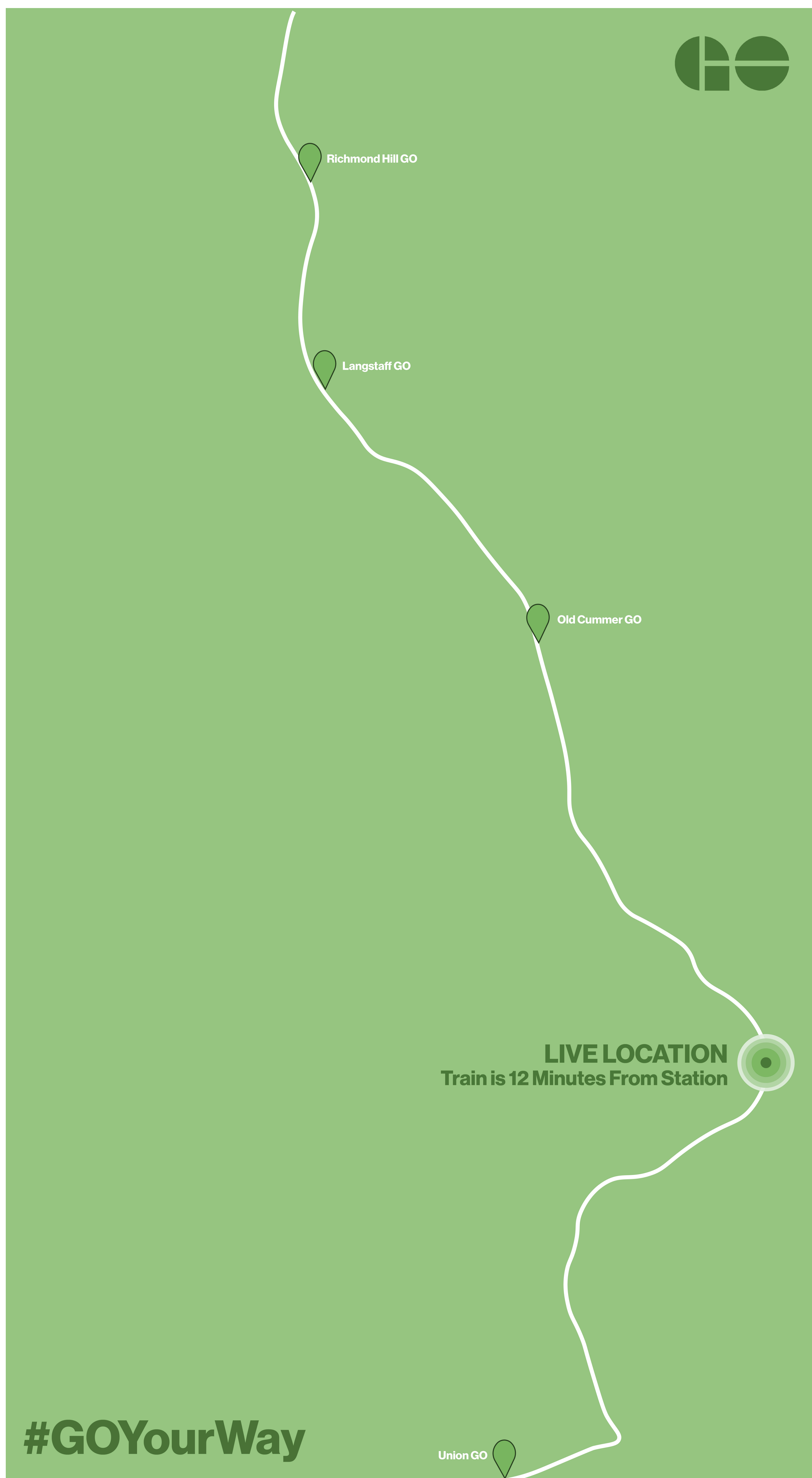


TRANSFORMING TRANSIT

RE DESIGNING THE PUBLIC TRANSPORTATION EXPERIENCE



Thesis Synopsis:

How can people be motivated and excited to use public transportation for their commute to Downtown Toronto? This thesis will examine the current public transportation experience, looking at elements which positively and negatively impact a rider's perception of the transit system. It will then study ways in which design can be used to enhance the train station, train car, and overall branding of the transit system to give riders a more positive perception of public transportation and encourage a culture of regular use.

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