



S R I S H T I

**End of EVEN Semester**

**Under Graduate Summative Assessment 2016–17**

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### **PROCESS DOCUMENTATION**

Name of the Charrette: **Dead End Right (LEVEL 2)**

Name of the Student: **Ursula Uday**

Semester: **4**

Name of the Course registered for: **IAIDP**

Date and Time of Submission: **22<sup>nd</sup> April 2017, 1 pm.**

Name of the Invigilator:

Signature of the Invigilator:

Date: \_\_\_\_\_ Place: \_\_\_\_\_



## OBSERVATIONS FROM FILMS AND TALKS

1. Designing signages (need to do atleast 3of 6 simultaneously)-
  - Awareness and understanding
  - Regulation and Enforcement
  - Data collection measurement analysis and application
  - Infrastructure design
  - Emergency response
  - Vehicle design
2. Chinstrap v/s Neck strap helmets
3. India represents 1% of global vehicles and 10% of road fatalities
4. Signage: Emotion: - relatable picturization  
Action-consequence: - drawing/clipart
5. Rapid urbanization- 11.5 million in Bangalore city. 300,000 people migrate to municipality area.
6. Municipality is responsible for-
  - Roads footpaths, transportation
  - Utilities, buildings bye-laws, point of contact for citizens
7. Integrated planning
8. Deficits in governance
9. Wide spectrum is needed  
Economic growth, governance and public service, ecology, access to opportunity, culture and diversity
10. Proposition- increase the problem solving people
11. New rules of behaviour change-
  - Research the non-conscious not conscious
  - Influence the non-conscious not conscious
  - Use emotions not rationality
  - Use point-of-action communication not mass media alone
  - Change behaviours, attitudes will change
12. Citizens for sustainability (CiFoS) evolved from team Sanjaynagar  
-Manned garbage kiosks
13. NIP
  - 40 cycle stands
  - Signboards
  - Safe crossing
  - Social change
14. Lamp index (public utilities and rules)- No. of indicators
15. Flip side of urbanization- pollution, traffic  
Investment in IT and Electronic city gave the name Silicon Valley
16. Traffic accidents: 15-29 yrs. (maximum)
17. Peak hours: 1 am- 2am
18. Place of death- fatal road accidents
  - At crash site-38%
  - During transport to hospital- 36%
  - At the hospital- 26%
19. Causes of RTA (road traffic accident) in India (2011) -Defect in roads

## RESEARCH

(Include images, readings, quotes and methods used)

1. Secondary research- Think Aloud- attitude, behaviour and message;  
Classifying secondary data.
2. Fly on the wall(transect travel)- traffic patterns
3. Questionnaire- Understanding biases

## Lok Sabha initiates discussions on Motor Vehicle Bill to cut down accidents

By Express News Service | Published: 07th April 2017 08:27 PM |

Last Updated: 07th April 2017 08:27 PM | A+A-



NEW DELHI: With an aim to substantially cut down over 1.50 lakh annual deaths in road accidents, the Lok Sabha on Friday initiated discussions on the **Motor Vehicle (Amendment) Bill, 2016**, which proposes to impose a hefty fine for violation of norms. Union Minister for Road and Surface Transport Nitin Gadkari was praised by the members cutting across party lines for taking measures to improve the safety situations on roads.

Barring the barb by the Congress MP K C Venugopal that Gadkari had been the villain in Goa, the minister won praise from the House, who hailed the legislative proposal as a fine draft to tackle the menace of road deaths. Gadkari too took a potshot at the Congress, saying "that Congress film would have run in Goa had its hero not slept over in the night".

Besides proposing hefty fines on traffic violations, the bill proposes actions against vehicle manufacturers for design defects leading to accidents. It also proposes an online system for applying for driving licenses, besides mandatory tests for the driving skills. If the officials fail to issue a driving license in three days, they will be held accountable, proposes the bill. The bill proposes to set up a Road Safety Board.

Incidentally, Gadkari had been pushing for an early legislation to amend the existing law following the death of the Union Minister Gopinath Munde in a road accident in Delhi. The bill was introduced in the Lok Sabha last year, after which it was referred to the Parliamentary standing committee headed by the Trinamool Congress leader Mukul Roy.

The minister stated that the state government would be asked to include the road safety into the school curriculum. The leader of the Congress in the House Mallikarjuna Kharge heaped praise on Gadkari, saying the minister has been doing a very good work and has brought before the House a well-drafted bill.

The BJD MP Tathagata Satpathy argued that there should be the norms for "one number, one country" for the number plate of vehicles while adding that a person should get his vehicle registered only in the state of domicile.

He also advocated standardisation of road signages across the country, besides education level for driving licenses. The BJD MP also stated that the vehicle in the event of drunken driving should be impounded and the license was withdrawn.

The Lok Sabha will take further discussions on the Bill on Monday.

News article from: <http://www.newindianexpress.com/nation/2017/apr/07/lok-sabha-initiates-discussions-on-motor-vehicle-bill-to-cut-down-accidents-1591086.html>

## **THINK ALOUD TOOL: ABM**

**What attitudes** are portrayed?

**Unclear Intel for citizens:**

The article states 'violation of norms' whose domains aren't specified to the general masses. There's no clarification to what Road Safety Board is. There's no clarity to why the vehicle registration must be restricted to one state. How do they intend to capture drunken driving incidents? What if citizens are accused wrongly for the act as they can be punished severely by police officials to earn bribes?

**Blame game:**

The bill supposedly seems to be pointing fingers at various stakeholders involved in road transportation (e.g. Vehicle manufacturers); the government isn't taking the responsibility of accidents caused by poor/faulty road construction.

**What behaviours** are exhibited or visible?

**Pot-shot strategy:**

Accusations are made due to differences between political parties. Media plays a role in transcribing the words spoken by these individuals, however in this article, the accusations spoken is inconceivable.

**Power play:**

Why was the bill pushed to urgent amendment only after the death of the Union Minister Munde? Weren't the lives lost in road accident prior to him an incentive enough to cause change in laws to promote safety?

It seems like it was only after the death of the known individual, that such an important initiative to safety was taken by Gadkari. He is still receiving praises by political parties or otherwise with a blind knowledge about this urgent change of action.

**What is the message given?**

Here the blame seems to be given to road drivers, vehicle manufacturers, driving license jurisdiction and the curriculum of primary education. The article tactfully hides the government's responsibility and their ignorance towards improper construction of roads and insufficient signages, street lights placed for the necessary. Also, it isn't mentioned if the driving license is issued by proper passing of the test, the bill proposes giving license in three days adamantly.

