

A new structure for public transport service points in Rotterdam

Context

These are interesting times when looking at mobility. There are increasing doubts about the relevance of private owned cars, especially in a city like Rotterdam. Rotterdam wants to reduce the number of cars in the city and stimulate the use of public transport and shared mobility. The environment of open-access mobility is changing, and the wishes and demands of customers are changing. Innovation is needed to stay relevant. RET is aware of this situation and one of its goals is to modernize the service points and connect with these developments.

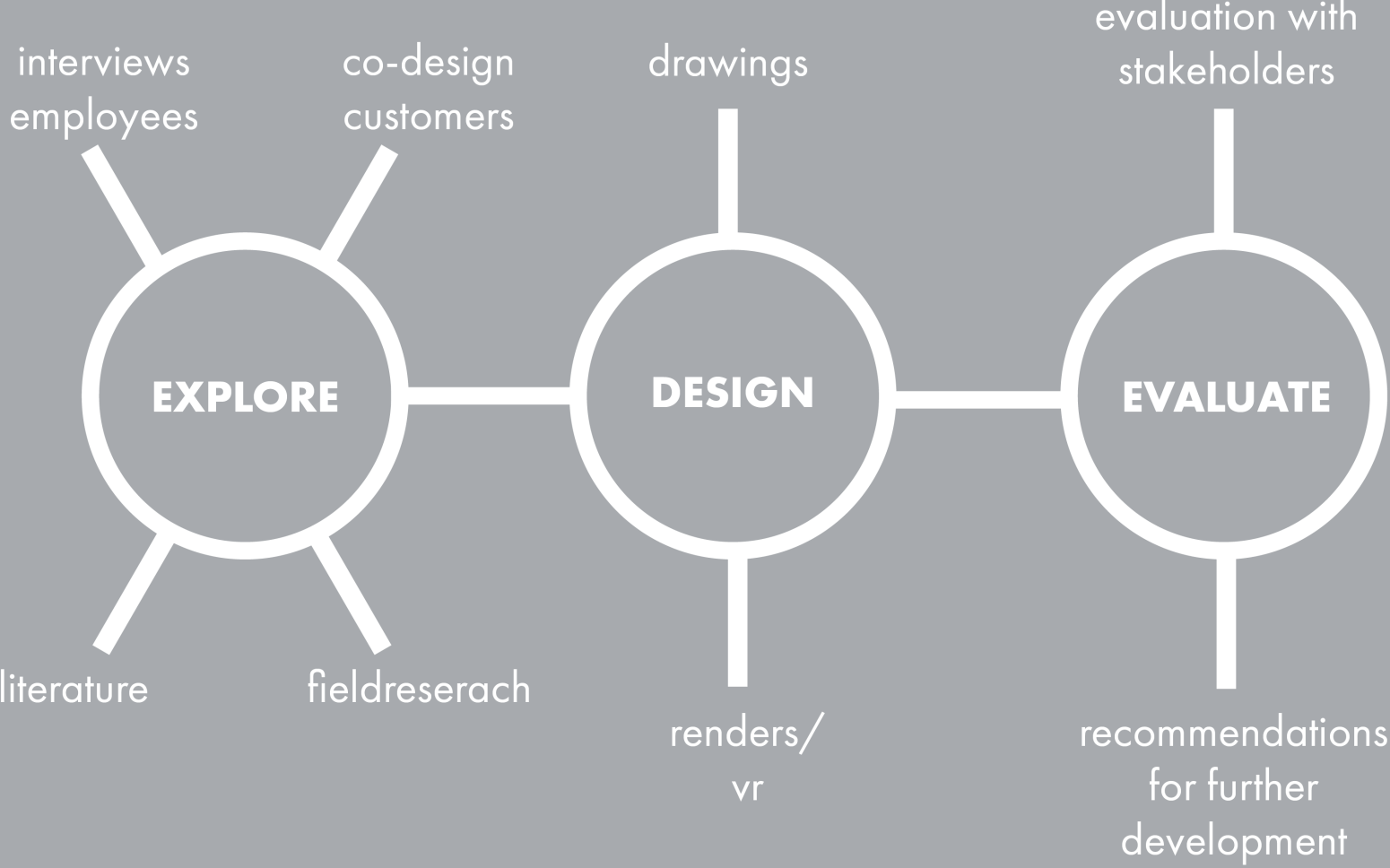
Problem definition

Besides providing services by buses, trams, and metros, the RET has service points to help customers at three important public transport stations. These are located at Zuidplein, Beurs, and Rotterdam Central Station. The service point at Rotterdam Central Station is outdated and hard to find by customers. The amount of service that can be provided is limited and does not fully fulfill the needs of these customers. A new kind of store is needed to go from a desk service to a hosting service.

Design assignment

Create a vision of a new service store which could be placed at the passage of metro station Rotterdam Central. The store must focus on experience and comfort without neglecting the quality of service that travelers are used to get from the RET.

Process



This version of the store invites its visitors to be **explorative**. Something that goes beyond just traveling and making use of the conventional way of public transport. The store has a **spacious layout** that refers to the **brand identity** of the RET. Sections of the store are connected by making use of fluent lines that guide the customer through the store. An **overall coherence** between the facilities is recognized.



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The overall design language is clear with a purpose, but the purpose of the facilities themselves is **not clearly stated**. Because of this, the customers do not know what they can be used for. Furthermore, the design language is too strong. As a result, the store **lacks coziness** and feels **too corporate**. Due to the spacious layout, the store is experienced as an arena where the employees can watch the customers. Some **customers felt watched** when visiting the store.



This version is recognized as a more traditional store. Visiting the store feels **familiar**. The layout is less spacious and makes use of compartmentalization of the facilities. The customers **felt safe** and they had a feeling that their **privacy was assured** when visiting the store. The **addition of natural elements** to the store has a positive effect on the customers and invites them to stay longer.



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The compartmentalization can **limit the sense of free to move**. Besides this limitation, this version of the store feels **unstructured**. Some customers felt closed in by the objects placed in the store. There is an **excess of greenery** in the interior, making it seem like the store is trying too hard to be friendly and welcoming.

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Designing a new generation service store for RET
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