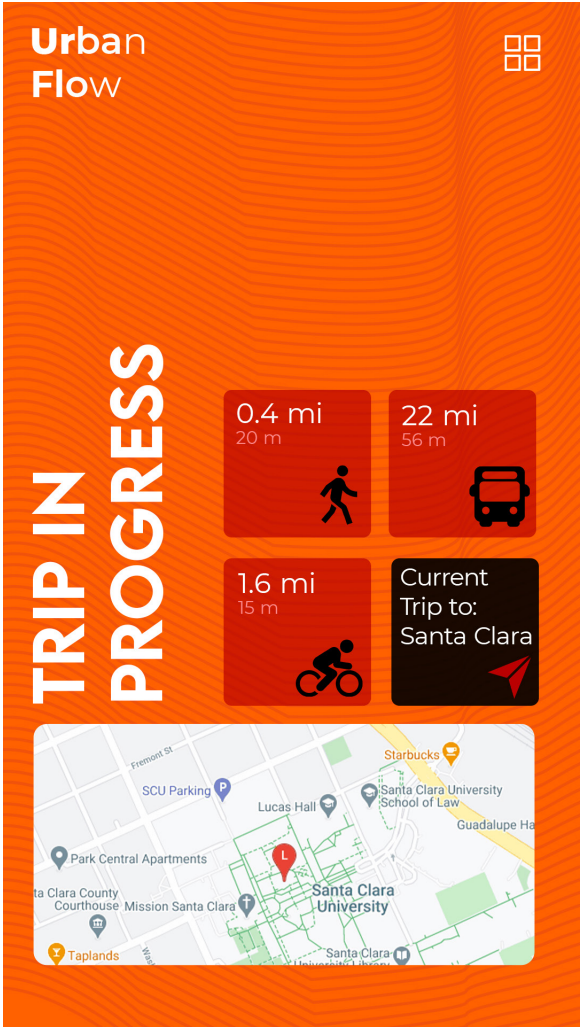
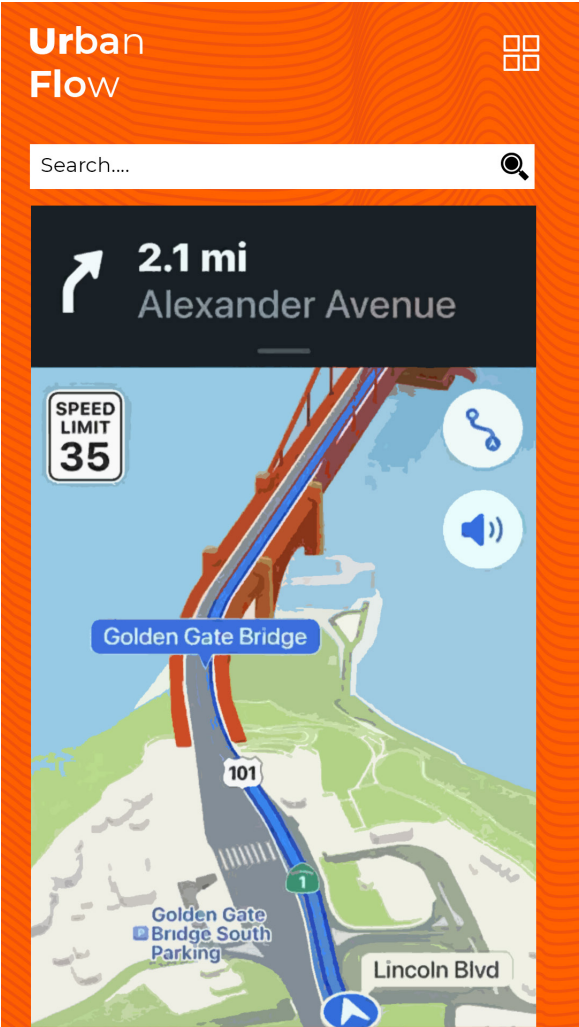