## **CLASSIFYING SECONDARY DATA (news articles)**

To view the full data sheet (22 data points), download it from this link <https://drive.google.com/open?id=0B17wPaDTRkx7SEIPcWN4QzVXOGs>

Data point	Source link	Classification	Implication/Message
National Highway Authorities of India (NHAI) has so far adopted three language policy for signages of highways. English, Hindi, along with vernacular languages are normally used.  The milestones and signages on NH 75 and NH 77 which pass through Vellore and Tiruvannamalai districts have names in Hindi, Tamil or Kannada. The move sparked outrage among a section of Tamil Nadu's netizens.  #StopHindiChauvinism: Netizens protest as Hindi replaces English on Tamil Nadu milestones. Not just people from Tamil Nadu, others too have joined the protest to fight for their mother tongue.	<a href="http://www.india.com/news/india/hindi-replaces-english-from-tamil-nadu-highway-signages-netizens-threaten-stir-if-centre-fails-to-reverse-move-2005917/">http://www.india.com/news/india/hindi-replaces-english-from-tamil-nadu-highway-signages-netizens-threaten-stir-if-centre-fails-to-reverse-move-2005917/</a>  <a href="http://indianexpress.com/article/trending/trending-in-india/stop-hindi-chauvinism-netizens-protest-as-hindi-replaces-english-on-tamil-nadu-milestones-4600341/">http://indianexpress.com/article/trending/trending-in-india/stop-hindi-chauvinism-netizens-protest-as-hindi-replaces-english-on-tamil-nadu-milestones-4600341/</a>	socio-cultural attitude  socio-cultural behaviour  socio-cultural behaviour	To maintain peace in our diverse country  The online activists threatened a stir against the 'forced imposition of Hindi'.  Netizens argue that while Hindi may be an official language, it is not the national language of the country.

## **OTHER REFERENCES**

- Assumption busting tool: In our everyday lives, we make an enormous number of assumptions about how the world around us works. Normally, this works just fine, but in creative situations it can blind us to many possibilities. Assumption-busting works by deliberately seeking out and addressing these previously-unquestioned assumptions. [http://creatingminds.org/tools/assumption\\_busting.htm](http://creatingminds.org/tools/assumption_busting.htm)
- <http://www.rms.nsw.gov.au/roads/safety-rules/road-rules/signs.html>
- <https://www.indiamart.com/prajeshimpex/signages.html>
- <http://www.thehindu.com/life-and-style/travel/scenic-destinations-to-the-differently-abled/article17730756.ece>
- <http://www.thehindu.com/news/cities/bangalore/For-the-differently-abled-govt.-buildings-have-too-many-barriers/article16917843.ece>
- <http://www.dailyo.in/lifestyle/how-to-make-our-cities-more-accessible-for-the-differently-abled/story/1/2151.html>
- <http://www.roadtrafficsigns.com/deaf-child-signs>
- <http://www.roadtrafficsigns.com/blind-person-signs>
- <https://www.arrivealive.co.za/Road-Safety-for-Women-Driving-Alone>
- <http://www.dailyo.in/politics/road-accidents-driving-delhi-traffic-rules/story/1/16657.html>
- <https://seriousaccidents.com/legal-advice/top-causes-of-car-accidents/>
- <https://www.youtube.com/watch?v=48DqdwzftnQ>
- <https://www.youtube.com/watch?v=QKLJhYZxvlA>
- [http://apsguide.org/appendix\\_d\\_understanding.cfm](http://apsguide.org/appendix_d_understanding.cfm)

- [http://www.lewiscountydrivingschool.com/SS\\_Lesson\\_7.htm](http://www.lewiscountydrivingschool.com/SS_Lesson_7.htm)
- **That's one way to stop traffic! Road safety campaign sees topless women carrying speed limit signs at accident hotspots in Russia**

Scheme involves near naked women parading at accident blackspots. Experiment in Severny village showed the idea significantly slowed traffic. Idea has been revived as part of debate on how to reduce road deaths. Read more: <http://www.dailymail.co.uk/news/article-3774892/That-s-one-way-stop-traffic-Road-safety-campaign-sees-topless-women-carrying-speed-limit-signs-accident-hotspots-Russia.html#ixzz4eJQJlt7v>

## **FLY ON THE WALL (transect travel) - TRAFFIC PATTERNS**

### **BY BUS (1-2 hrs)**

#### DURING THE DAY

Convex mirrors on turning roads aren't present. Road signages are broken/hidden/dusty/upturned. On wide roads, drivers on the right side (close to the divider) can't see road signages near footpath. Are these signages only meant for parking/ non-parking purposes?

Placement of signages on crossroads, are they being abided by drivers and motorists? Did I notice these signages just because I was looking for it? Does everybody use indicator lights?

### **BY AUTORICKSHAW (20 mins)**

#### EVENING

They overtake vehicles/ motorists from any side. They keep engine on during a signal. They don't follow speed limit given on the street. Passengers feel unsafe at the speed they drive.

### **BY CAB (30 mins)**

#### AT NIGHT

When headlights beam fell over the signs, it was visible.

With too many streetlights (yellow lights) road signs blended in the surroundings.

'B-TRAC' refers to the 'Bangalore Traffic Improvement Project 2010.' The 5 year project began in 2010. The signs/markings indicate, those particular roads are a focus and part of the project. The objectives of BTRAC 2010 being to: Reduce traffic congestion by 30% in the Central Area of Bangalore City.

Parking 1,3,5,7... The numbers represent dates of the month. Basically you've to park on one side when its odd dates and on other side on even dates wrt the sign board.

**Standards for road signs:** The minimum height, measured vertically from the bottom of the sign to the elevation of the near edge of the pavement, shall be 5 feet in rural areas or 7 feet in areas with pedestrian movement. Most signs have been made from sheet aluminium with adhesive plastic coatings; these are normally retroreflective for night-time and low-light visibility.

Responses cannot be edited

## Charrette: Dead End Right Level 2

The following form is a questionnaire pertaining to role of signages in the context of road travel. The analysis of this form will help me understand and build necessary iterations that are crucial for road safety.  
Thankyou for your time!

### Which age group do you belong to? \*

- 13-18 yrs
- 18-30 yrs
- 30+ yrs

### Which vehicle do you prefer to use? \*

- 2 wheelers e.g. cycle, scooter, motor bikes, etc
- Your own car
- 4 wheelers e.g. Cabs, auto-rickshaws, buses,etc
- I prefer walking

### Which of your senses are alert while travelling on roads? \*

- Hearing
- Smell
- Sight
- Touch

From the given signages, which colour combination have you seen the most in India? \*

	<input checked="" type="checkbox"/> a
	<input checked="" type="checkbox"/> b
	<input type="checkbox"/> c
	<input checked="" type="checkbox"/> d
	<input type="checkbox"/> f
	<input checked="" type="checkbox"/> g
	<input type="checkbox"/> e
	<input checked="" type="checkbox"/> h

### How often do you notice signages by any modes of transport? \*

	never	sometimes	often	frequently
Walking	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Using passenger seats	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In public transport modes, eg. bus, train, etc	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### What motto/rules do you always follow while driving/walking on footpath? \*

Walking- Be alert and attentive, know your surroundings, be confident. No texting while walking.  
Driving- Follow the signals always, Drive always on the left.

