



# **UNITRANS**

## ***WE ARE STUDENT DRIVEN***

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TIFFANY CHEN, NATALIE LI, MARJORY RAMOS  
DES 187 | NARRATIVE ENVIRONMENTS

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A man in a dark suit, white shirt, and dark tie is smiling broadly while wearing a headset. He is holding a smartphone in his left hand and gesturing with his right hand. The background is a blurred call center environment with other people working at desks.

**RESEARCH & DESIGN ANALYSIS**

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# **GUEST ANALYSIS**

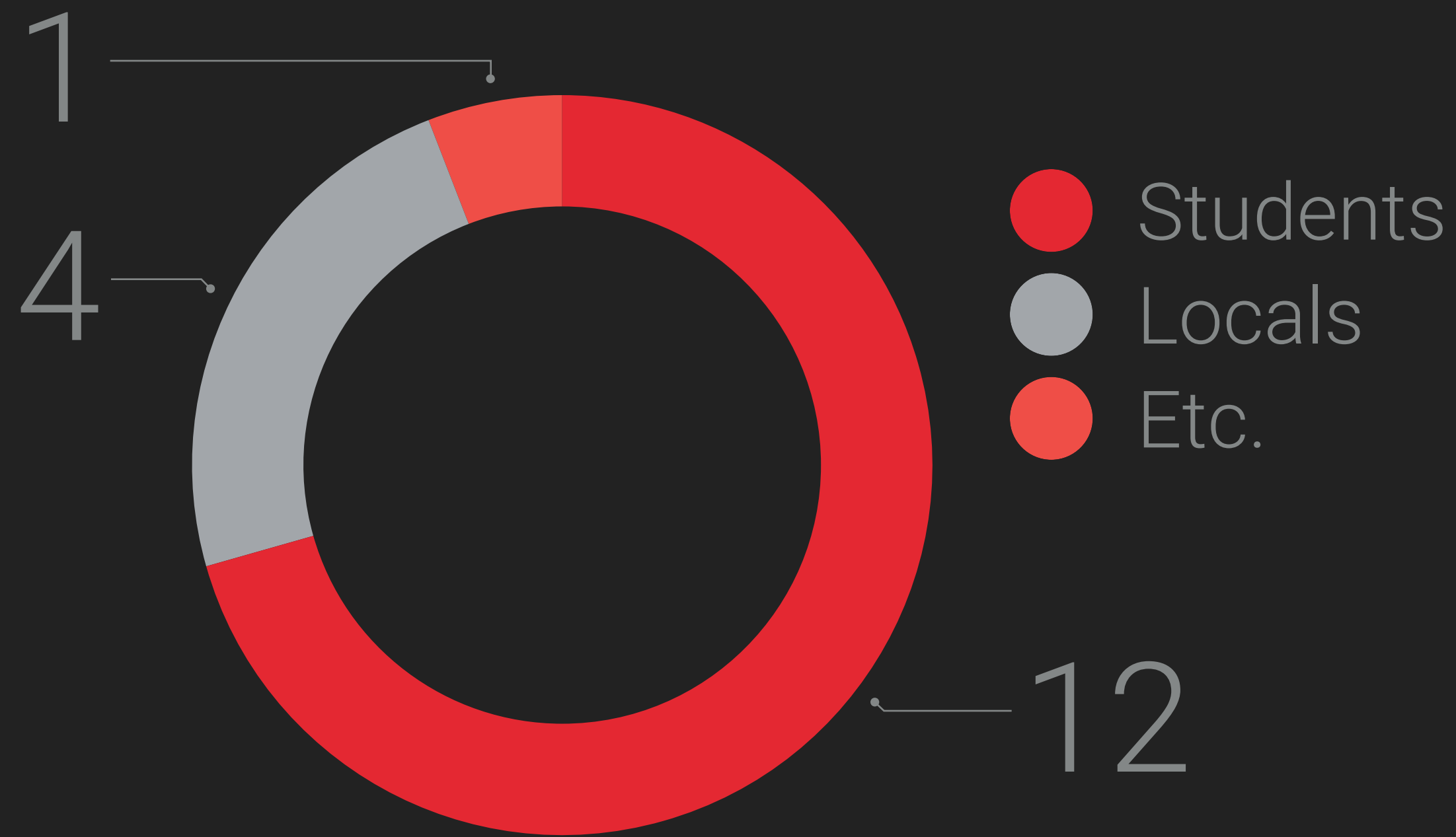
### QUESTIONS

- ▶ Name, Visitor/Local/Student, Age
- ▶ How often do you ride the bus? (Everyday, Once/day, Twice/day, etc.)
- ▶ From a scale of 1-10 (10 being the best), how easy was it for you to navigate and identify a bus stop/bus route your first time?
- ▶ What's the first thing you notice when you are waiting for the bus?
  - ▶ What do you do while you're waiting for the bus?
- ▶ What is your overall experience riding with Unitrans? (Good, bad, engaging, etc.)
  - ▶ What are some suggestions to improve your experience?
- ▶ We are redesigning the bus stop and shelter, what do you think of that idea?
  - ▶ What changes would you like to see?



