



Think
public space
as a **sensory**
experience to make
urban mobility a
success

rca

User experience...

- Attraction and animation
- Live and coexist
- Performance
- Links



Design the trip...

- Global coherence
- Sensory : feeling, perception, emotion and lived experience
- Crosscutting and interdisciplinary approach



Mobility guided by emotion...

- Comfort
- Security
- Leisure



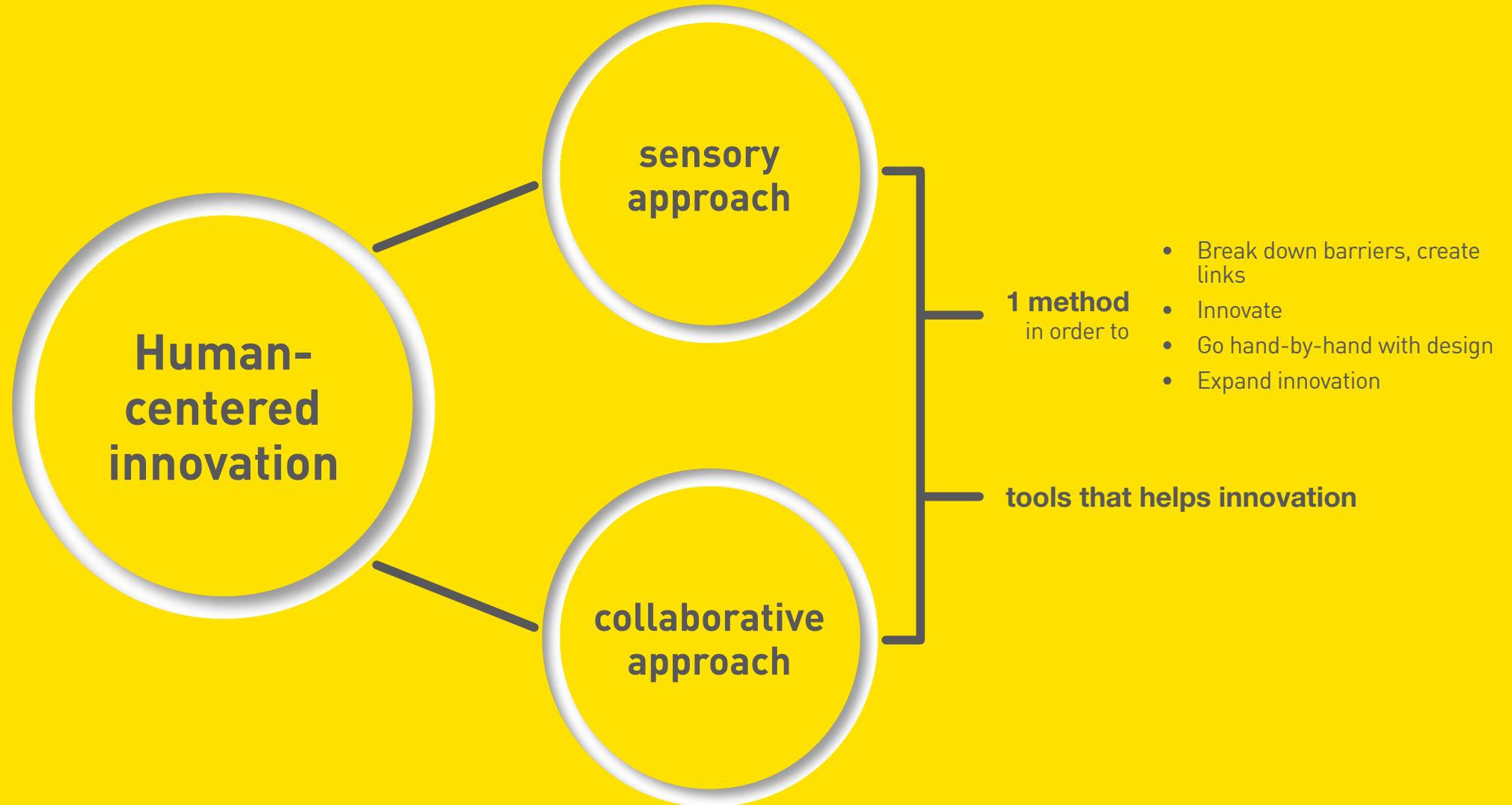


**Think public
and urban mobility
differently...**

designing links instead of
products

develop urban
attractiveness

General approach



What is sensory design ?

