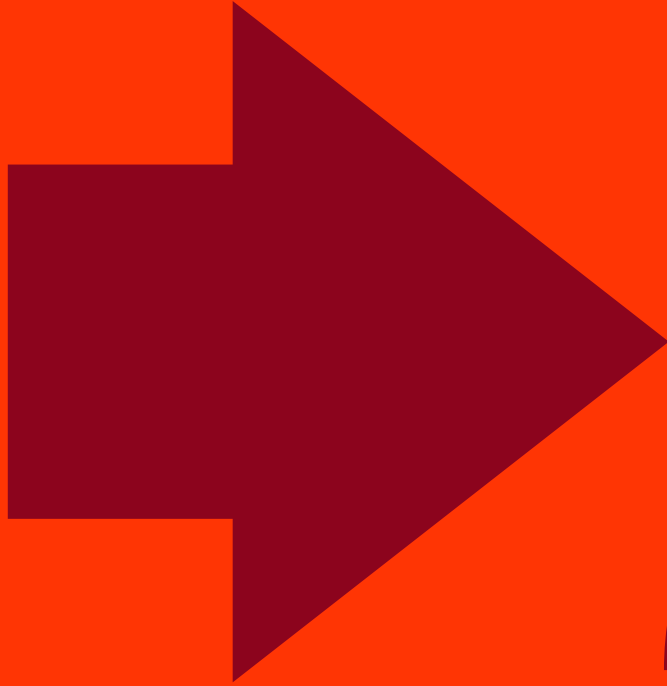
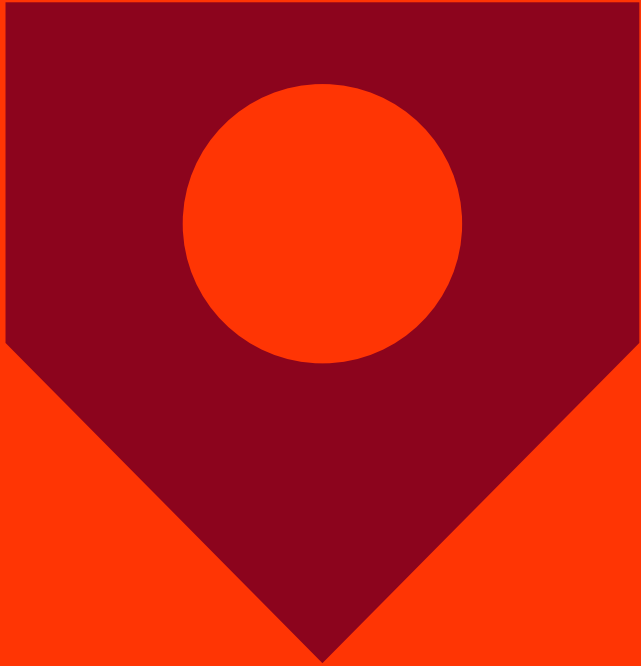
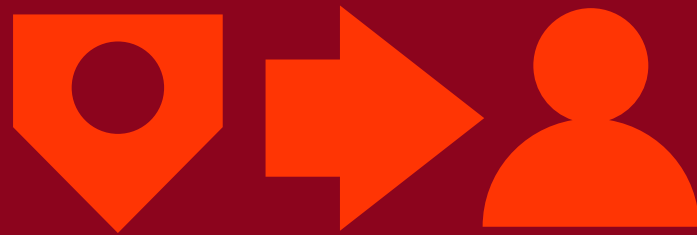
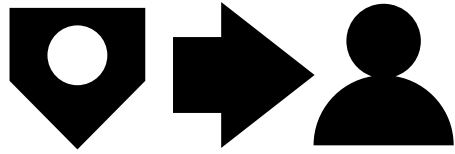






**we are
rainbow**



Our identity.

Field. Mobility. People.

Three signs. One story.

Before it becomes a statement, **our identity says what we do:**
go into the field, understand mobility, design for people.

Our challenge.

Public systems are becoming more complex.

Expectations are rising.

Budgets are under pressure.

Regulations are multiplying.

Decisions shape the next several decades.

Mobility structures our territories, our daily lives and our public policies.

That is where we step in.

We don't **design mobility.**

We help **make it clearer.**

We step in **where clarity becomes strategic.**

We don't just deliver design services.

We help organisations make better design decisions.

Clearer decisions.

More robust.

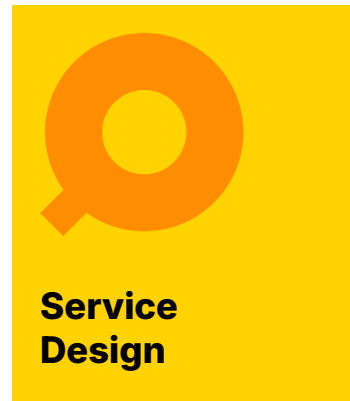
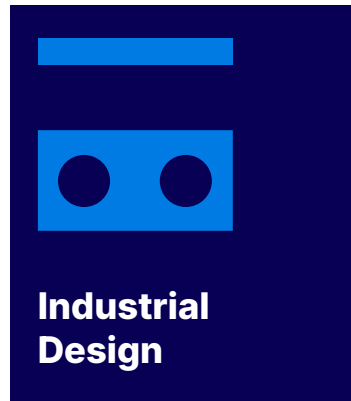
More sustainable.

More useful to the people who will rely on the system.



Our strategy.

Three signs. Three disciplines.



Strategy connects our three disciplines.

Project vision · Governance · Client-side design advisory · Decision support · Design specifications · Guidelines · Tenders · Foresight · Innovation · Transformation · Strategic framing · Trade-offs · Client support

Our method.

**Observe → Understanding → Align → Design
→ Specify → Support → Share.**

We start with reality.

We build a shared understanding.

We turn that understanding **into decisions, then into systems.**



Our role.

Turning complexity into clarity.

Many stakeholders.

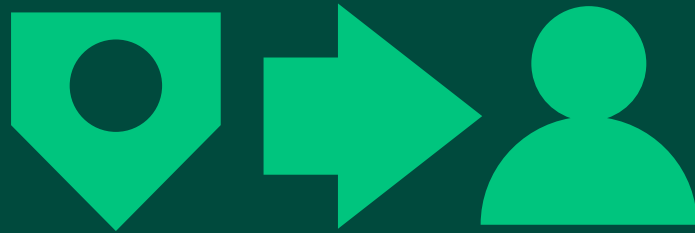
Many constraints.

A lot of information.

A lot of trade-offs.

Our role is to make a clear direction emerge.

Turning complexity into simplicity to create positive impact.



**we are
rainbow**

We work with those who decide, operate and build mobility.

Transport authorities



ALSTOM



SIEMENS



Operators



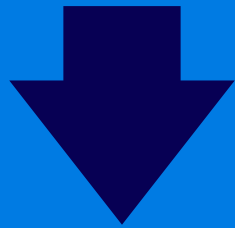
Manufacturers

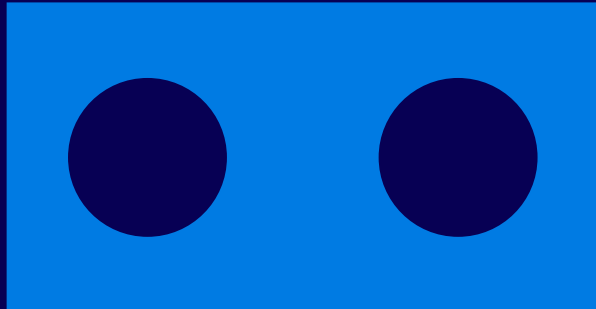


Public institutions



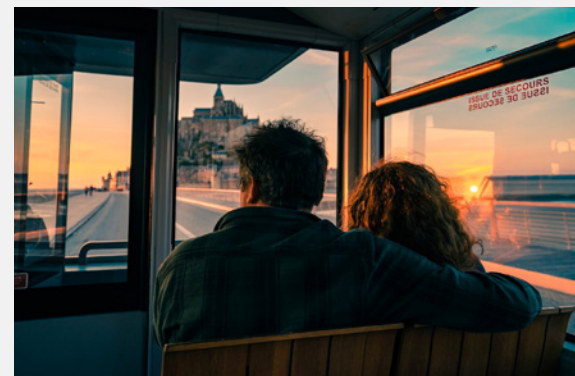
Our design act.