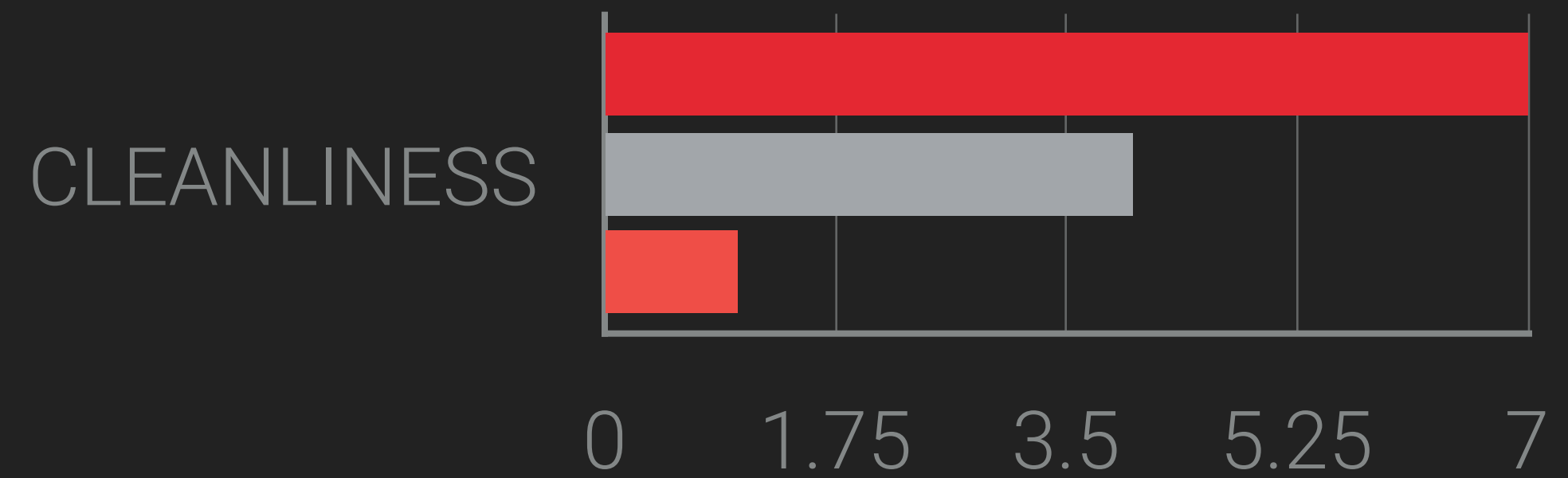
# ANSWERS

## INTERVIEWEES



## CONCLUDING THOUGHTS

- ▶ Cleanliness of shelter is important to passengers
- ▶ Passengers are not very engaged upon arrival or departure
- ▶ Overall experience is positive



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**“The employees are engaging, something about having a young person in charge makes the experience more relatable.”**

**Leandro Reyes Reyes, Student, 22**





**RESEARCH & DESIGN ANALYSIS**

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**CONTENT & SITE ANALYSIS**







- ▶ **Information hierarchy on bus stop sign is lacking**
- ▶ **Bus shelters do not have its own identity as a “Unitrans” shelter**
- ▶ **Passengers lack engagement while waiting for or riding the bus**
- ▶ Inconsistency in bus stop sign locations
- ▶ Unsanitary; doesn't look clean or well-maintained
- ▶ Need for illumination for some bus stops
- ▶ Not all stops have benches or shelters