### At what comfortable speed limit do you drive?

40-60 kmph

### At what time of the day don't you use indicator lights on the road? \*

	I forget to use them	Low traffic	High traffic	I always use them wherever necessary	I don't drive
12.00 am - 5.00 am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
5.00 am - 3.00 pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
3.00 pm - 12.00 am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

### Which road/traffic signages do you look for the most, while driving? \*

Boards showing turns, kilometres/distance ahead, speed limits, no entry, and parking

### Which road/traffic signages do you look for the most, while travelling by foot? \*

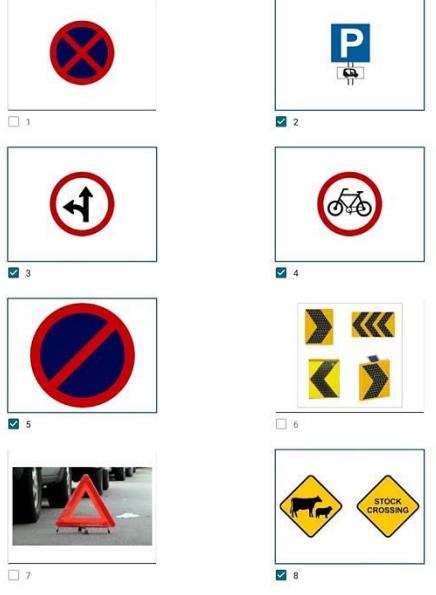
Zebra crossing, Directions from which vehicle will be coming, Caution and stop signs.

## QUESTIONNAIRE (Average answers- qualitative data)

You can fill the questionnaire on-

<https://goo.gl/forms/NRod9GlyE1kWupQ43>

Which of these signages can you name? \*



Please name the signages that you have selected above with their respective \*

- 2- parking for autos
- 3- left diversion ahead
- 4- only cycles
- 5- no parking/no entry
- 8-stock crossing area

Have you encountered road signages meant for the disabled? If yes, where? \*

Near blind school, outside hospital, malls (parking for disabled)

What kind of road signages would you suggest to promote/ensure safety for women? \*

Should be same for all; 'Mind your hands'; Safe area at night-Road directions and also location names, Police nearby; Emergency number

I often see many signages in: \*

Prioritize the sites based on number/availability of signages you often notice

	Airport grounds	Local roads/streets	Highways	Sea docks/ships/boating grounds	Tourists sites
1	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
3	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Which colours would you associate for the words: \*

	white	black	red	yellow/orange	blue	green	brown	silver
Warning signs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road/traffic signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public utilities sign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel/retail signage, Office signage	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nameplate design	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Could name few signages that you see frequently and where? \*

No Parking, drive slowly, speed breakers ahead, Stop signs, indicating a turn and speed limit- in traffic zones

Which are the spaces according to you, that 'must' have specified signages? explain. \*(in context of road signages)

Public spaces- Near schools, playground and parks where children and senior citizens are seen, Hospitals, accident prone areas;  
Major intersection, Slippery roads and sharp turns

Prioritize: The signages that would promote safety and reduce accidents on roads \*

	speed limit	school ahead	slow down/speed bump ahead	keep headlights on at night	accident prone area
1	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
5	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have other suggestions to reduce accidents on roads? name them.

Signages to be clearly visible and illuminated before any turn or a curve; more bumps; Speed limit; proper management of roads; Street light facility  
Don't drink and drive, sleep well before driving long distances, don't talk on the phone while driving or while walking on the road, use signals and signages etc.  
More attention by traffic police on law breakers than on regulations traffic which causes major jams; Hefty fines for breaking rules; Keep cctv; Barriers on fast traffic places  
Proper planning of roads and more prominent signages and also a stricter driving license test which should be renewed every 10 years

Which is your first language to understand a text-based signage? \*  
(the one that you are comfortable with, to grasp the meaning faster)



How often do you find poor constructed roads causing you a disturbance for smooth driving? \*

or even while walking on a footpath

Often

Can you name any other cause of disturbance?

Honking unnecessarily  
Cows/Cattle  
incorrect speed-breakers  
Wrong parking  
Bad weather and Traffic  
Ignorance of protocols and roadside manners, Rash driving  
Irrational people trying to cross the road  
Management, Road spacing. Not proper placing of traffic lights

What makes a pedestrian/motorist/driver cautious while travelling on roads? \*

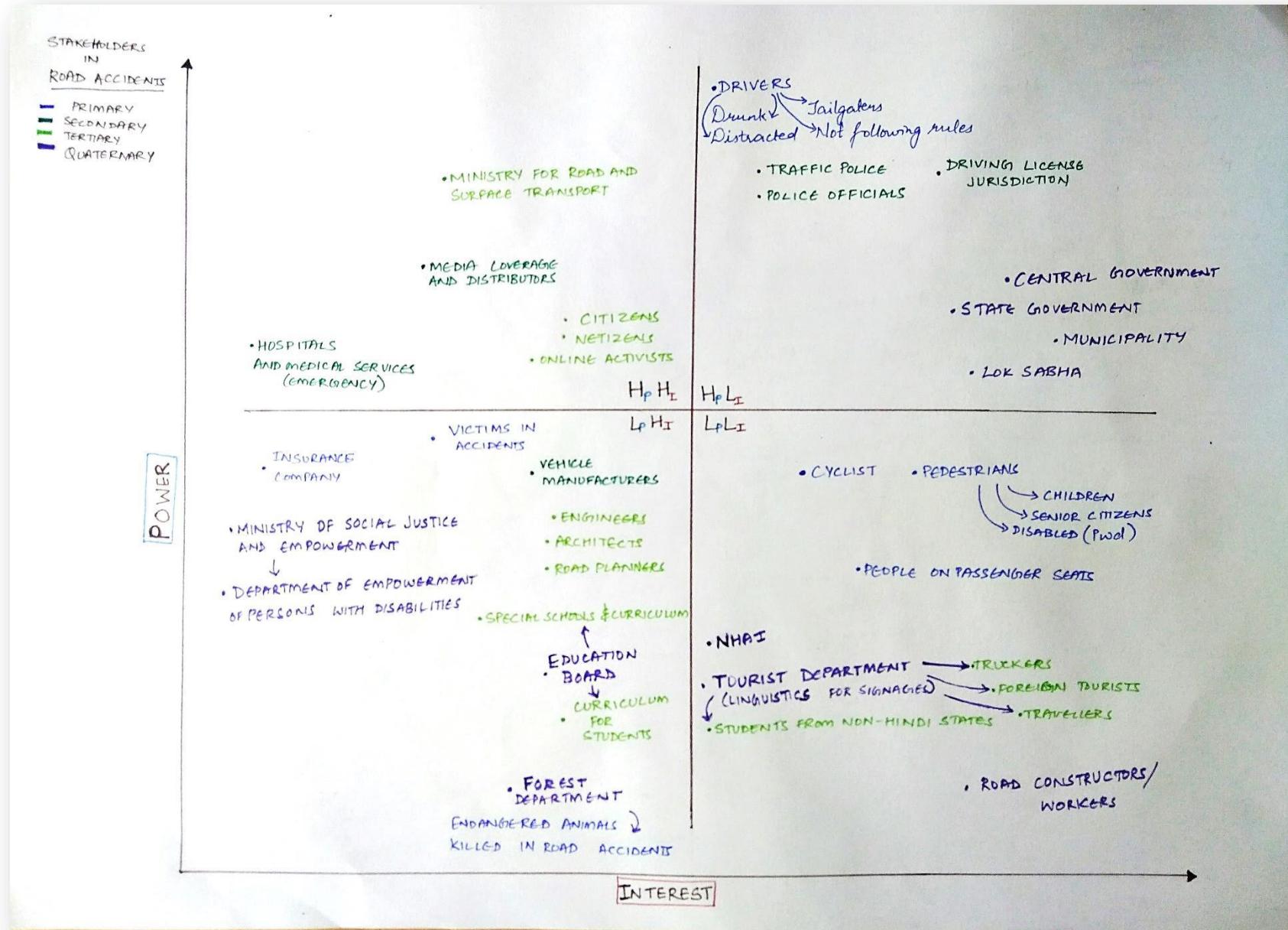
Horns; Heavy traffic  
Fear of law- Red signal  
Speed-breakers; Signs indicating accidents  
Traffic police  
Busy road or if they have kids on board they tend to be more cautious