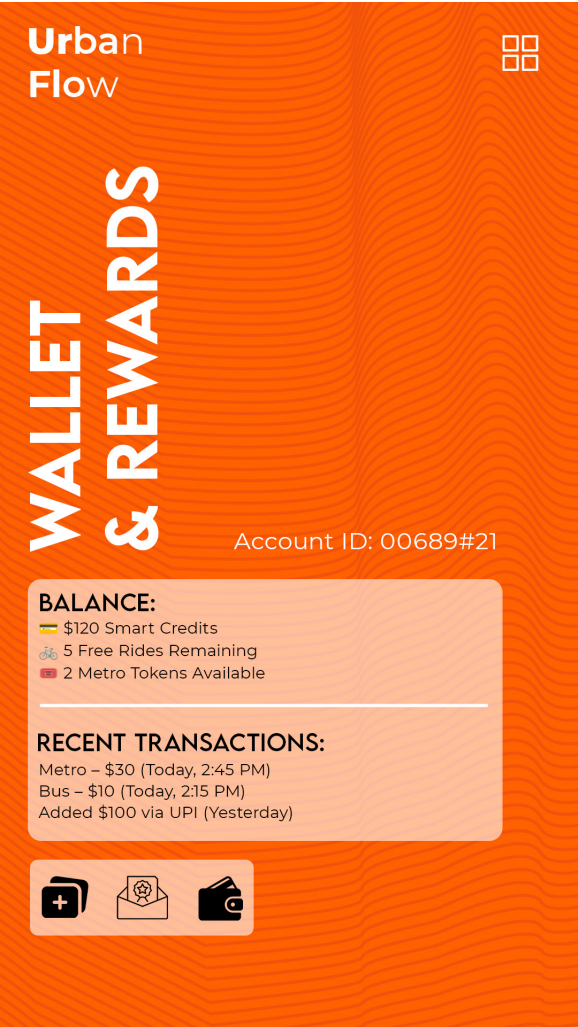
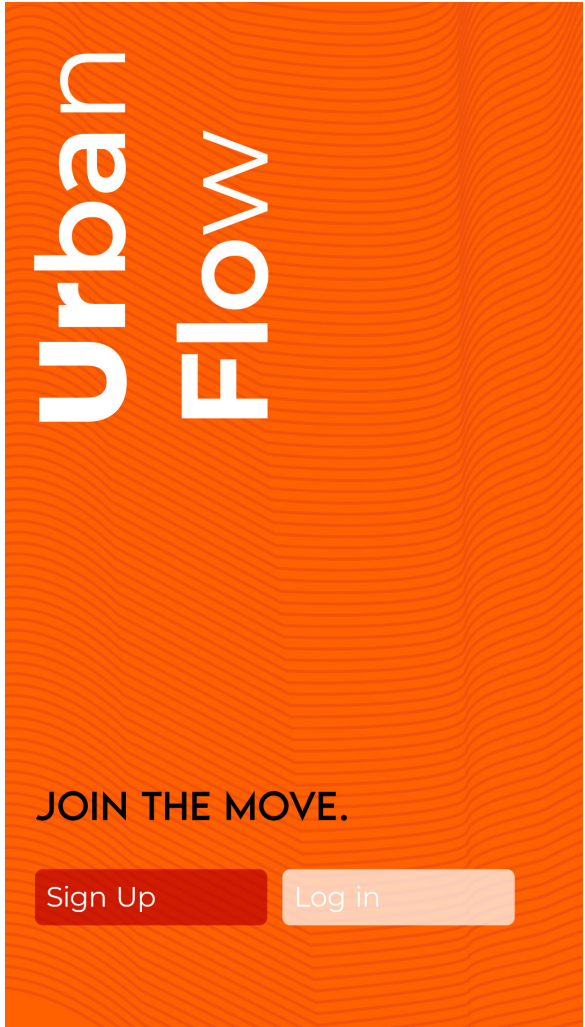
Vertical