**RESEARCH & DESIGN ANALYSIS**

# MARKETING ANALYSIS

IDENTITY

ADVERTISING

MARKETING

TRUST

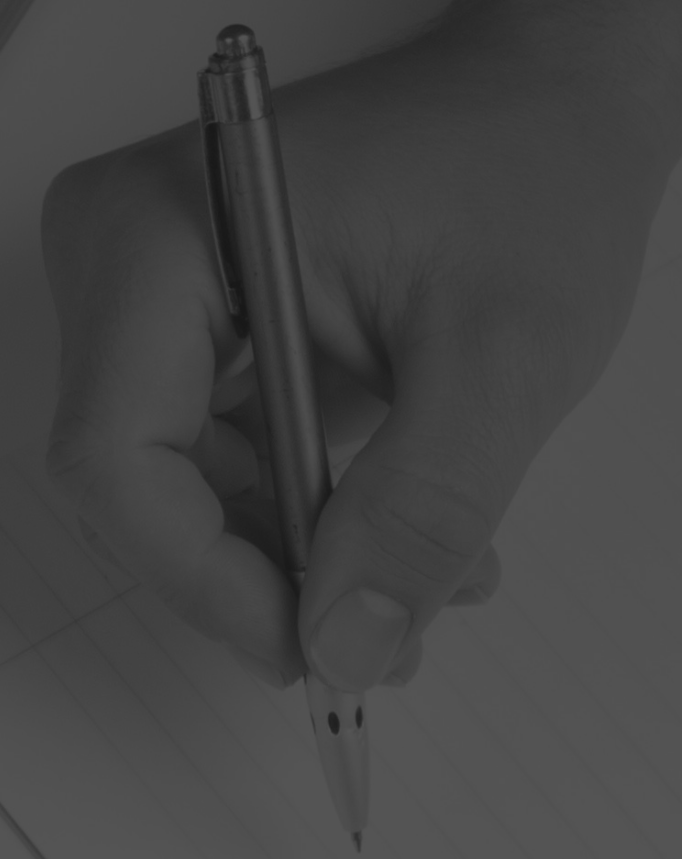
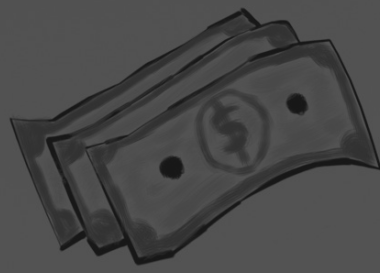
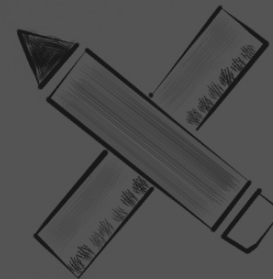
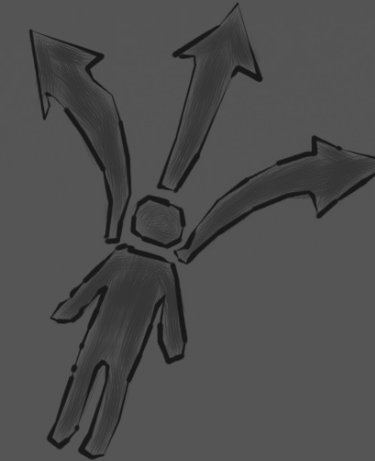
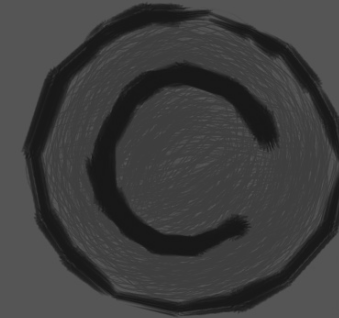
DESIGN

