

PARTICULAR SPECIFICATION

APPENDIX AX

STATION TYPOLOGIES TO ENHANCE IDENTITY

The ICONIC Station	The EVERYDAY Station	The KAMPONG Station
CELEBRATING LOCAL LANDMARKS “I am going somewhere special” <u>Description</u> An Iconic Station is a cultural landmark where people feel inspired and excited by the richness of activities. <u>Criteria</u> Passenger Volume: High Station Type: Primarily Interchange Destination Type: Major Destination/Iconic Landmark/Port of Entry Primary Users: Tourists, Local Visitors <u>Example Stations</u> Botanic Gardens Changi Airport Chinatown Harbor Front Orchard Stadium Gardens by the Bay <u>User Experience</u> 1. Spectacular & Memorable “This place is a sight to behold!” 2. Dynamic & Inspiring “This place is full of interesting activities and events!” 3. Social & Collective “I love spending time with others here!”	ELEVATING THE EVERYDAY “I am going to my usual spot” <u>Description</u> An Everyday Station is a refreshing getaway where people feel cared for and energised by delightful daily moments. <u>Criteria</u> Passenger Volume: Medium Station Type: Primarily Single Line Destination Type: Workplaces/ Schools / Shopping Centres Primary Users: Job Commuters, Students, Shoppers <u>Example Stations</u> Farrer Park Holland Village Kallang Kentridge Somerset Toa Payoh <u>User Experience</u> 1. Playful & Delightful “This place makes my routines feel fun and surprising!” 2. Refreshing & Energising “I feel recharged and ready to face the day!” 3. Responsive & Tailored “This place addresses my everyday needs in a thoughtful way!”	CREATING A SENSE OF HOME “I am going home” <u>Description</u> A Kampong Station is an intimate home base where people feel comfortable and connected to their neighbourhood and community. <u>Criteria</u> Passenger Volume: Low Station Type: All Single Line Destination Type: Residential Heartland Primary Users: Residents <u>Example Stations</u> Potong Pasir Bukit Batok Hougang Punggol Redhill Yew Tee <u>User Experience</u> 1. Homely and familiar “This place feels like home!” 2. Intimate & Personal “I feel like I can enjoy my personal moments in peace!” 3. Shared & Connected “This place makes me feel connected to my community!”