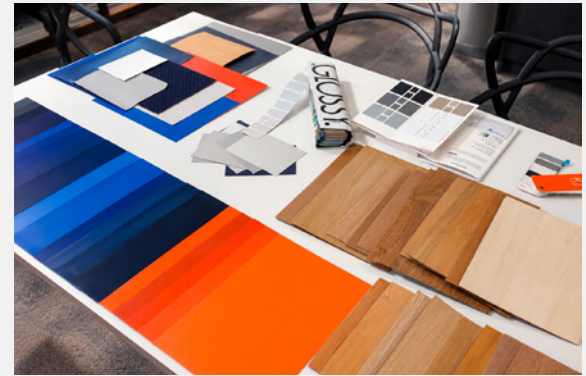
Industrial design

**Design specifications · design management plans
audits · co-design workshops · benchmarking
storytelling · concept development · sketching
colour & material design · 2D drawings · 3D modelling
rendering · designbooks · VR · design-to-cost
ergonomics · regulations & standards · mock-ups
prototyping · project follow-up · supplier follow-up
industrial follow-up · external communications · etc.**



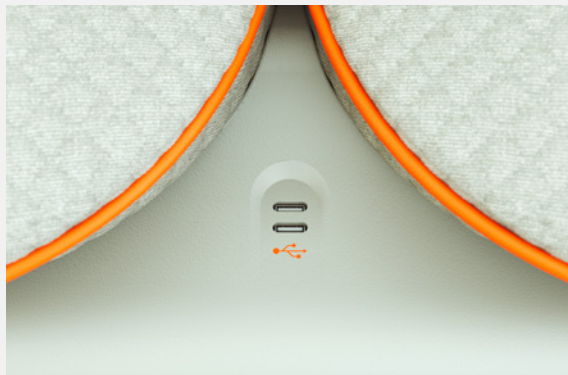
VEOLIA MONT SAINT-MICHEL SHUTTLES & HORSE-DRAWN CARRIAGES 2012

Make the journey to Mont-Saint-Michel
an **integral part of the experience of an
exceptional heritage site.**



HELLO PARIS CDG EXPRESS 2018-2022

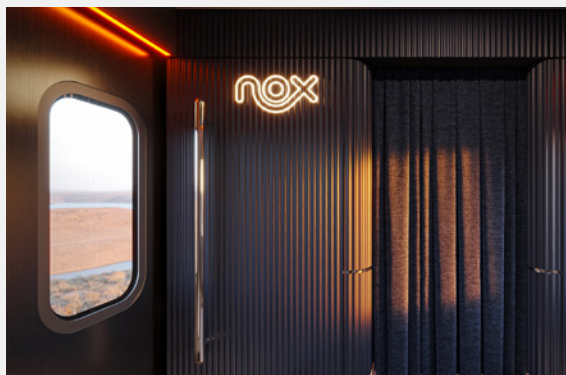
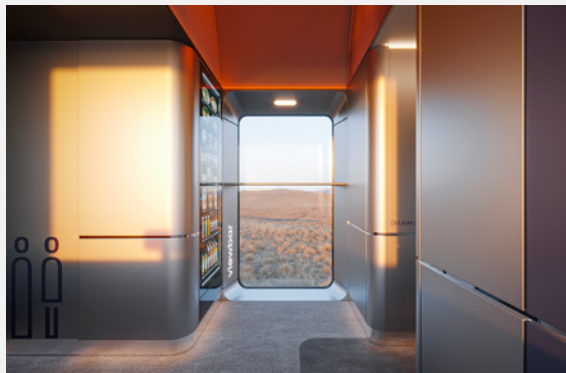
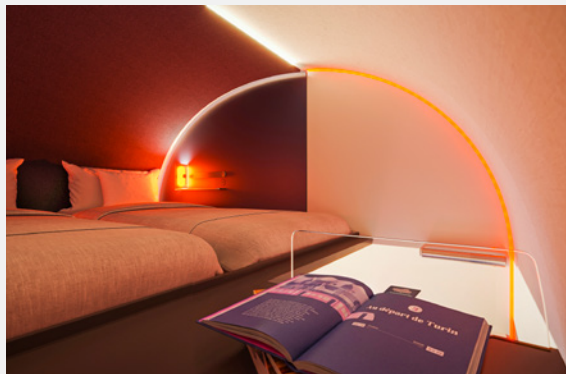
Give CDG Express a **strong, coherent industrial design identity**, from the train itself to the onboard experience.



EXPLISEAT

SiTaeris, HIGH-SPEED TRAIN SEAT 2024

Design a distinctive rail seat that **brings together comfort, lightness and industrial performance.**



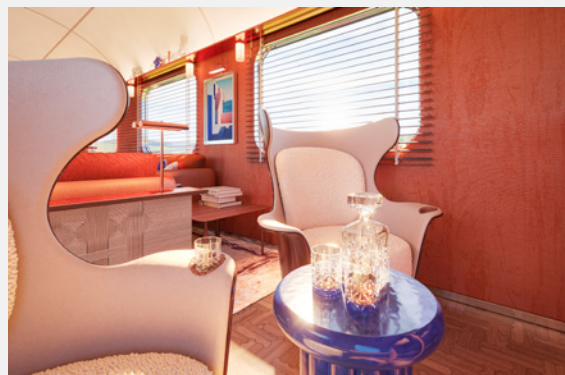
NOX MOBILITY CONCEPT TRAIN 2026

Turn the night train into a **compact, intimate and desirable space** - not simply a means of transport.



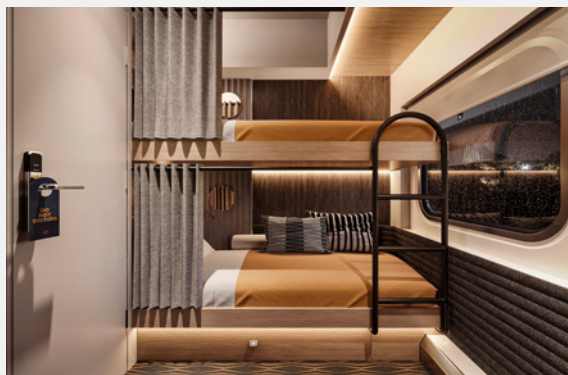
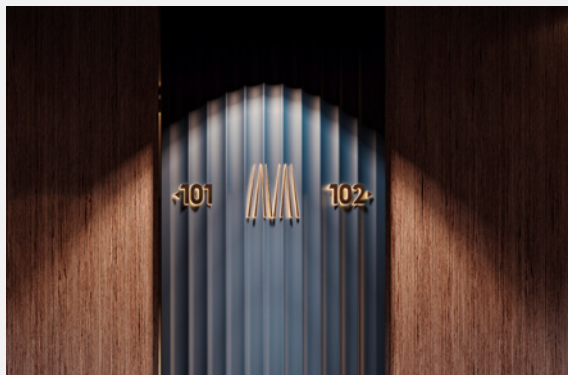
CAF TELLi, LIGHT TRAIN 2025

Give an innovative light train for **branch lines a credible, desirable and industrially viable form.**



TAMINO LUXURY TRAIN 2023

Turn rail travel into an **exceptional experience where architecture, comfort and attention to use transform time spent on the journey.**



MIDNIGHT TRAINS NIGHT TRAIN 2021

Translate a hospitality promise into a rail experience capable of reinventing overnight travel.



