



KOCHI METRO RAIL LIMITED

Comprehensive
passenger experience
design to develop
a seamless and
integrated Transport
System



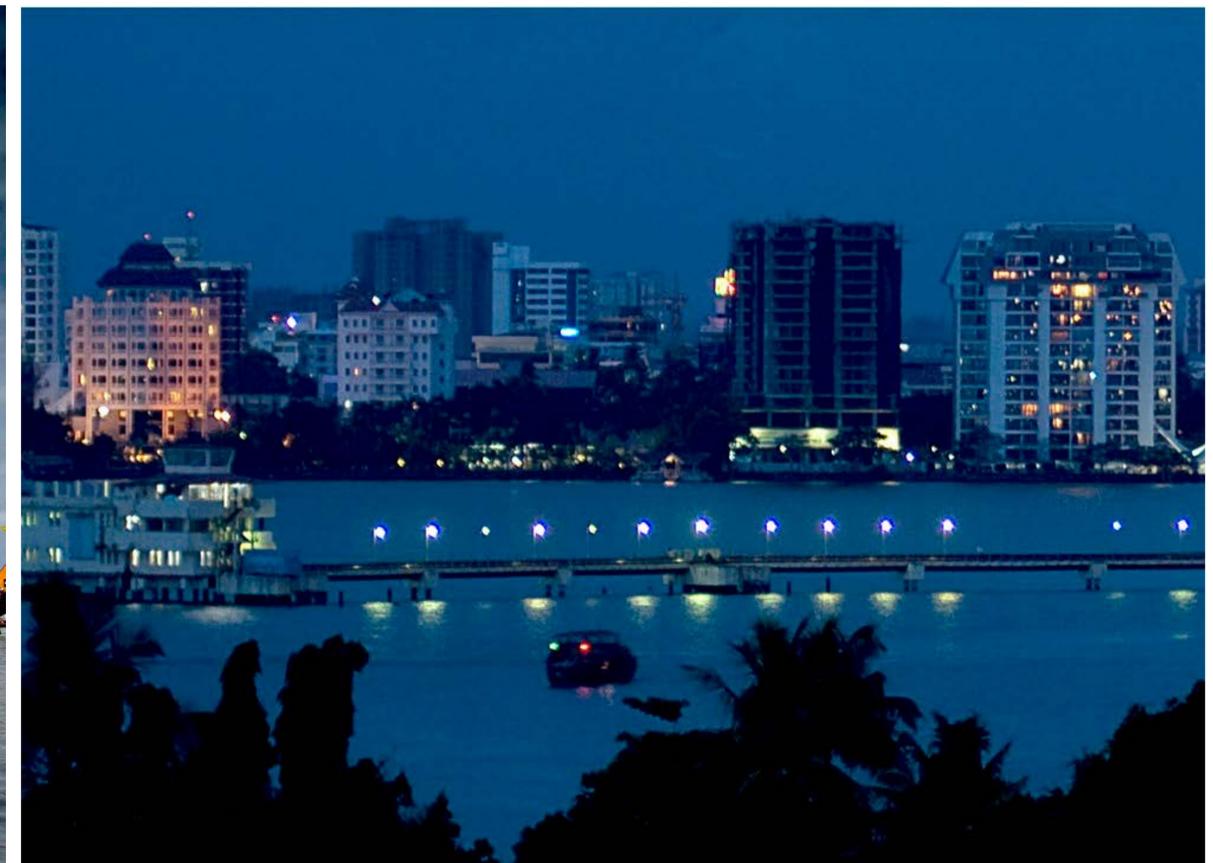
CHALLENGES AND OPPORTUNITIES

Part of the '100 Smart Cities in India' initiative, Kochi is one of fastest growing cities which has witnessed stunning advancement in infrastructure and technology. In spite of increasing urbanization coupled with a bustling population, Kochi was short of a major initiative on the urban transport front.

Although various public transportation modes are available to the general public, the lack of an integrated transport system was a major hurdle for city dwellers and people living in the outskirts. From this congestion, arose the idea of a convenient integrated mass rapid transit system, 'Kochi Metro' that is economical, sustainable and world-class, spearheaded by KMRL, Kochi Metro Rail Limited.

As the principal passenger experience design consultants to Kochi Metro, Tata Elxsi was commissioned with the responsibility to mainly focus on:

- Developing the customer experience and flow in a metro environment by designing the user friendly spaces, enticing interiors, a seamless customer journey, signage, way-finding, built space experience, para-transit systems and information design for hassle free travel.
- Integrating mobility and digital experiences by linking various modes of transport like cycle, water metro, bus and taxis to provide a unified experience through various digital touchpoints.
- Developing a unified Brand Identity by creating a consistent brand and translate the theme 'Connect to Prosper' to reflect the spirit of Kochi through the design solutions across all platforms from print collaterals to built space
- Designing a cohesive system to encourage the commuters to travel by the integrated public transport.