## KEY INSIGHTS

Insights archive- <https://drive.google.com/open?id=0B17wPaDTRkx7aW1LZFBxYThfZGc>



Mapping actors, system and network:  
Road safety board 'DOMAINS'



Stakeholder map:  
Immediate influence in road accidents

## IDEATION: System Signages (8)

(Add scanned drawings/images with written explanation. Put down what worked and what did not. You may add extra sheets here.)

**Top Left Sketch:** A person with a speech bubble containing a video camera icon. Notes: "with subtitles", "output: sign language 'video'", "message: bad weather 'change tires'", "placement: traffic signal zones, toll gates".

**Top Middle Sketch:** A smartphone screen showing an OLA app interface with a car and motorcycle icon. Notes: "Output: Before drive → giving OTP", "Ads - must see [APP-BASED]", "message: don't drive in wrong direction, check speed limit, etc.", "audience: making passengers alert how their drivers are driving".

**Top Right Sketch:** A smartphone screen showing a map with a police station icon. Notes: "geographical map → nearest police location; emergency no.", "clicking on icons while read out (screen reader)", "audience → visually impaired", "★ three language policy".

**Middle Left Sketch:** A car and a motorcycle both with phones emitting signals labeled "calling 102". Notes: "After accidents, phones sending distress call to ambulance".

**Middle Center Sketch:** A car at a zebra crossing with a signpost. Notes: "audience: visually impaired/senior citizens", "location/placement: zebra-crossings near signals", "output: signage of blind man crossing flashes, tone of beeping sound helps him to cross road.", "★ He must hit the pole at edge of the road to create a frequency that starts the beeping sound on divider".

**Middle Right Sketch:** Two small signs: one with a hand and the word "chotta Bheem", another with two people and the words "Stop" and "Walk across road". Notes: "placement: outside school zones", "audience: 6-14 yrs children", "output: specialized (cartoon) traffic signal (pedestrians)".

**Bottom Left Sketch:** A cyclist with a speed limit indicator of "100km/hr" and a beam detector icon. Notes: "Beam detector → measuring speed limit sets off police siren and siren lights - red & blue".

**Bottom Middle Sketch:** A game interface with a map and a legend. Notes: "Game interface: plotting signages on maps → inspiration from Pokemon Go.", "as you leave the house you select the mode of transport you use. You gain points as you plot/draw the viewed signage you observe on your journey".

## **ARTISTIC OR DESIGN BRIEF/PROPOSAL**

(In not more than 200 words)

**Objectives:** Redesign a set of 4 signages that ensures or promotes road safety and reduces mortality caused by accidents per say. Main objective is to make signage easy to follow, clearly visible and aspirational for the audience.

### **Background and Rationale:**

Signage plays a role to ease communication between citizens and rules that government put forth. Ease of communication will ensure understanding and awareness between both the bodies. In the context of reducing mortalities, easy-to-follow signages will promote awareness to citizen for safety on roads in this period of vehicular congestion in our country and outside.

### **Procedure [Charrette Plan]:**

Areas of Enquiry –

- Safety concerns for women and children during the day and night,
- Awareness of people with inclusivity (of differently abled) in design for signage,
- Ease of language for foreigners, etc.

Detailed Plan –

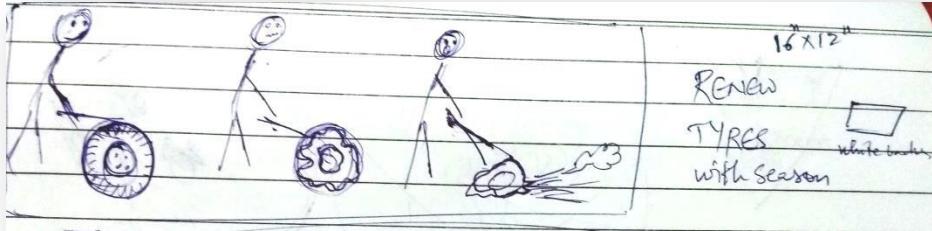
- Secondary research
- Primary research/Questionnaire
- Analysis 1 research
- Ideation
- Intervention
- Feedback Review

### **Intent:**

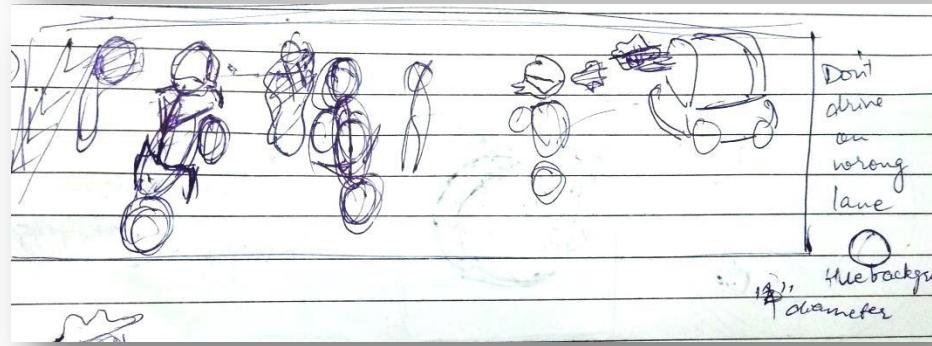
I plan to make two road signages that involve cautionary and mandatory driving. The other signages will concentrate on pedestrians from the inclusive stakeholders.

