

The background is a dark blue field filled with various geometric elements. There are several teal-colored shapes: a large circle with a dotted pattern inside, a hexagon, a solid circle, a large teal triangle in the top right, and a smaller teal hexagon in the bottom left. White dotted patterns are arranged in various shapes, including a large circle, a hexagon, and a large square. Thin white lines form circles, arcs, and geometric outlines. A horizontal dotted line is positioned above the main title, and another is below it. The overall aesthetic is modern and technical.

# Bus Rapid Transit

BRT Station Design Proposal  
By Fran Schiesl

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Designing Differently

**02.**

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Defining Success

**03.**

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**04.**

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Uniquely Madison

**05.**

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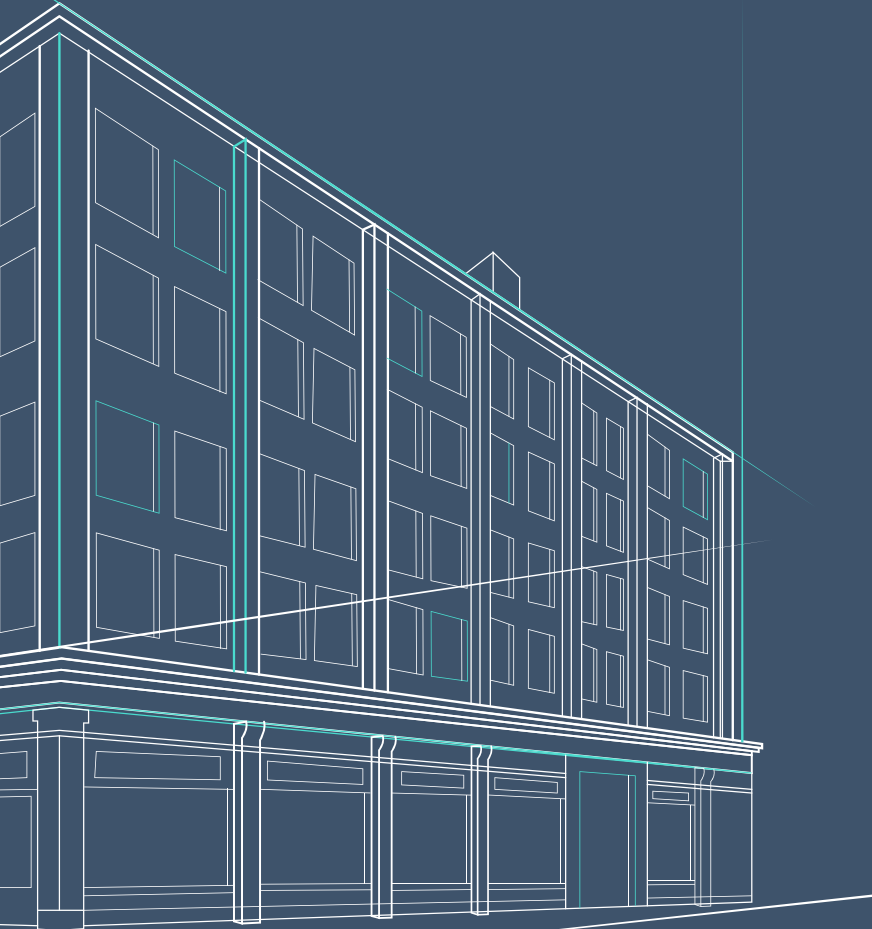
Flexible Function

**06.**

## **About the Author**

Fran Schiesl





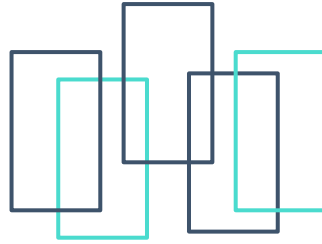
01

# About the Project

Designing Differently



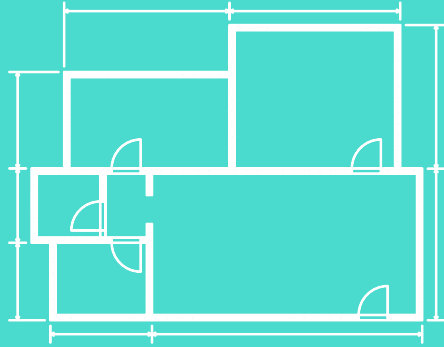
## BRT Proposal



This proposal takes a non traditional angle because I am not an architect. What you will read about are design ideas based on user centric research and a style that I feel captures the identity of Madison as a whole.