STRATEGY

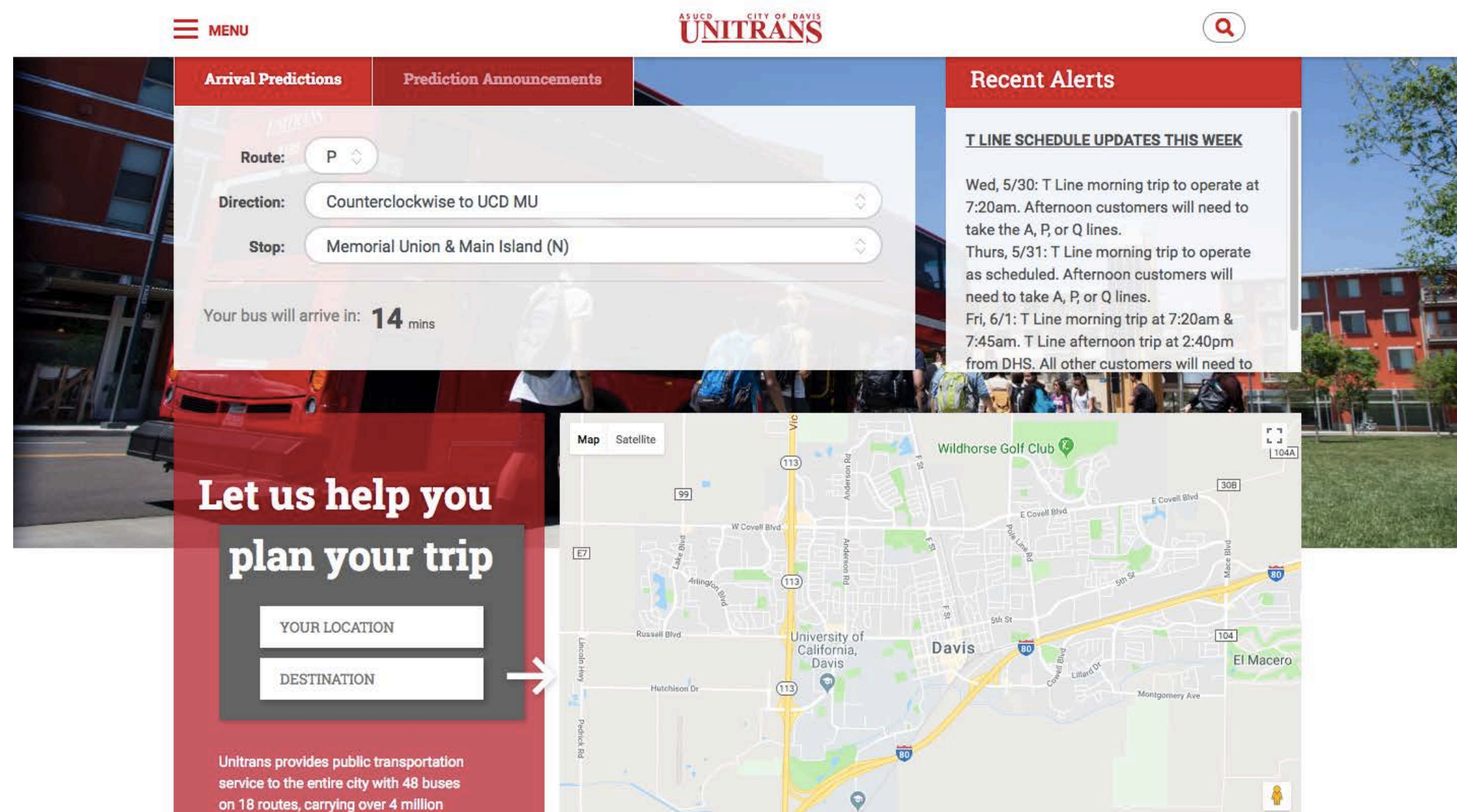
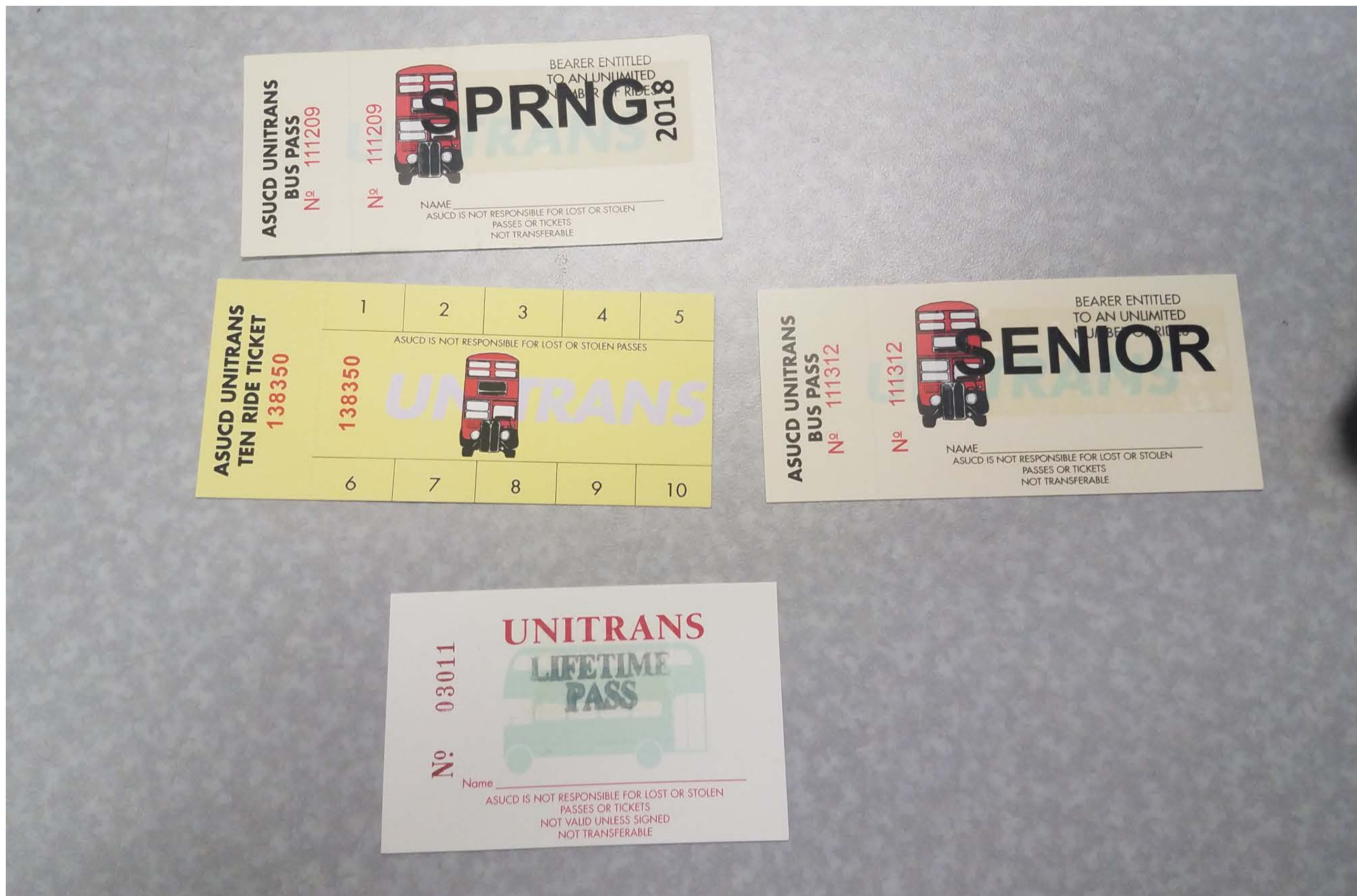