Out of the stories and information collected, heard and seen; it's astonishing that our society still lacks in aspects of inclusive design and empathy. Different age groups of people respond differently while travelling by road but this is found commonly that when one sits in the passenger seat, one becomes ignorant to abiding rules. Even if the passenger isn't directly responsible for chaotic traffic driving, it's their awareness and discernment that's required to critically follow road and traffic rules by helping the drivers drive safely. In order to trigger this discerning awareness I propose an app- based game incorporating my newly designed signages along with the existing ones. I intend to make a rough prototype of the app to build general understanding of its context.

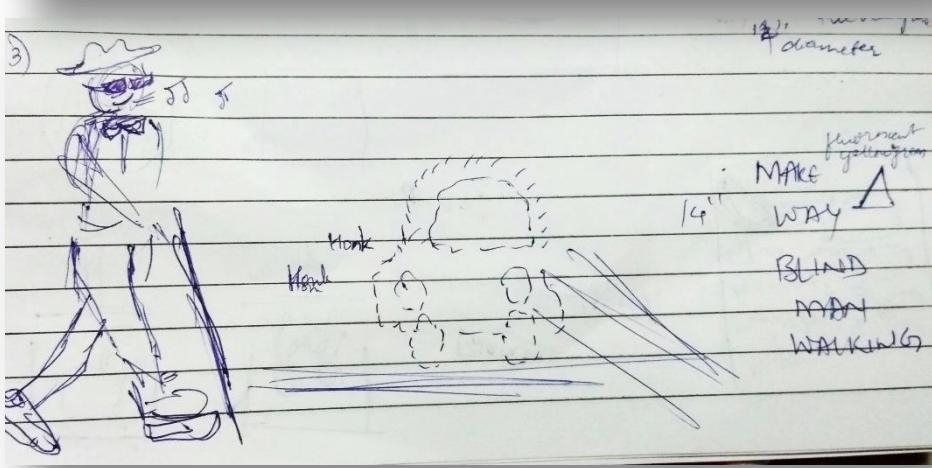
I understand that games can be a distraction as well as this proposal may tend towards promoting use of mobile phones while travelling on road. Hence, the audience is majorly concentrated on passengers travelling by public transport and minorly on passengers seated in private vehicles or pedestrians. The app will make the audience look for signages, indirectly making them learn about the rules that need to be abided.



