Project III

Signage & Wayfinding Design for MSRTC Bus Stands

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Guide

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MSRTC

The Maharashtra State Road Transport Corporation or MSRTC is popularly known as the ST.

The area covered by the scheme is the entire area of the State of Maharashtra. The scheme has around 15,500 buses which reach around 247 bus-stands, 570 bus-stops, and it transports people to around 4000 destinations.

Proposed development areas:

- 1. Beautification and cleanliness of the bus stands and the depots.
- 2. Electronic tickets.
- 3. CNG/ LPG operated buses.
- 4. Computerised reservation.
- 5. Comfortable and air-conditioned travel.
- 6. New buses in rural Areas.

Location – Panvel

Panvel is a city and a municipal council which lies in Raigad district in India in state of Maharashtra.

Panvel is also known as gateway of Konkan region. It adjoins Navi Mumbai, and is just after the Thane district border. Panvel is located on the Mumbai Pune Expressway about 22 kilometres from Mumbai.

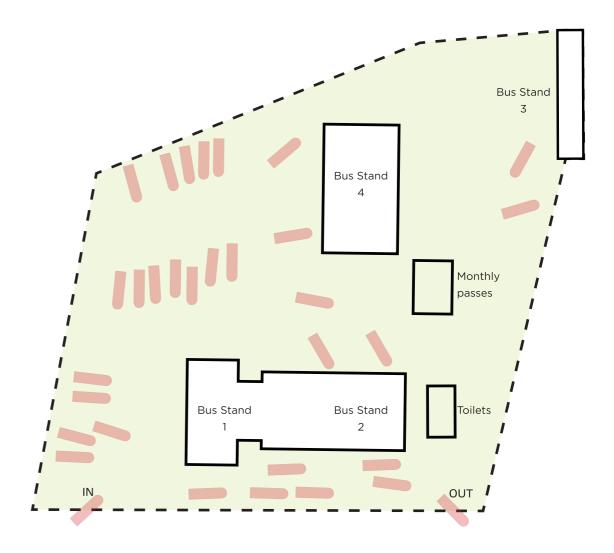




Bus Station Premises

Panvel has around 30 platforms which are distributed in four stands. Each stand is a small system in its own, it contains the waiting areas, platforms, inquiry kiosks, reservation counters, timetables etc.

Apart from these there are utility and service areas like toilets, drinking water and some space allotted for retail like beverages, food, newspapers, magazines, books etc.











Bus stand

Bus stands do not have a standard form, but it has some fixed components or spaces, which are:

- 1. Inquiry Counter
- 2. Time Table
- 3. Waiting Area/ Queue areas
- 4. Platforms

Some other spaces or components that might exist in addition to the above mentioned spaces are:

- Drinking water
- Toilets
- Book Stalls
- Food and beverage stalls
- Monthly pass counters
- Computerised reservation counter

Bus Stands at Panvel

Stand 1

For Uran, Avare, Govathane, Ulwa, Nhava.

- Enquiry counter
- Time table
- Waiting area
- Queue area
- Platforms (3 nos.)

Stand 2

For Dadar, Mumbai Central, Pune, Panjim, Aurangabad and western Maharashtra

- Computerised Reservation counter
- Enquiry counter
- Time table
- Waiting area
- Queue area
- Platforms (10 nos.)
- Book stalls
- General stores and food stalls

Stand 3

For Thane, Dombivili, Kalyan, Borivili, Nashik

- Enquiry counter
- Time table
- Waiting area
- Platforms (5 nos.)

Stand 4

For Thakurwadi, Bhatan, Shivkar Mohi, IGPL, college.

