

Where is Platform 9 $\frac{3}{4}$?

Wayfinding in Swiss Railway
Stations.

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World IA Day Zurich
04.03.2023





We've got a brand new look! What do you think of our new homepage? Your feedback is greatly appreciated. [Go to the feedback form](#)

From
Bern

To
Zürich, Volkshaus, Stauffacherstrasse

< 02.03.2023 > | 19:06 Dep Arr | Settings

Earlier connections

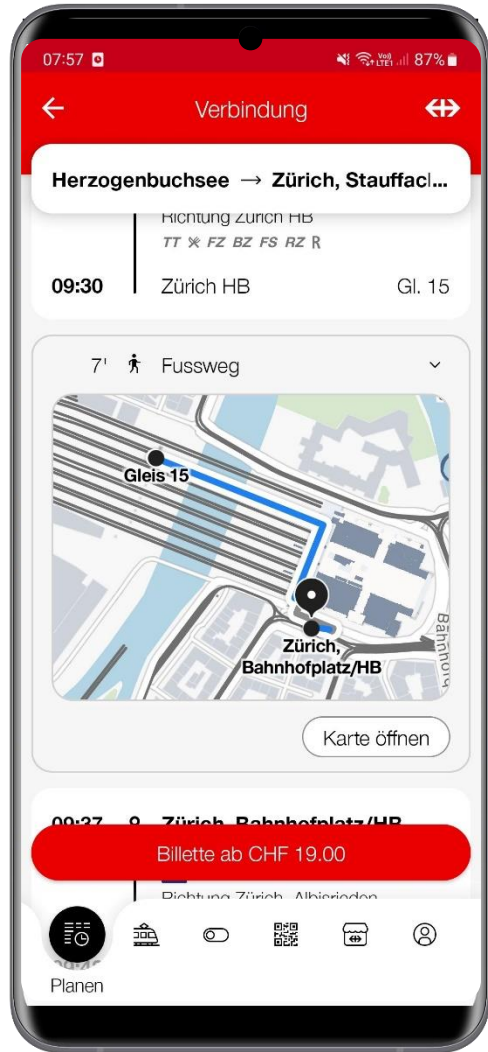
Wayfinding is a crucial part of every journey.



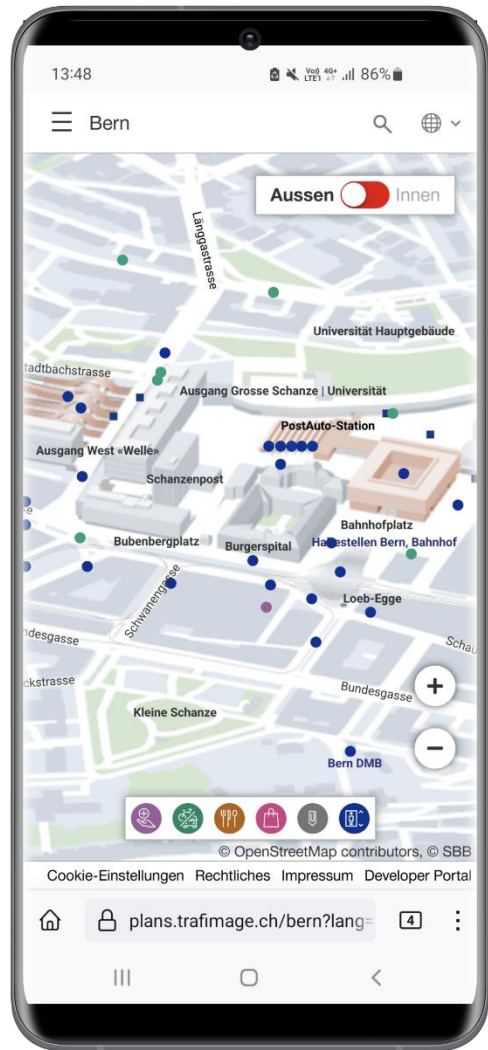
Changing the mode of transport is a critical moment.



Activities in railway stations.



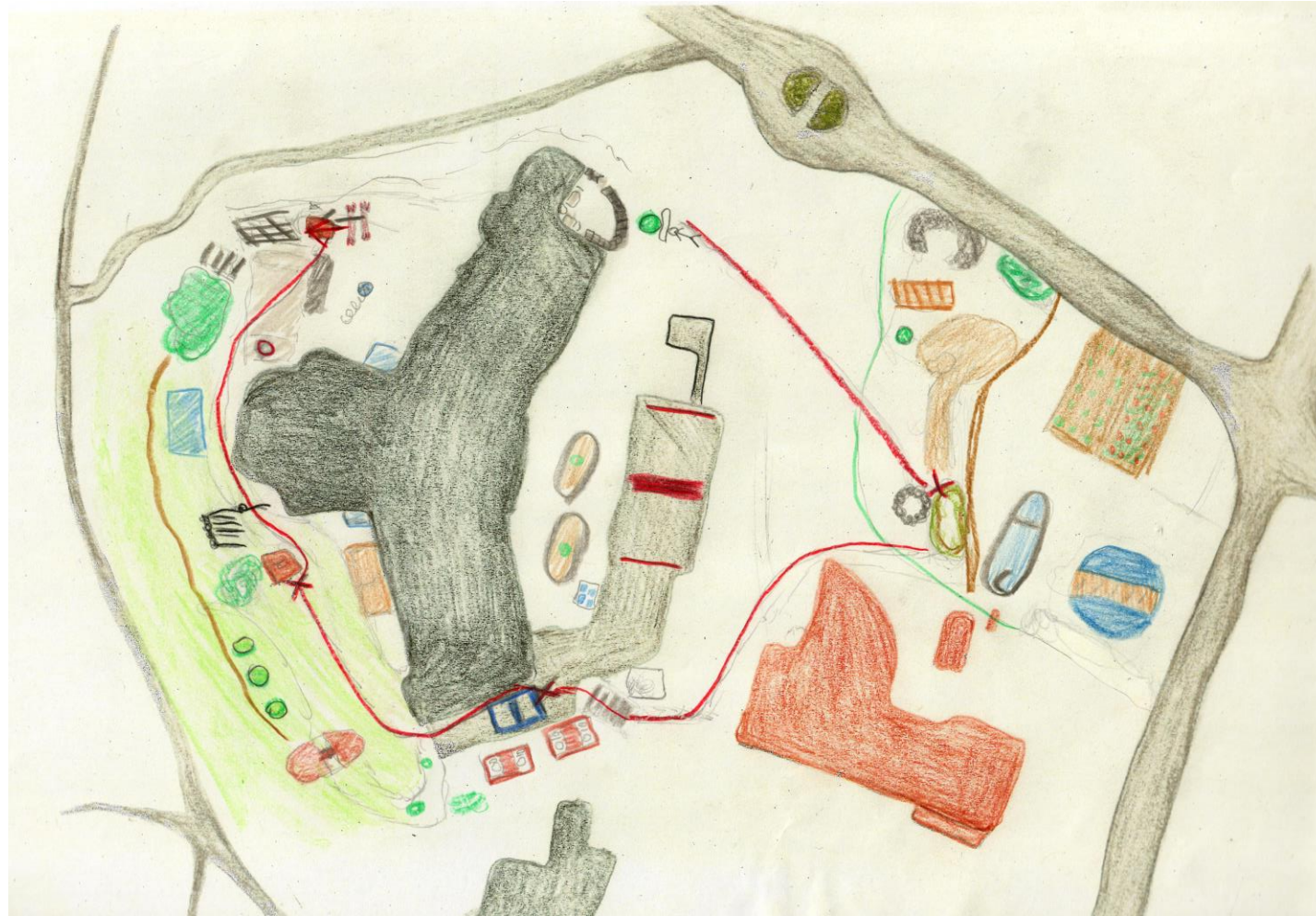
Wayfinding



Orientation.