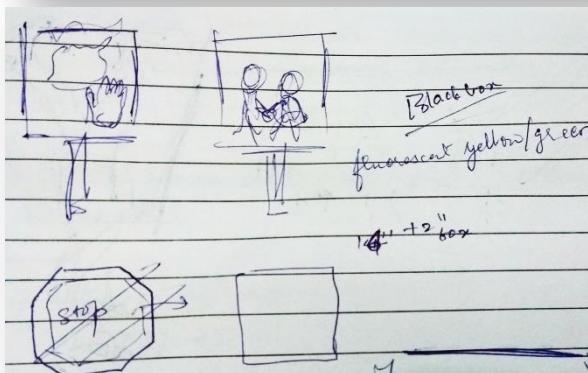
- Renew tyres



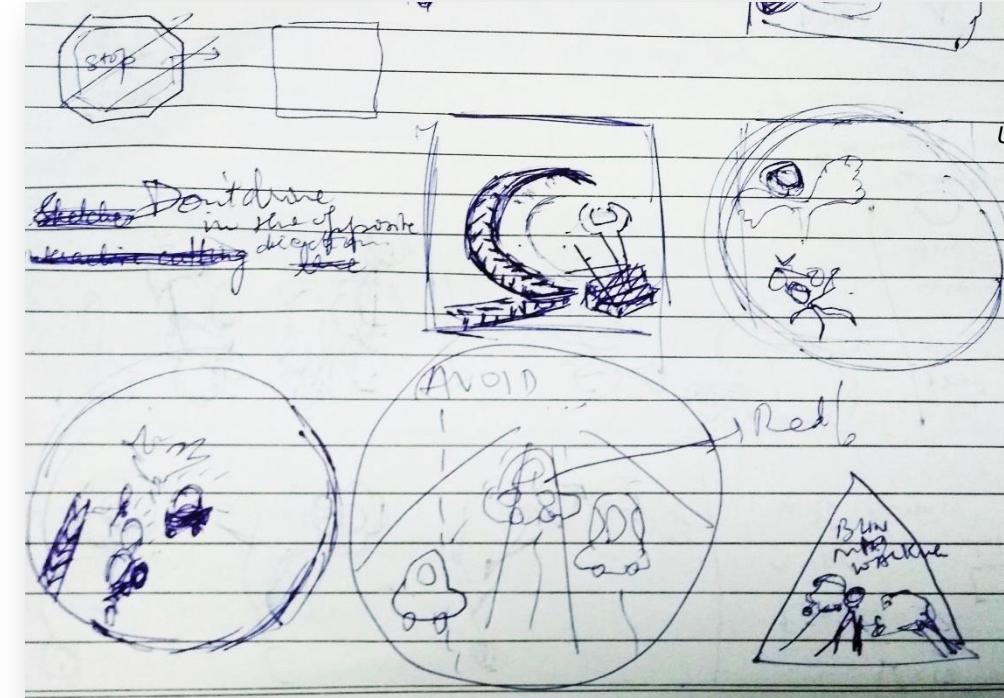
- No Wrong way driving



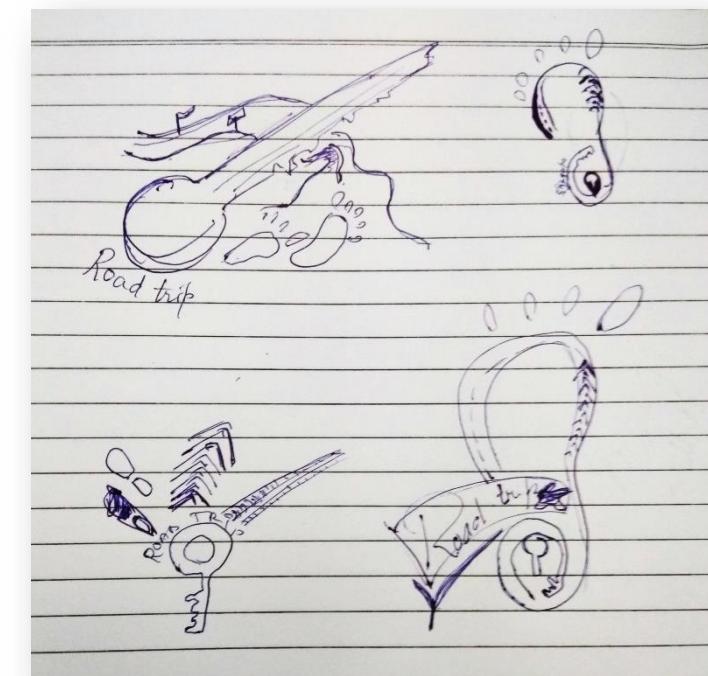
- Blind pedestrian walking



- Traffic signal lights for children



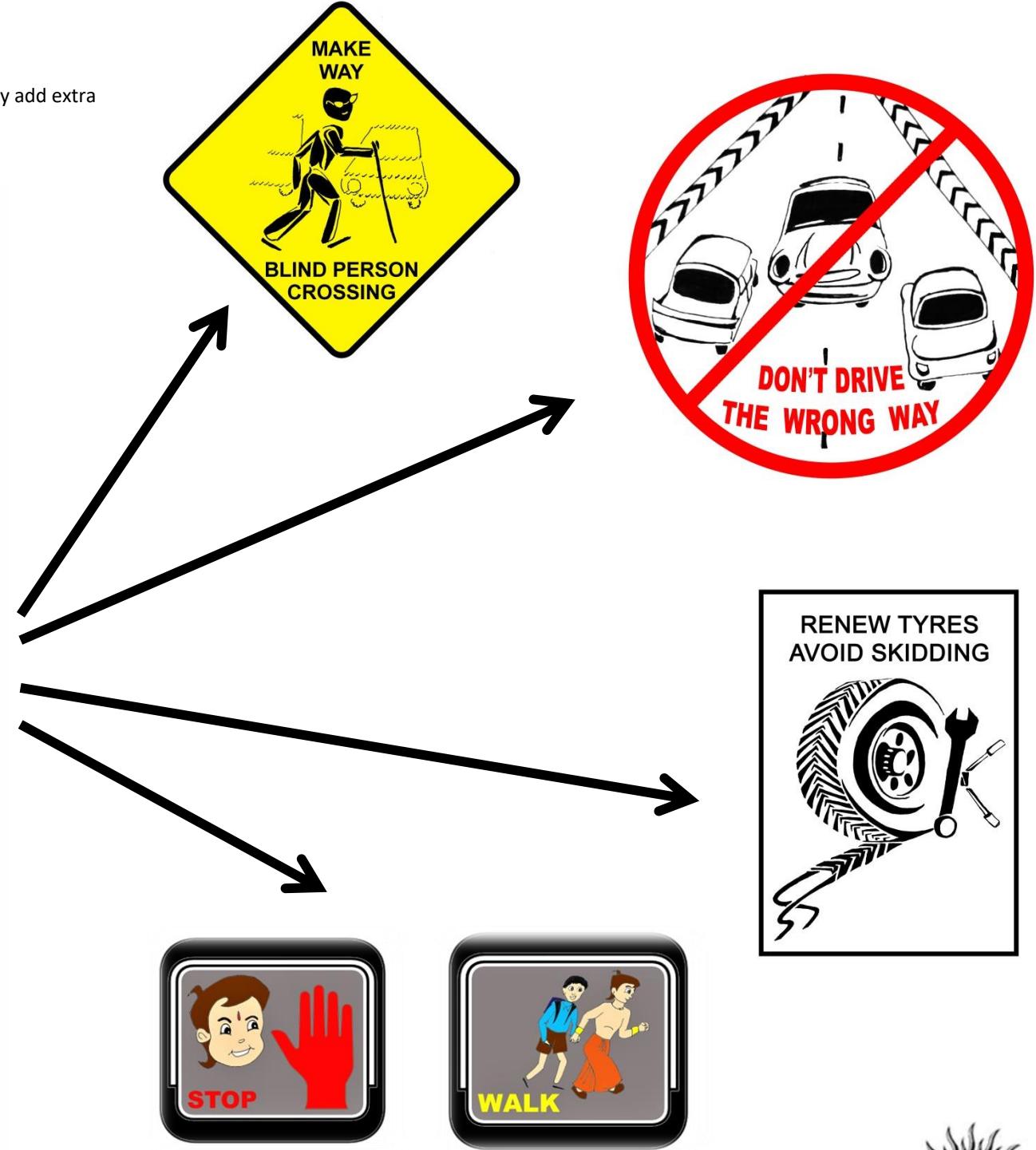
- App game logo: signs-trip



## ROUGH ITERATIONS FOR SIGNAGES (Animation)

## FINAL WORK

(Add scanned drawings/images with written explanation. You may add extra sheets here)





## **Message:**

Maintain your vehicles.

Regularly check your tyres for proper inflation pressure and tread wear.

Be extra cautious on roads during rains.

## **Audience and location:**

Mostly driver/motorists who travel frequently on Main roads or National highways of India.

## **Size and shape of signboard:**

17"x13", 1.5 mm (thickness)

Rectangular informative signboard

## **Height signboard:**

The minimum height, measured vertically from the bottom of the sign to the elevation of the near edge of the pavement, shall 7 feet in areas with pedestrian movement.

## **Colour:** White & Black.

White background surface gives the most workable combinations. White backgrounds can be used specific sign projects where design plays a bigger part than the actual wayfinding.



## **Lettering:**

Arial Regular Bold

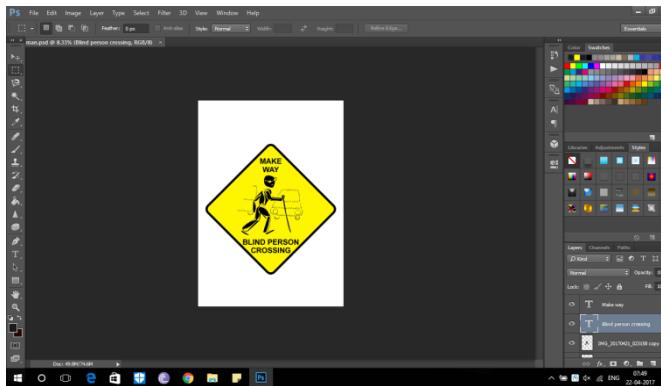
## **Size of Lettering:**

1.5"

The design on the sign board was first hand-drawn and made cleaner via Adobe Photoshop.

The mock-up image is an attempt to blend the signboard with its surrounding to study its effectiveness.





### **Message:**

Being empathetic to differently abled.



### **Audience and location:**

Mostly drivers/motorists who travel frequently on local streets of India.

### **Size and shape of signboard:**

14"x14", 1.5 mm (thickness)

Diamond-shaped cautionary signboard

### **Height signboard:**

The minimum height, measured vertically from the bottom of the sign to the elevation of the near edge of the pavement, shall 7 feet in areas with pedestrian movement.

### **Colour:** Yellow & Black.

Usually diamond or triangle-shaped and yellow, warning signs caution drivers of near possible events on the road (intersection ahead, narrow lanes, or bicyclists' close by).

Yellow background works best in visual crowded environments, for architectural and psychological factors yellow is often used. Yellow with black lettering sends out a clear information message which is needed in such an environment.