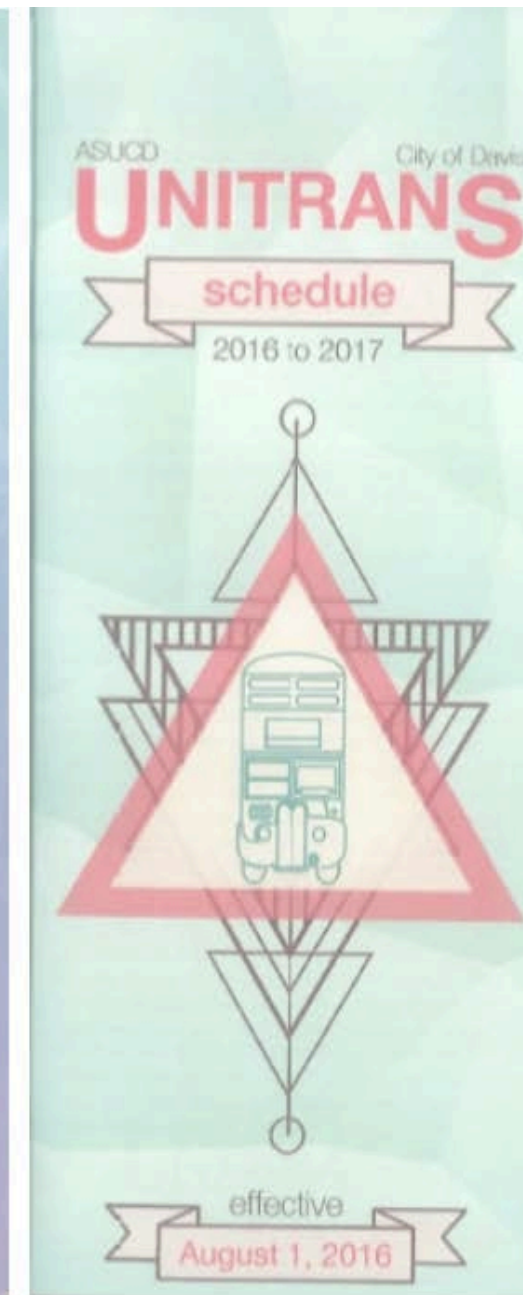
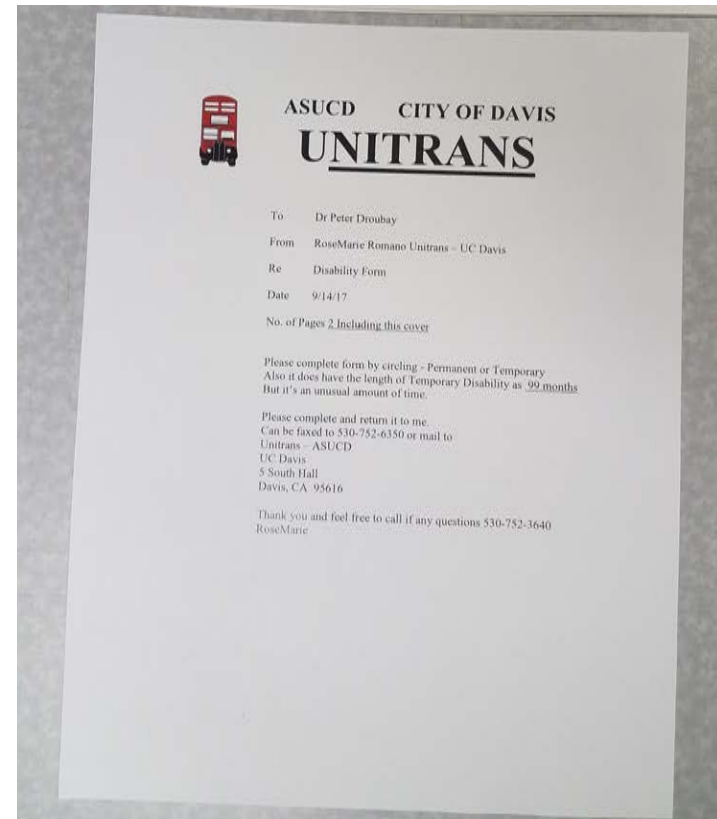
VALUE

