

Dynamic Travel Information on Train Platforms

Edenspiekermann and STBY for ProRail and Netherlands Railways (NS)



Innovation that improves safety and comfort on the platform

An extensive research and prototyping process resulted in a service innovation that offers passengers real time information about the train composition and the availability of seats in the approaching train, delivered through sensors in the train, an extended app and 350 meter long LED screen suspended above the platform.



Process

The agencies Edenspiekermann and STBY worked closely with ProRail and NS, in a staged process of customer-centred exploration, discovery and co-creation that included the involvement of travellers at key moments.

Initial customer insights on train journeys were collected through observations and interviews. In co-creation workshops with travelers and the client team key issues and possible improvements were discussed. A series of ideas for new service concepts was then introduced, selected and prototyped. Followed by a 3-month live test of the implementation and validation of the new services.

“ I really like the LED screen. It feels my travel information is complete now: I'm well prepared for my trip. It's great that you make this possible! ”

From a participant in the pilot

“ I'm very satisfied with this pilot. I hope it will be implemented in some way to increase traveling comfort. ”

From a participant in the pilot

Benefits

This innovative service concept contributes to a better transfer process, from both the perspective of the passenger experience and business goals: less crowded situations at the train doors; more comfort and overview for passengers; more efficient use of the platform; less dangerous situations; shorter waiting times; shorter dispatch times.



Effects

A 3-month pilot test proved to be very successful. The travellers adopted and embraced the new services. The results were used for the internal business case. Plans for a nationwide rollout of the new services are at an advanced stage. This project also shows that close collaboration and a carefully staged service design process can lead to innovative services.