URBANLOOP CAPSULES 2024

Turn a technological innovation **into a mobility system that is easy to understand, easy to recognise and easy to imagine in the city.**



ALSTOM RER B - MI20 2018

Align IDFM, RATP, SNCF, Alstom and CAF around an RER designed for capacity, accessibility and the long term.

SELECTED INDUSTRIAL DESIGN REFERENCES

CLIENT-SIDE DESIGN ADVISORY FOR A TRANSPORT AUTHORITY OR OPERATOR - NEW OR REFURBISHED ROLLING STOCK ACQUISITION (1/2)

CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL.VAT
ÎLE-DE-FRANCE MOBILITÉS	2014-2018 2018-2022 2022-2026	ROLLING STOCK - TRAIN / METRO / TRAM / BUS / CABLE CAR	FRAMEWORK AGREEMENT 2014-2018 - VEHICLE INTERIOR DESIGN › Define Île-de-France Mobilités' design strategy for vehicle interiors and exteriors › Design shared identity elements: liveries, fabrics, flooring, colours and materials › Write design specifications for operators and manufacturers › Secure feasibility through benchmarking of European suppliers FRAMEWORK AGREEMENT 2018-2022 - INNOVATION & EXPERIMENTATION › Identify relevant innovations to improve the passenger experience: information, safety, cleanliness, comfort and wellbeing › Source manufacturers and solutions that could be tested on the network › Organise and monitor real-life trials › Capture lessons learned and turn results into deployable specifications FRAMEWORK AGREEMENT 2022-2026 - VEHICLE INTERIOR & EXTERIOR DESIGN › Support operators and manufacturers in applying design specifications to new and refurbished rolling stock › Advise project teams and contribute to Design Committees with Alstom, CAF, RATP, SNCF, Transdev and other partners › Validate full-scale mock-ups and first-of-series vehicles with experts in ergonomics, accessibility, lighting and user experience › Keep specifications up to date through regulatory monitoring, innovation and network feedback	
GETLINK	2021-2025 (on going)	SHUTTLE REFURBISHMENT	› Co-design a shared refurbishment vision with passengers and Eurotunnel teams › Develop several interior layout scenarios balancing passenger experience, identity and industrial constraints › Define detailed design, colour and material harmonies, and passenger information pictograms › Support industrial development with Alstom through to the first-of-series vehicle	
TRONOS	2023-2024	LUXURY CARRIAGES FOR RAIL CRUISES	› Define a high-end interior experience suited to rail cruising › Design interior architecture and carriage layouts around passenger use and comfort › Develop bespoke furniture to create a distinctive experience › Build a coherent palette of colours, materials and atmospheres to strengthen the project identity	

SELECTED INDUSTRIAL DESIGN REFERENCES

CLIENT-SIDE DESIGN ADVISORY FOR A TRANSPORT AUTHORITY OR OPERATOR - NEW OR REFURBISHED ROLLING STOCK ACQUISITION (2/2)

CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
MIDNIGHT TRAINS	2021-2023	NIGHT TRAIN	› Define a distinctive interior experience for Midnight Trains › Explore several interior architectures balancing comfort, capacity and quality of use › Formalise design, atmosphere, colour and material choices in tender specifications › Support concept development in coordination with the prospective manufacturer	
LE TRAIN	2022	HIGH SPEED TRAIN	› Define a distinctive interior experience for Le Train's future high-speed train › Develop an interior concept aligned with the brand positioning › Translate the design philosophy into concrete interior design principles › Support concept development in coordination with Talgo	
SYNDICAT DES MOBILITÉS DE TOURAINE	2021-2022	CNG & BIOGAS BUSES	› Define a distinctive graphic identity for the Touraine network's CNG and biogas buses › Design the livery and formalise design specifications for the manufacturer tender › Support Scania in refining and correctly applying the design › Validate the first-of-series vehicle to ensure consistency between concept and industrial delivery	
HELLO PARIS <i>Joint-venture KEOLIS et RATP Dev</i>	2018-2022	CDG EXPRESS SHUTTLE	› Define a distinctive design identity for CDG Express, from the exterior to the onboard experience › Build a coherent vision across rolling stock design, branding and passenger information › Bring the concept to life during hearings with a designbook and immersive 3D animation film › Support development with ADP, Keolis, RATP Dev, Alstom and CAF through to design finalisation	
RATP	2016	MF77 METRO REFURBISHMENT	› Define a design strategy for the refurbishment of MF77 trains on Paris Metro Line 7 › Define design and ergonomic specifications › Provide a designbook and appendices to support the tender package › Support development with RATP and present the results to the transport authority	
SYTRAL MOBILITÉS	2026	LINE A ROLLING STOCK AND PLATFORM SCREEN DOORS	› Assess needs using service design methods (observation, field immersion, interviews, etc.) › Draft the design specifications for rolling stock and platform screen door components › Support the drafting of tender documents and the preparation of procurement packages › Oversee the industrial development process	

SELECTED INDUSTRIAL DESIGN REFERENCES

DESIGN SUPPORT FOR MANUFACTURERS (1/2)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL.VAT
ALSTOM	2025	REGIO2N RÉGION SUD	› Define a distinctive design identity for the Regio2N Région Sud › Explore several exterior and interior design directions to strengthen the proposal › Formalise the selected design choices in a structured, convincing designbook	
URBANLOOP	2024-2025	SYSTÈME CAPSULES AUTONOMES	› Define a distinctive design identity for Urbanloop's autonomous capsules › Develop and freeze a coherent family of vehicles for 4 to 12 passengers › Project the concept into different urban contexts through immersive 3D films › Support commercial development with dedicated communication materials	
ALSTOM - CAF	2018-2025 (en cours)	RER MI20	› Define an ambitious design identity for the future RER MI20 › Align the expectations of Île-de-France Mobilités, RATP, SNCF and the manufacturers around a shared vision › Refine and validate interior and exterior design through full-scale mock-ups, accessibility workshops and citizen consultations › Support the transition from concept to industrialised product through to the first-of-series vehicle	
CAF <i>Consortium Alstom, CAF, Cerema, Capgemini, Ektacom, Railenium, Texelis, Thales, Wabtec-Faiveley, Ferrocampus Région Nouvelle-Aquitaine</i>	2024	TELLI Innovative light train for branch lines	› Define a clear and distinctive design identity for the innovative TELLI light train › Build an exterior and interior concept aligned with the project's positioning and storytelling › Formalise design decisions in a designbook and precise specifications › Support delivery of the full-scale prototype and present the project to elected representatives	
ALSTOM	2024	CHONGMING METRO	› Define a distinctive design philosophy for Chongming Metro › Explore several exterior and interior design directions to strengthen the bid › Structure the selected design choices in a clear and convincing designbook › Support concept development through to BAFO to secure final consistency	
ALSTOM	2023	RER SERM Automoteur Dessertes Métropolitaines	› Define a distinctive design identity for the METO metropolitan train › Explore several exterior and interior design directions to enrich the proposal › Formalise the selected design choices in a clear and convincing bid designbook	