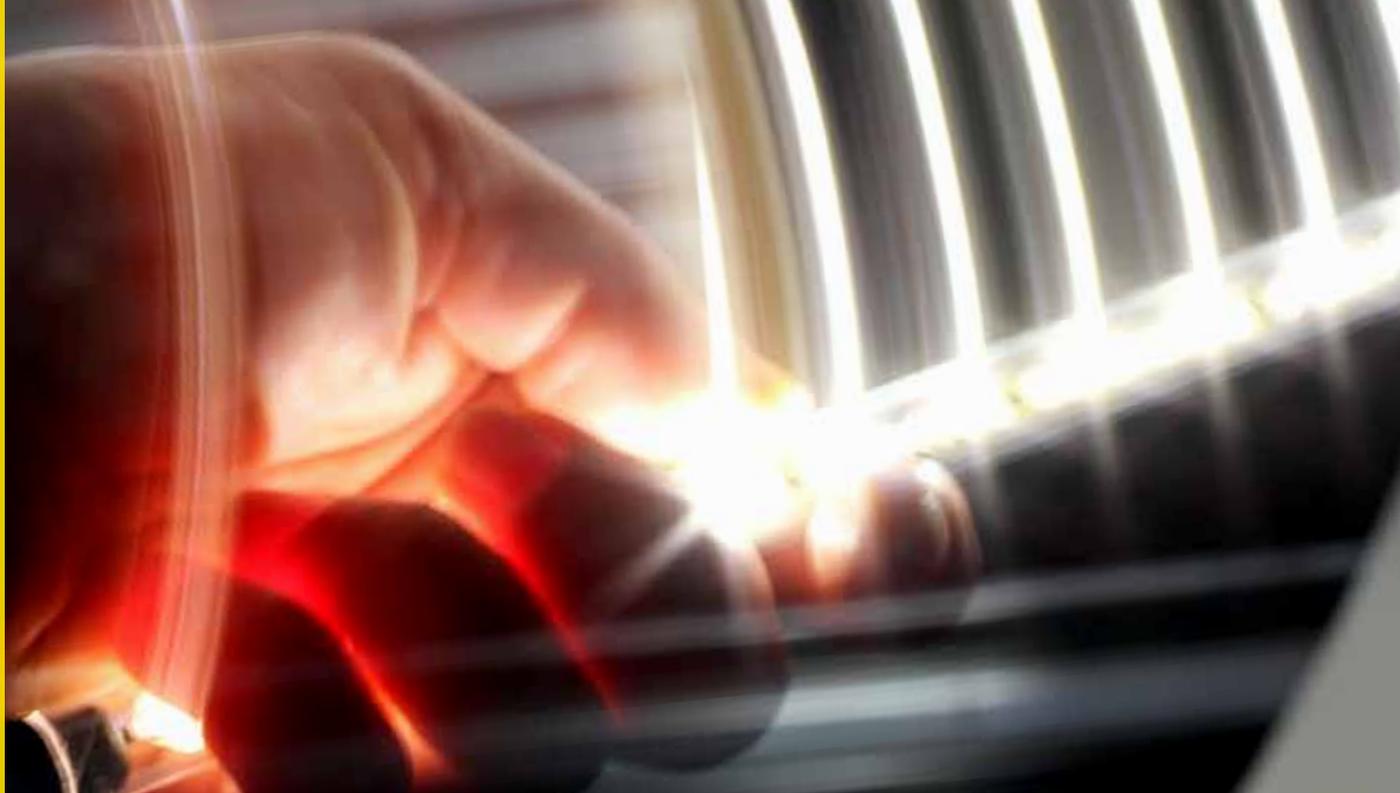
Sensory design aims to establish an overall diagnosis of the sensory perceptions of a product.



What is sensory design ?