BRAND

LOGO









## MARKETING ANALYSIS

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- ▶ **Existing marketing and promotional materials lack cohesion and identity**
- ▶ **Not enough playfulness within branding (inside shelters, signs, etc.)**
- ▶ Website is not user friendly
- ▶ Materials are not memorable





**CONCEPT & DESIGN PROPOSAL**

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**PROPOSAL & GOALS**



- ▶ As a 50-year old public transit agency, Unitrans, which carries more than 4 million passengers annually throughout the city and campus, does not have a standardized brand identity. Our goals are:
  - ▶ Create an updated, modern brand identity to reflect Unitrans' values and uniqueness as well as improve the customer experience; project goals include: logo, graphic standard, bus passes, celebrative and promotional material
  - ▶ Redesign the bus stop sign to be more effective and informative, and recognizable for the eye to associate with Unitrans by improving content hierarchy and adding a signage standard while incorporating playfulness and uniqueness of Unitrans
  - ▶ Recondition bus shelters to be more engaging, fun, and memorable for the passengers to associate with Unitrans by including "red" and brand identity, informational posters or screens, and more enjoyable graphics and elements



## POSSIBLE SLOGANS AND TAGLINES

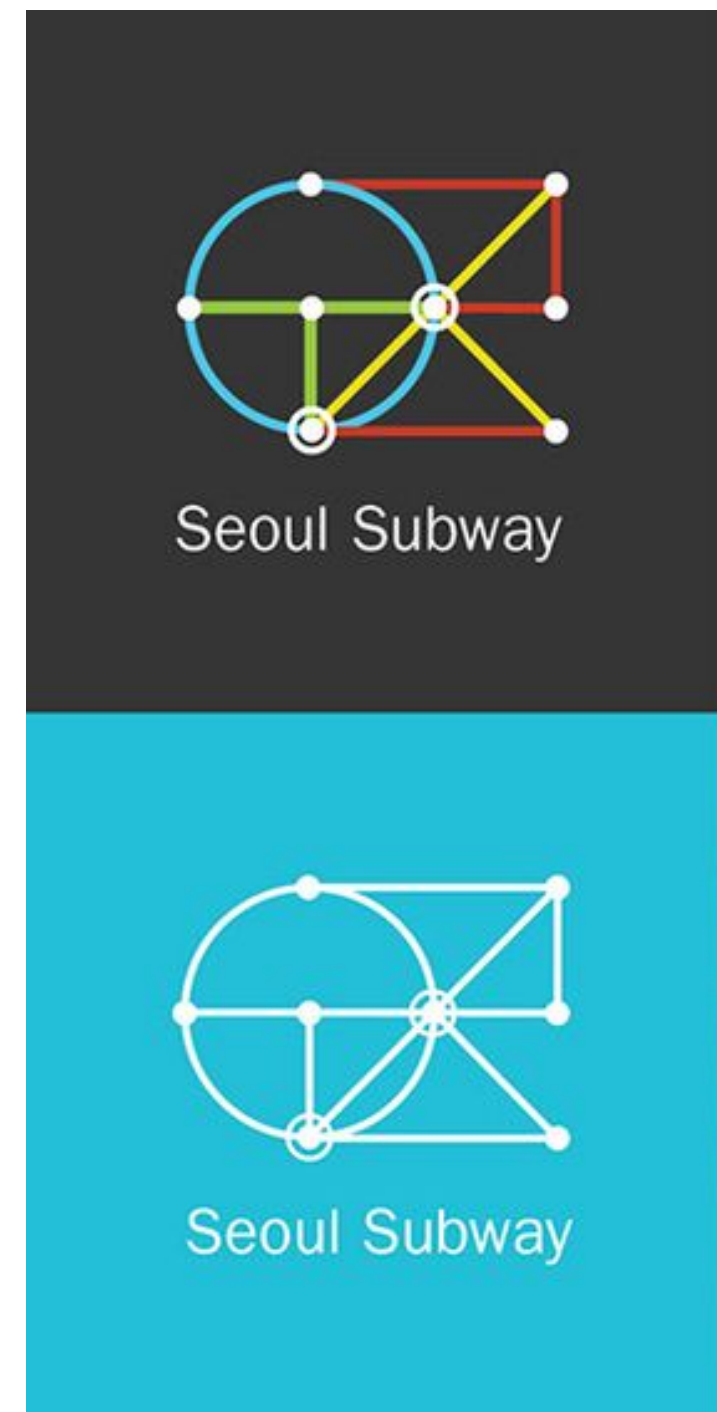
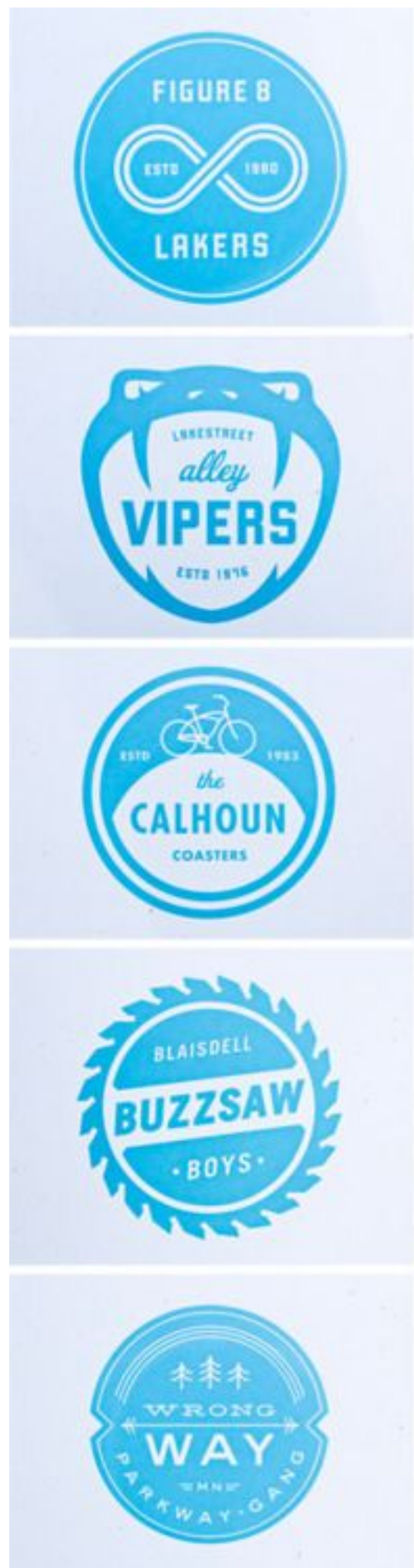
- ▶ Student Driven/We Are Student Driven
- ▶ Ride Red. Ride Unitrans.
- ▶ Run By Students, For The City