SELECTED INDUSTRIAL DESIGN REFERENCES

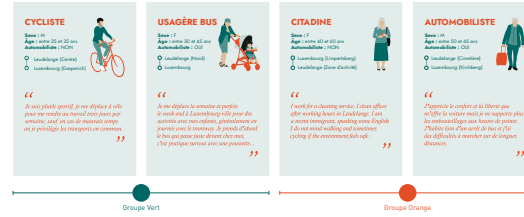
DESIGN SUPPORT FOR MANUFACTURERS (2/2)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
KEVIN SPEED	2023	HIGH-CAPACITY SEAT CONCEPT - ILISTO HIGH-SPEED TRAIN	› Define a high-capacity seat concept aligned with the positioning of the Ilisto high-speed train › Explore several design directions balancing comfort, capacity and technical constraints › Refine the design with engineering and equipment teams › Validate ergonomics and use through a full-scale mock-up tested with passengers	
EXPLISEAT	2023	HIGH-SPEED & INTERCITY TRAIN SEAT CONCEPT - INNOTRANS 2024	› Define a distinctive seat concept for high-speed and Intercity trains › Explore several design directions balancing comfort, lightness and industrial constraints › Refine and validate the design with Expliseat's technical teams and a full-scale mock-up › Stage the concept at InnoTrans 2024 to increase visibility and commercial impact	
CAF	2022-2023	STRASBOURG TRAM	› Define a distinctive design identity for the Strasbourg tram › Explore several exterior and interior design directions to enrich the proposal › Structure design choices in a clear and convincing designbook › Support concept adjustments through to BAFO to ensure consistency	
ALSTOM-NTL	2022-2023	PADUA RUBBER-TYRED TRAM, ITALY	› Define a strong design identity for the Padua rubber-tyred tram › Explore several exterior and interior design directions to enrich the bid › Formalise design choices in a structured and convincing designbook › Support concept evolution through to BAFO to ensure consistency	
VOLVO BUS	2022-2023	ELECTRIC BUSES - LAVAL, ANNEMASSE, SAINT-ÉTIENNE	› Define distinctive graphic identities for electric buses in Laval, Annemasse and Saint-Étienne › Explore several exterior livery directions linked to each territory's identity › Formalise proposals in a clear and convincing bid designbook › Support hearings with local authorities to present and defend the design choices	
ALSTOM	2019-2022	TW20 TRAM (ÎLE-DE-FRANCE)	› Define a coherent design identity for the TW20 tram, from vehicle to station › Design and formalise exterior, interior and station design choices › Support concept evolution through to BAFO to ensure consistency › Lead interior design development with IDFM and RATP through the Design Committees	
SIEMENS	2015	CITYVAL RENNES	› Supporting SIEMENS in the development of the CityVal for the city of Rennes › Participation in design development committees › Industrial follow-up through to the first production unit	



Service Design



TEMPS 3 - PARCOURS & BESOINS PERSONNE

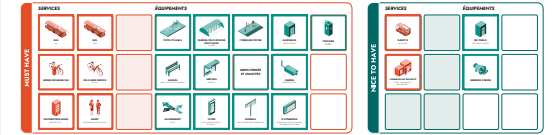


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TEMPS 3 - PARCOURS & BESOINS PERSONNE



QUELS SERAIENT LES SERVICES & ÉQUIPEMENTS QUI L'AI'DERAIENT DANS SON PARCOURS ?

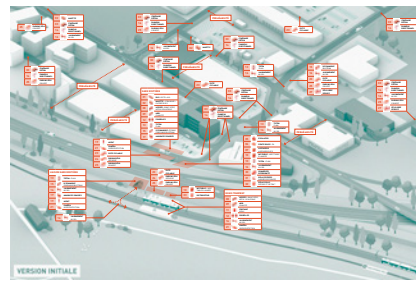


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TEMPS 4.1 - PROGRAMMATION DU PE LEUDELANGE

EMPLACEMENT BUD INITIAL

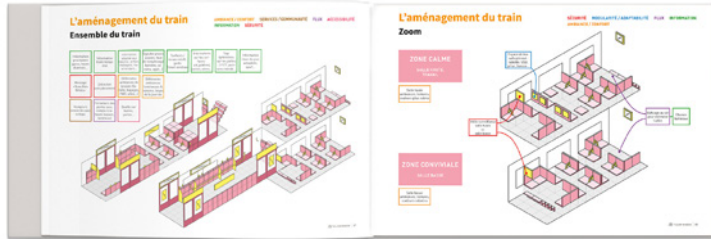
● Groupe Orange



12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

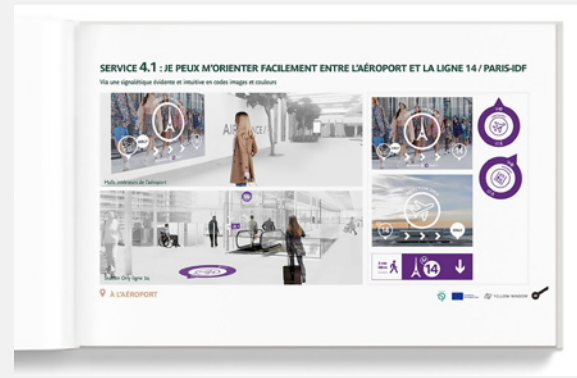
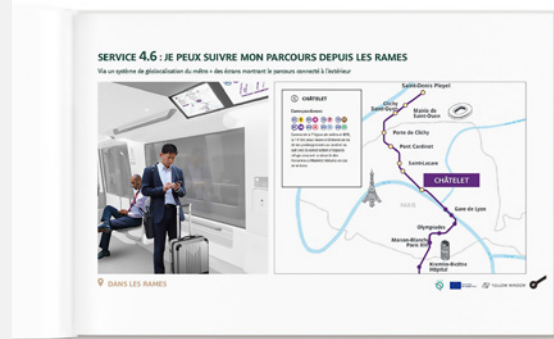
MMTP GRAND DUCHÉ OF LUXEMBOURG RAPID TRAM MOBILITY HUB 2025

Align stakeholders, uses, flows and services around a shared vision for future mobility hubs.



ALSTOM RER B - MI20 2020-2026

Build a continuous experience across the passenger journey, rolling stock, brand and information for the future RER B.



RATP TOURIST WELCOME - LINE 14 2018

Turn observations of real use into concrete service scenarios to improve the metro experience.



Design de Service



SNCF
CAR BY TER
 2018

Create a new mobility experience **from real uses rather than from the transport mode alone.**



L'ACCESSIBILITÉ		L'HYGIÈNE & LE CONFORT	LA SÉCURITÉ DES BIENS ET DES PERSONNES	
Colonnes de préhension moutées	Bouton d'arrêt UFR sans contact	Tissus propres	Éclairage LED sous-sièges	Rétroviseurs par caméras
 Apropos des voyageurs voyants : un usage esthétique ou antidérapant Fonctionnalité inclusive mentionnée par les voyageurs voyants Les voyageurs non et mal voyants souhaitent faire évoluer la pertinence de ce produit : fonction d'indication des boutons d'arrêts pour mal-voyants	 Préférence pour une communication par signe de la main Les UFR souhaitent une amélioration de la prise en charge et de la visibilité de la demande d'arrêt UFR La fonction sans contact ne signifie pas plus hygiénique	 L'aspect visuel participant au ressenti de confort à bord Les fonctions des tissus permettent d'apporter un sentiment de réassurance pour les voyageurs Besoin d'information sur les nouveaux tissus et l'entretien du bus	 Générateur d'ambiance Aide utile pour retrouver des affaires tombées à terre en heure de nuit Présence non remarquée et non indispensable pour les voyageurs	 Facilitation des manœuvres et de la conduite pour les machinistes Appréciation des nouvelles technologies tant qu'elles fonctionnent Diminution de la qualité d'image la nuit

L'INFORMATION VOYAGEUR			
Écran Dièdre 37"	Écrans ultra-plats intégrés	Tapis de sol IDFM	Bouton d'arrêt lumineux 360°
 Confort de lecture : grande taille d'écran, meilleure lisibilité Qualité de l'information : suivi temps réel, fluidité, intuitivité, anticipation...	 Appréciation de l'aspect moderne et esthétique par les voyageurs Besoin d'information voyageur à la place de contenu d'infotainment Réflexion à avoir sur le positionnement de ces écrans dans le matériel	 Sensation de propreté apportée par le design du tapis de sol Sensation de sécurité apportée par l'aspect antidérapant Message d'accueil peu visible et peu pris en compte par les voyageurs	 Appréciation des boutons en nombre et accessibles Code couleur pratique et évident Fonctionnalités inclusives rassurantes Interrogation sur la place et sensibilité



IDFM BUS INNOVATION 2020

Test innovation against real use **to distinguish what merely impresses from what genuinely improves** the passenger experience.