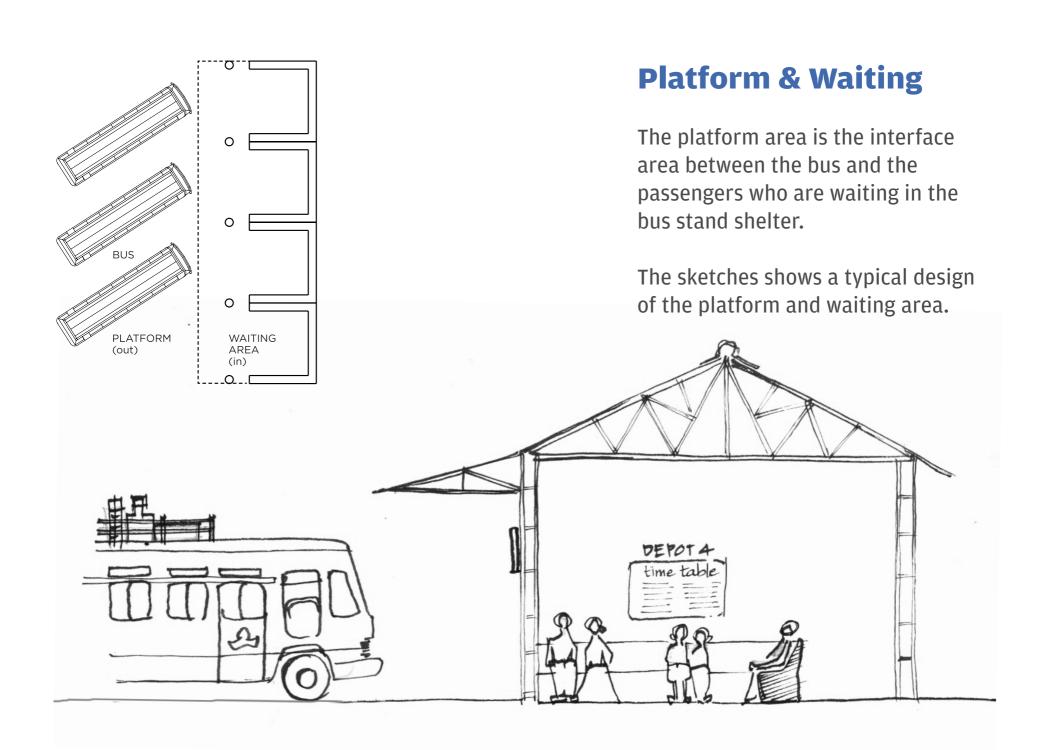
- Enquiry counter
- Time table
- Waiting area
- Platforms (13 nos.)





Platform & Waiting

In the local language — Marathi, the platforms are called phalats. In a bus stand, the buses pick up people from these designated areas. The buses wait at the platforms beyond which there is generally a shelter under which people wait, in Panvel these areas are designed as waiting areas. The waiting areas have concrete or steel benches which face the platform.













Platform signages at different depots.







Platform & Waiting

Hand painted signages

Graphic System:

Type, colour, size, form, location, etc.

Hardware System:

Material, illumination, fixtures, etc.





Inquiry

The inquiry desk is the one point of contact for the passenger with MSRTC.

The Inquiry desk is a default feature in any bus stand.





Identification signs, timetable, visual clutter, oral signs by announcements.











Time-table

Type size is relative to the space available.

Time-tables are subject to frequent changes due to the continuous addition of buses, destinations.

The timetable changes drastically during weekends and holidays.

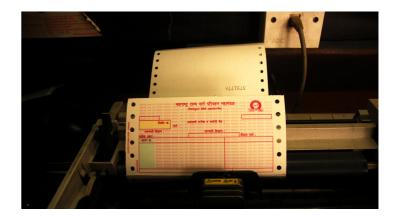
Inefficiency of the timetable increases the load on inquiry desk.



