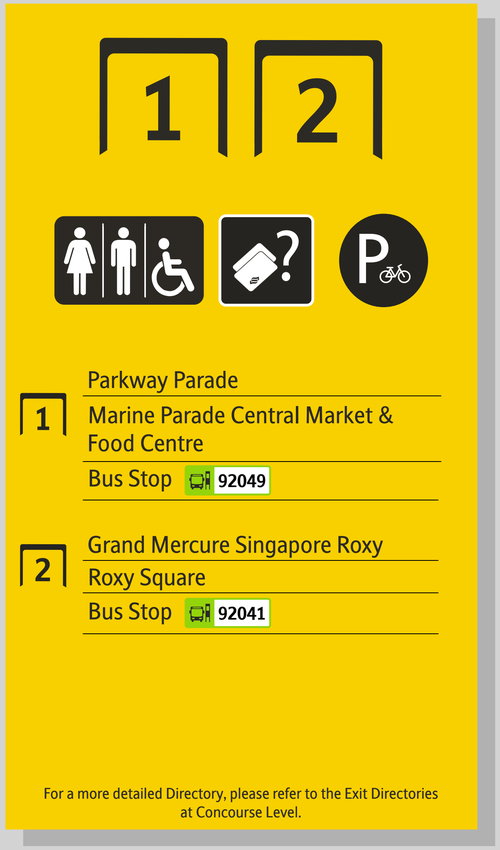
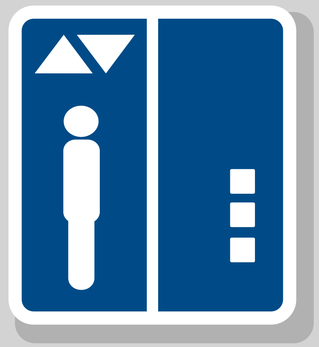
Experimenting Improvements of Current Wayfinding

Implementation Brainstorming



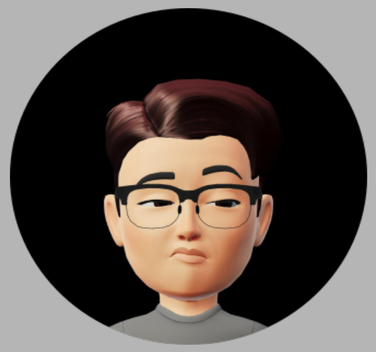


Preface

The new Wayfinding system was first launched on the Thomson-East Coast Line stations. It spots a new design system, where the emphasis was mainly on iconographies, rather than pure texts. I for one, am a huge fan of this new design. I love icons and pictorials as compared to texts.

Of course, with every new implementations, there has got to be areas that can be improved, and in this book, I will be brainstorming on ideas on how to make the current system better. Do take note, these are just ideas and concepts, and technicalities like Dimensions & Measurements will not be taken into account.

Overall Assets and Designs' credit go to the Land Transport Authority.



Nurafian Zulkifli

Passionate about Technology and Designs - mainly UI Designs, Wayfinding and Signage Designs.

I also enjoy replicating stuffs that interests me.

Font Typeface

Stroudley

Foundry Dalton Maag

Category Sans-serif

Classification Humanist

Stroudley was designed for signage, but with structures carefully crafted to save space and provide the highest possible legibility, it can also confidently assist in any fiendish design problem.

Regular

The quick brown fox jumps over the lazy dog

Italic

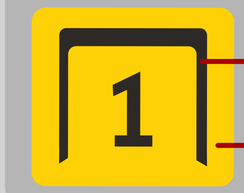
The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Main Colour Palettes

Exit Icon/ Footer



PANTONE BLACK C
#2d2926
RGB(45, 41, 38)

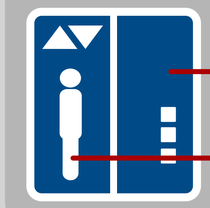
PANTONE 109 C
#ffd100
RGB(255, 209, 0)

Bus/Bus Stop Icon

PANTONE 375 C
#97d700
RGB(151,215,0)

WHITE
#FFF
RGB(255, 255, 255)

Lift Icon



PANTONE 301 C
#004B87
RGB(0, 75, 135)

WHITE
#FFF
RGB(255, 255, 255)

Hospital Icon

PANTONE 355 C
#009639
RGB(0,150,57)

WHITE
#FFF
RGB(255, 255, 255)

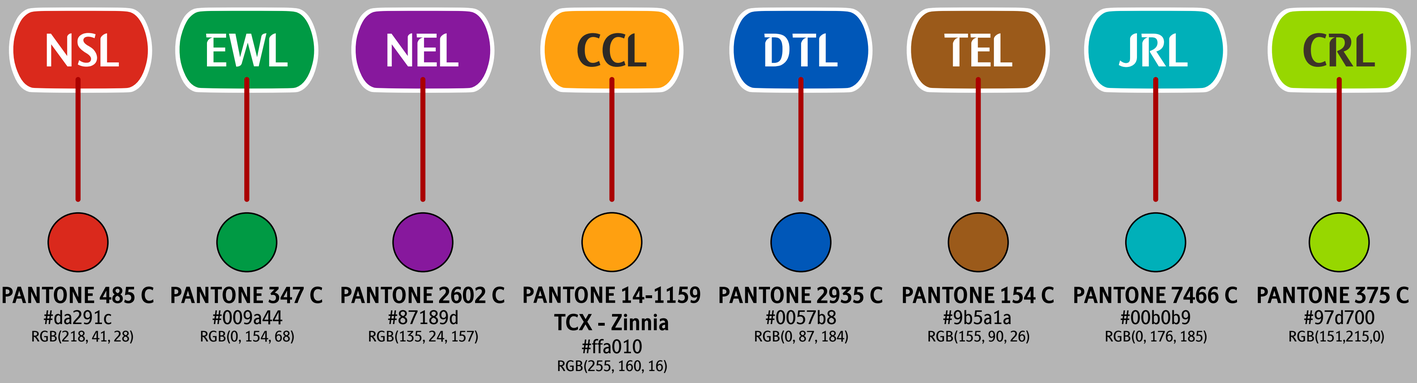
You Are Here Icon/Colour

PANTONE 7626 C
#c63527
RGB(198, 53, 39)

Priority Use Heart Icon

PANTONE 15-2215 TCX - Begonia
#ec9abe
RGB(236, 154, 190)

Line Caplets



PANTONE 485 C
#da291c
RGB(218, 41, 28)

PANTONE 347 C
#009a44
RGB(0, 154, 68)

PANTONE 2602 C
#87189d
RGB(135, 24, 157)

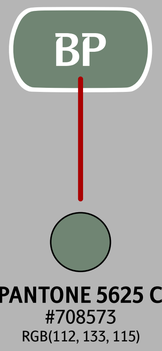
PANTONE 14-1159 TCX - Zinnia
#ffa010
RGB(255, 160, 16)

PANTONE 2935 C
#0057b8
RGB(0, 87, 184)

PANTONE 154 C
#9b5a1a
RGB(155, 90, 26)

PANTONE 7466 C
#00b0b9
RGB(0, 176, 185)

PANTONE 375 C
#97d700
RGB(151,215,0)



PANTONE 5625 C
#708573
RGB(112, 133, 115)

Caplet Border

WHITE
#FFF
RGB(255, 255, 255)

Network Caplets

PANTONE 7405 C
#F2CD00
RGB(51,100,47)

PANTONE 316 C
#004851
RGB(187, 100, 16)

PANTONE 375 C
#97d700
RGB(151,215,0)

PANTONE 316 C
#004851
RGB(187, 100, 16)