SELECTED SERVICE DESIGN REFERENCES

DESIGN SUPPORT FOR A TRANSPORT AUTHORITY OR PUBLIC-SECTOR ACTOR (1/2)

CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
SYTRAL MOBILITÉS	2026 (on going)	SERVICE DESIGN ADVISORY - INTEGRATED MOBILITY / MAAS Lyon TCL network	› Ground the MaaS roadmap in real use through in-depth immersion across the TCL network › Identify needs, pain points and expectations across a wide diversity of users, including disabled and vulnerable passengers › Co-design and test concrete solutions across digital and physical journeys › Turn field insights into actionable recommendations that can directly guide the MaaS roadmap	
MINISTRY OF MOBILITY AND PUBLIC WORKS - GRAND DUCHY OF LUXEMBOURG	2025-2026	ALIGNMENT WORKSHOPS Rapid Tram mobility hubs	› Bring stakeholders together around a shared vision for future interchange hubs › Programme three pilot hubs around real uses, flows and local needs › Organise coexistence between mobility modes and position services as close as possible to passengers › Support trade-offs and decision-making through concrete, immersive 3D visualisations	
SMMAG	2025	USER RESEARCH	› Structure a UX approach suited to the context, resources and maturity of the project team › Build team capability in user research, co-design and usability testing methods › Transfer directly applicable methods to understand use, design, test and prioritise solutions › Make the team autonomous through hands-on support, concrete tools and a tailored UX strategy	
PUBLIC OPERATOR FOR LYON MOBILITY TCL-RU <i>Unified Lyon TCL network</i>	2024-2025	DEFINITION & IMPLEMENTATION OF A SHARED USER-SERVICE APPROACH Unified Lyon TCL network	› Observe staff-user relationships as they are actually experienced in agencies › Combine the expertise of SYTRAL Mobilités, RATP Dev and Keolis to build a shared vision › Co-design a common user-service approach across all operators in the unified network › Formalise a clear, engaging charter that TCL teams can easily adopt	
CAISSE DES DÉPÔTS & BANQUE DES TERRITOIRES	2024-2025	SUPPORT PROGRAMME FOR FRANCE SERVICES	› Visit each France Services site to understand uses, site constraints and accessibility issues › Combine user and staff needs through field observation and interviews › Design tailored layouts integrating furniture, equipment, works and budget constraints › Support approved projects through to delivery	

SELECTED SERVICE DESIGN REFERENCES

DESIGN SUPPORT FOR A TRANSPORT AUTHORITY OR PUBLIC-SECTOR ACTOR (2/2)

CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
SYTRAL MOBILITÉS	2024	TARGET EXPERIENCE FOR DIGITAL TOOLS Unified Lyon TCL network	› Immerse a designer-anthropologist team across the different modes of the Lyon network › Reveal uses, expectations and pain points through passengers, including people with disabilities › Define a target digital experience through user journeys and concrete use cases › Secure implementation through an operational feasibility matrix	
SMMAG <i>subcontractor to Systra</i>	2023	EXPERIENCE STUDY WITH DISABLED USERS AHEAD OF ROLLING STOCK RE-NEWAL Grenoble tram network	› Immerse a designer-anthropologist team in the real use of the Grenoble tram network › Document real journeys with disabled participant-passengers › Integrate user feedback into the specifications issued to the manufacturer › Consolidate recommendations with associations, participant-passengers and SMMAG	
SYTRAL MOBILITÉS	2023	PASSENGER EXPERIENCE STUDY - LYON RIVER SERVICE	› Observe future stops to anticipate uses, constraints and passenger needs › Explore expectations in greater depth, particularly with people with disabilities › Co-design solutions for the different stages of the journey › Turn insights into actionable recommendations for the design teams	
ÎLE-DE-FRANCE MOBILITÉS with EGIS Conseil	2023	PASSENGER EXPERIENCE STUDY STATION SERVICES	› Understand passenger uses, expectations and pain points through immersion and interviews in several Île-de-France stations › Identify new service opportunities with users, rooted in the realities of daily station life › Design and structure a service handbook containing 60 concepts around waiting comfort, everyday services and intermodality › Objectify the value of proposed solutions through quantitative evaluation carried out with IFOP	
ÎLE-DE-FRANCE MOBILITÉS	2022	« BUS INNOVATIONS » EXPERIMENT	› Evaluate the innovation bus experience as close as possible to real use through accompanied journeys › Gather feedback, needs and pain points from disabled participant-passengers › Identify key accessibility and usability issues › Share and consolidate lessons with user associations and representatives of people with disabilities	

SELECTED SERVICE DESIGN REFERENCES

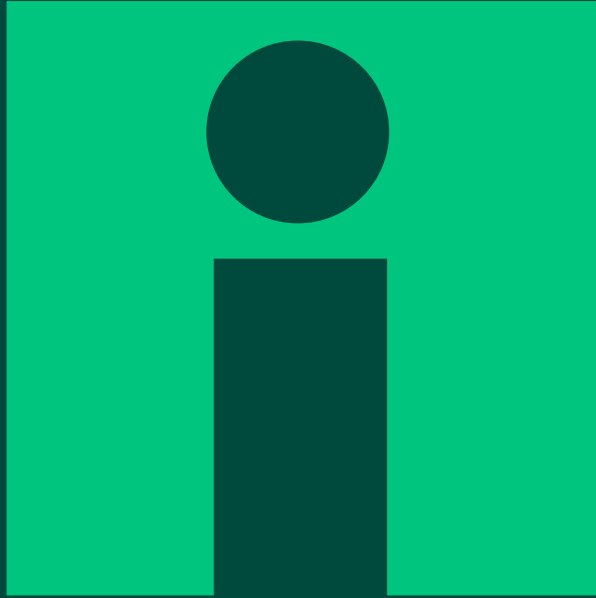
DESIGN SUPPORT FOR AN OPERATOR OR MANUFACTURER (1/3)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
WABTEC	2026	ONBOARD PASSENGER INFORMATION STUDY	› Understand uses, expectations and pain points related to passenger information through field immersion in London, Paris and Berlin › Compare onboard practices and needs across different vehicle types and operating contexts › Co-design the principles of tomorrow's passenger information with passengers, including people with disabilities, and experts › Turn the findings into strategic guidelines for Wabtec's future passenger information solutions	
TRANSDEV	2025	PUBLIC SERVICE TENDER SUPPORT Dunkerque « DK'BUS » network	› Design bus and shuttle liveries as a strong signature of the industrial-port territory › Co-design an experience with users that can appeal to motorists and strengthen DK'BUS attractiveness › Bring onboard services to life through visualisations, a distinctive interior atmosphere and key messages › Structure a designbook and narrative strategy to strengthen the bid, participatory approach and Transdev commitments	
LA MÉRIDIONALE	2024-2025	PASSENGER & CREW EXPERIENCE STUDY ON BOARD FERRIES	› Understand passenger experience and the realities of crew work in depth › Reveal pain points and opportunities through immersion combining design and anthropology › Co-design onboard with La Méridionale passengers and staff › Guide the design of future vessels through recommendations on services and shared spaces	
SNCF	2024	PUBLIC SERVICE TENDER SUPPORT Stations & trains « ÉTOILE DE CAEN »	› Strengthen SNCF's bid with a passenger-centred service vision › Immerse a designer-anthropologist team onboard trains and in Étoile de Caen stations › Co-design concrete solutions with users during a workshop in Caen › Materialise the target experience in an illustrated, operational service designbook	
TRANSDEV	2024	SERVICES & WAYFINDING DESIGNBOOK « Gare by Transdev » Région Sud	› Strengthen Transdev's bid with an ambitious service vision for small and medium-sized stations › Reveal needs through field observations and co-design with teams › Imagine services that support intermodality, passenger assistance and local life › Turn the 'Gare by Transdev' proposition into a service handbook applied to two pilot stations across services, layout and passenger information	