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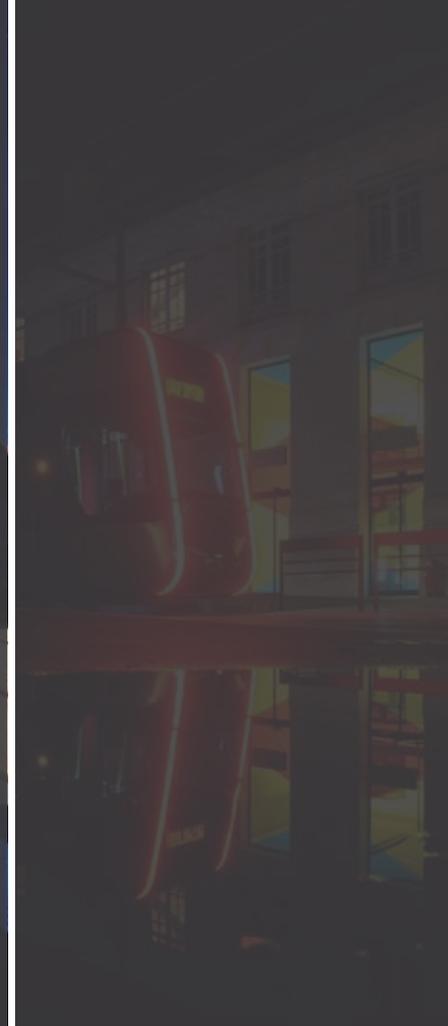
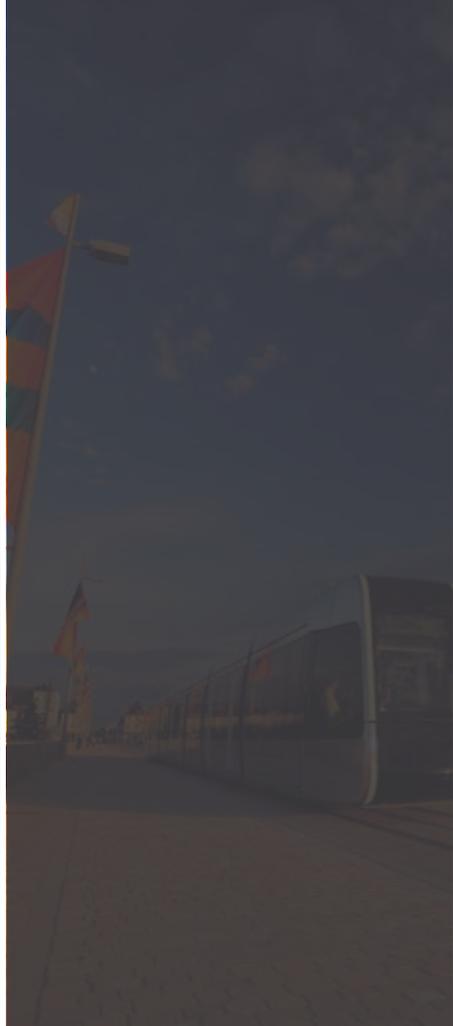
- Touch: textures, compliance, friction.
- Vision: colour, luminosity, shape, pattern.
- Sounds and movements made when a product is handled
- Smell
- Taste
- Temperature and perceived thermal properties



How **sensory design** can make urban mobility attractive and user friendly ?