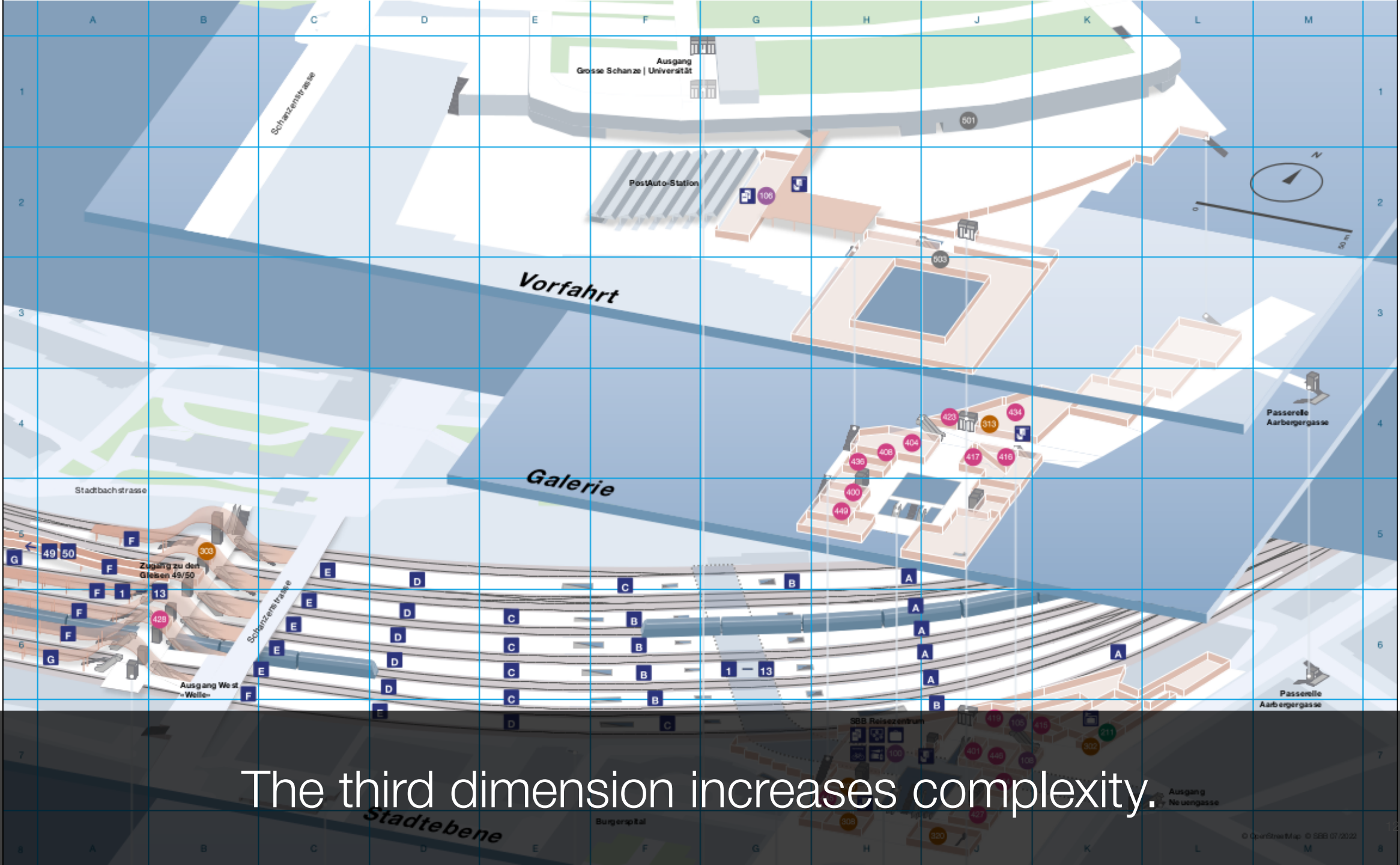
Why are three-dimensional plans so hard to use?



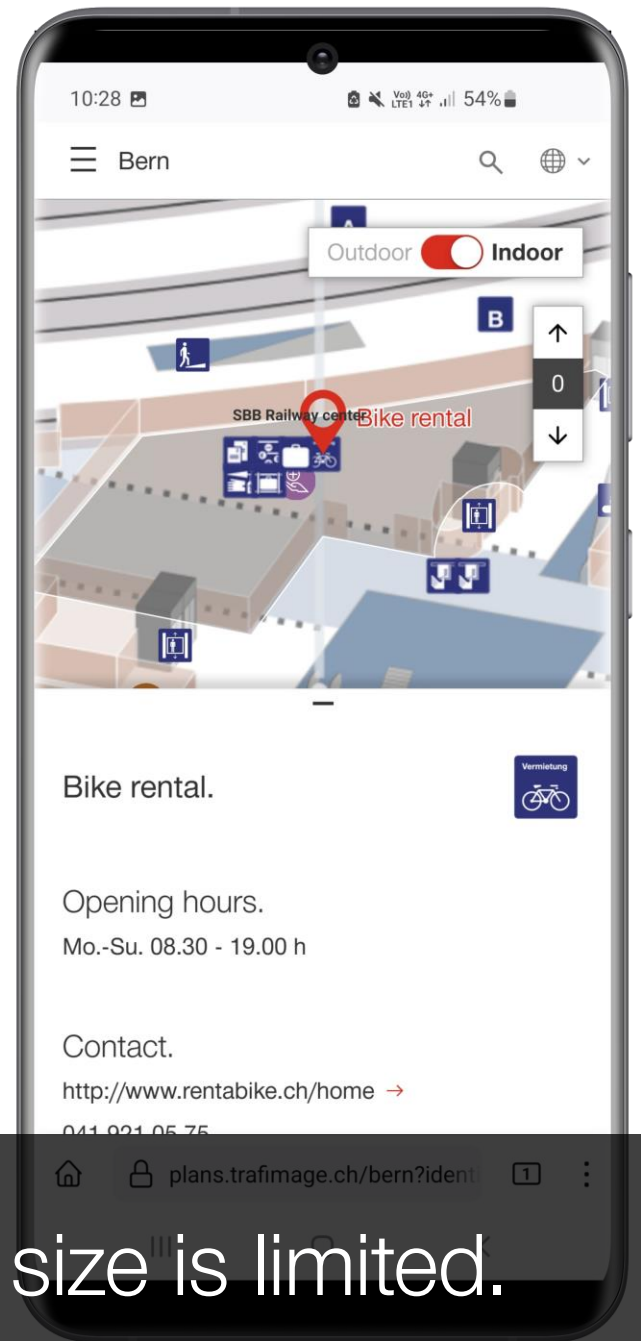
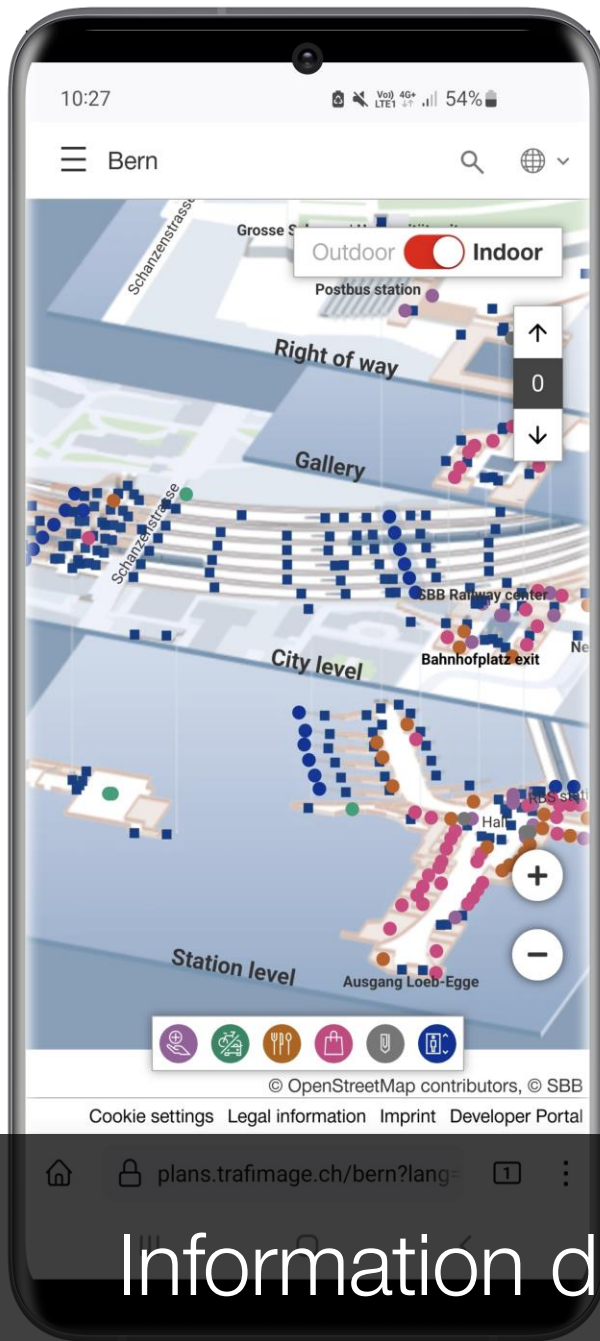
Reading maps needs (a lot of) training.