SELECTED SERVICE DESIGN REFERENCES

DESIGN SUPPORT FOR AN OPERATOR OR MANUFACTURER (2/3)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
RATP	2023	PASSENGER EXPERIENCE STUDY - FARE GATE LINES IN PARIS METRO STATIONS	› Immerse a designer-anthropologist team in several Paris stations to observe how people use fare gate lines › Interview passengers, including people with disabilities, as well as frontline staff and subject-matter experts › Identify pain points, needs and expectations around crossing fare gate lines › Co-design recommendations with RATP departments, translated into user requirements and operational visualisations	
KEOLIS	2022	INTERURBAN & PERI-URBAN BUS STOP TOOLKIT	› Co-design a shared standard across networks › Adapt solutions to each stop typology › Improve comfort, accessibility and safety › Make deployment easier with an operational toolkit	
RATP DEV	2021	LYON TCL TRANSPORT NETWORK	› Reveal uses, expectations and pain points through immersion across the network's different modes › Give passenger voices a central role, particularly people with disabilities › Co-design concrete improvement opportunities to strengthen the passenger experience › Turn insights into recommendations and bring them to life through a summary film	
RATP DEV	2020	GRAND PARIS EXPRESS LINES 16-17	› Understand the expectations, perceptions and needs of people living in the territories served by the future Lines 16 and 17 › Listen to users to identify issues linked to the arrival of the new stations › Generate service and improvement opportunities from the analysis of real uses and perceptions › Formalise insights into concrete idea sheets to inform future station design	
RATP DEV	2019	DUBAI TRANSPORT NETWORK	› Reveal uses, expectations and pain points through immersion on the Dubai network › Identify breakpoints throughout the passenger journey › Co-design improvement opportunities with users, rooted in real field conditions › Turn insights into concrete recommendations to improve the network-wide experience	
RATP	2018-2024	URBANOPOLIS LAB	› Explore new mobility uses and concepts within the Urbanopolis Lab › Involve passengers, experts and stakeholders through co-design approaches › Test and enrich solutions through user feedback and real-life scenarios › Showcase experiments and share learnings through dedicated communication materials	

SELECTED SERVICE DESIGN REFERENCES

DESIGN SUPPORT FOR AN OPERATOR OR MANUFACTURER (3/3)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
RATP DEV - KEOLIS	2017	CDG EXPRESS	› Understand the expectations and needs of future CDG Express users in Île-de-France › Identify priority expectations around services, journeys and passenger experience › Co-design an offer with users and mobility experts, adapted to different use cases › Align stakeholders around a shared vision of the future service and its key components	
ALSTOM	2017	RER	› Understand passenger uses, expectations and pain points in depth through two weeks of immersion on the Paris RER network › Analyse the specificities of the RER mode and the territories it serves to identify needs for the future vehicle › Combine field observation, passenger input - including passengers with disabilities - and expert perspectives to identify priority expectations › Turn these insights into design directions to inform the future RER B tender response	
SNCF	2017	CAR BY TER	› Understand uses, gaps and expectations in depth through three weeks of immersion in Grand Est and Auvergne-Rhône-Alpes › Observe journeys onboard coaches and at stops to identify key pain points and needs › Co-design future Car by TER services with local users › Formalise and showcase the proposition through a communication handbook and service presentation film	



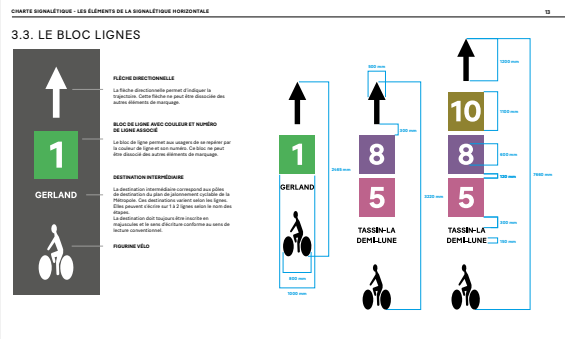
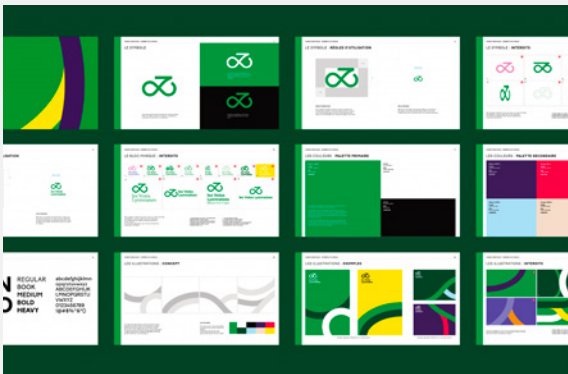
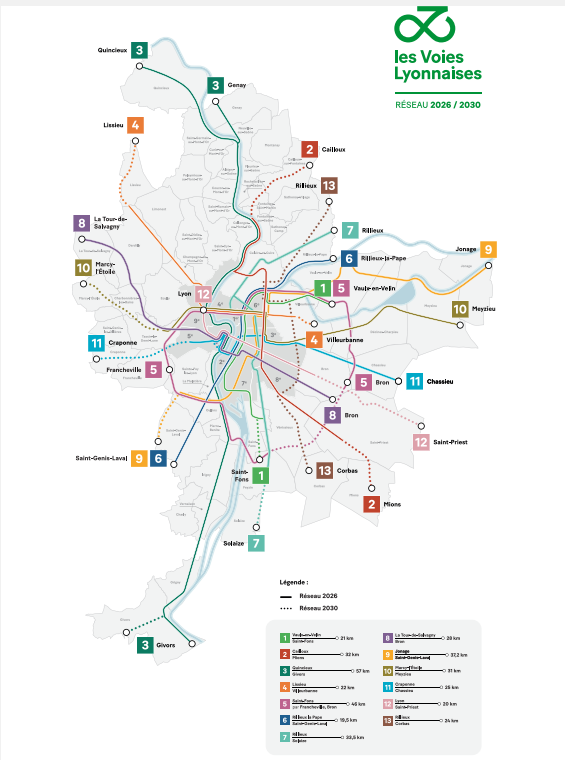
Information Design

Field visits · passenger journeys · audits · passenger information hierarchy · wayfinding · directional signage pictograms · mode symbols · passenger information screen interfaces · information architecture · graphic systems · concept development · simulation · guidelines · specifications · libraries · templates · prototypes installation guides · legibility · accessibility · regulations & standards · etc.



IDFM PASSENGER INFORMATION DESIGN ADVISORY 2020-2026 (on going)

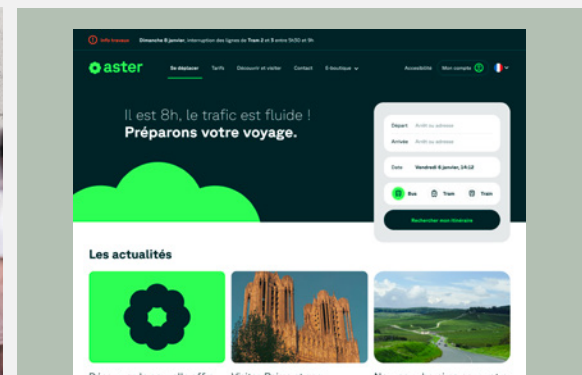
Build a shared information language
able to work from bus to train, metro to
cable car.



LYON METROPOLIS

LES VOIES LYONNAISES CYCLE EXPRESS - WAYFINDING 2021

Make Les Voies Lyonnaises immediately legible, identifiable and recognisable as a network.



KEOLIS

REIMS PUBLIC SERVICE TENDER 2023

Turn the network identity into a tool for legibility as much as a tool for branding.