for example
**1st tram line
in Tours**





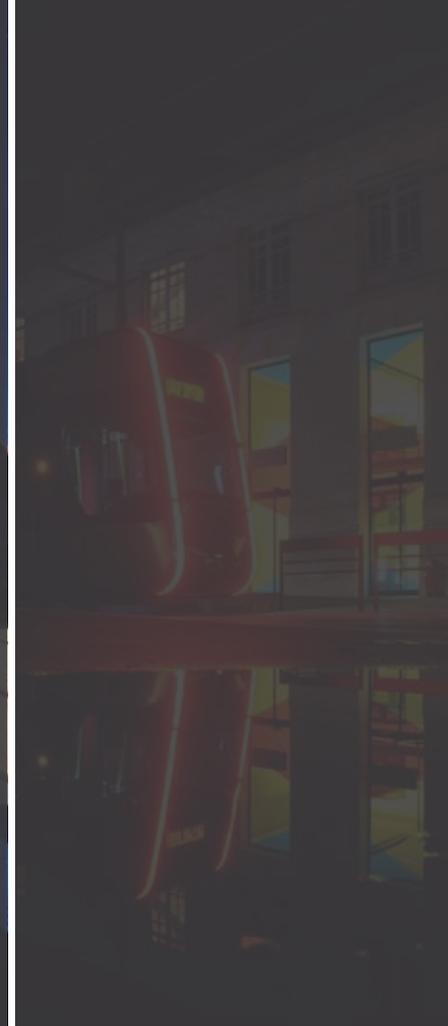
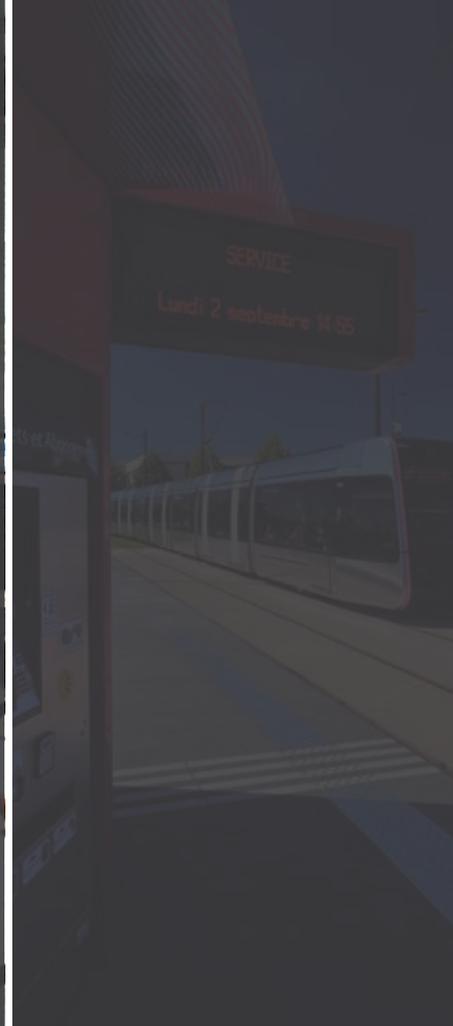
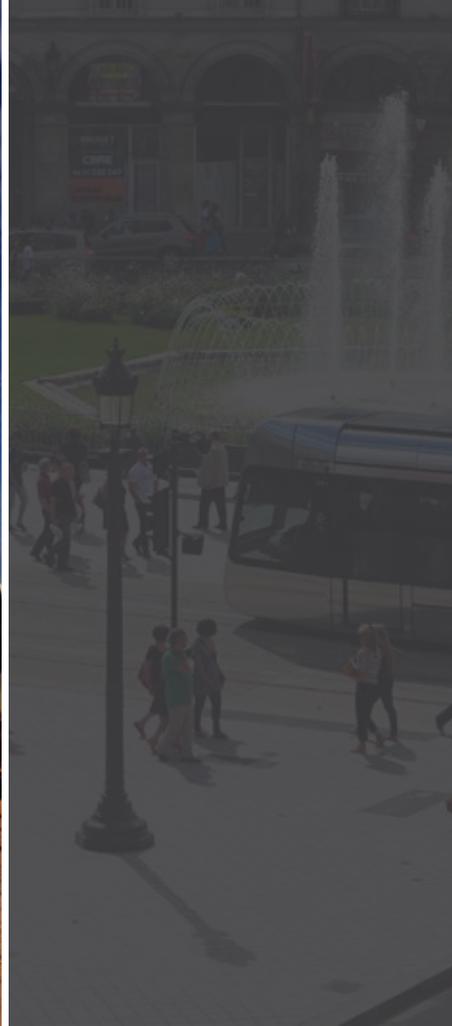
FACILITATE
THE USE OF
THE TRAM