Aligning the map with the real world is important.



The third dimension increases complexity.



Information density is high, but screen size is limited.

THIS
SHIT
IS

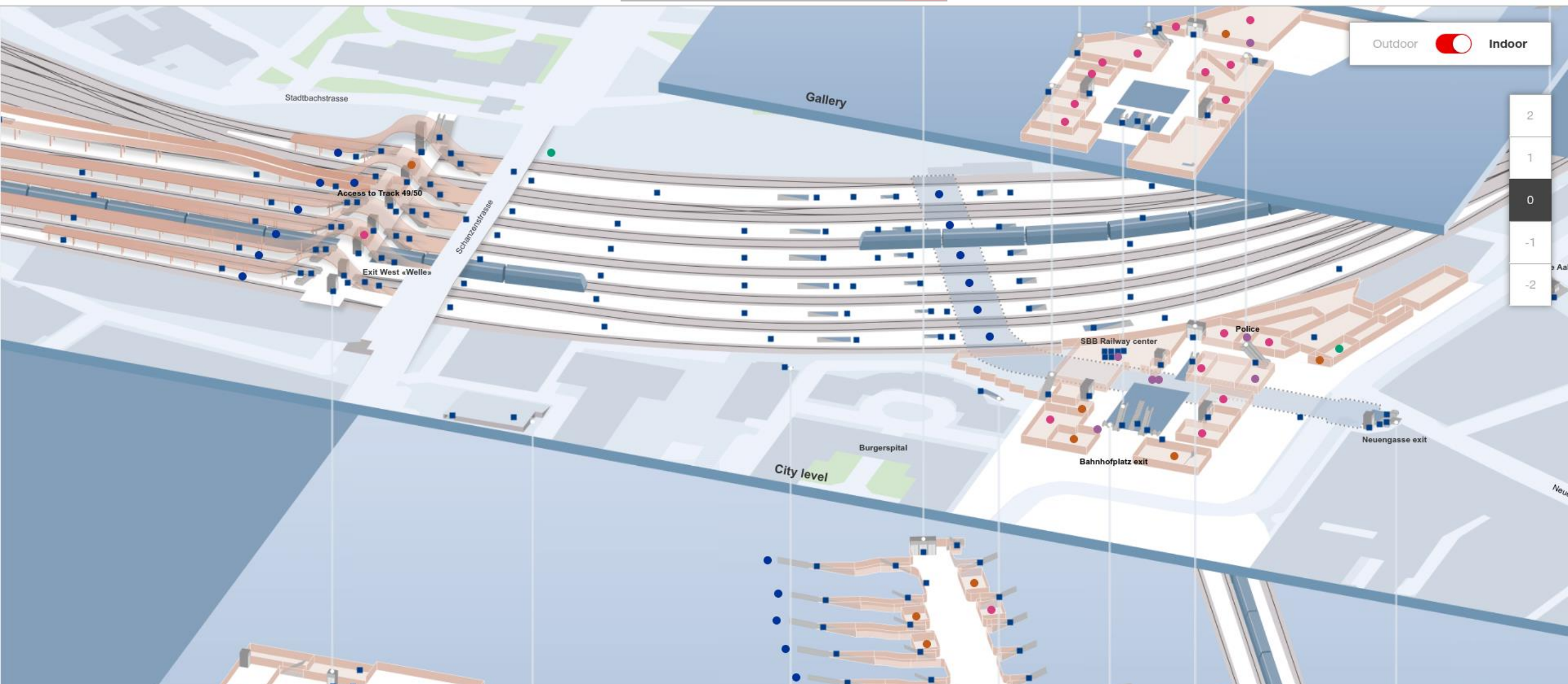
HARD.

Outdoor Indoor



Outside...