MOCKUPS

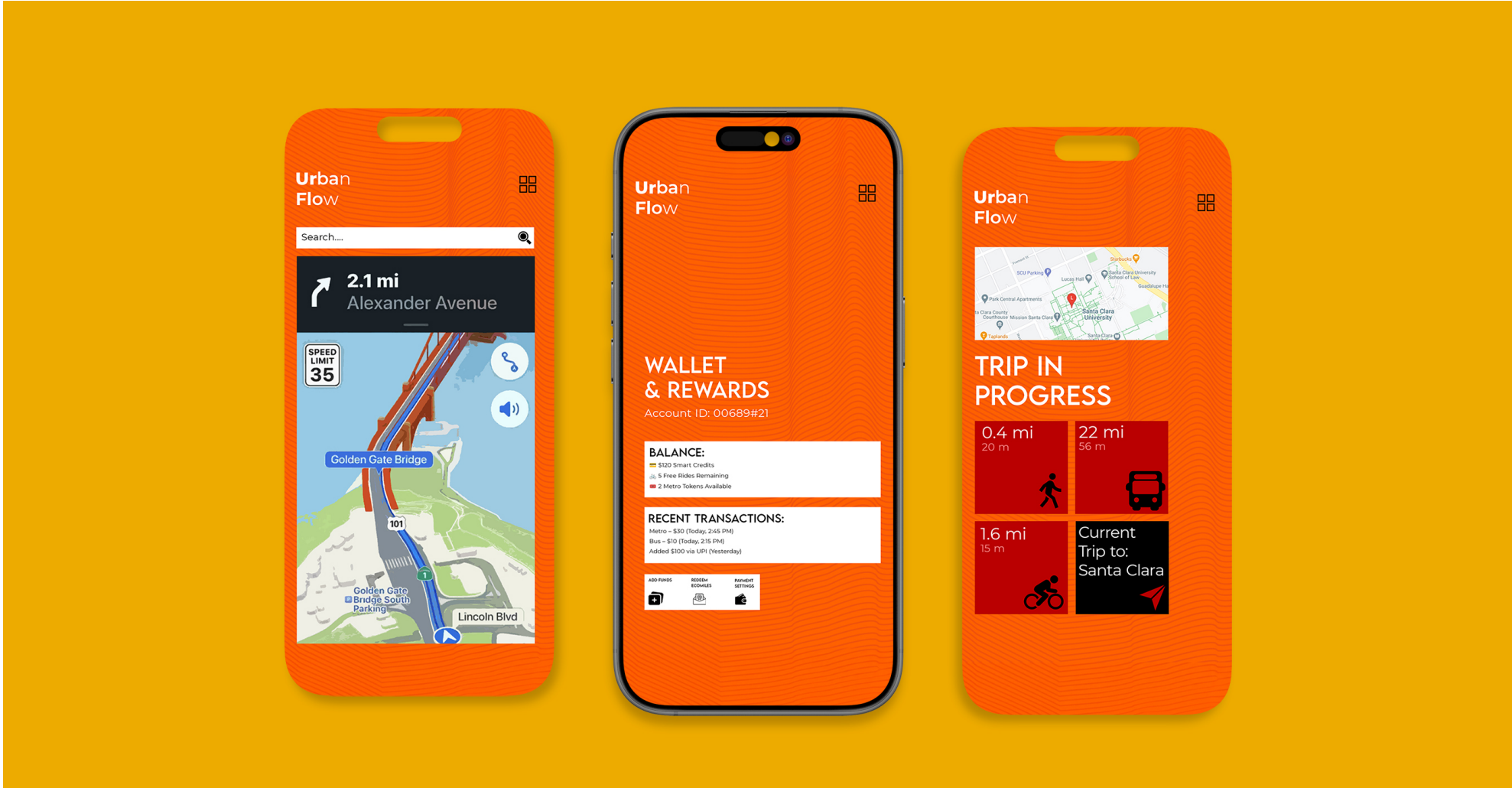


MOBILE APP

VARIATIONS

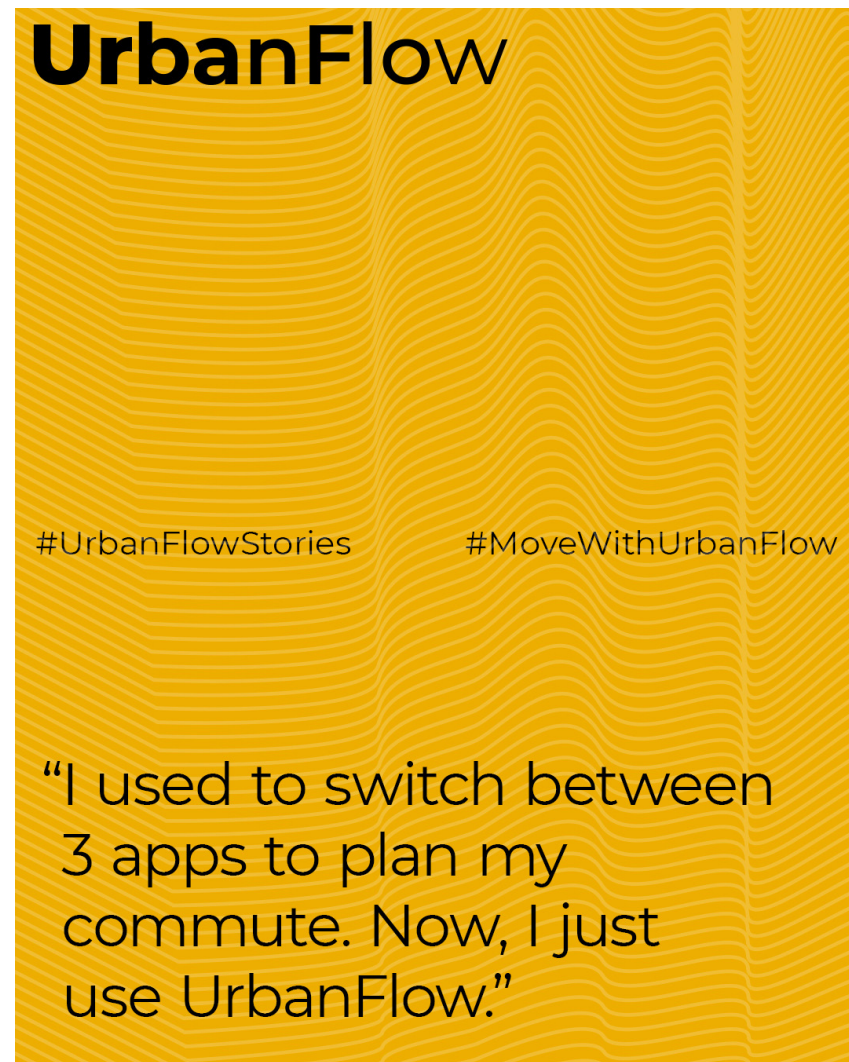


MOCKUPS



INSTAGRAM CAMPAIGN

VARIATIONS



MOCKUPS