PROMOTE
PUBLIC
TRANSPORT

ENHANCE
THE CITY

MAKE
CONNECTIONS

SUPPORT
A CITY'S
IDENTITY



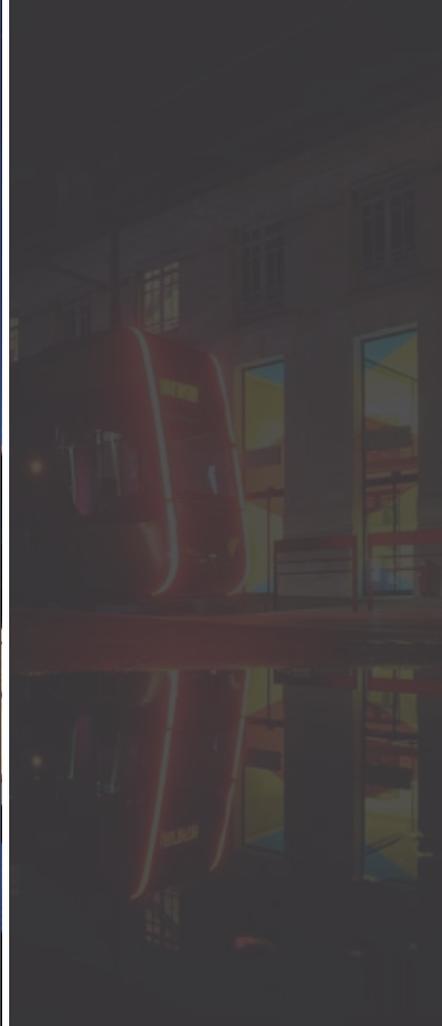
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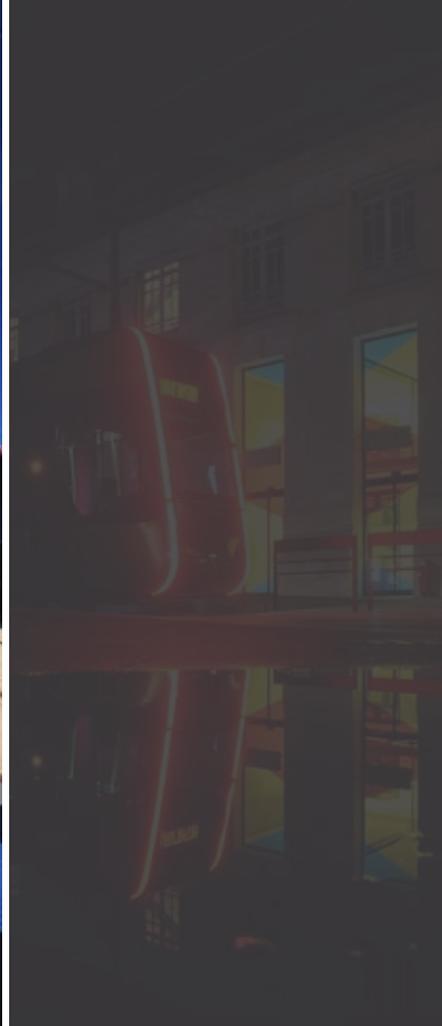
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Benefits