Reservation & Monthly-pass counters

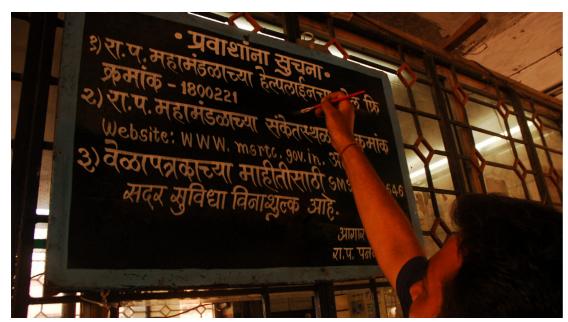






Social signs: queues indicate counters









	Questionnaire for p	passengers at PANVEL depot
	Name: Hadmant Occupation: Labourer	Sex: M/F
	Languages spoken: Marathi Arriving from: Thekurwadi	Languages read: Miterate Departing to: Leture
. <i>1</i>	Arrival time:	Return time:
	Type of passenger: O New Regu	lar
	Frequency of travel: O Daily Occ	asional O Rare
	Buses taken in order of preference:	Any lus to Thekewadi
	How do you find the correct bus and	Do you change buses at this depot,
E,	how much time does it take to find it? J know my leus	how do you find the next bus, and what is the time taken to board it? $ \begin{tabular}{c} N_0 . \end{tabular}$
	How do you find the right spot to wait for the bus and how much time does it take to find it? J know it, it has	here
	If you miss a bus, or if it is cancelled, how do you find the next bus and how much time does it take to find it? J will wait here	
	for the next lis	

Time-table

Apart from the formal questionnaire, the following questions were asked casually with an objective to understand their intuitive methods of wayfinding.

Q

Name? Sex? Age? Languages spoken? Mother tongue? Languages read? Type of passenger? Frequency of travel?

How do you find the correct bus? What would you do if you miss a bus? How do you find the correct spot to wait for the bus?

How should I go to Dadar? How much is the fare till Thane? What time is next bus to Vashi?

Feedback

- 1. Dependency is more on inquiry counters and other people present in the stand.
- 2. Frequent travellers follow the regular pattern of arrival and departure of buses.
- 3. In case of any confusion, people prefer consulting bus conductors, employees and inquiry counter rather than looking for signs.
- 4. Casual signages are not trusted, novice travellers cross check with other people.

Observations

- 1. Organically developed areas like MSRTC bus stations have too much variations and too little system.
- 2. The MSRTC bus stands can be called as a poorly designed products with respect to signage and wayfinding.
- 3. Casual signages are not trusted, novice travellers cross check with other people, inspite of signages.
- 4. Instructions are in Marathi.

Design Objectives

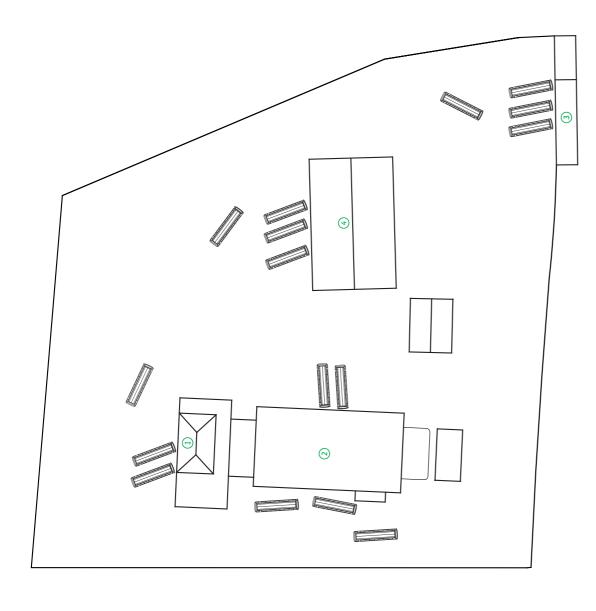
- 1. Design some kind of system to integrate the space to which the sign design program can adhere to.
- 2. Make regularised signages, Rethink and redesign the ones present in the existing scenario.