- Services
- Combined mobility
- Restaurants & takeaways
- Shopping
- Offices & practices
- Access points



2

1

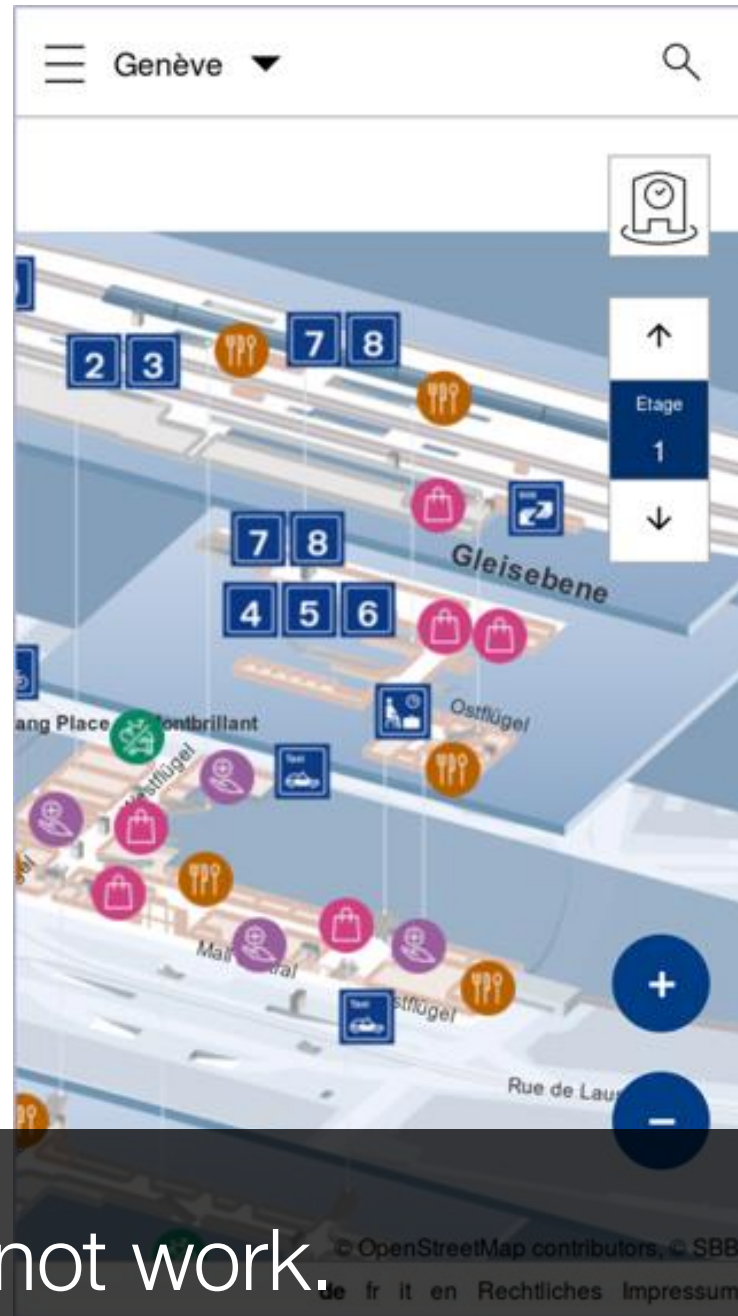
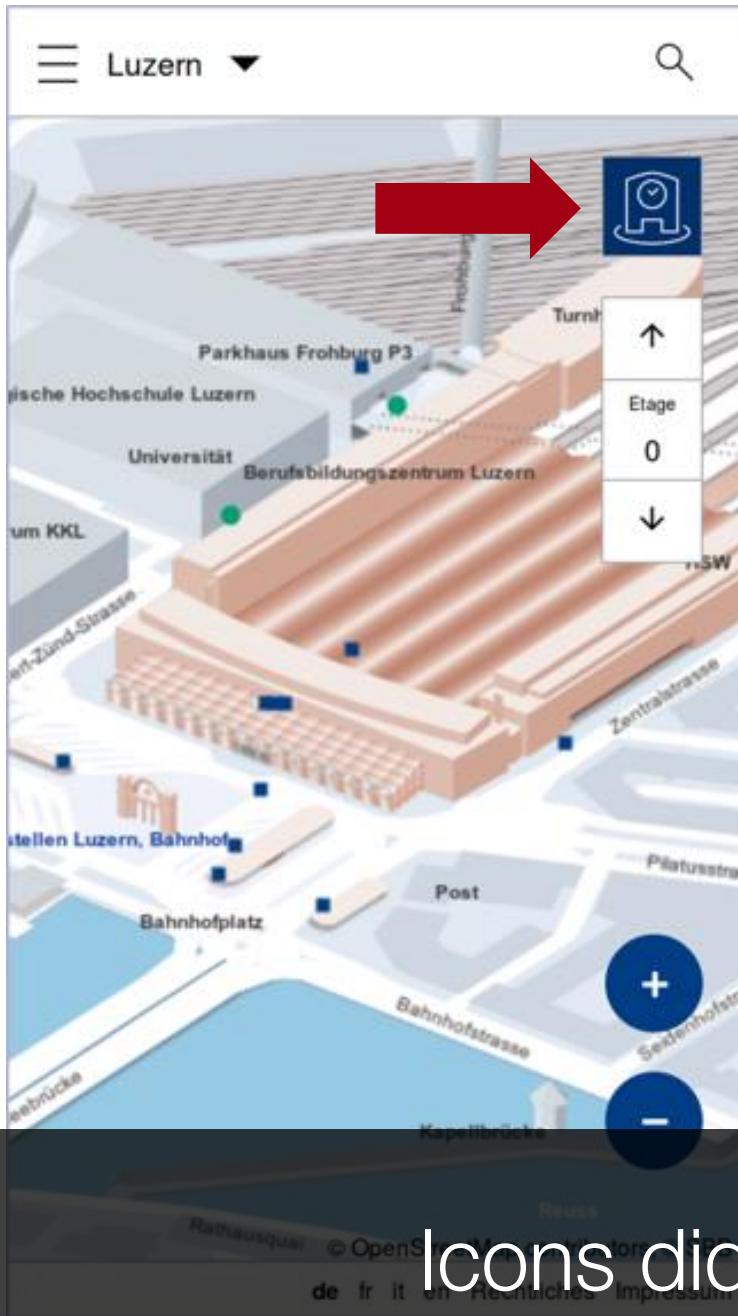
0

-1

-2

...and inside.