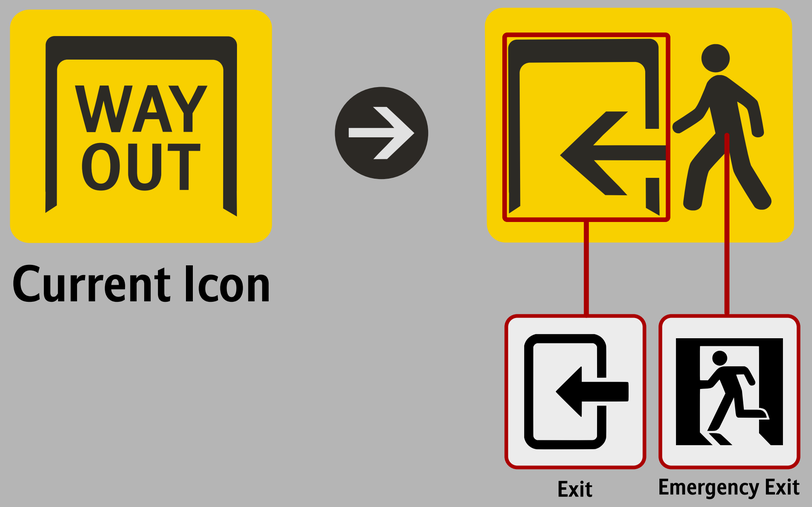
PANTONE 4197 C
#8a9c8f
RGB(137, 8, 58)

PANTONE 316 C
#004851
RGB(187, 100, 16)

*** Colour Palettes are obtained from official LTA Map/digital screenshots, and matched according to Pantone System. Hence it might not be accurate.**

Changes & Improvements over the Current Version

Way Out Icon



Current Icon

New Icon

The proposed new Way Out icon combines two elements: the Emergency Exit Icon and the Exit Icon.

Commuters will be able to distinguish the Exit icon more easily with the use of the Exit colour, as well as the 'Exit Border' symbol, which is currently being used to signify exits.

Exit Icon

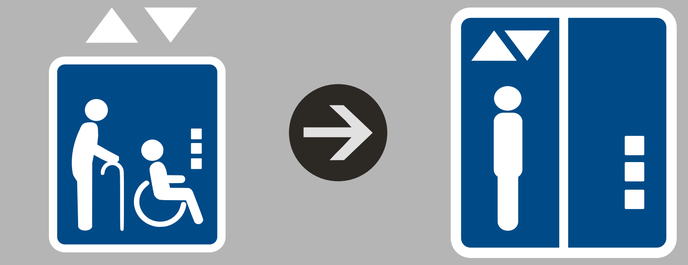
Current Icon
(Alphabetical Exits)

New Icons
(Alphabetical & Numerical Exits)

The proposed new Exit icon standardises the use of the 'Exit Border' symbol for those using both numbers or alphabets. Currently, the Exit icons for numbers and alphabets are labelled differently.

Changes & Improvements over the Current Version

Lift Icon



Current Icon

New Icon

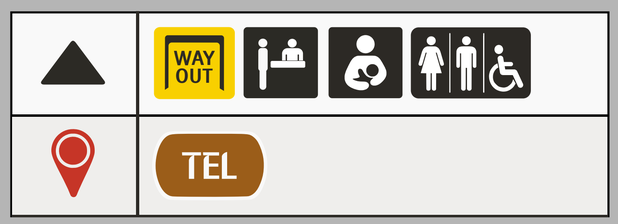
Before

After

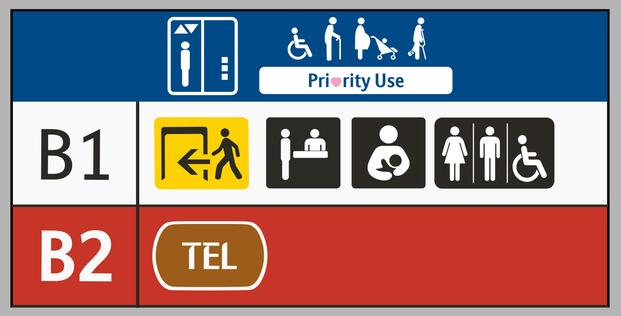
The Lift Icon received a minor change. To maximise space, the Up and Down arrows have been placed in the icon, and the inclusion of only one person in the lift icon.

This is because the wheelchair symbol has been included together with the 'Priority Use' signage, hence, it is redundant to include the wheelchair icon.

Lift Directory Sign



Current Design



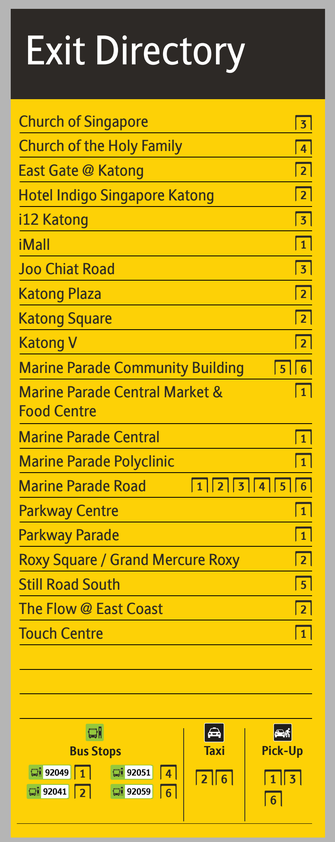
New Design

The Lift Directory sign has also received some minor updates. The floor number has been brought back, and the 'You Are Here' icon removed and replaced with the colour itself.

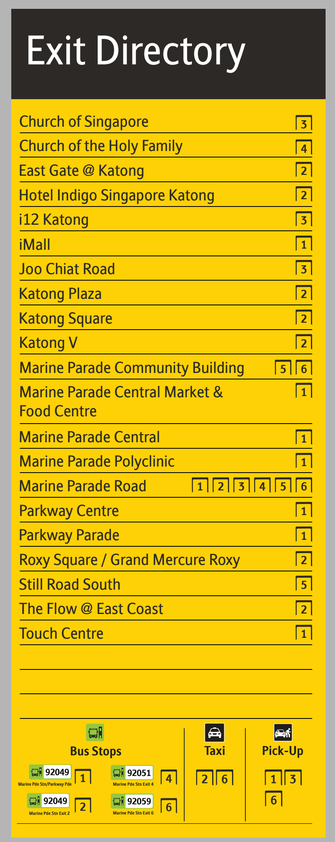
The Floor Rows in the sign is now clearly highlighted for better clarity and helps commuters identify the level they are at instantly.

Changes & Improvements over the Current Version

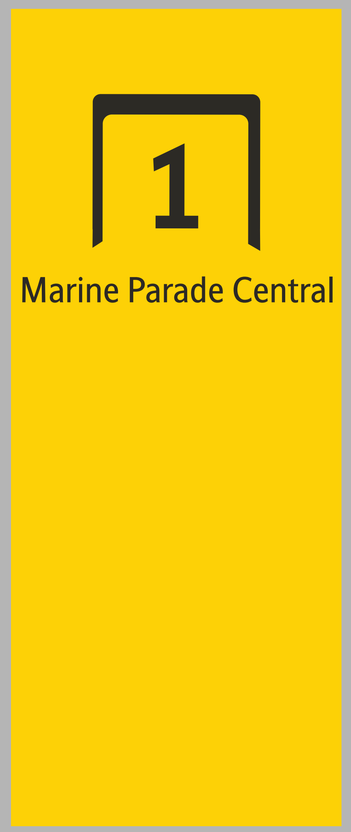
Exit Directory Signs



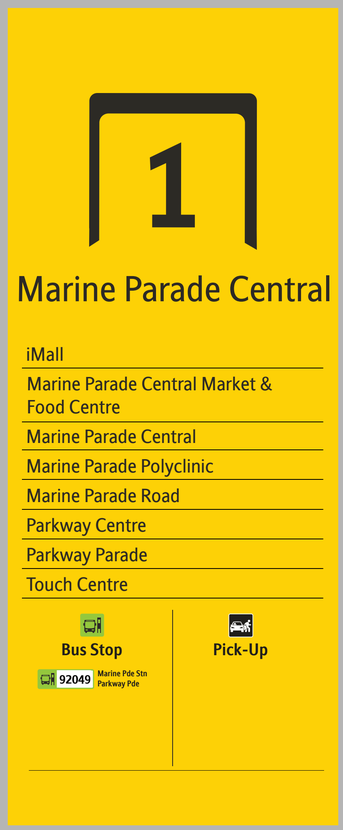
Current Design



New Design



Current Design



New Design

The Exit Directory received a minor change and addition. Previously, the initial proposal was to arrange it by Exits, but that proved to be infeasible because constant adding or removing of buildings or landmarks will make the process difficult and inefficient. The only enhancement is the inclusion of Bus Stop Name alongside its existing Bus Stop Codes.