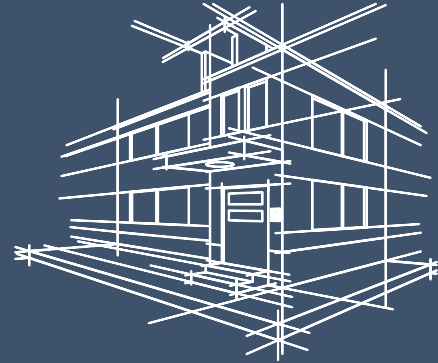
My goal is to design the stations to be in alignment with Madison's current architecture and utilize research to create a great experience for the users.

# The User Centered Approach




## Research

Discover the needs of the end user to ensure the end product is user friendly.



## Design

Design with Madison's current culture in mind while being simplistic yet bold.



**Forward looking technologies** (e.g. clean propulsion, automation, connectivity) **have a transformative effect on BRT operations.** This constitutes an invaluable opportunity for public transportation companies to engage with their users. <sup>(4)</sup>





# 02

## User Needs

Defining Success





## Boarding

Allow passengers to **board the vehicle at platform level** via multiple doors.

Passengers climbing even relatively minor steps can mean significant delay and an increase in safety hazards, particularly for the elderly, disabled, or people with suitcases or strollers. <sup>(2)</sup>





## Off-board Fare Collection

The fare system should be integrated so that one fare card may be used for all modes of public transportation.

**Investing in user friendly software** for purchasing tickets is incredibly important to ensure users have a great experience with the BRT system. <sup>(2)</sup>



## Station Design

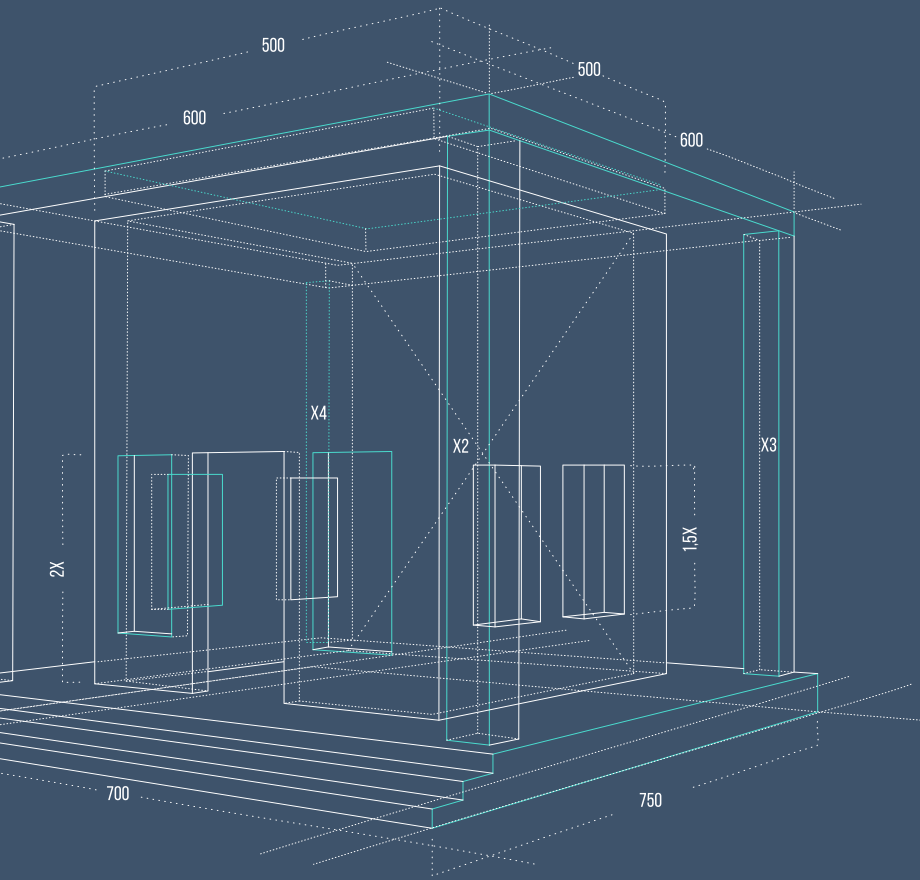
Stations should use branding that distinguishes them from regular bus stops. They should also feel safe by being **well lit, secure, weather protected and accessible.**<sup>(1)</sup>