35,5 million

trips in 2015

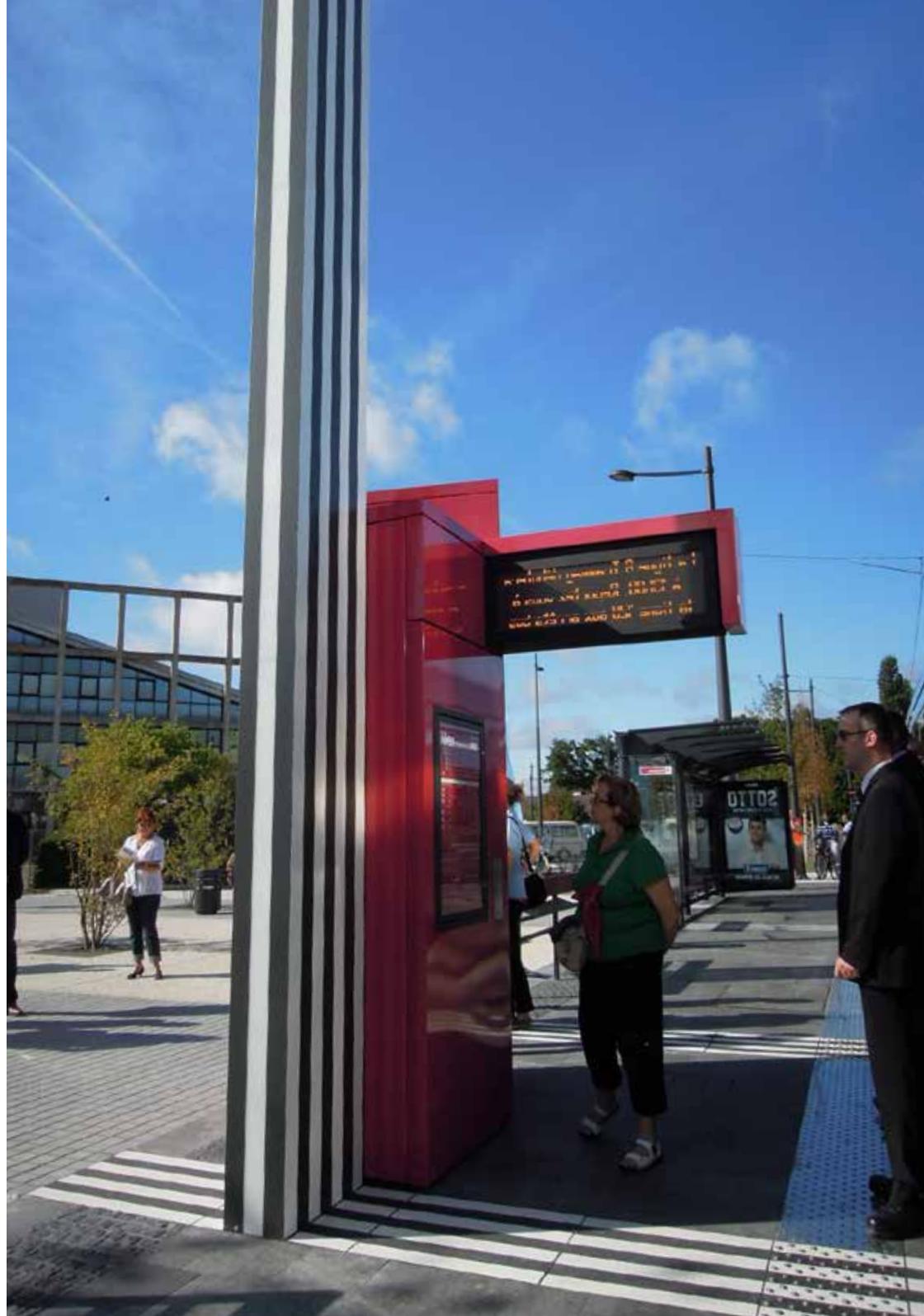
40 % compared to 2010
(before the light rail transit)

700 000 €

more than the expected
benefits for 2014



Sensory design provides a **global coherence** to simplify the trip...