The Exit banner have been enhanced as well. Instead of an empty space, the Exit Directories on Exits have been re-instated. This was done before, but removed in the current system.

Changes & Improvements over the Current Version

Station Name Signs

Current Designs

New Design

Enlarged Texts, caplets are sized and aligned appropriately.

Currently, there are two variants to the Station Name signs. Those earlier versions have a smaller station name, while the latest ones are enlarged. The current enlarged texts are found on most TEL4 stations and stations like Ang Mo Kio, signifying that this will be the standard moving forward. However, the current enlarged ones seemed quite awkward-looking, and the new design aims to fix these issues, although minor.

Changes & Improvements over the Current Version

Station Exit Signs

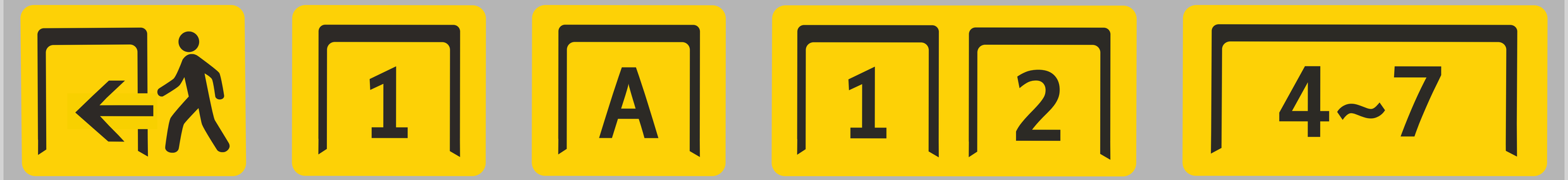
^ Punggol Coast Station only

Current Designs

New Design

Currently, there are two variants to the Station Exit signs. The current version has the Exit Number and icons with a grey base, while the latest ones, only available at Punggol Coast, have a coloured Exit sign with only the Exit Number present. The new design combines both elements, alongside the addition of street names on the Exit sign. The street name is already available on the Exit Directory sign, hence, adding it here brings some continuity to the design.

Exit Signs

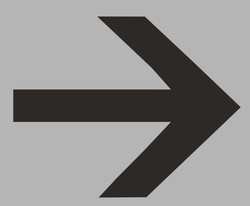


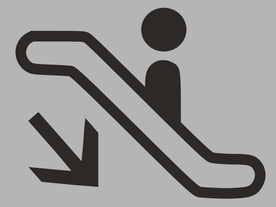
Line/Station/Network Caplets

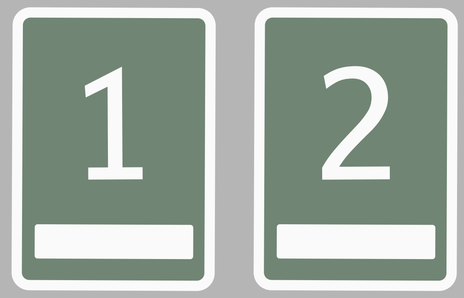
Lift Signs

Wayfinding Icons (1/2)

Wayfinding Icons (2/2)

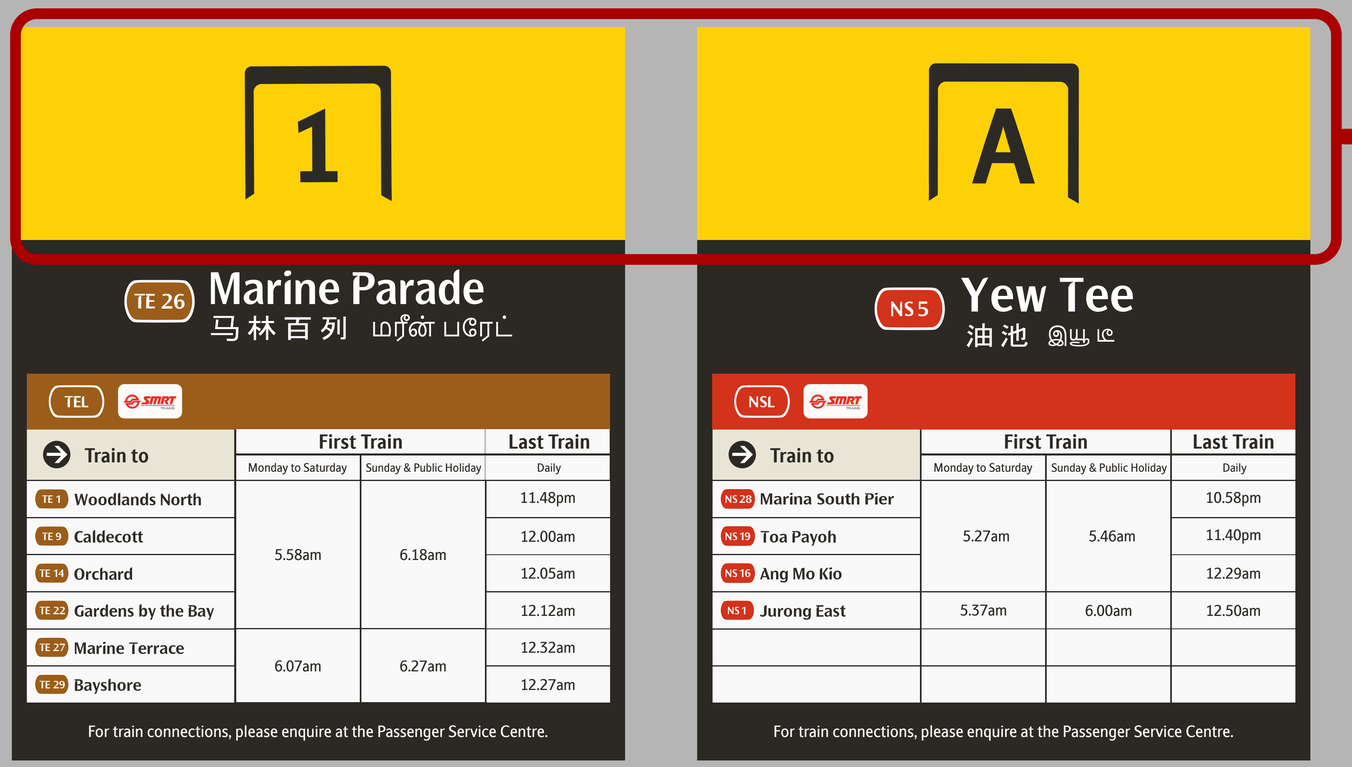






Design Standards Brainstorm - Train Timings

Design Standards Brainstorm - Train Timings (Annotated)



Consistent Exit Icon / Modular Banner

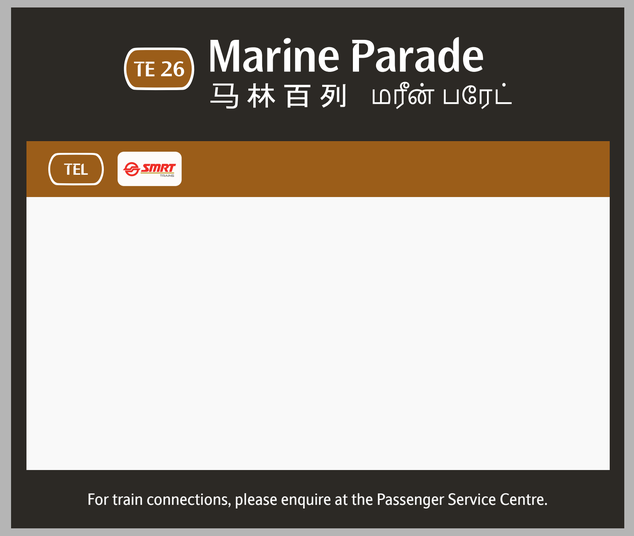
(Regardless of exit type - i.e Letters/Numbers)

No major change to design. Can be implemented across all lines, regardless of the exit being in alphabetical/ numerical format. The banner can be removed without affecting the overall design.