1. ABRI VOYAGEURS - 1.3. VITRE RETOUR TRAM'BUS JC DECAUX

CAS 1 À 6 LIGNES (LARGEUR VITRE : 790 MM)



5. NOMENCLATURE DES LIGNES

CALCUL DES CONTRASTES

00	1143 %	00	86.5 %	00	84 %	00	91 %	00	84 %
00	673 %	00	89.5 %	00	85 %	00	86 %	00	88 %
00	254 %	00	942.5 %	00	90 %	00	81 %	00	844 %
00	347 %	00	400 %	00	93 %	00	554 %	00	2733 %
00		00		00		00		00	230 %



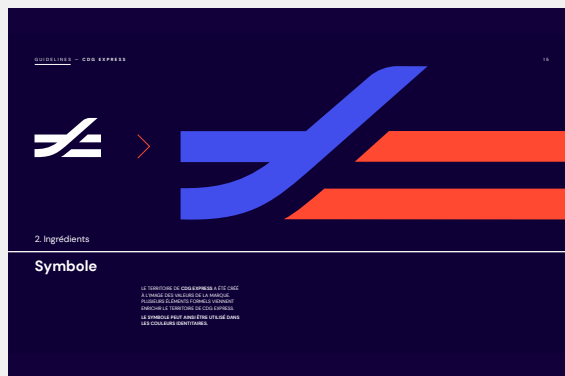
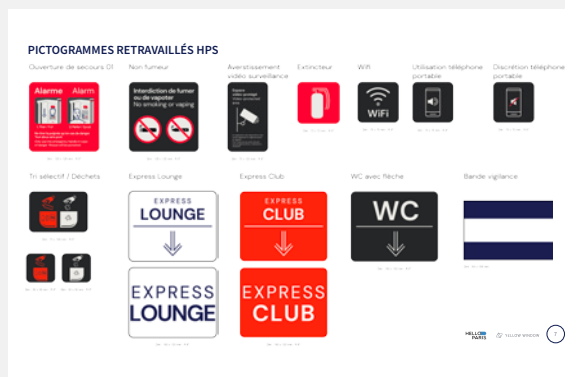
3. FONDS DE CADRE - 3.3. FICHES HORAIRES

OBJECTIF CIBLE



RATP DEV BAYONNE PASSENGER INFORMATION REDESIGN 2023

Turn network complexity into a coherent, legible information system ready to deploy.



HELLO PARIS

LOGO, LIVERY & PASSENGER INFORMATION - CDG EXPRESS

2020-2026

Unify brand, wayfinding and onboard information to create one recognisable experience from Paris to the airport.



Les outils déployés à la station de tramway Acacias

DES ÉVÉNEMENTS pour tous

- BOULE - BOUTON - BOUTON
- ADAPTATION - ADAPTE A TOUS
- ADAPTE - ADAPTE A TOUS
- ADAPTE - ADAPTE A TOUS
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VoieBox

Autopartage Citiz

Autopartage Citiz

Voie Vélo

3 7

A

Acacias

LE SAVIEZ-VOUS ?

Angers n'est qu'à 25min à vélo !

Il suffit de suivre la Voie Verte

2min à vélo de l'arrêt Acacias

AUTOPARTAGE CITIZ

Acacias - Saint-Gilles

Maufinée

Voie verte

Angers en 25min



RATP DEV ANGERS PUBLIC SERVICE TENDER - "MOBILITY HUBS" 2024

Make mobility hubs easy to understand
through a shared information system
able to connect different modes, services
and site configurations.

SELECTED INFORMATION DESIGN REFERENCES

CLIENT-SIDE DESIGN ADVISORY - PASSENGER INFORMATION (1/2)

CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
ÎLE-DE-FRANCE MOBILITÉS <i>subcontractor to Eurogroup Consulting</i>	2020-2026 (on going)	PASSENGER INFORMATION HARMONISATION Île-de-France network: train, RER, metro, tram, bus, cable car	› Ensure coherent, legible and consistent passenger information across the entire Île-de-France network › Give operators a common framework through directly applicable guidelines and specifications › Industrialise design and deployment through libraries of ready-to-use graphic components and media › Align the Île-de-France ecosystem around shared principles while integrating operational and technical constraints	
RATP DEV - SMBPA	2023-2024	WAYFINDING GUIDELINES Pays Basque-Adour 'TXIK TXAK' network, BRT/bus	› Deliver the network launch with clear, coherent and immediately operational passenger information › Deploy a strong, recognisable TXIK TXAK identity from stops to vehicle interiors › Industrialise design through a complete reference system and ready-to-use graphic libraries › Secure deployment through full-scale prototypes, real-life testing and expert support	
BERTHELET <i>subcontractor to Viamouv</i>	2023	WAYFINDING DESIGN & FABRICATION Saint-Laurent-de-Mure multimodal hub experiment	› Understand real use through field immersion combining design and anthropology › Make pedestrian journeys smoother through clear, intuitive wayfinding adapted to the site › Turn identified needs into concrete, feasible signage solutions › Ensure quality from manufacturer sourcing through to delivery follow-up	
KEOLIS	2022	INTERURBAN & PERI-URBAN BUS STOP TOOLKIT	› Align headquarters and subsidiaries around shared principles › Propose solutions tailored to each bus-stop typology › Improve passenger comfort, welcome, accessibility and safety › Make deployment easier through a concrete, reusable wayfinding toolkit	
RATP DEV	2022	WAYFINDING DESIGNBOOK Saint-Malo 'MAT' network / Saint-Malo multimodal interchange	› Reveal uses and points of friction through immersion combining design and anthropology › Create clear, coherent passenger information that carries the network identity › Make journeys and interchanges smoother through media adapted to each touchpoint › Turn the vision into an operational designbook ready to guide deployment	

SELECTED INFORMATION DESIGN REFERENCES

CLIENT-SIDE DESIGN ADVISORY - PASSENGER INFORMATION (2/2)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
HELLO PARIS RATP DEV & KEOLIS consortium	2022	WAYFINDING DESIGN-BOOK - CDG EXPRESS Charles-de-Gaulle Airport terminus	› Strengthen the CDGX proposition through a distinctive passenger experience › Create a coherent identity between CDG Airport and Gare de l'Est › Make access to the shuttle easier through intuitive wayfinding › Facilitate validation with ADP through an operational designbook	
LYON METROPOLIS with Spintank	2021	WAYFINDING GUIDELINES Les Voies Lyonnaises cycle express network	› Create a strong, unifying and immediately recognisable brand › Ensure smooth journeys through coherent wayfinding › Make the project visible and tangible through mapping and in-context visualisation › Harmonise deployment through a reference guide for design teams	

TENDER SUPPORT - PUBLIC SERVICE CONCESSION (1/3)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
RATP CAP IDF	2022-2026 (en cours)	WAYFINDING DESIGN-BOOK Île-de-France bus & rail stations	› Structure a coherent passenger information vision across complex multimodal hubs › Simplify orientation and interchange to make journeys more intuitive › Create a unified, recognisable wayfinding system adaptable to different contexts › Give teams an operational framework to ensure consistent deployment across all sites	
TRANSDEV	2024	SERVICES & WAYFINDING DESIGNBOOK « Gare by Transdev » Région Sud	› Reveal opportunities to improve passenger experience from observed real-life use › Improve the legibility of journeys and interchanges inside and around stations › Connect passenger information, services and spatial layout to strengthen the overall experience › Turn selected principles into a concrete service handbook directly applicable to pilot stations	
KEOLIS	2024	WAYFINDING DESIGN-BOOK Rouen 'ASTUCE' network	› Identify the main information and orientation pain points to prioritise network improvements › Ensure a coherent passenger experience across metro, tram and bus › Design a wayfinding family adapted to different spaces, media and journey situations › Secure and simplify deployment through an illustrated, directly operational designbook	