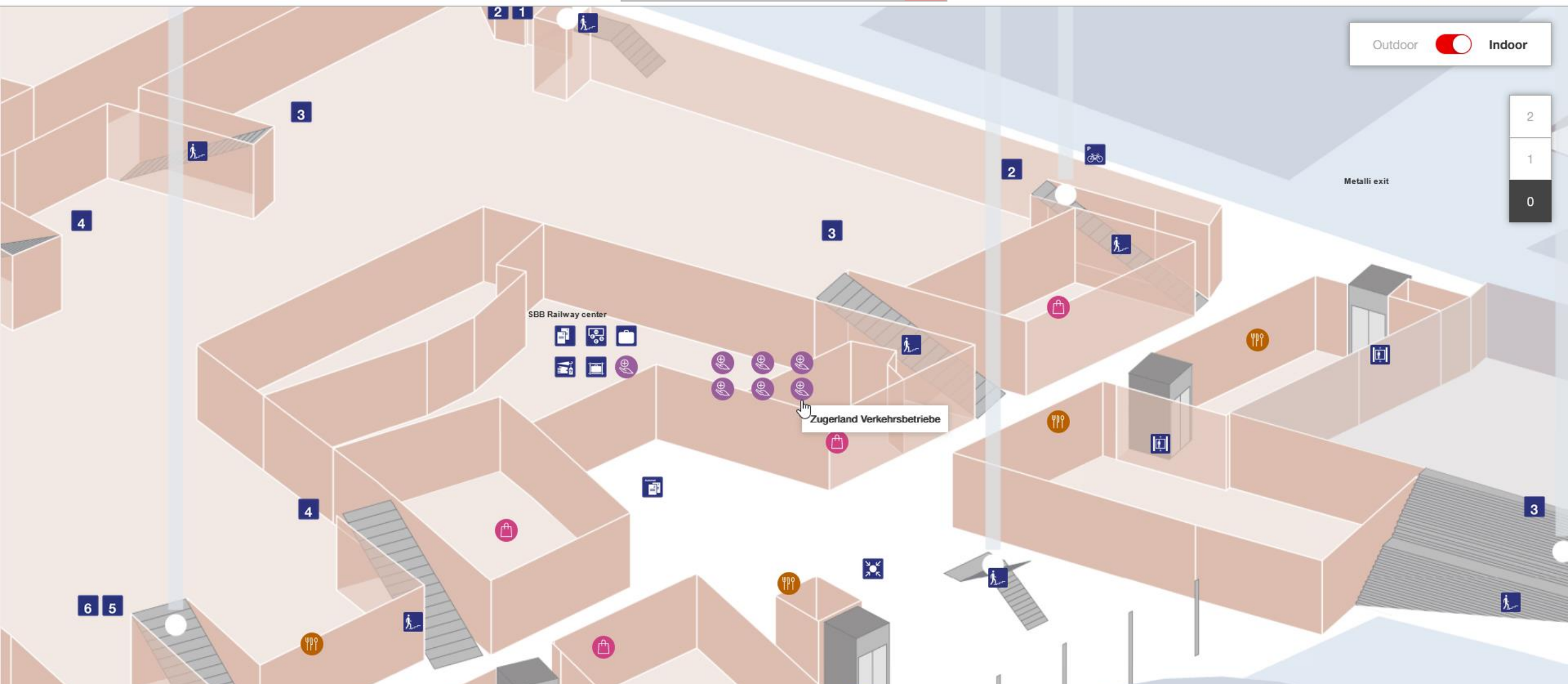
- Services
- Combined mobility
- Restaurants & takeaways
- Shopping
- Offices & practices
- Access points





Orientation.

- Services
- Combined mobility
- Restaurants & takeaways
- Shopping
- Offices & practices
- Access points

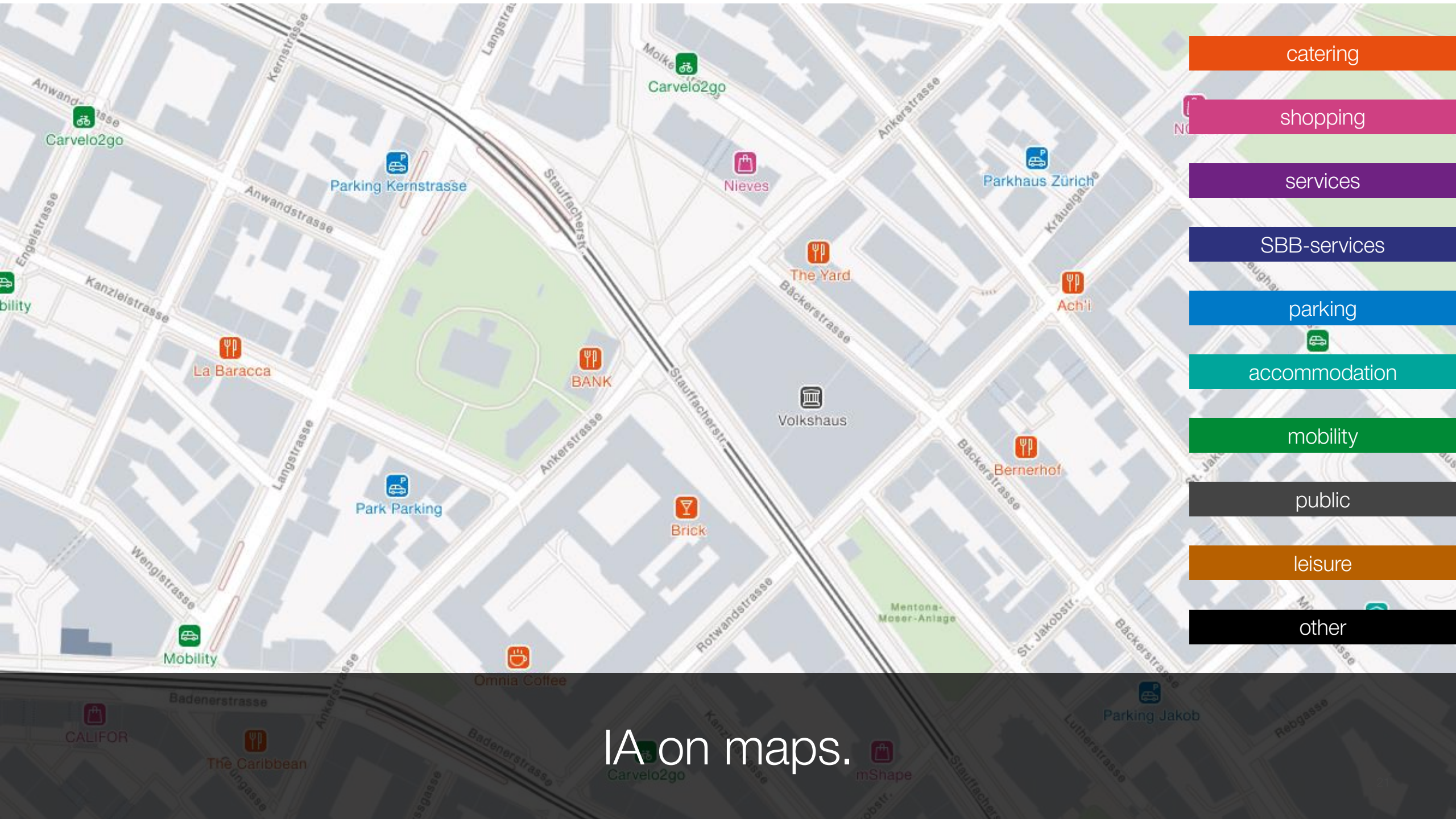


Overload and redundancy

- Services
- Combined mobility
- Restaurants & takeaways
- Shopping
- Offices & practices
- Access points



Now what?