Also being applied is the Exit icon change as shown earlier.

1

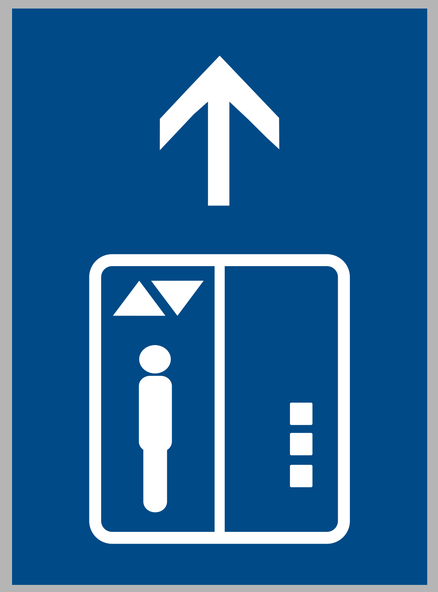
2

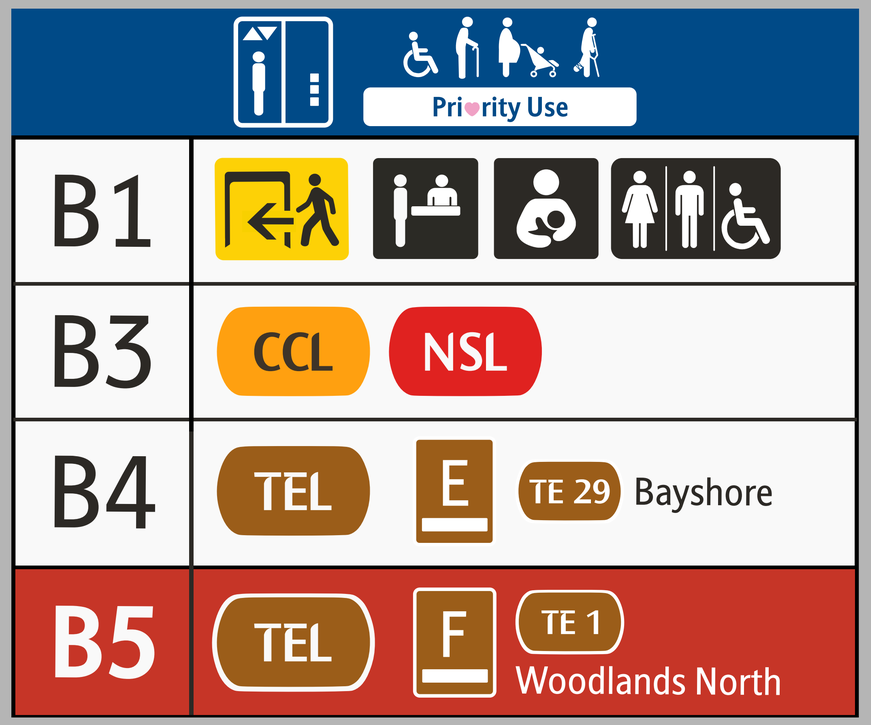


3

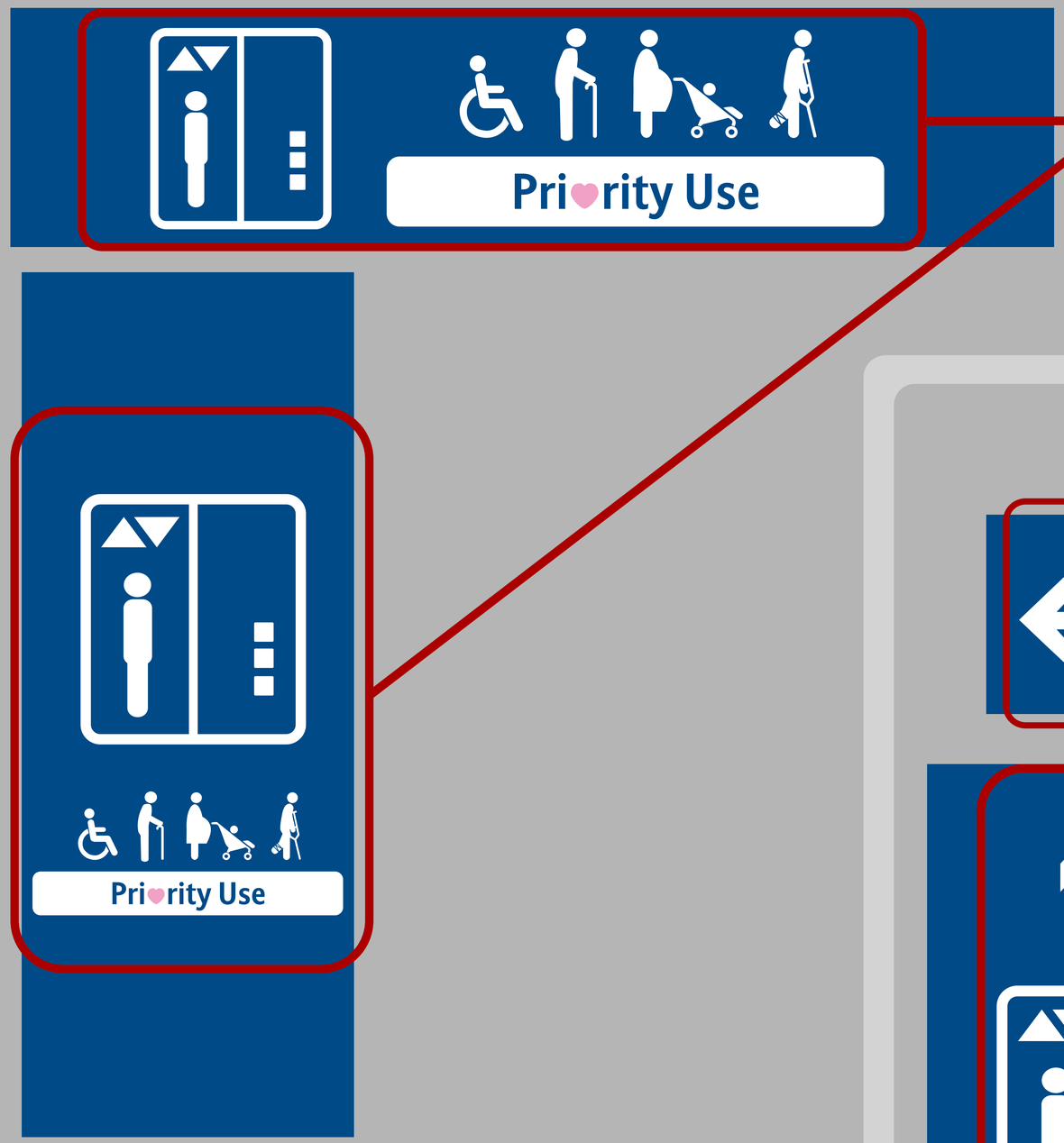
Train to	First Train		Last Train
	Monday to Saturday	Sunday & Public Holiday	Daily
TE 1 Woodlands North	5.58am	6.18am	11.48pm
TE 9 Caldecott			12.00am
TE 14 Orchard			12.05am
TE 22 Gardens by the Bay			12.12am
TE 27 Marine Terrace	6.07am	6.27am	12.32am
TE 29 Bayshore			12.27am

Design Standards Brainstorm - Lift Signages



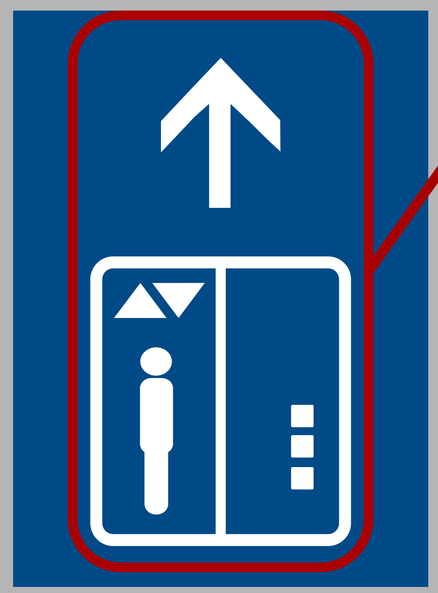


Design Standards Brainstorm - Lift Signages (Annotated) (1)



Lift Icon & Priority Use

These two should come together and shown on the actual lift itself.