## Signage

Giving passengers information is critical to a positive overall experience. (2)

**Real time transit information reduces uncertainty** among passengers and improves rider satisfaction. (1)



# 03

## Components

Forward Thinking



## Platform

Bus level boarding  
Loading with visuals\*

## Ticketing

Off board ticket purchasing\*  
Interactive trip planning at station

## Accommodations

Seating, storage, comfort\*  
Accessibility integration\*

## Branding

Unique for Madison  
Neighborhood highlights\*

## Signage

Arrival/departure representation\*  
Real time updates

## Technology

BRT mobile app  
Safety features

\* Indicates the proposed design was made with the ability to easily add future enhancements



## Components



- Steel framework to pay homage to the mining history in Wisconsin
- Curved design to integrate with other architecture in the area
- Concrete seating to withstand Wisconsin elements

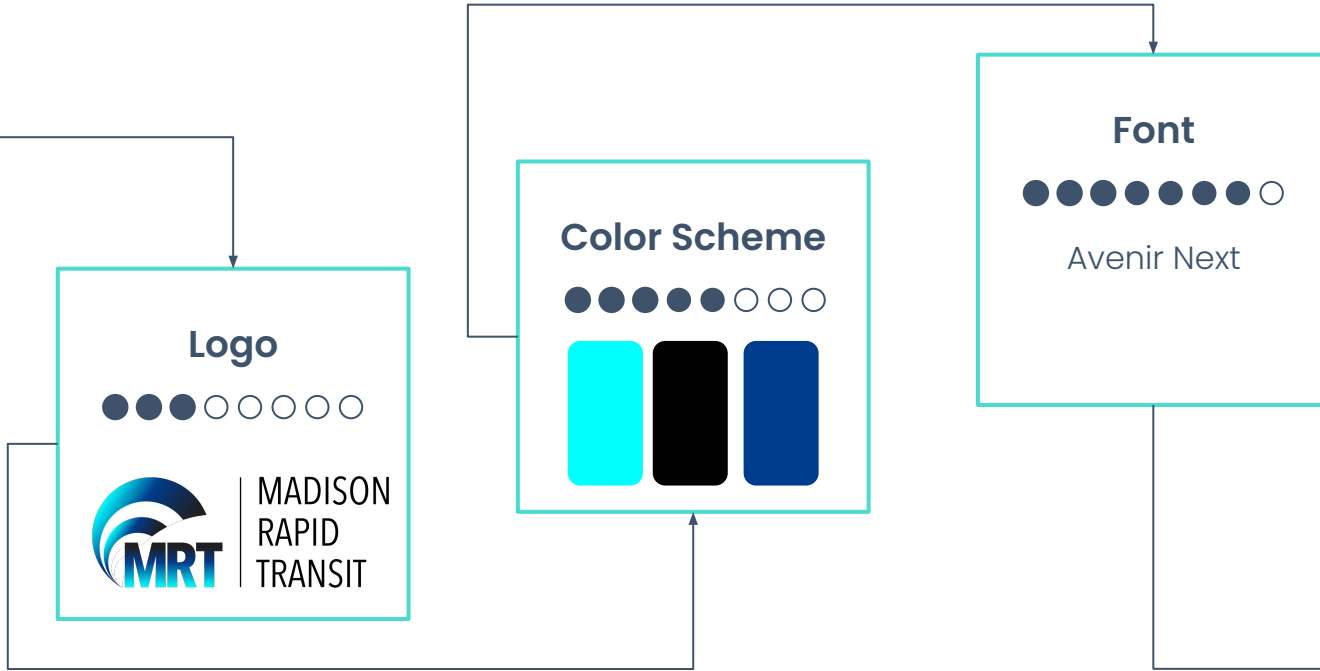


04

# Branding

Uniquely Madison

# Branding





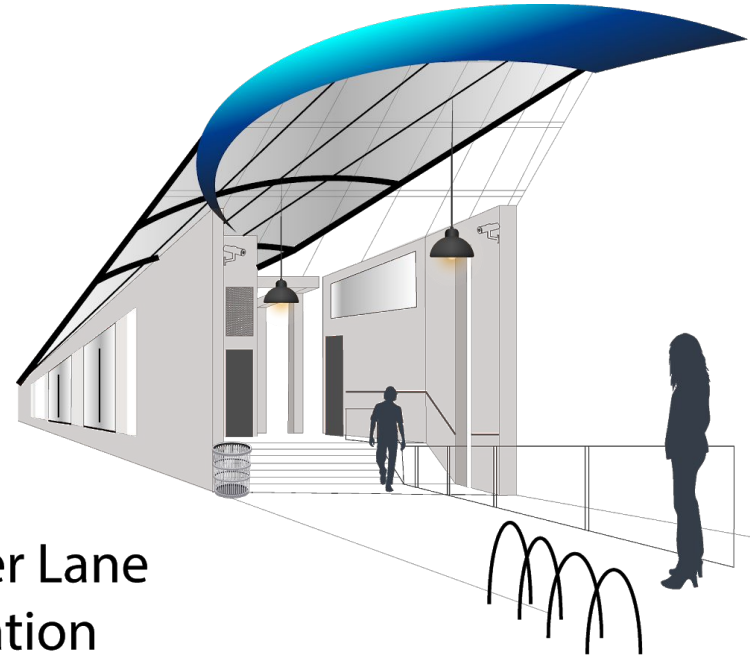
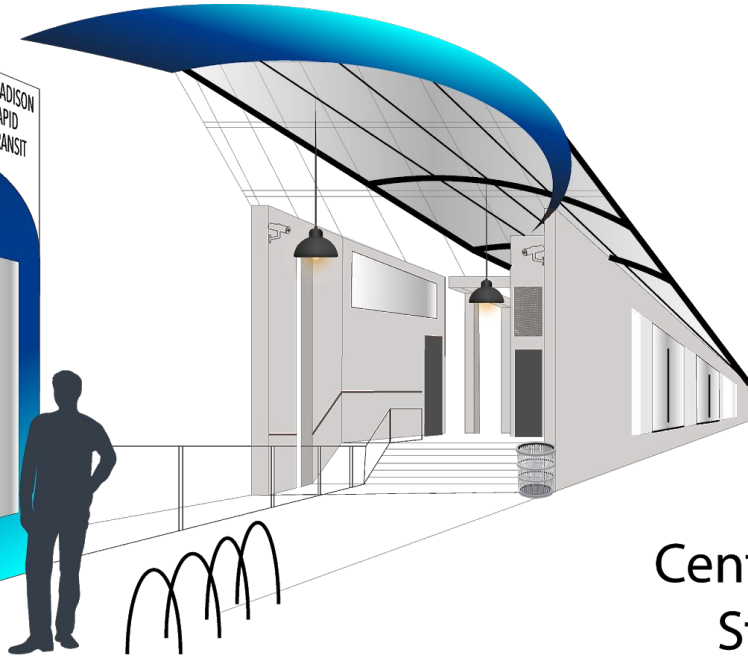
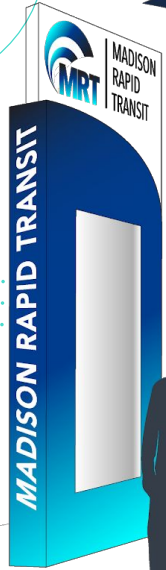