catering

shopping

services

SBB-services

parking

accommodation

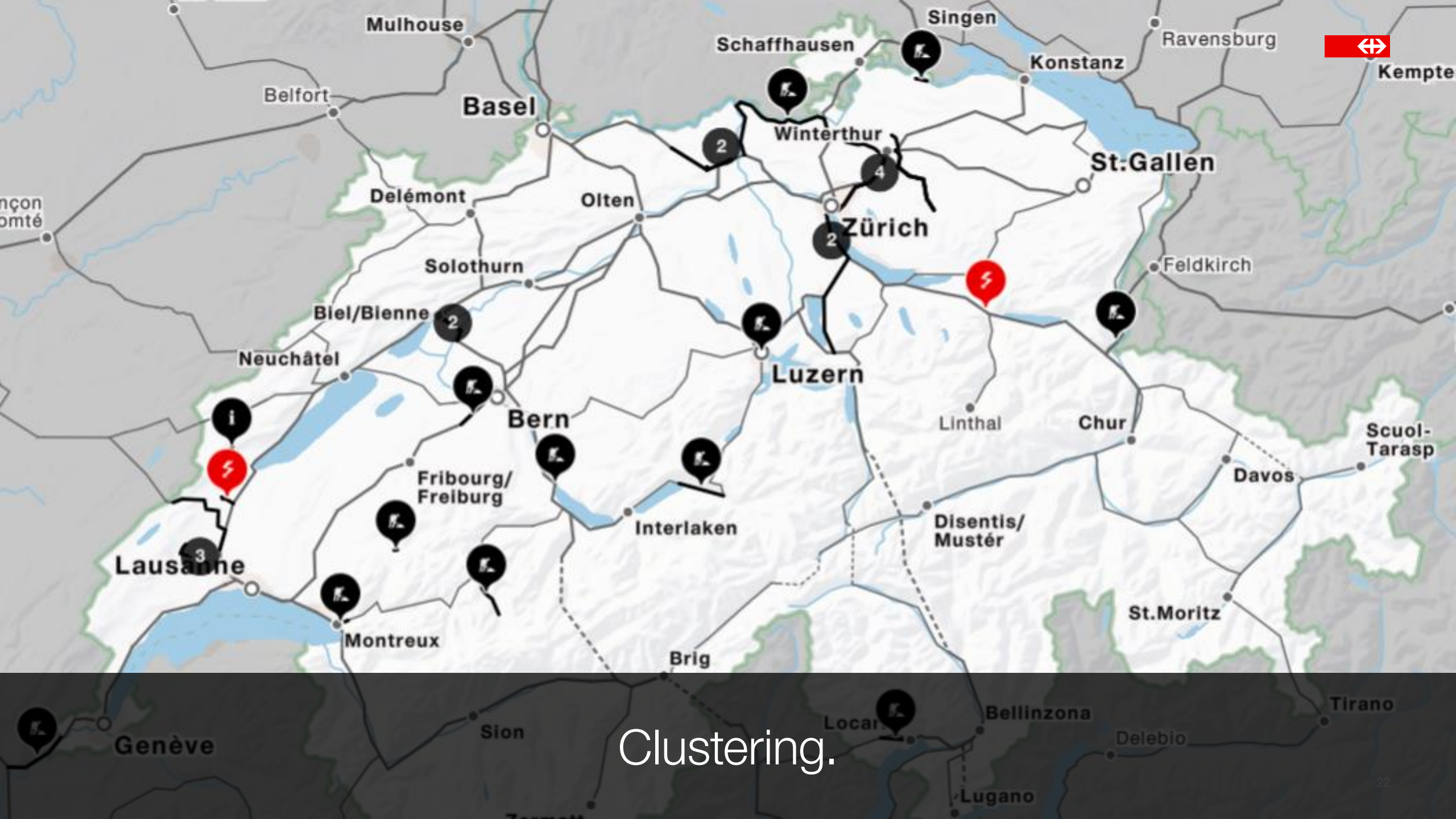
mobility

public

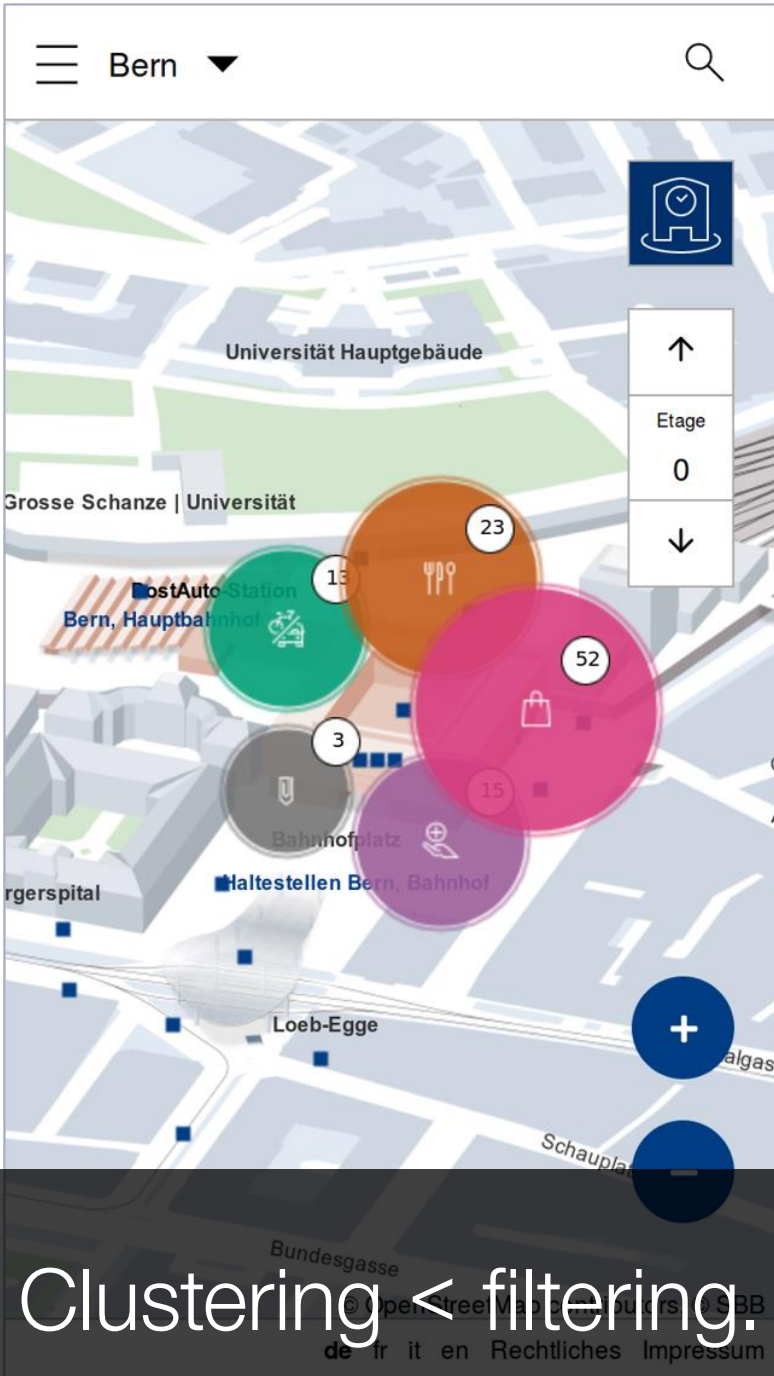
leisure

other

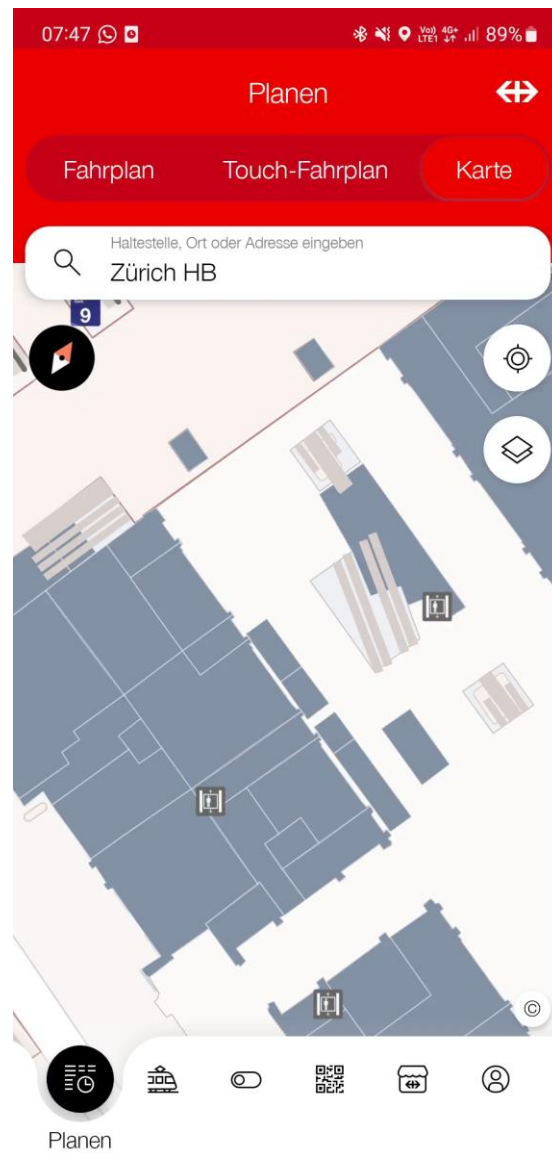
IA on maps.



Clustering.

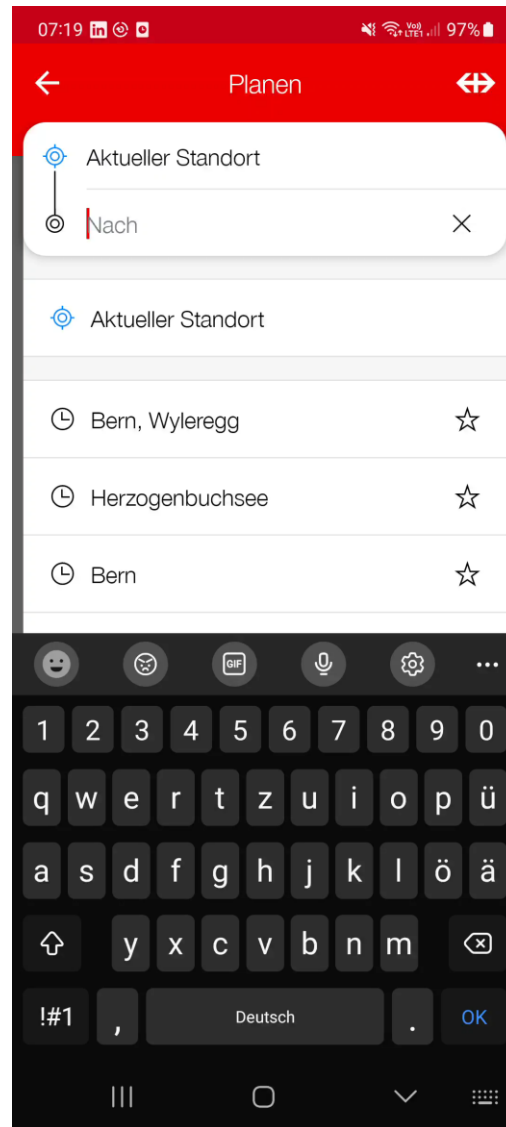