3. Decrease the load on people sitting at the inquiry desk.

4. Multi-lingual solutions

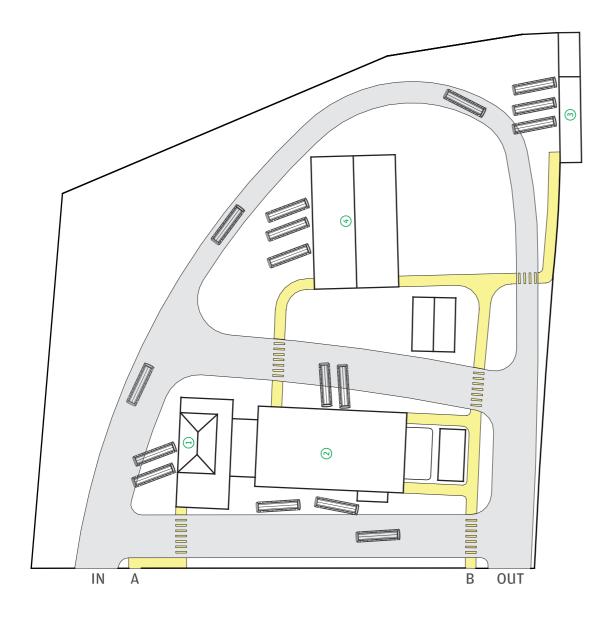
Way-showing strategy

Concepts for planning signage



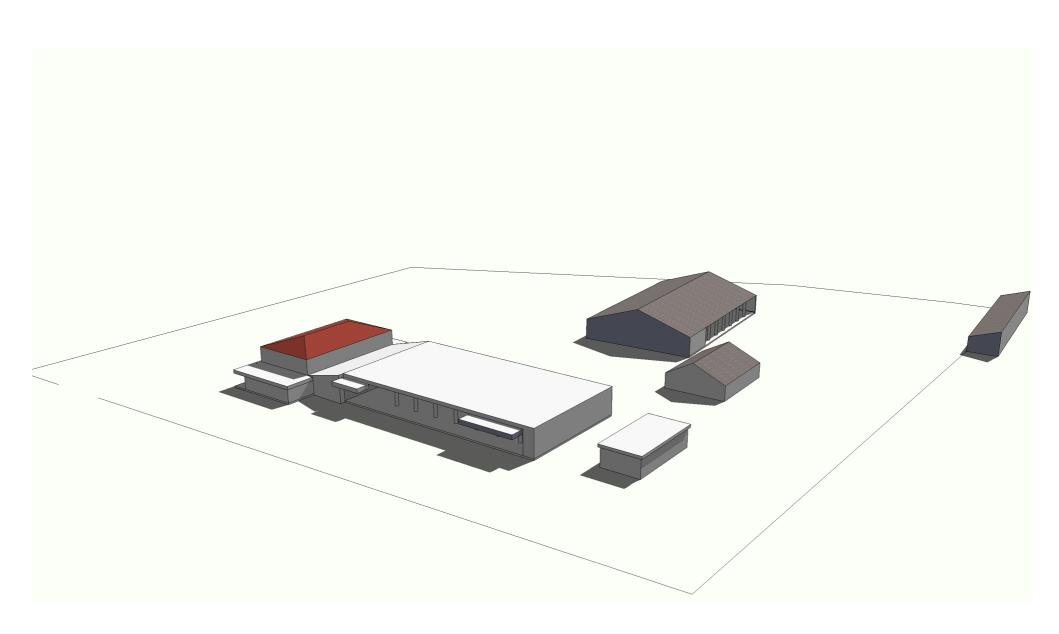
Planning

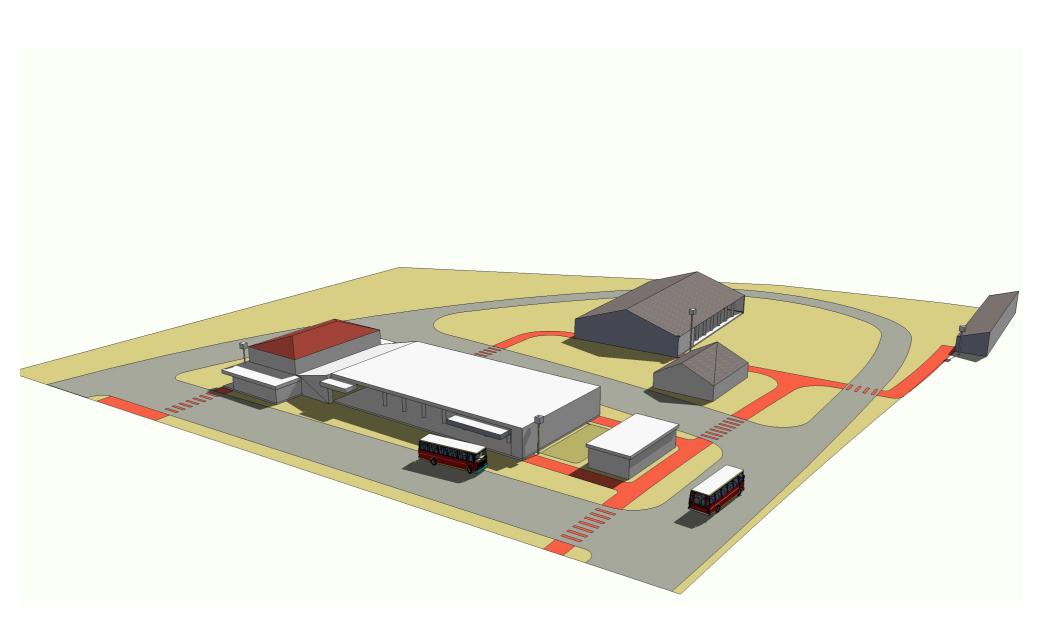
- 1. Panvel bus station has grown according to the time and demands. From the current situation it shows that the planning lacked future foresight.
- 2. The bus station compound wall is porous and people enter from any