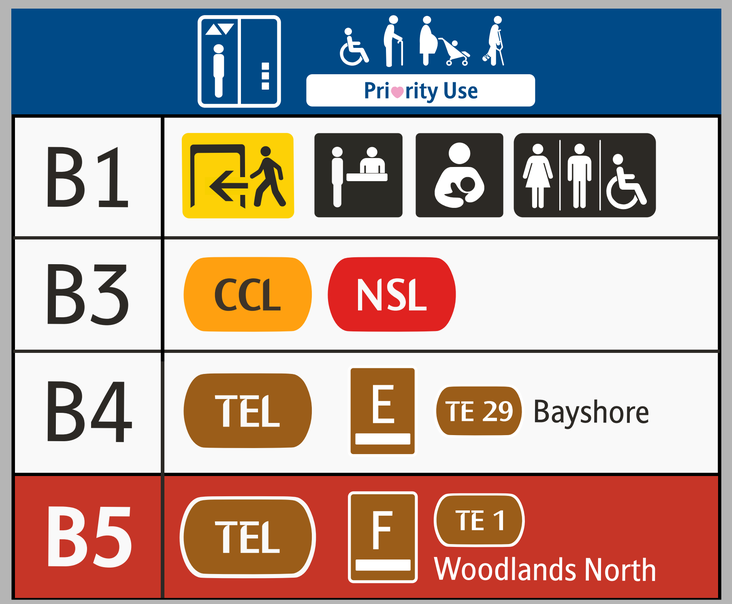


Lift Icon only on Overhead Signs

The Lift icon itself can be shown on overhead signs, without needing to include the 'Priority Use' icon to save space.

The entire lift overhead signs will be coloured blue, to distinguish it between the lift sign and the normal signs.

Design Standards Brainstorm - Lift Signages (Annotated) (2)



Modular Lift Directory Sign

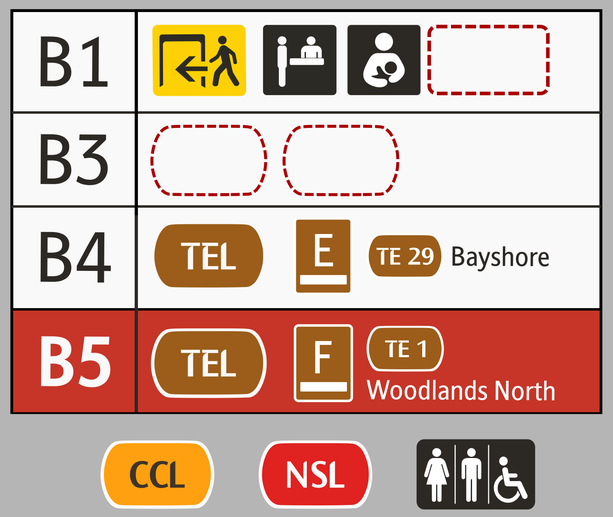
Each element of the Lift Directory Sign is designed with modularity in mind.

Either replace the whole sign or add an individual element

1

2

3



Design Standards Brainstorm - Exit Directories

1

Marine Parade Central

- iMall
- Marine Parade Central Market & Food Centre
- Marine Parade Central
- Marine Parade Polyclinic
- Marine Parade Road
- Parkway Centre
- Parkway Parade
- Touch Centre
- Bus Stop 92049
- Pick-Up

Exit Directory

Church of Singapore	3
Church of the Holy Family	4
East Gate @ Katong	2
Hotel Indigo Singapore Katong	2
i12 Katong	3
iMall	1
Joo Chiat Road	3
Katong Plaza	2
Katong Square	2
Katong V	2
Marine Parade Community Building	5 6
Marine Parade Central Market & Food Centre	1
Marine Parade Central	1
Marine Parade Polyclinic	1
Marine Parade Road	1 2 3 4 5 6
Parkway Centre	1
Parkway Parade	1
Roxy Square / Grand Mercure Roxy	2
Still Road South	5
The Flow @ East Coast	2
Touch Centre	1

Bus Stops		Taxi	Pick-Up
92049 Marine Pde Stn/Parkway Pde 1	92051 Marine Pde Stn Exit 4 4	2 6	1 3 6
92049 Marine Pde Stn Exit 2 2	92059 Marine Pde Stn Exit 6 6		

3~6

3 — i12 Katong; Holiday Inn; Katong Square

4~6 — Marine Parade Neighbourhood Police Post; Tao Nan School; CHIJ (Katong) Primary; Bus Stop 92051 4, 92059 6

For a more detailed Directory, please refer to the Exit Directories at Concourse Level.

1 2

1 — Parkway Parade; Marine Parade Central Market & Food Centre; Bus Stop 92049

2 — Grand Mercure Singapore Roxy; Roxy Square; Bus Stop 92041

For a more detailed Directory, please refer to the Exit Directories at Concourse Level.

Design Standards Brainstorm - Exit Directories (Annotated) (1)

Exit Directory

Church of Singapore	3
Church of the Holy Family	4
East Gate @ Katong	2
Hotel Indigo Singapore Katong	2
i12 Katong	3
iMall	1
Joo Chiat Road	3
Katong Plaza	2
Katong Square	2
Katong V	2
Marine Parade Community Building	5 6
Marine Parade Central Market & Food Centre	1
Marine Parade Central	1
Marine Parade Polyclinic	1
Marine Parade Road	1 2 3 4 5 6
Parkway Centre	1
Parkway Parade	1
Roxy Square / Grand Mercure Roxy	2
Still Road South	5
The Flow @ East Coast	2
Touch Centre	1

Bus Stops

92049 Marine Pde Stn/Parkway Pde 1
92051 Marine Pde Stn Exit 4 4
92049 Marine Pde Stn Exit 2 2
92059 Marine Pde Stn Exit 6 6

Taxi 2 6

Pick-Up 1 3 6

Ease of Update (1)

For the regular Exit Directory/the Main Exit Directory, there is no change in the way it is currently being updated (i.e can be easily updated to add or remove a building or landmark names, if there's extra space). If not, add a provision for a second Exit Directory board.

Exit Directory (1)

Exit Directory (2)

1

2

Exit Directory

Church of Singapore	3
Church of the Holy Family	4
East Gate @ Katong	2
Hotel Indigo Singapore Katong	2
i12 Katong	3
iMall	1
Joo Chiat Road	3
Katong Plaza	2
Katong Square	2
Katong V	2
Marine Parade Community Building	5 6
Marine Parade Central Market & Food Centre	1
Marine Parade Central	1
Marine Parade Polyclinic	1
Marine Parade Road	1 2 3 4 5 6
Parkway Centre	1
Parkway Parade	1
Roxy Square / Grand Mercure Roxy	2
Still Road South	5
The Flow @ East Coast	2
Touch Centre	1

Bus Stops · Taxi · Pick-Up

Touch Centre 1

1

1

Marine Parade Central

iMall
Marine Parade Central Market & Food Centre
Marine Parade Central
Marine Parade Polyclinic
Marine Parade Road
Parkway Centre
Parkway Parade
Touch Centre

Bus Stop

92049 Marine Pde Stn Parkway Pde

Pick-Up

2

iMall
Marine Parade Central Market & Food Centre
Marine Parade Central
Marine Parade Polyclinic
Marine Parade Road
Parkway Centre
Parkway Parade
Touch Centre

Bus Stop

92049 Marine Pde Stn Parkway Pde

Pick-Up

Design Standards Brainstorm - Exit Directories (Annotated) (2)

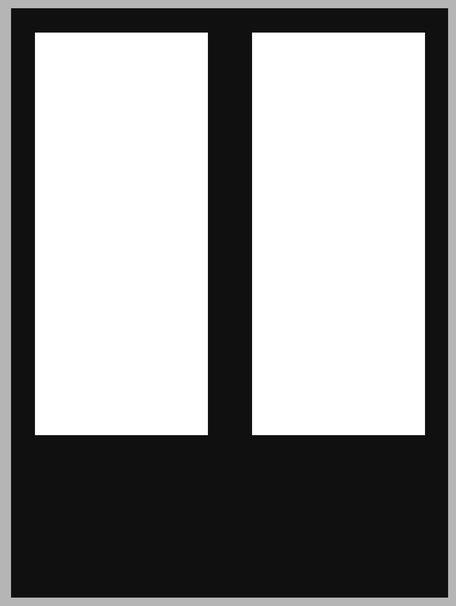
To achieve *my* Wayfinding Philosophy of Alight > Confirm > Exit, a new Summarized Wayfinding Board, comprising of a summarized Exit Directory, can be placed on the Platform.