Clustering < filtering.



Progressive disclosure and zoom level.

Routing makes it
easier!



Advantages of indoor routing.



Sihlquai
Zollstrasse

4
13



Gleis 18-24



Gleis 3-15 / 51-54

Sihlpost
Kasernenstrasse

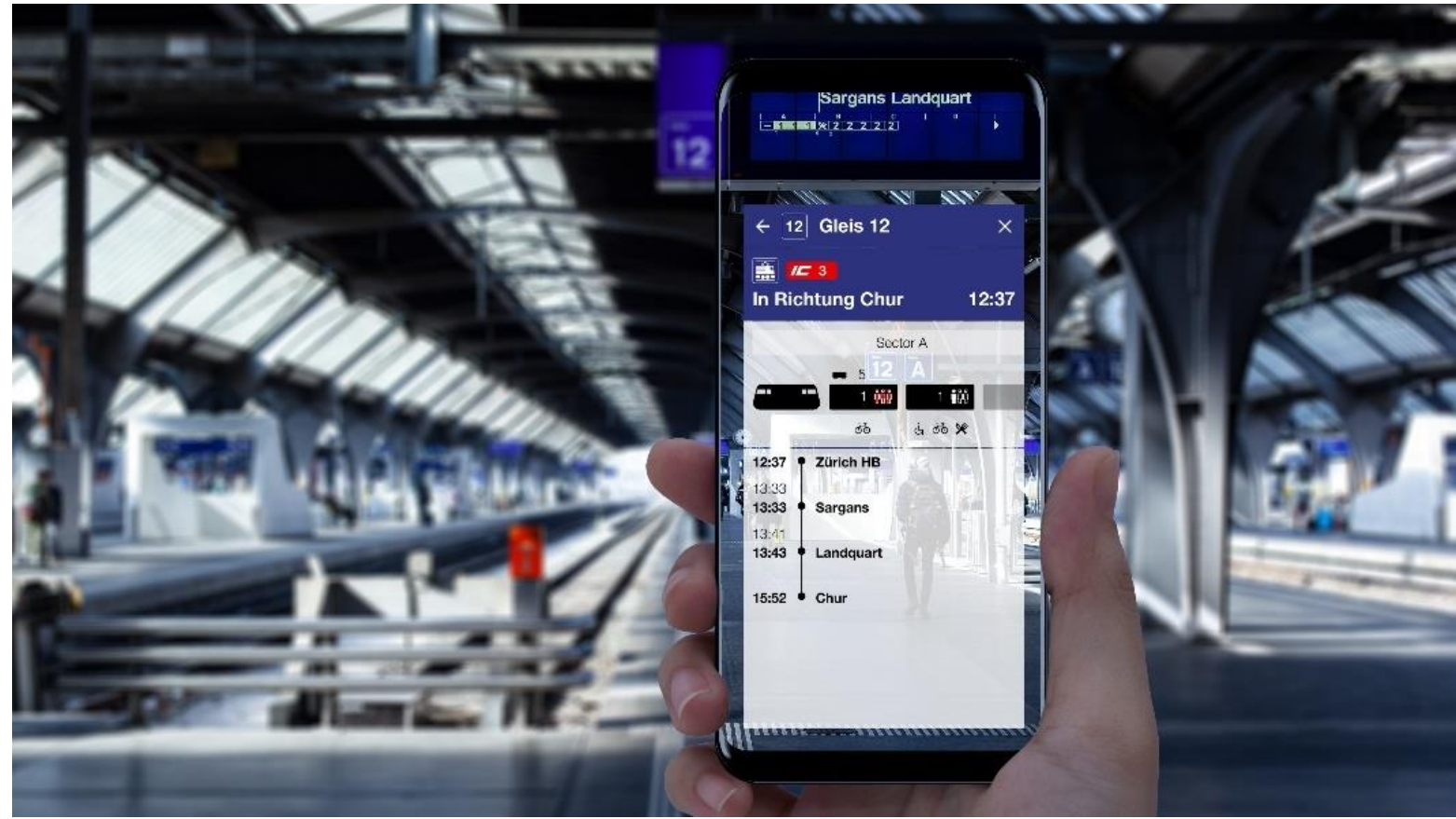
Isn't signage enough?