direction. Moreover there is no approach routes to the bus stands. It is a challenge to do wayfinding design for people who can come in from random directions.

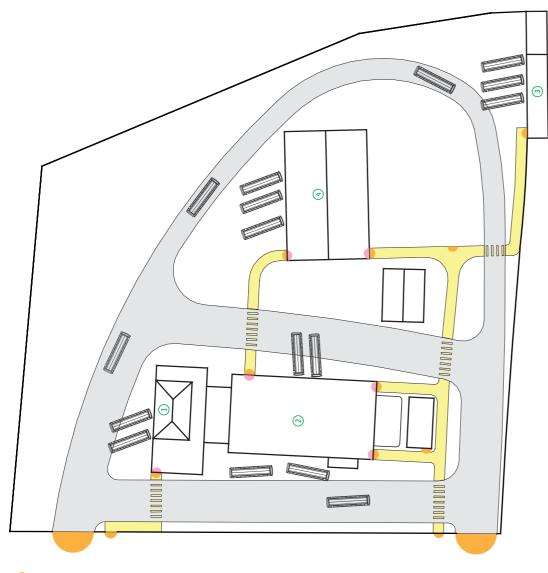


Planning

- 1. Fixed entrance points, one for vehicles and one for the pedestrians.
- 2. Only one fixed entrance for the vehicle, the road reaches all the bus stands within, only one exit.
- 3. Two entrances and exits for pedestrians (A and B) on either sides. Footpaths reach all the bus stands within.