This board will show the most Frequently Asked Places, and can be updated easily, should the need arise. A full list of the Main Exit Directory can be found at the Concourse Level, hence the new board is meant to complement, not replace the current Exit Directory.

Ease of Update (2)

For the Platform Exit Directory, either a full replacement of the sign can be made or just pasting on the existing board can be done.

1



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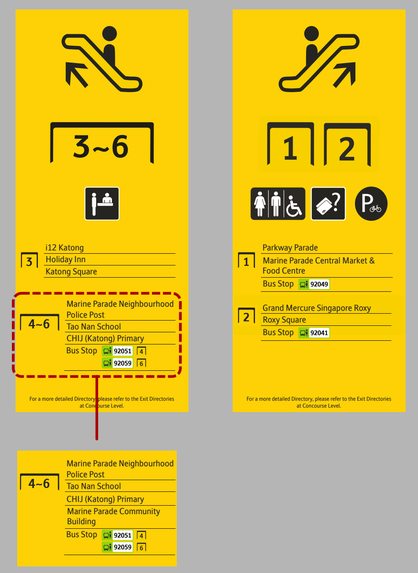
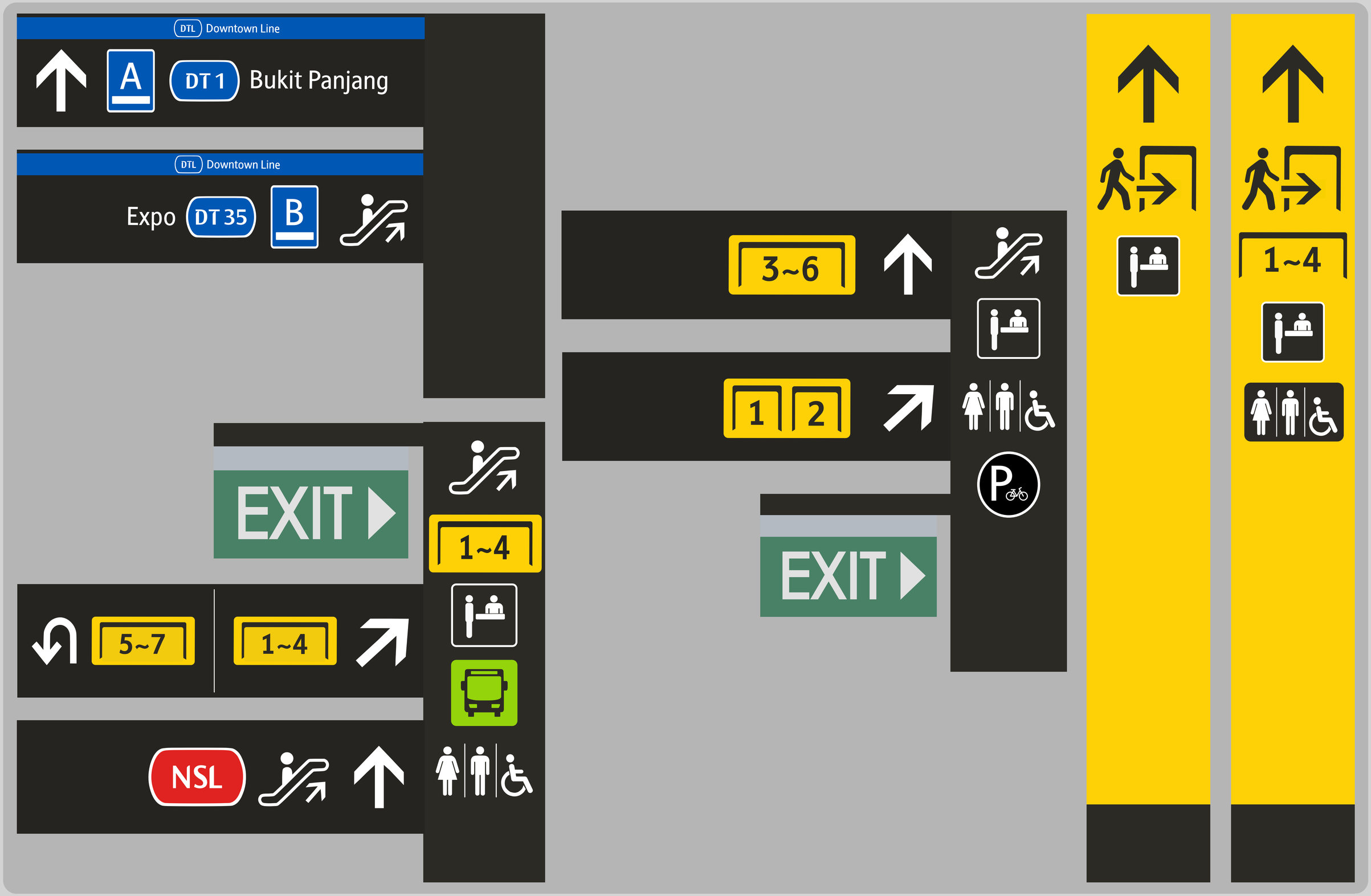
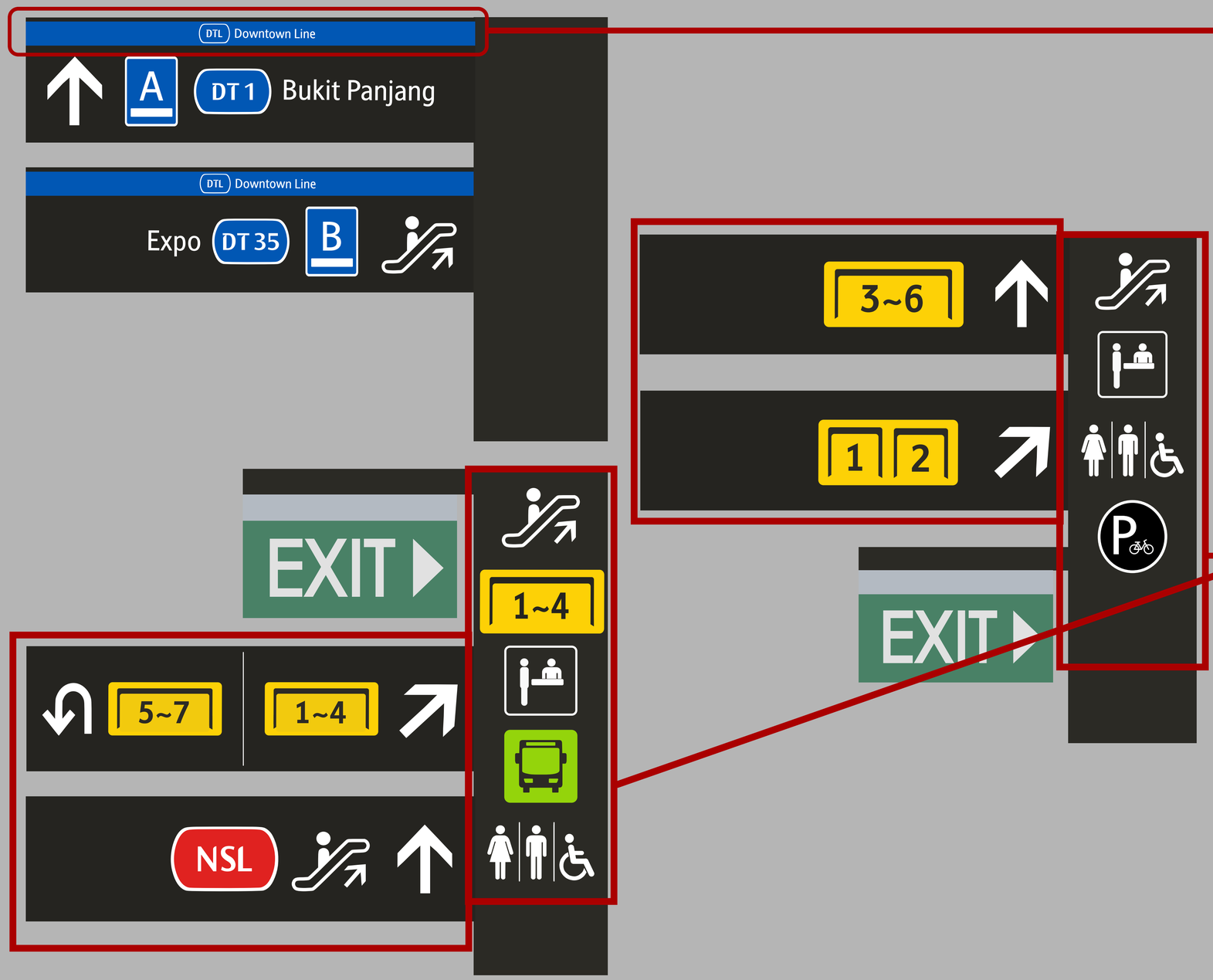