### **Lettering:**

Arial Regular Bold

### **Size of Lettering:**

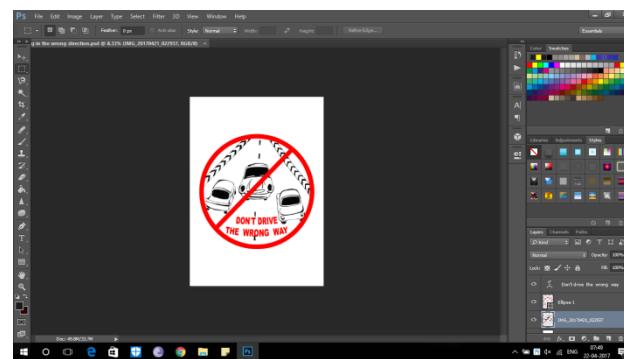
1"

The design on the sign board was first hand-drawn and made cleaner via Adobe Photoshop.

The mock-up image is an attempt to blend the signboard with its surrounding to study its effectiveness.

- <http://designworkplan.com/design/signage-and-color-contrast.htm>





### Message:

Follow rules, avoid accidents and road damage

### Audience and location:

Mostly drivers/motorists who travel frequently on local streets of India.

### Size and shape of signboard:

14" diameter, 1.5 mm (thickness)  
Circular mandatory signboard

### Height signboard:

The minimum height, measured vertically from the bottom of the sign to the elevation of the near edge of the pavement, shall 7 feet in areas with pedestrian movement.

### Colour:

Red, black and white.  
Red is often used for warning signs, red sends out a signal of warning, danger.

Many of the warning signs consist of a red background with yellow or white lettering, by using pictograms as warning the signs are multi-language and don't need explanation, even if you cannot read the text.



### Lettering:

Arial Regular Black

### Size of Lettering:

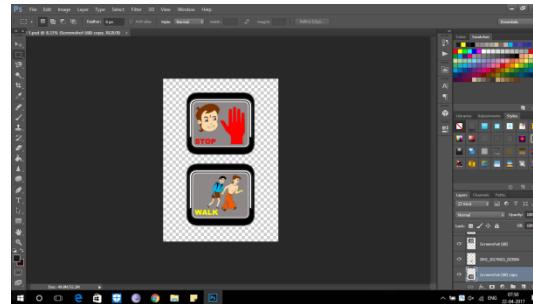
1.5"

The design on the sign board was first hand-drawn and made cleaner via Adobe Photoshop.

The mock-up image is placed facing both directions to increase its compulsive effectiveness.

- <http://www.whatispsychology.biz/psychology-colour-safety-signs-00059>





### **Message:**

Safety for children aged 6-14 years outside schools.

### **Audience and location:**

Mostly drivers/motorists who travel frequently on local streets of India.

### **Size and shape of traffic signal:**

16"x8"x8.2"

Specialized traffic signal for children using influential cartoon that are powered by solar panels.

### **Height signboard:**

The minimum height, measured vertically from the bottom of the sign to the elevation of the near edge of the pavement, shall 7.2 feet in areas with pedestrian movement.



**Colour and lettering:** Coloured traffic lights; 1.5" size of lettering

Red is often used for warning signs, red sends out a signal of warning, danger. Grey-scale background of the visuals had to be experimented for maximum visibility. Yellow is more prominent with grey.

- <http://www.signsbytomorrow.com/color-usage>



# Signstrip- App game

## Intention:

Making passengers and pedestrians (frequent travellers) more aware and engaging with road signages and safety.



Prototype on link: <https://marvelapp.com/1h466i4>

The screenshot shows a wireframe prototype in the Marvel app. The title bar says "Marvel - Copy of signage". The URL in the address bar is "https://marvelapp.com/project/1903729/canvas/27303669/". The left sidebar has icons for Library, Wireframes (Beta), iPhone (blue), Android (green), Web (yellow), Apple TV (red), and Apple Watch (purple). A message at the bottom of the sidebar says "What should we add next? [Let us know!](#)". The main canvas displays a wireframe of a mobile application screen with a title bar labeled "Title" and a search icon. The main content area contains the text "Good day to you!" above a hand-drawn style illustration of a footprint with a chevron pattern. To the right of the canvas are various toolbars and settings panels for "Artboard" and "Settings", including buttons for "Update and Close", "Forward", "Backward", "Group", "Ungroup", "Width", "Height", "X Position", "Y Position", "Opacity" (set to 0), and "Appearance" (with a "Fill color" button).

# Good day to you!



## Welcome to signs-trip!

Instruction



New game



Resume



Exit



This game is played when you are travelling by road in passenger-seat or by a pedestrian.

You will be given a task to locate signages in a week's time. You begin to plot the signages on your located map en-route.

Please note: The map-in-reference to the game is accurate and can verify your plotted signage. You gain points if the placement of signage is verified.

Each signage earns points, with frequent signages the points are lesser. Points increase with rare signages.

Level 1- Locate old signages  
Level 2- Locate new signages

You gain rewards at the end of the week if your score is considerably high- Ola, Uber offers, etc.

When you travel back the same path, you gain half of the points of the signage that was initially owned.

1/2



You can share your maps with friends...  
and learn new locations and info on  
signages

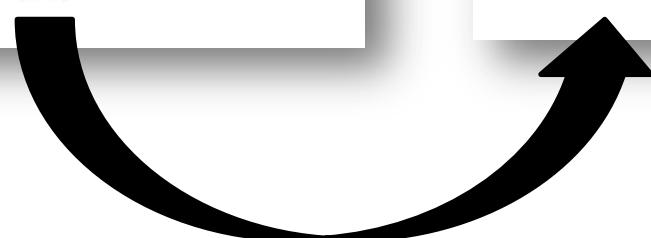
you may even suggest required  
signages with validation and  
stories/incidents...

Bonus-  
The maps givs you hints for locating  
signages based on:  
1)km- you have travelled or  
2)GK MCQ questions will be asked- road  
safety & rules(along with answers if  
you have gotten it wrong)



Not to be played if you are driving!

2/2



## What's your name?

Hi,... lets start the trip

## How are you travelling today?



Walk



Bus



My own car (but  
passenger seat)



Cab/auto

## Task (level 1):

Find the signages in  
a week

Faster the better..



Task for walking

## Task (Level 1):

Find the signages in  
a week

Faster the better..



## Task (Level 1):

Find the signages in  
a week

Faster the better..