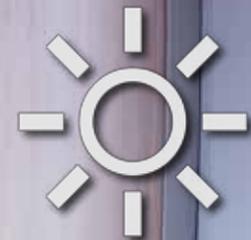
Temperature
and shade

Thermal comfort



Visual
perception
provides

Thermal comfort



Warm
touch

Thermal comfort



Choice of
seat

**Psychological
comfort**

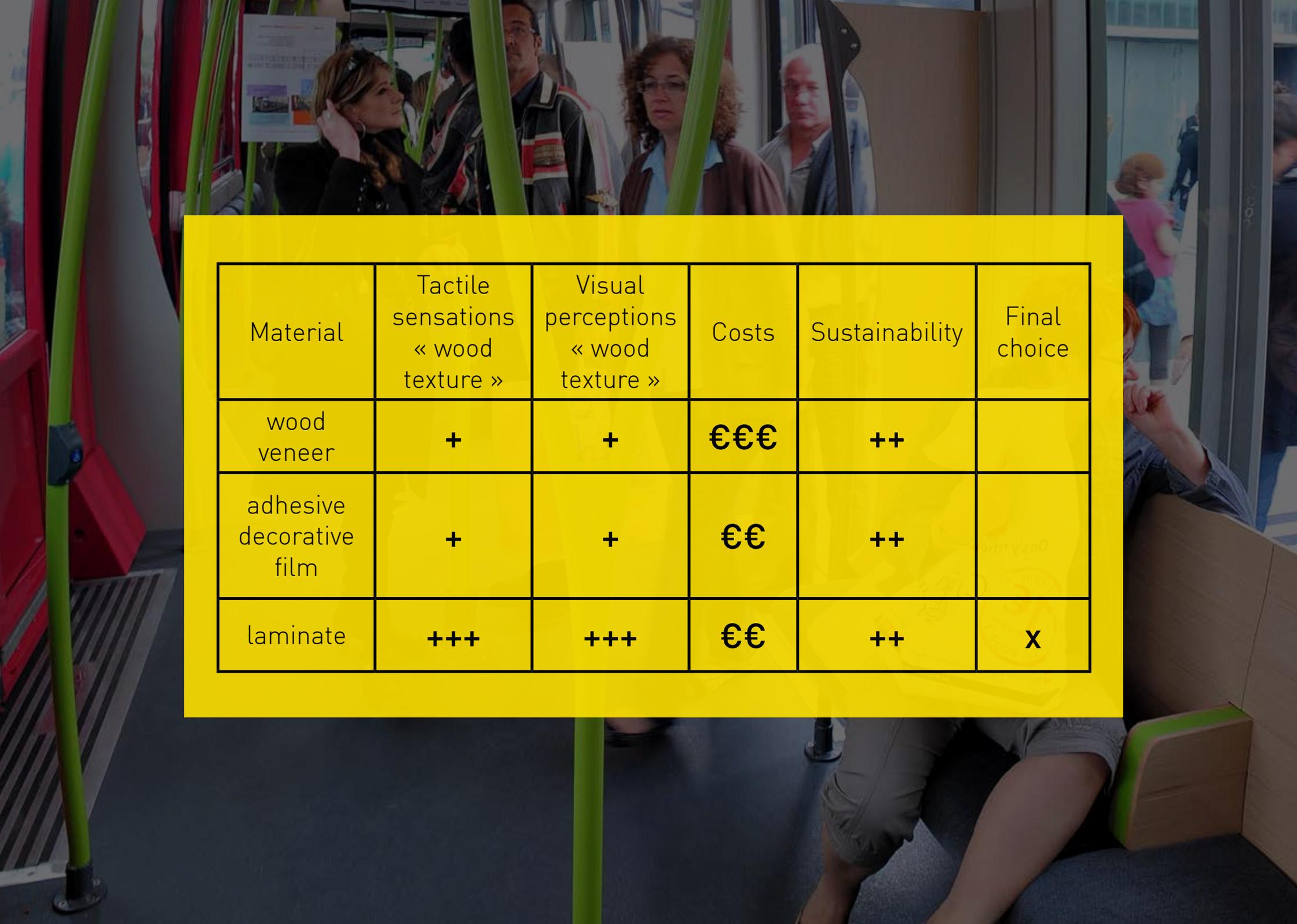


Sensory design provides a **psychological comfort** when the tram is perceived as clean...



Sensory design provides a **psychological comfort** through perception of nature...





Material	Tactile sensations « wood texture »	Visual perceptions « wood texture »	Costs	Sustainability	Final choice
wood veneer	+	+	€€€	++	
adhesive decorative film	+	+	€€	++	
laminare	+++	+++	€€	++	X

Sensory
design
establish a
**link between
outdoor /
indoor...**



Sensory design
creates
intuitivity...

cognitive
ergonomics
visual codes



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cognitive
ergonomics
visual codes



Sensory design
creates
intuitivity...