Design Standards Brainstorm - Totem Signs



Design Standards Brainstorm - Totem Signs (Annotated) (1)



Line Colour Bands

This adds a distinction which helps alert commuters that these platforms will bring them to another line.

Fully Maximizing The Totem Panels

The addition of Additional Signage Boards and Wayfinding icons helps enhance Wayfindings on Platforms

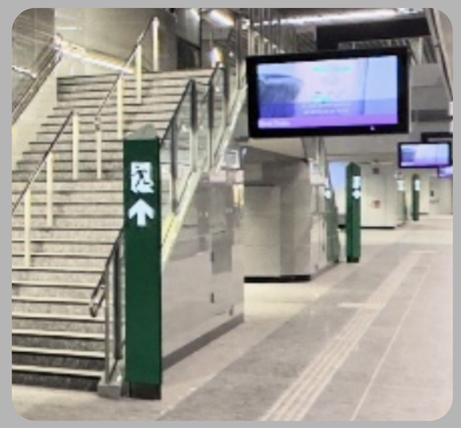
Design Standards Brainstorm - Totem Signs (Annotated) (2)

Exit Totem Panel

This helps bring the attention to commuters on which set of Escalators/Stairs would bring them to their Way out/Emergency Exit.

Note: The redesign of the Way Out icon shown earlier was designed with these in mind (i.e Combination of Emergency Exit + Exit icon)

An example of such Totems (Emergency Exit/Exit) can be found in Punggol Coast station Platform



Design Standards Brainstorm - Overhead Signs

Design Standards Brainstorm - Overhead Signs (Annotated)

Consistent Station Name Sign

(Regardless of exit type - i.e Letters/Numbers)

Standardized font and caplet size. Can be implemented across all lines, regardless of the Exit being in Alphabetical/Numerical format.

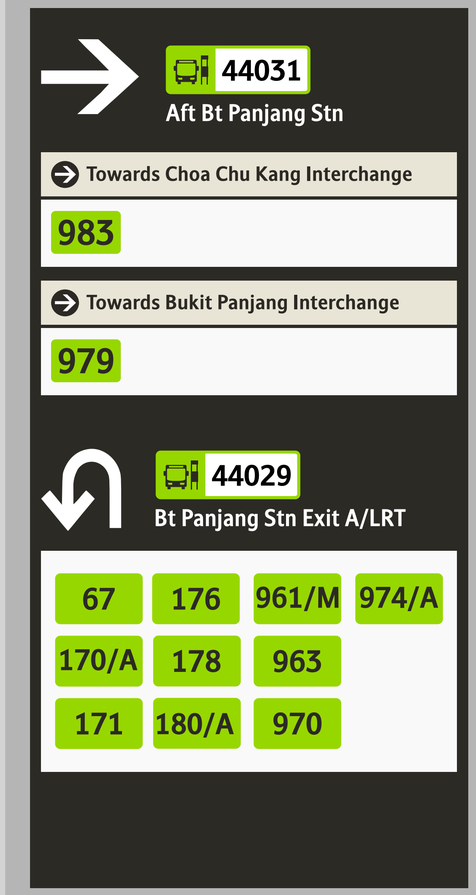
Also being applied is the Exit icon change as shown earlier.

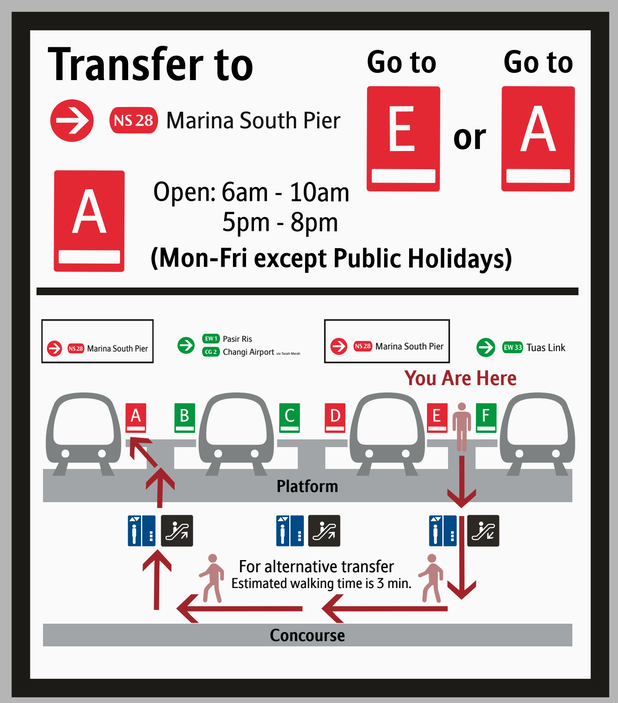
Consistent Station Name Sign + New Prominent Exit Sign

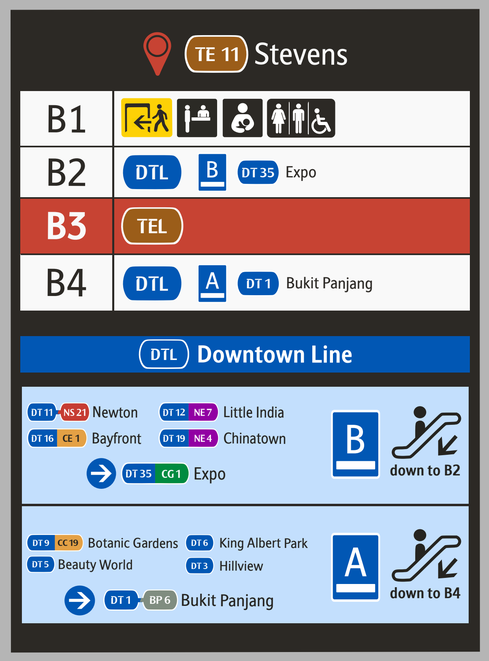
(Current Implementation debutted in Punggol Coast, with just the Exit Number)

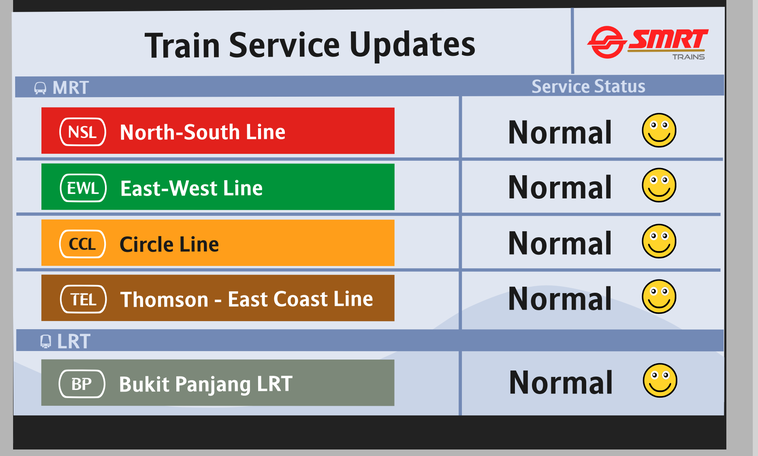
Same consistency applies to the Station Name sign for this variant. The New Prominent Exit Sign idea is based off the new implementation in Punggol Coast.