SELECTED INFORMATION DESIGN REFERENCES

TENDER SUPPORT - PUBLIC SERVICE CONCESSION (2/3)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
KEOLIS	2024	WAYFINDING DESIGN-BOOK Orléans 'TAO' network / multimodal hubs & Maison des Mobilités	› Put the new TAO identity at the service of journey legibility and passenger information › Clarify routes and interchanges within multimodal hubs › Connect wayfinding, services and spatial organisation to make places easier to understand › Create coherent graphic and functional principles that can adapt across spaces and touchpoints	
RATP DEV	2024	WAYFINDING DESIGN-BOOK Angers 'IRIGO' network / mobility hubs	› Define a shared vision for information and services across mobility hubs with varied configurations › Analyse uses, flows and site typologies to adapt responses to each context › Structure a modular wayfinding family able to address different levels of complexity › Balance system consistency, network identity and the specific needs of each hub	
KEOLIS <i>with Spintank</i>	2023	BRANDING & WAYFINDING DESIGNBOOK Reims transport network	› Strengthen the Keolis bid with an overall design vision and distinctive storytelling › Create a strong, coherent brand from naming to visual identity › Deploy a unified system across all physical and digital touchpoints › Increase network legibility, attractiveness and passenger ownership	
KEOLIS	2023	WAYFINDING DESIGN-BOOK Nîmes 'TANGO' network	› Audit the Tango network to identify pain points and prioritise improvements › Create a clear, coherent passenger experience across the network › Develop a distinctive wayfinding family that builds on existing assets › Make deployment easier through an illustrated, directly operational designbook	
RÉGIONÉO <i>RATP DEV et GETLINK consortium</i>	2022	SERVICES & WAYFINDING DESIGNBOOK Beauvais-Paris stations / Hauts-de-France regional rail	› Reveal information needs through field immersion and co-creation with passengers › Build a clear, continuous information journey across the Beauvais-Paris line › Design wayfinding and signage solutions adapted to each station typology › Visualise concepts in real contexts in a service handbook ready to use	
KEOLIS	2023	LILLE	› Turn Keolis' ambitions into a legible, tangible and convincing passenger journey for the Lille network tender › Stage passenger information proposals at every step of the journey, from trip planning to disruption › Make scenarios credible and rooted in place through illustrations and photomontages based on real network contexts and uses › Structure a communication-led designbook to showcase the proposals, align stakeholders and convince	

SELECTED INFORMATION DESIGN REFERENCES

TENDER SUPPORT - PUBLIC SERVICE CONCESSION (3/3)				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
RATP DEV	2022	WAYFINDING DESIGN-BOOK Toulon park-and-ride facilities	› Strengthen RATP Dev's bid with a clear passenger information vision › Make pedestrian journeys between park-and-ride facilities and the transport network smoother › Facilitate orientation through intuitive wayfinding and legible graphic content › Materialise solutions in a designbook illustrated with plans, mock-ups and photomontages	
KEOLIS	2021	WAYFINDING DESIGN-BOOK Valenciennes 'TRANS-VILLES' network	› Audit Transvilles multimodal hubs to identify pain points and prioritise improvements › Make orientation and interchange smoother within hubs › Develop a coherent wayfinding family adapted to each site and touchpoint › Make deployment easier through an illustrated, directly operational designbook	
RATP DEV	2018	SERVICES & WAYFINDING DESIGNBOOK + FILMS Angers & Brest networks	› Put passengers at the heart of design through immersion and co-creation › Reveal pain points and opportunities throughout the journey › Design coherent solutions for spaces, wayfinding and passenger information › Showcase the participatory approach in bids through immersive films	
KEOLIS	2016	LIGHT-TOUCH METRO STATION REFURBISHMENT CONCEPT Lille network	› Rapidly improve perceived safety and station image › Focus on the highest-impact interventions within a controlled budget › Propose three refurbishment scenarios for different levels of investment › Support trade-offs through concrete, costed visualisations	
KEOLIS	2015	PEDESTRIAN TOOLKIT	› Make walking a fully integrated link in intermodal journeys › Turn pedestrian use into concrete, context-appropriate orientation solutions › Offer subsidiaries solutions that can be easily replicated in their territories › Make deployment easier through a toolkit including suppliers and cost estimates	
KEOLIS	2013	TRAM STATION GUIDE-LINES	› Define a 'Think like a passenger' vision for simple, legible and attractive stations › Translate that vision into principles for accessibility, information, services and comfort › Adapt solutions to different station typologies and contexts › Formalise reusable guidelines for future Keolis tender responses	
KEOLIS	2013	HYDERABAD	› Analyse passenger flows and journeys specific to high-capacity elevated metro systems › Define clear wayfinding principles from street to platform › Illustrate solutions through scenarios and visualisations applied to Hyderabad Metro › Formalise reusable guidelines for future Keolis International tender responses	

SELECTED INFORMATION DESIGN REFERENCES

CLIENT-SIDE DESIGN ADVISORY - ROLLING STOCK				
CLIENT	YEAR	ASSIGNMENT	ADDED VALUE	BUDGET € EXCL. VAT
ÎLE-DE-FRANCE MOBILITÉS	2026	ONBOARD PASSENGER INFORMATION WAYFINDING GUIDELINES - BUS Île-de-France network	› Define coherent onboard passenger information guidelines aligned with Île-de-France Mobilités’ pictogram family and passenger information identity › Structure decals, pictograms and onboard markers while integrating regulatory and standards requirements › Test symbol comprehension in real-life conditions with passengers, including people with disabilities › Secure compliance, NoBo validation and deployment through an operational specification document	
ÎLE-DE-FRANCE MOBILITÉS	2024-2025	ONBOARD PASSENGER INFORMATION WAYFINDING GUIDELINES NAT Rolling stock refurbishment	› Modernise onboard information with a coherent family of pictograms aligned with the Île-de-France Mobilités identity › Ensure clear, accessible information for services, safety and equipment › Secure compliance and approval through regulatory expertise and onboard testing › Facilitate production and installation with ready-to-use execution files	
DOPPELMAYR	2025	ONBOARD PASSENGER INFORMATION SCREEN CONTENT C1 cable car launch, Île-de-France	› Adapt IDFM specifications for onboard digital displays › Tailor passenger information to the specificities of cable transport › Ensure a clear, coherent experience within the Île-de-France ecosystem › Support Doppelmayr in the operational integration of onboard content	
GETLINK	2024	ONBOARD PASSENGER INFORMATION WAYFINDING GUIDELINES ‘LE SHUTTLE’ rolling stock refurbishment	› Deploy the Getlink identity onboard the Shuttles through a coherent and distinctive family of pictograms › Ensure clear and universal information for services, safety and equipment › Secure regulatory compliance through technical expertise and real-life validation › Facilitate production and installation with ready-to-use execution files	
TRANSDEV	2022	ONBOARD PASSENGER INFORMATION WAYFINDING GUIDELINES Région Sud ‘ZOU!’ rolling stock	› Deploy the ZOU! identity onboard Omneo trains through a coherent and distinctive family of pictograms › Ensure clear and accessible information for services, safety and equipment › Secure compliance and approval through regulatory expertise and onboard testing › Facilitate production and installation with ready-to-use execution files	
HELLO PARIS RATP DEV et KEOLIS Consortium	2021	ONBOARD PASSENGER INFORMATION WAYFINDING GUIDELINES CDG Express rolling stock	› Extend CDG Express’ premium identity onboard through a coherent family of pictograms › Provide clear, universal information for French and international passengers › Secure compliance and approval through regulatory expertise and onboard testing › Ensure controlled deployment through operational production and installation files	

We go into the field before we draw.

We think system before object.

We connect strategy, use, industry and operations.

We design for the whole lifecycle, not just the launch.

We leave behind guidelines, standards and knowledge.

Better decisions.

Better systems.

Better public services.



**A mobility challenge
that needs clarity?**

Let's talk!

**Have a nice
Rainbow!**



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