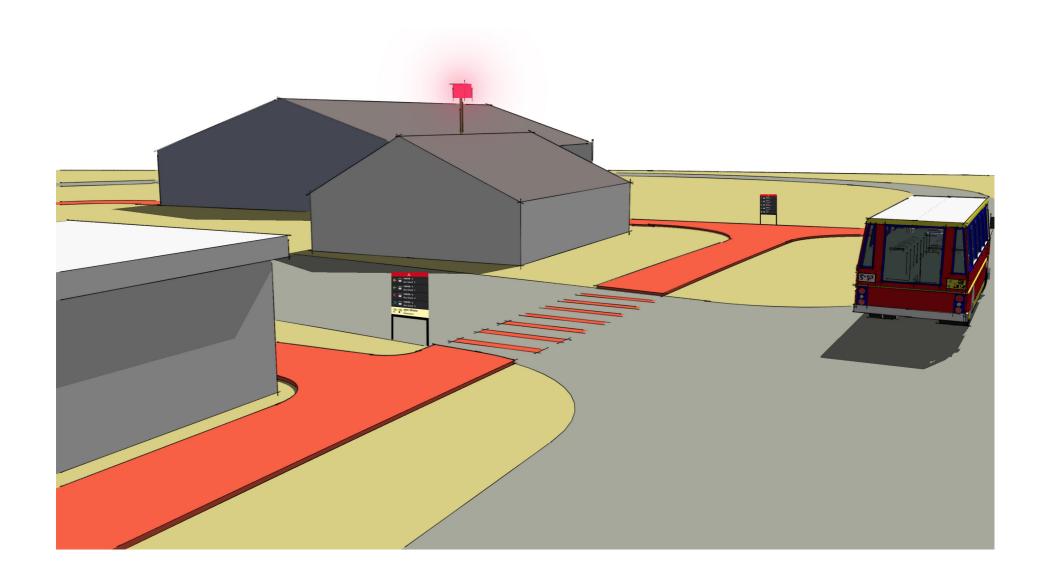
Planning signs

- 1. Choose among alternates.
- 2. To give information when there are new situations. e.g. When there is a rest room.
- 3. Information when they are unsure or insecure. e.g. Am I following the right corridor?

Signposts

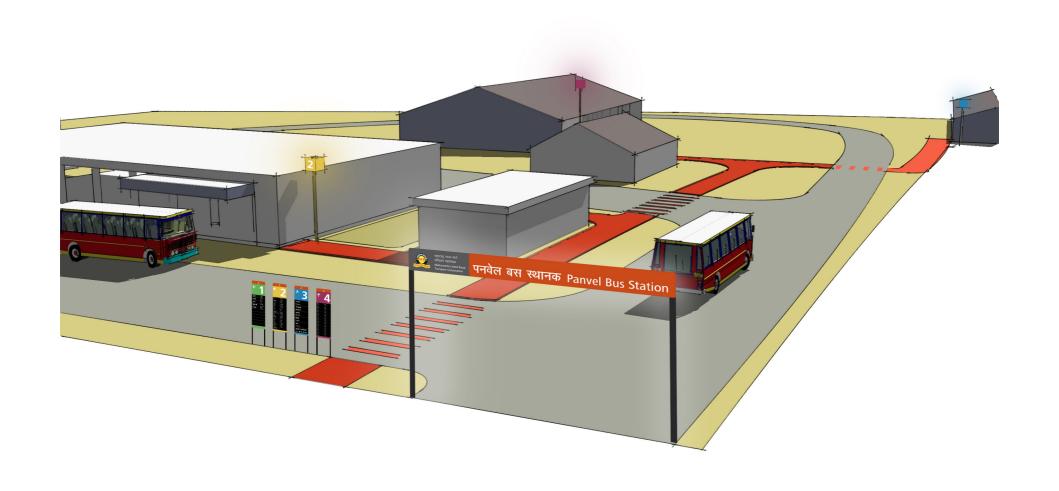
Foot Path

Bus Route



Aiming

- 1. Create landmarks
- 2. Identification number and colour coding.
- 3. Screening a space







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Sion Talegaon
बोरियली चाकण
Borivili Chakan
सेवापुर करमाळ।
Belapur Karmala
बारमी बारमती
Vashi Baramati
साइर मीर
Dadar सेवापुर
Mumbai Central

कोल्हापुर Kolhapur सातारा Satara कराड Karad

अलिवाग Alibaug

मुरुड Murud





डोंबीवली

Dombivili

नाशिक Nashik

शिर्डी Shirdi

ठाणे Thane

ठाणेमार्गे बोरिवली Borivili via Thane

Sign Design

Designing graphics

Typography

- 1. Fonts
- 2. Scaling



Multilingual signs

कनकवली कणकवल Kankavli थानेमार्ग से बोरिवली बारिवली Borivili via Thane

System

- Rule of thumb.1cm X height for 5 metre
- Flexible grid.