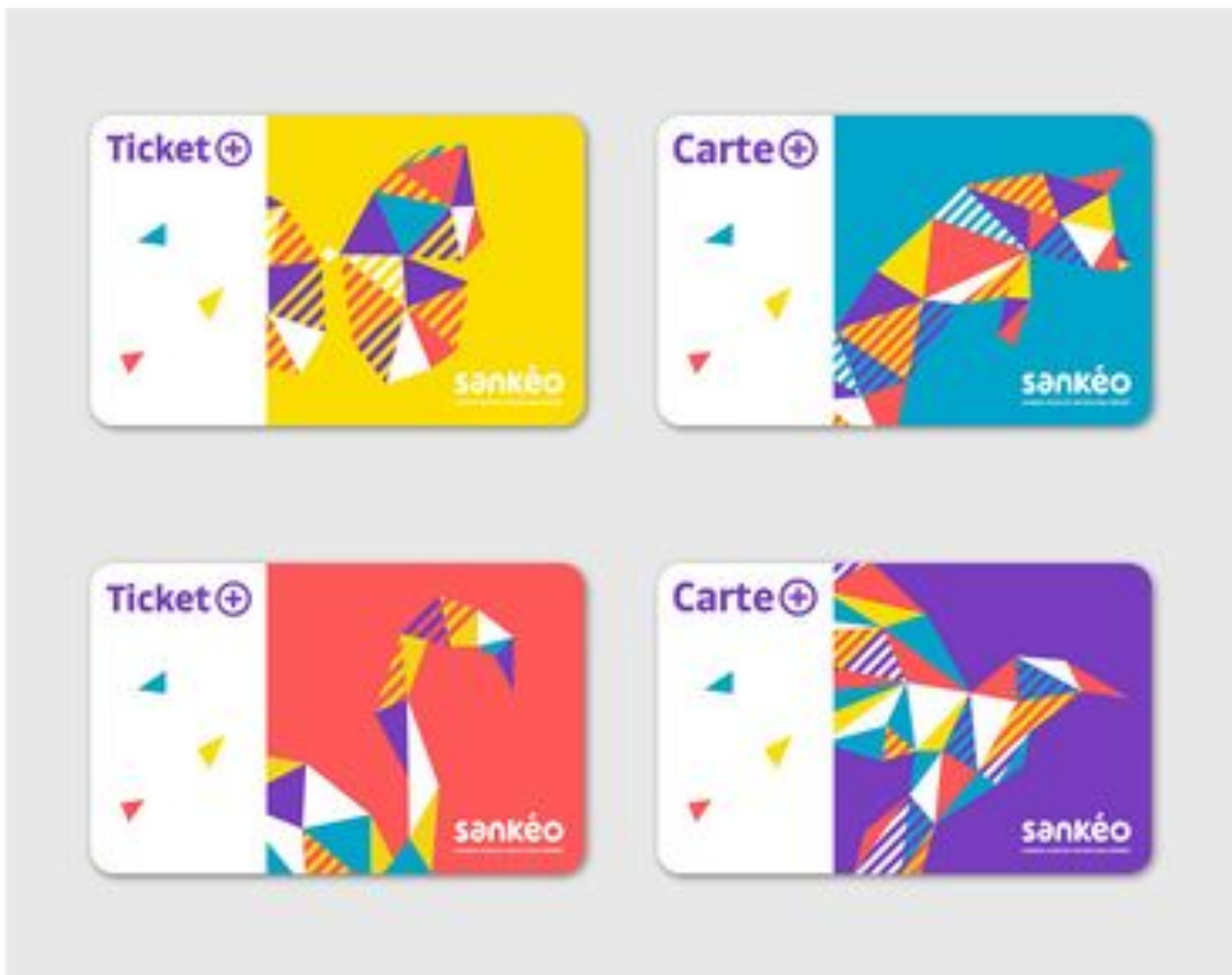
# CONCEPT & DESIGN PROPOSAL