05

# Ideation

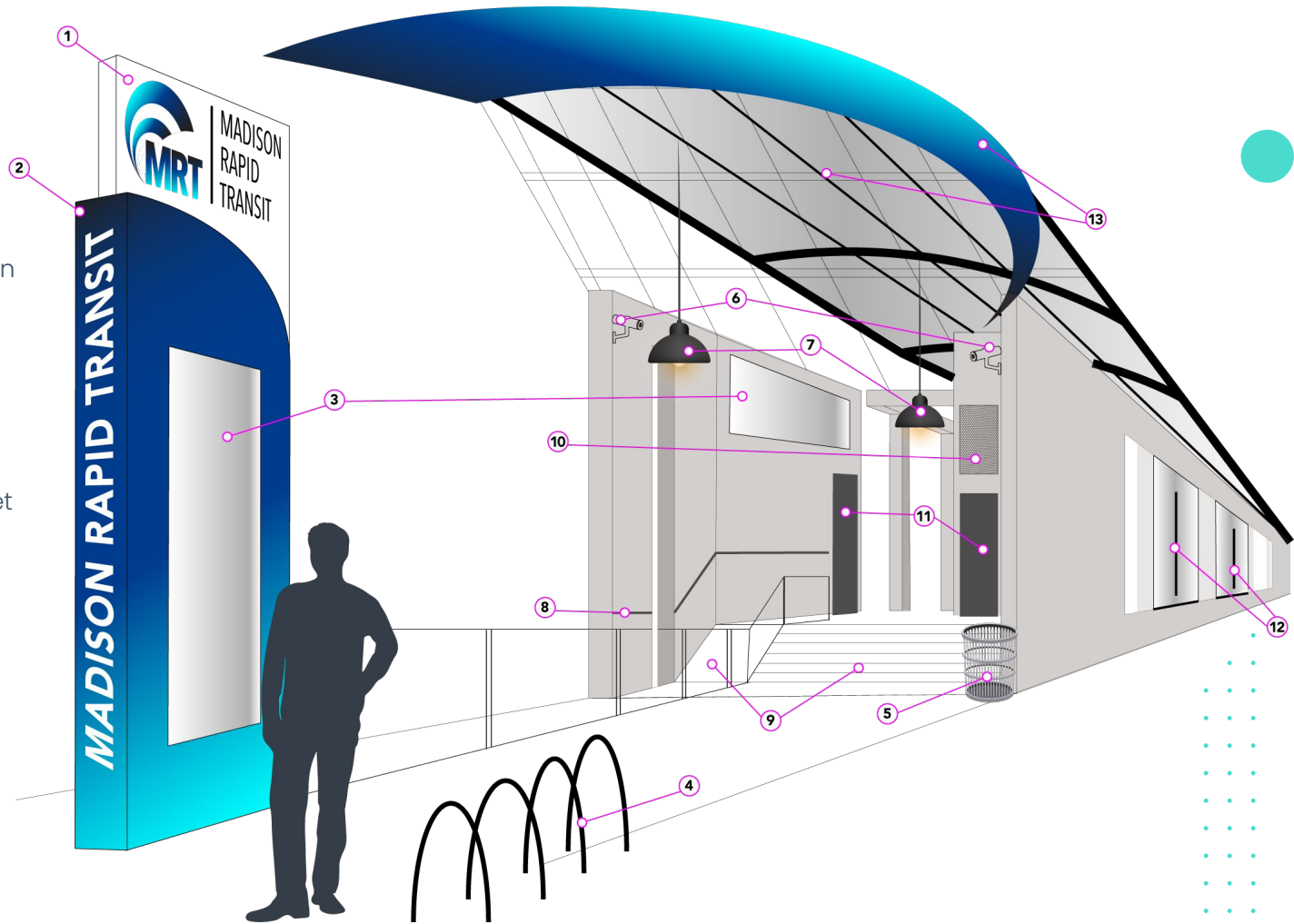
Flexible Function

# Easily Adaptable Configuration Design



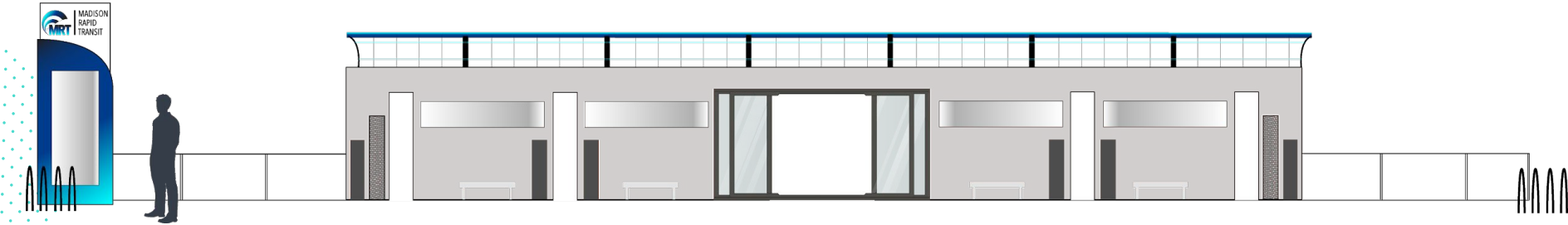
Center Lane  
Station

1. Logo
2. Branding/Location
3. Signage
4. Bike Racks
5. Trash Can
6. Security Camera
7. Lighting
8. Hand Rail
9. Ramp/Stairs
10. Electronic Cabinet
11. Kiosk
12. Boarding Doors
13. Roof



# Easily Adaptable Configuration Design

The design is easily able to work for both a central station or a single sided station.



Inside View

Repeatable elements allows for customization at different locations while being cohesive and recognizable.




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## Rough Idea

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Sometimes less is more.

- Keep branding simple and recognizable.
  - Research shows that the technology behind what drives a BRT system is the key to success. Keeping the design simplistic and adaptable will allow for future technological advancements.
  - Putting the primary focus on the experiences the riders will encounter, like an intuitive kiosk, bright digital displays, a user friendly mobile application and easily navigable website, will guarantee the new BRT system will thrive.