Task while travelling by bus

## Task (Level 2):

Find the signages in  
a week

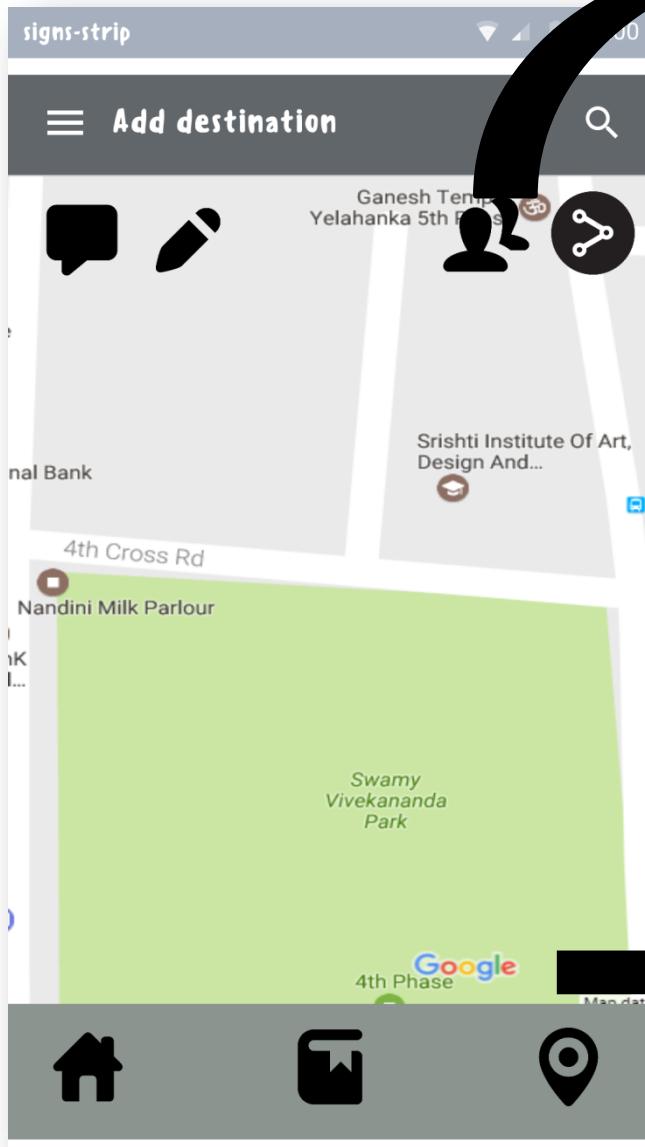


Faster the better..

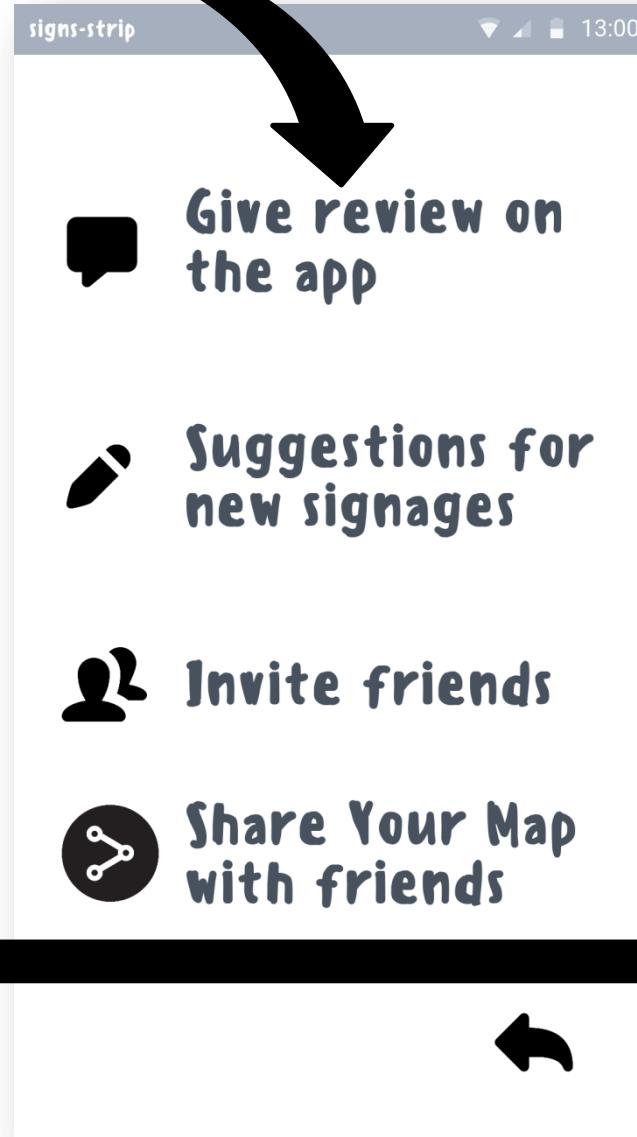


Task while travelling by private car or cabs

Note: If you fail to finish the task in one week, the points that you gain decrease. In one weeks' time you can complete two task objectives if you have many modes of transport in that particular week.



Map where you locate the signages



# Feedback Capture Grid for Signs-trip

THE SEQUENCE OR  
TRAIL TO GO-TO OPTION  
IS UNDERSTANDABLE,  
SAME WITH THE SIGNAGES,  
THEY ARE FUNCTIONAL  
Simple, legible layout.  
Can be an addictive game.

The app was very eye-capturing.  
The font was suiting and the  
layout was simple. Some of the  
features of the app were buggy but  
since its a work in progress its  
acceptable. Interesting concept, similar to  
Pokémon Go. Keep it up!

(likes)  
+

▲ (constructive  
criticism)

(questions)?

- 1) I Didn't understand the working of the app, initially
- 2) The GPS system was confusing.
- 3) How can you attract people of all ages through your game?

💡 (ideas/  
suggestions)

IN THE GAME  
ADD 'NO' TO  
MENU (FOR AN  
OPTION)  
OPTION FOR PREVIOUS LEVEL/START  
EXIT SHOULD BE  
THERE AS MUCH  
AS POSSIBLE

Improve GPS system  
Add sound.

## REFLECTIVE STATEMENT

(In about 300 words)

Initially, all my iterations were tending to create system signages. I designed 8 systems of these signages but I realised that I wouldn't be able to justify my output with designing 4 of these signages. I was asked to concentrate on one system and exemplify iterations from the passengers' point of view to road safety. I was initially keen on creating system signages for the differently abled. So how, I couldn't include them in the app-based game proposal. The game requires more detailing and with the feedback I received it has potential to grow into including the differently abled.

I heard and saw stories from that I hadn't before. I was intrigued to know that the blind did cross roads. It was my bias to negate this possibility. I learnt how the blind interact with day-to-day activities and they don't even flinch or hesitate to carry out them. I learnt how they have devised phones for them and they exchange money by licking coins or feeling the texture, thinness of notes. Their senses are so much heightened than us! Rather than thinking that they have problems, we should take inspiration from their way on looking life. I still have lot to learn about inclusive design, as they require lot of precision and patience.

I realize I often deterred from my objective to make signages to including the differently abled into the system. But I felt that my this approach was the only way to challenge myself.

I learnt Photoshop and illustrator minutely in this process of designing signages. I feel now I have a certain idea of how graphics are represented. I realised I make the sketches too complex to comprehend. Making things similar is something I have to look into...

# Thankyou!

This was a prototype  
Work in progress...

By  
**Ursula Uday**

Srishti Charrette: Dead End Right (Level 2)