cognitive
ergonomics
sound codes



Sensory design
a **positive
experience...**

cultural,
pedagogical and
participatory
approach
appropriation



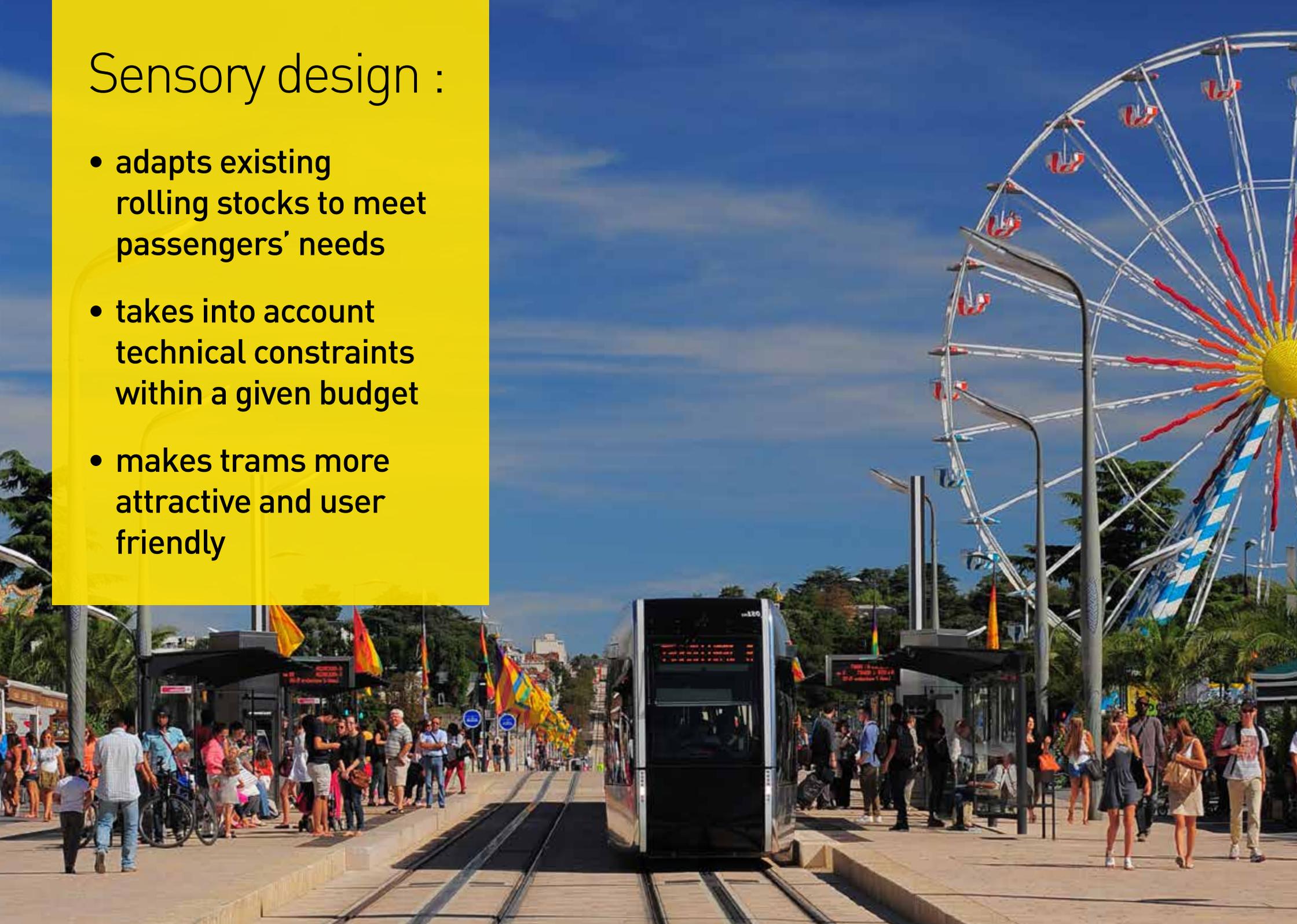
Sensory design
a **positive
experience...**

design links
between
tram & city



Sensory design :

- adapts existing rolling stocks to meet passengers' needs
- takes into account technical constraints within a given budget
- makes trams more attractive and user friendly





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Thank you.