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 the 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.
Kochi city currently sits on 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 catalyzes 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:
BRANDING IDENTITY AND GRAPHICS

Illustrations for branding

Marketing Collaterals

Marketing Collaterals

In collaboration with Brash Brands
BUILT SPACE ENVIRONMENT AND STATION INTERIORS
SIGNAGE, WAYFINDING AND INFORMATION DESIGN

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