THE BIG IDEA

Kochi city currently sits at the edge of prosperity. Culturally sophisticated it has a unique buzz. Full of life and passion, it is ready to propel into the future. KMRL is dedicated to put in place the vital structures that will enable this progression.

KMRL seeks to connect Kochi. They understand that connection is vitally essential in order for prosperity to occur. It's about creating a flow that catalyses growth. Connecting the city end to end. Making physical and emotional connections between people, between places, and between opportunities. Connecting seamlessly to the environment, KMRL endeavors to keep Kochi green.

KMRL is passionately committed to providing a safe and secure, world class transport system that is accessible to all, demonstrative of what Kochi truly stands for, an icon of the unique city it serves. KMRL are not just reinventing Kochi's transport, they are helping to pioneer a new, brighter future for the city itself – for all of us.

From this ambition came the idea make connections in the city: between people, between people and the city, between people and opportunity : "Connect to Prosper"

To create an integrated passenger experience and translate Kochi Metro's vision 'Connect to Prosper', Tata Elxsi researched to identify the traveler personas, classifying the metro users and defining their needs and aspirations.

The studies led to arising themes where Tata Elxsi worked on translating the themes into enhanced traveler experiences and a series of valuable and differentiating signature services for the Kochi metro brand.

This included developing a brand identity, Tata Elxsi worked in association with Brash Brands to design this refreshed Brand Identity. The touch point ideas across each opportunity of traveler journey. A range of digital features like Kochi Metro mobile application, ticket vending machine user interface, smart card sub-branding and digital signage were designed to encourage passengers to use the Metro for travel.

Intuitive built space experiences, attractive station interiors, apt information design, station furniture, train livery and brand identity and collaterals were also developed to reflect the spirit of Kochi.

The aim was to make Kochi Metro a more seamless transport experience and enable it to go beyond just utility.

CLIENT SPEAK

"Amidst accelerating urbanization and growing concerns about population, there is a desperate need for mass urban transport solutions in Indian cities.

Partnering with Tata Elxsi, has helped KMRL to create new standards of service for its customers and succeed in our vision to achieve a seamless and an integrated transport experience."