Eye tracking to check for challenges.



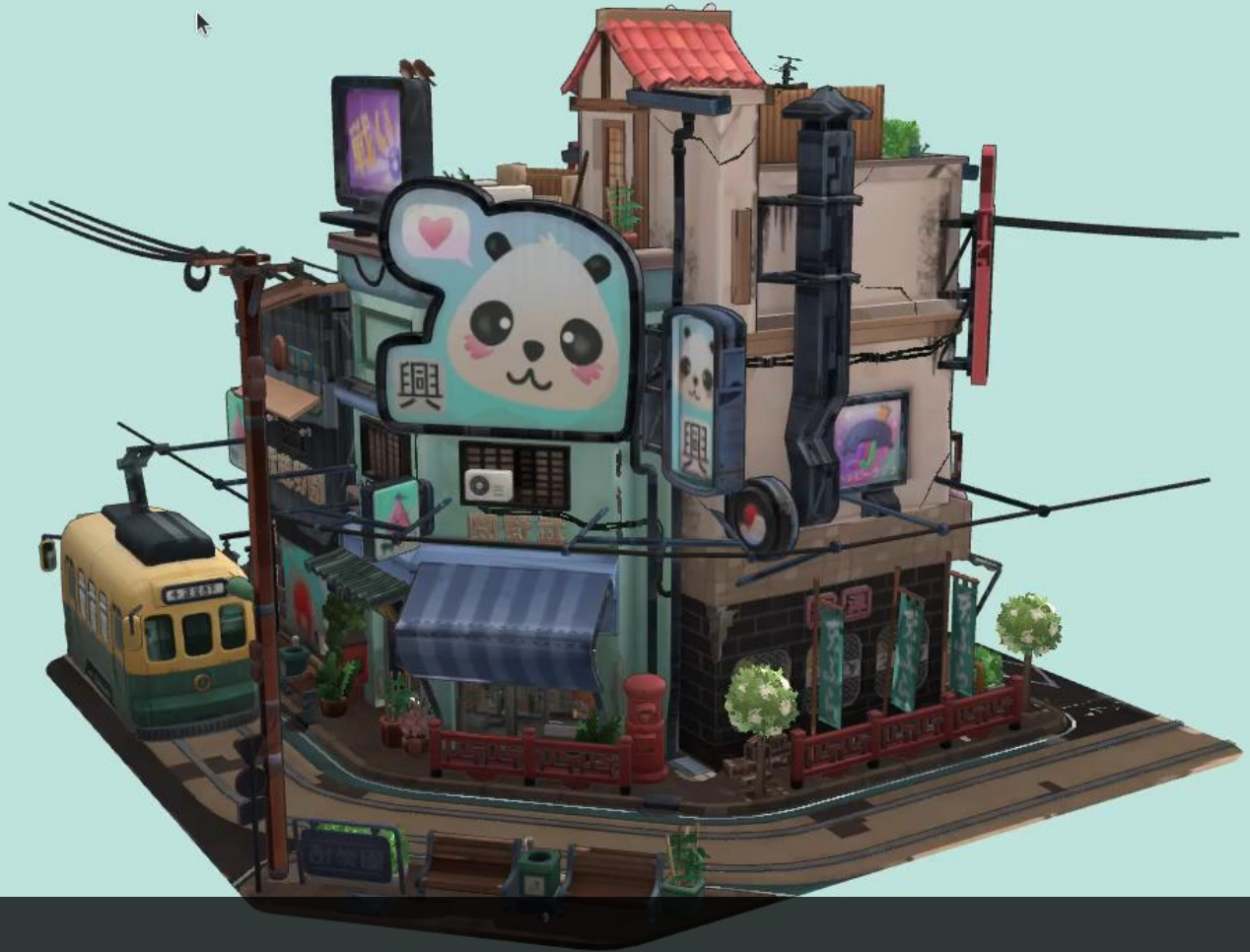
The journey
continues...



Will AR do the trick?

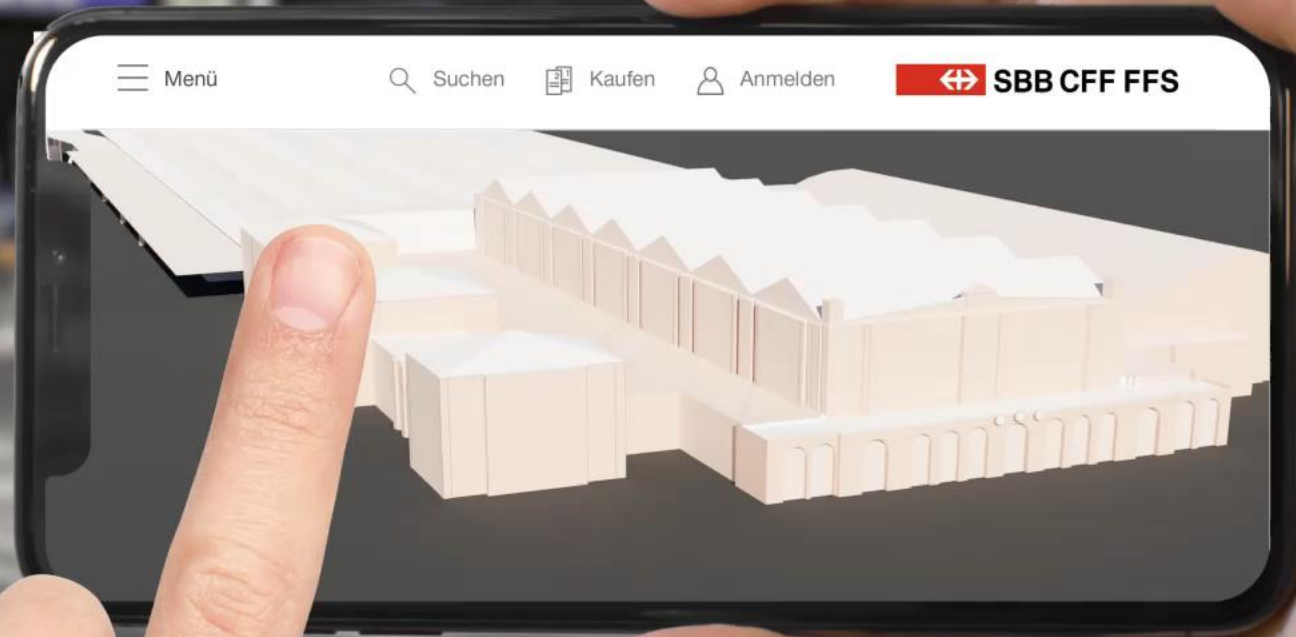
53 FPS (0-56)

three.js webgl - animation - keyframes
Model: [Littlest Tokyo](#) by [Glen Fox](#), CC Attribution.



Browser-based Graphics (WebGL).

Special thanks to Claudia
and her team at 'evoq'.



A sneak peak of Zurich Main Station...

A close-up photograph of a person's hand holding a red, ribbed, reusable coffee cup with a matching red lid. The person is looking out of a train window, with the window frame and tracks visible in the background. The scene is brightly lit, suggesting daytime.

Thank you!
Questions?