  - Riders need to feel safe. Bright lighting along with security cameras and well placed stations in open areas, will ensure users feel safe at all times of the day.
  - Biking is a big part of Madison, and bike racks will be needed for commuters. (This is a great opportunity for B-Cycle stations!)
- 

## Resources

1. 7 Design Lessons From the World's Most Gorgeous BRT Stations:  
<https://www.bloomberg.com/news/articles/2015-01-23/7-design-lessons-from-the-world-s-most-gorgeous-brt-stations>
2. BRT Basics:  
<https://www.itdp.org/library/standards-and-guides/the-bus-rapid-transit-standard/the-scorecard/>
3. Transforming Cities with Bus Rapid Transit Systems:  
[https://cms.uitp.org/wp/wp-content/uploads/2020/07/BRT\\_ENG\\_Web.pdf](https://cms.uitp.org/wp/wp-content/uploads/2020/07/BRT_ENG_Web.pdf)
4. National Association of City Transportation Officials:  
<https://nacto.org/publication/bau2/transit/>

- Modern geometric shapes background in flat design

### PHOTOS:

- Close-up of architects drawing plan on blueprint over the table in office
- Smiling businesswoman with plan and level
- Foreman on site
- Close-up construction worker holding helmet
- Low angle of company building
- Low angle modern skyscrapers

### ICONS:

- Construction Icon Pack

# Thanks!

Do you have any questions?

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