Design Standards Brainstorm - Customized Signages/UIs

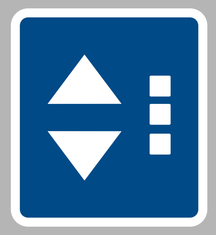


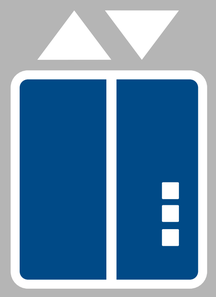


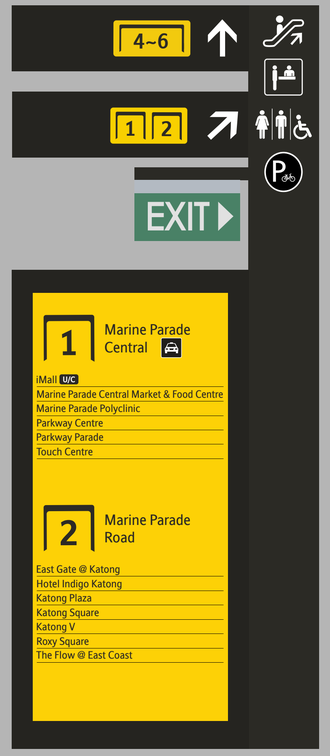


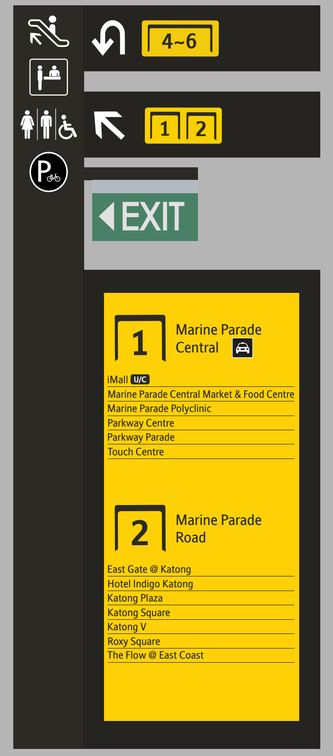


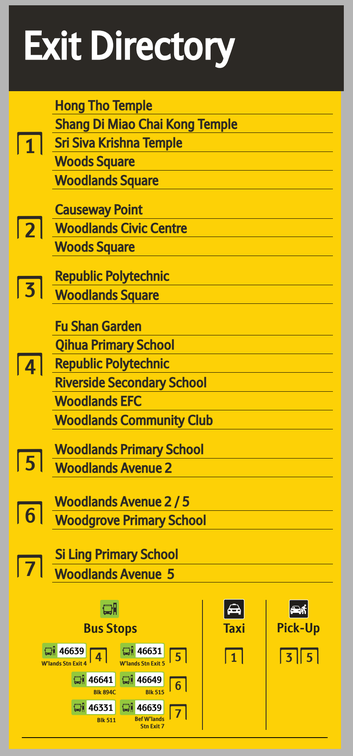
Design Standards Brainstorm - Unused Designs











Evolution of our Transit System Design

2001 - 2013

- North South Line NS
- East West Line EW
- North East Line NE
- Circle Line CC
- Bukit Panjang LRT BP
- Sengkang LRT SK
- Punggol LRT PG

NS1 EW24

2013 - 2019

- North South Line
- East West Line
- North East Line
- Circle Line
- Downtown Line NS1
- Bukit Panjang LRT NS17 CC15
- Sengkang LRT NS21 DT11
- Punggol LRT NS24 NE6 CC1

2019 - Present

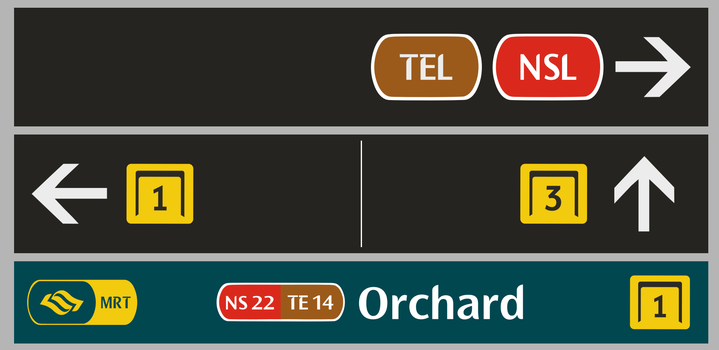
NSL EWL NEL CCL DTL

TEL JRL CRL BP SK

PG

NS 2 NS 21 DT 11 NS 22 TE 14

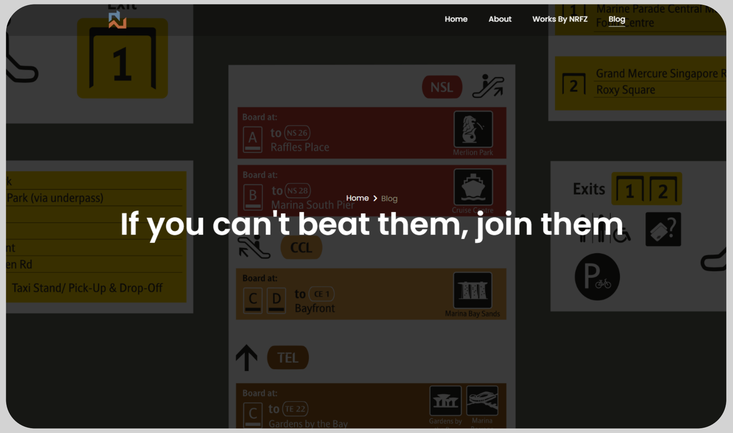
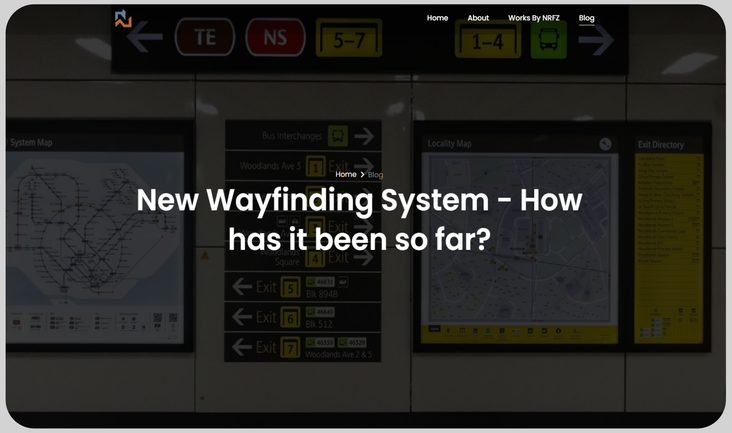
NS 24 NE 6 CC 1



Postface

The different Brainstorming of Designs are a compilation of ideas from my Train Rides over the years, ever since the new Wayfinding System was introduced. You may notice many of the designs are catered for the Train's side of things. This is because whatever that is suggested can be easily re-applied for the Buses side of things as well.

> "Achieving consistency and replacing all signage across the country overnight is very challenging. While we wish to do so, it requires time, manpower, and careful planning. Compared to metro systems overseas, some signages also differ slightly, such as those of Taipei Metro and MTR."

Hence this handbook can be useful to dive in and explore different ideas that can be used to make the wayfinding system better. Whether the ideas worked in real-life or not, is a different story. Well, if you have not tried, you will never know!

This handbook is an extension to my Blog Posts, which can be found below: