

Tim Fendley

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Speaker Qualification

The founder of Applied Information Group, Tim Fendley is an information designer and a leading member of the UK design community.

Tim was the designer of Graphics International and identities for SkodaAuto and Glasgow. He was the lead designer of the ground breaking Bristol Legible City Initiative, and is currently working on multi-modal information schemes for London, Leeds, Glasgow, Milton Keynes, Dublin and Vancouver.

Legible London – A prototype wayfinding system for London

Abstract

As part of the Mayor's vision to make London a 'world class walk-able' city by 2015, a pedestrian wayfinding system project has been developed. The main premise is that if users are presented with accurate, timely and reliable wayfinding information then this will promote walking as a viable transport alternative for some journeys that are currently served by other transport modes (e.g. Underground, Taxi, Bus etc). Research has shown that many journeys currently made by underground, could be made quicker by walking and also deliver additional benefits including personal health, stimulation of local economy and improvement to the local environment and to society.

The Legible London concept was proposed in 2004 in response to this requirement and to tackle the problems faced by many travellers throughout the capital. In 2007 a prototype multi-modal wayfinding system was initiated in a limited area in the West End to trial methodologies, uncover unknown issues and provide proof-of-concept. This was implemented in November and evaluated the following February. The evaluation has been some of the most extensive of a scheme of this kind to date.

Inter-connectivity with other transport modes is at the heart of the idea, along with an array of central data resources to connect information and providers together. This talk will provide background to the research and methodologies behind the initial concept, the formulation of the idea, and the creation of the prototype solution. There will be a summary of the evaluation and responses to the approach that has been taken, indicating how this project is advancing towards London's 2012 deadline.