– Reshmi C.R. – JGM, KMRL

The Big Idea

Connect to Prosper



In collaboration with Brash Brands

BRAND ARCHITECTURE



KOCHI METRO RAIL LIMITED



METRO



CYCLE



TAXI



WATER METRO



BUS



In collaboration with Brash Brands

BRANDING IDENTITY AND GRAPHICS

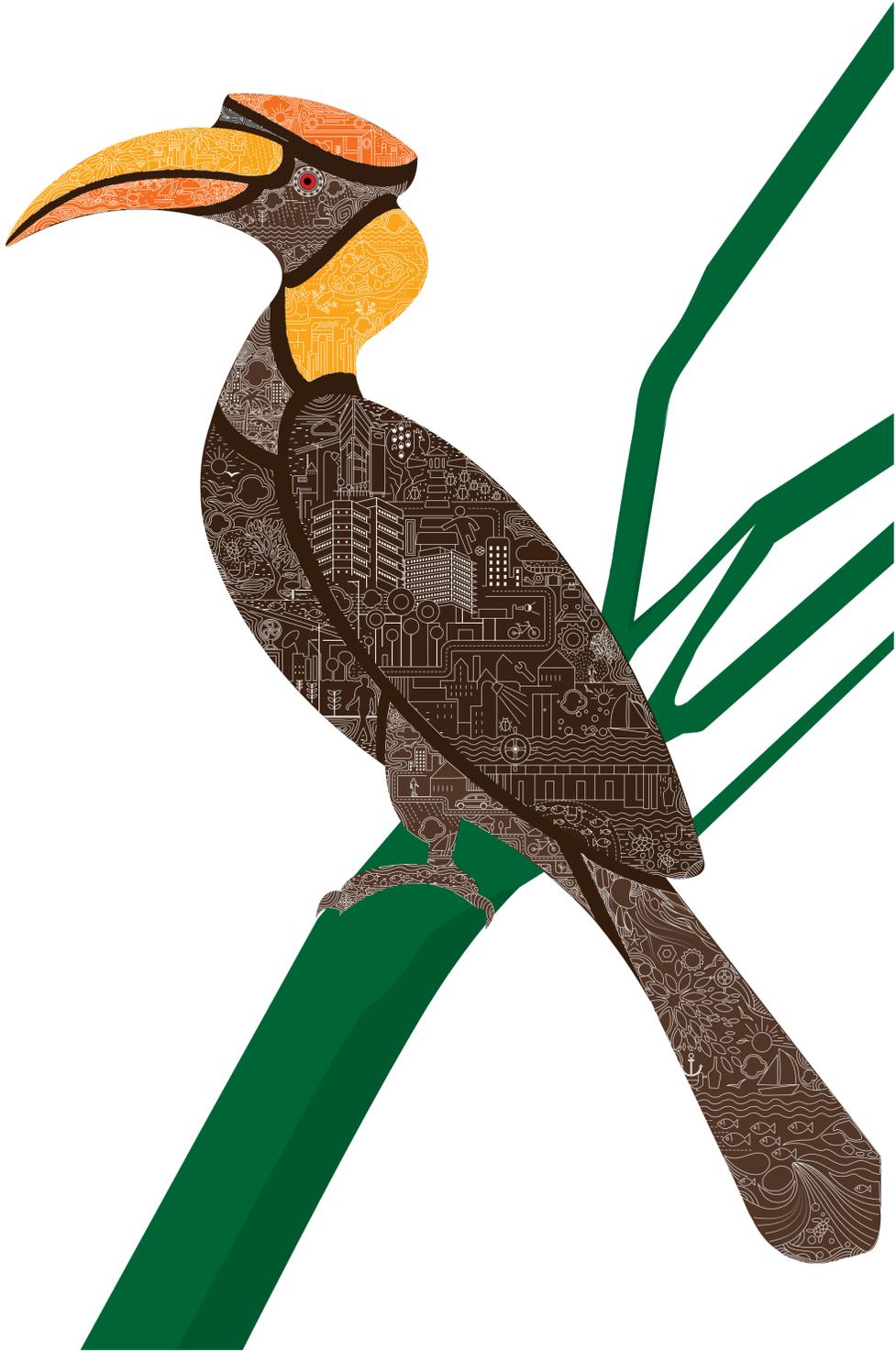


Illustrations for branding

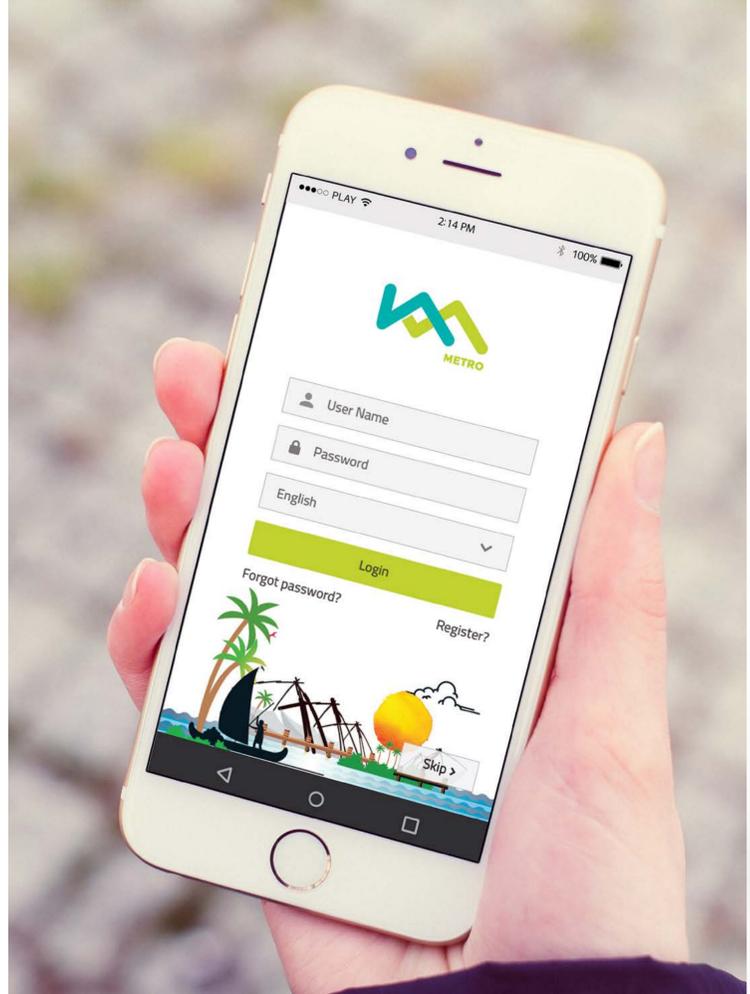


Marketing Collaterals

BUILT SPACE ENVIRONMENT AND STATION INTERIORS



AFC SYSTEMS, TRAIN COACHES AND LIVERY DESIGN



SIGNAGE, WAYFINDING AND INFORMATION DESIGN

