

# Digital summary of transportation concept for Aarau



Our transportation experts worked out a general transportation concept for the region of Aarau. Our EBP communications team then drafted a summary of the 80-page report to give business leaders, lawmakers, municipal representatives, and the general public a brief introduction to the main strategic considerations addressed in the concept. Taking a digital approach, we created the summary in a manner that allowed us to conveniently integrate it into the Canton of Aargau's existing website. We also edited the contents with an eye to accessibility and visual appeal. The digital outline effectively enables the target groups to gain quick access to clear presentation of the concept.

## Client

Canton of Aargau, Department of Building, Transportation, and the Environment

## Facts

Period 2020 - 2021

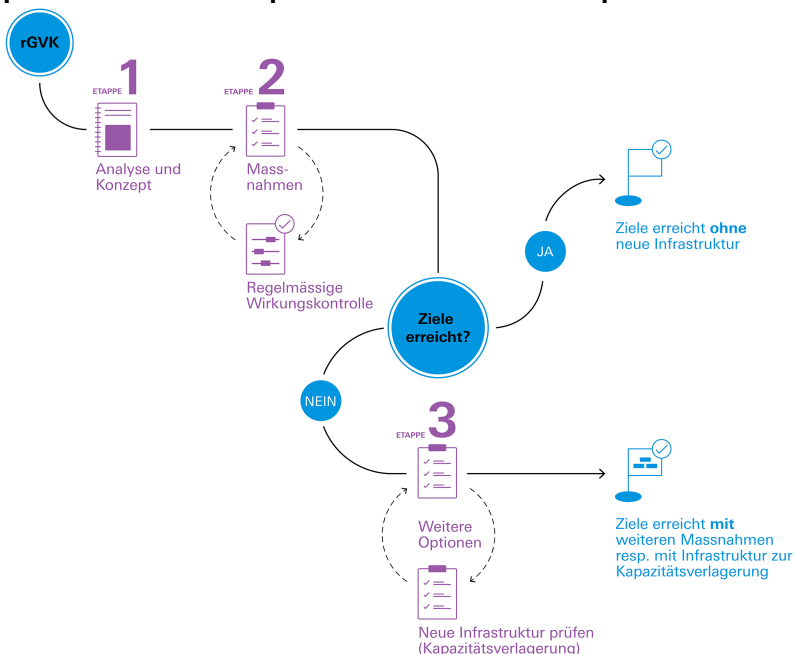
Project Country Switzerland

## Contact persons

Astrid Skrypzak  
astrid.skrypzak@ebp.ch

Andrea Bianchin  
andrea.bianchin@ebp.ch

Karin Bächli  
karin.baechli@ebp.ch



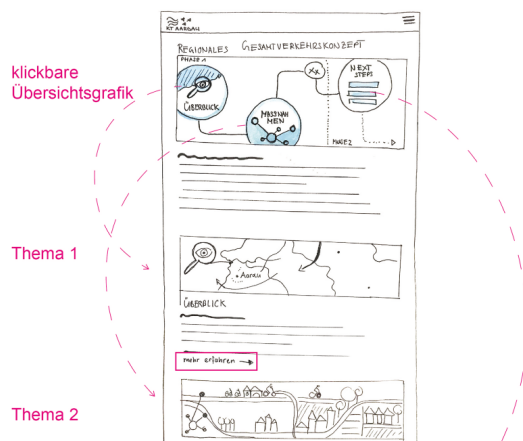
The flow chart illustrates the stages and control mechanisms called for in the concept to help ensure achievement of the stated goals

