Concept design of pedestrian guidance systems

Cities use pedestrian guidance systems to provide pedestrians with information about points of interest along selected walking routes to major landmarks and tourist sights. At EBP, we help our clients to create these guidance systems and to evaluate the suitability of new technologies that can be deployed for this purpose.

Guidance systems are often used by cities and municipalities, as well as by private landowners, to provide more information to pedestrians about routes, and to make their walk more pleasurable. What pedestrians consider to be an acceptable walking distance differs individually, but the limit itself can be increased simply by providing pedestrians with appealingly displayed information about local destinations and points of interest along the way.

Solutions for the public and private sector

We help our clients in both the public and private sector to create informative and appealing guidance systems to direct and control pedestrian traffic. Our services in this area include the provision of recommendations relating to site selection, content, technology, and visual design.

Analog and digital navigation

While analog signs and information boards have been common for decades, new means of presenting information, such as digital information points or smartphone routing apps, have grown more prevalent in recent years. These include digital displays, mobile user devices, tracking technology, context-

Client

Cities, municipalities, private companies

Facts

Period	2018 - 2020
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Contact persons

Christoph Lippuner
christoph.lippuner@ebp.ch

Remo Baumberger
remo.baumberger@ebp.ch

Dr. Ralph Straumann
ralph.straumann@ebp.ch

specific information, and even augmented reality.
We help our clients to evaluate the new technologies that are available, and to identify the various prerequisites, to develop and evaluate potential options, ultimately creating the solutions that will bring the greatest benefits to both infrastructure owners and pedestrians.