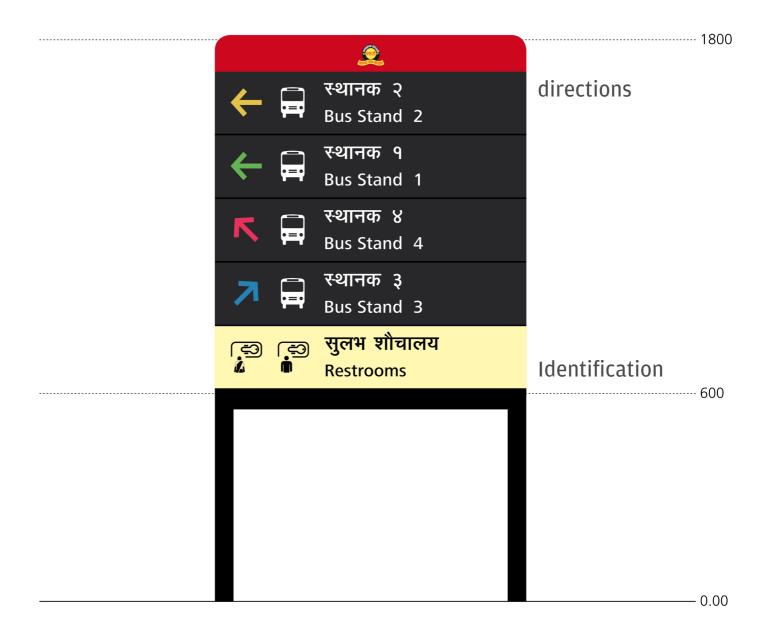
Symbols



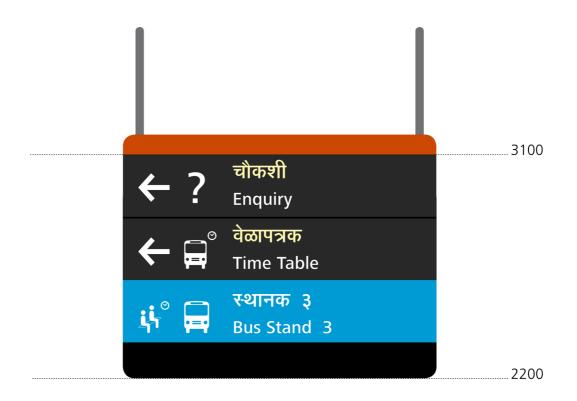
Toilet — Gents

 ${\sf Toilet-Ladies}$

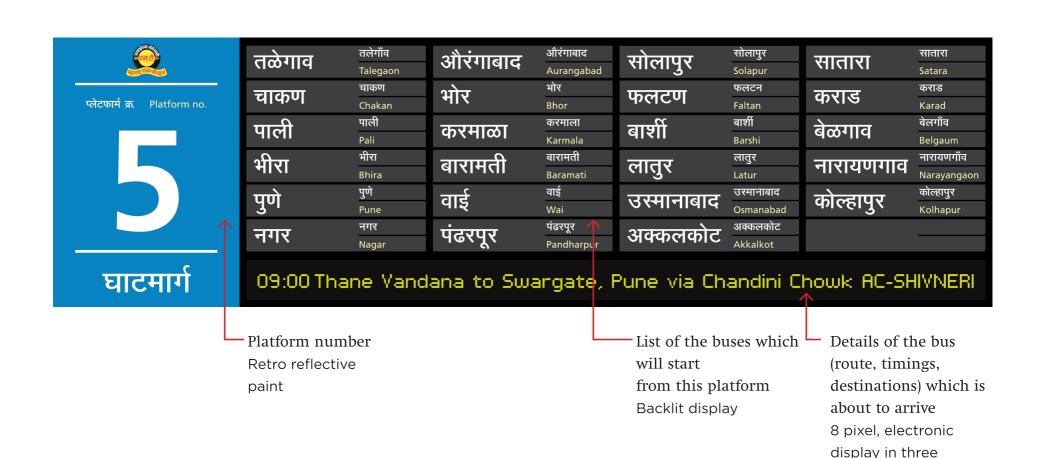
Direction signs



Direction signs







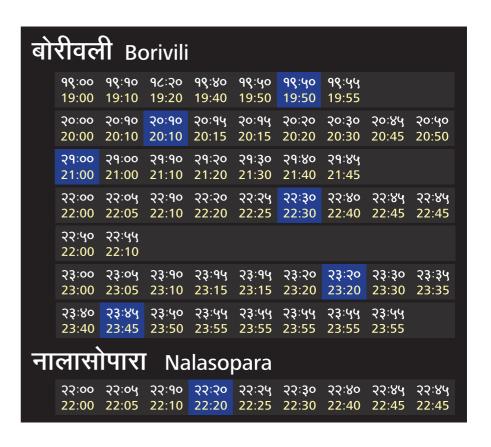
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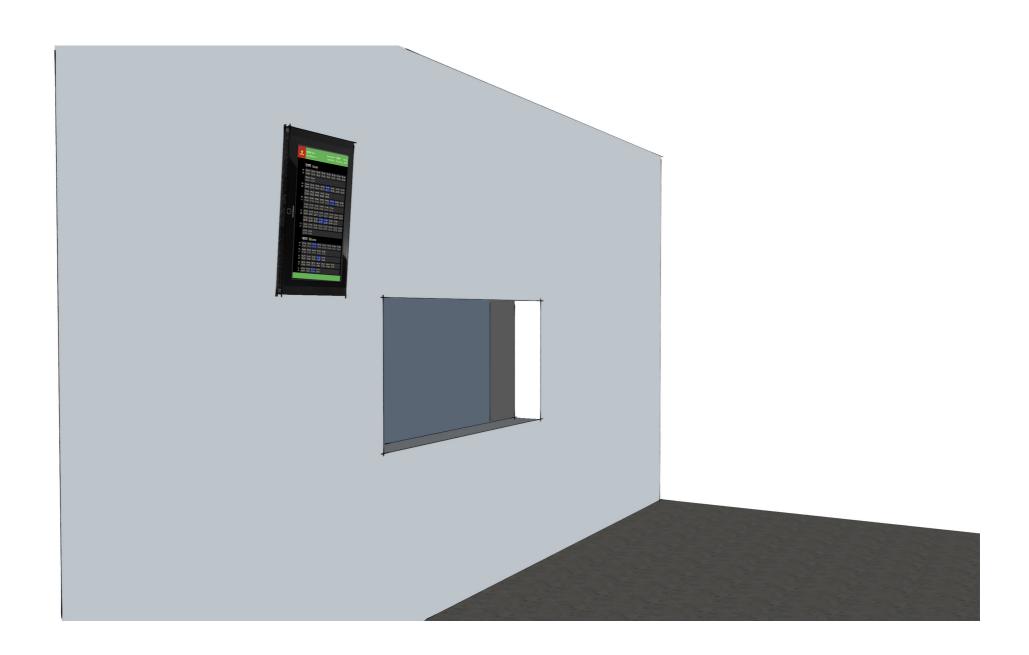
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Overall scheme

Distance in mm from ground level



Thank You

Bibliography

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Calori, Chris

Signage And Wayfinding Design— A complete Guide To Ceating Environmental Graphic Systems by John Wiley And Sons

Web

www.designofsignage.com

Acknowledgements

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