### Our services

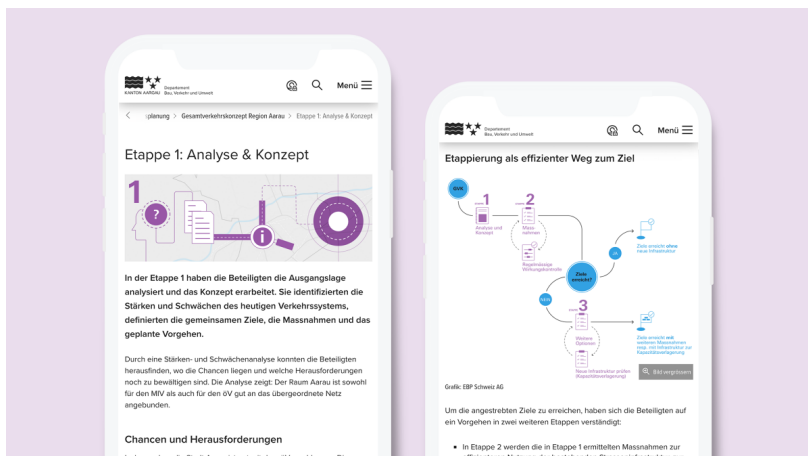
- Consulting for target-group-specific communications
- Content and design concept
- Interaction concept for website
- Text editing
- Infographics and flow charts
- Proposal for the integration of contents on cantonal website



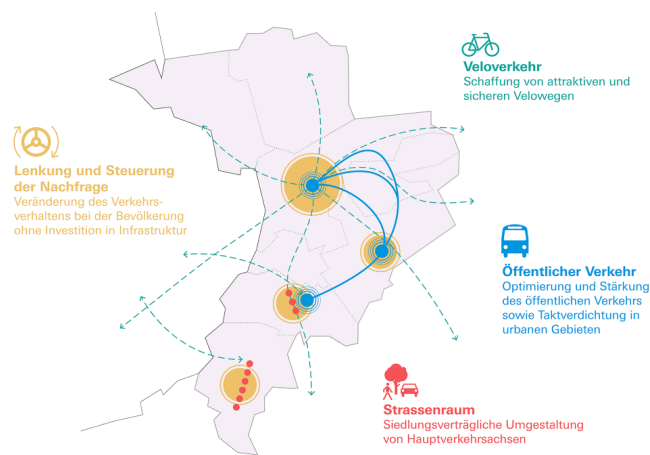
Sketch of the content and design concept for the outline



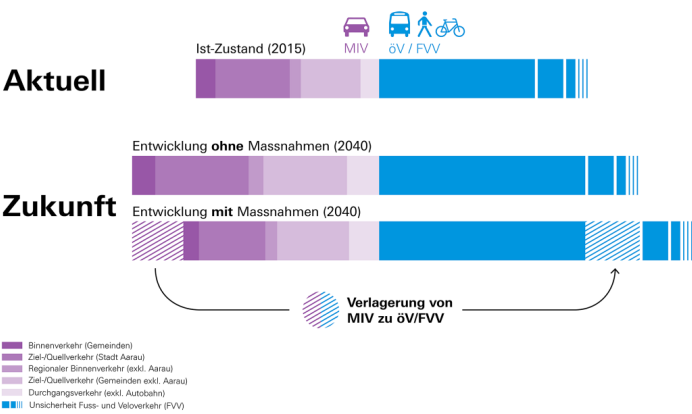
The interaction concept affords quick access to clear information



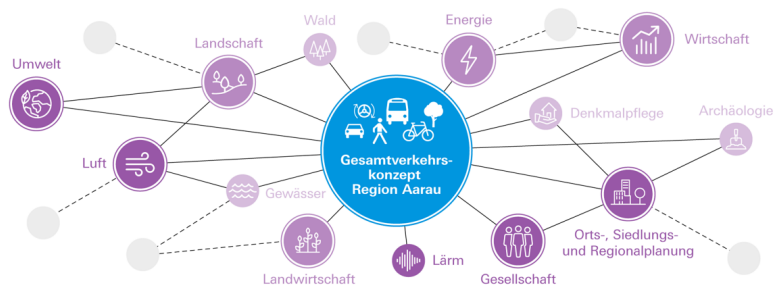
From the outset, we conceived the short version as a digital product



Infographic on the transportation concept's impact



Infographic on the transportation concept's goals



The network diagram shows the variety of topics addressed in the transportation concept