# INSPIRATION













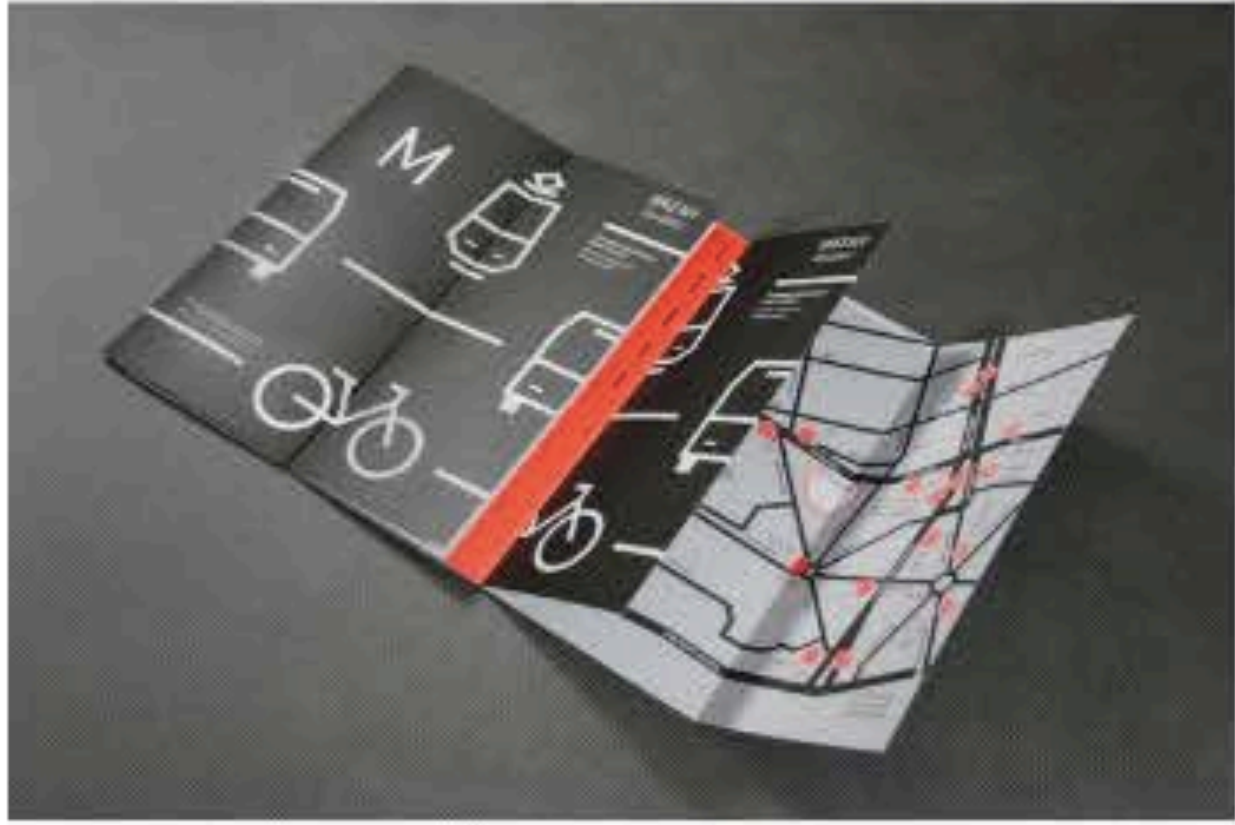










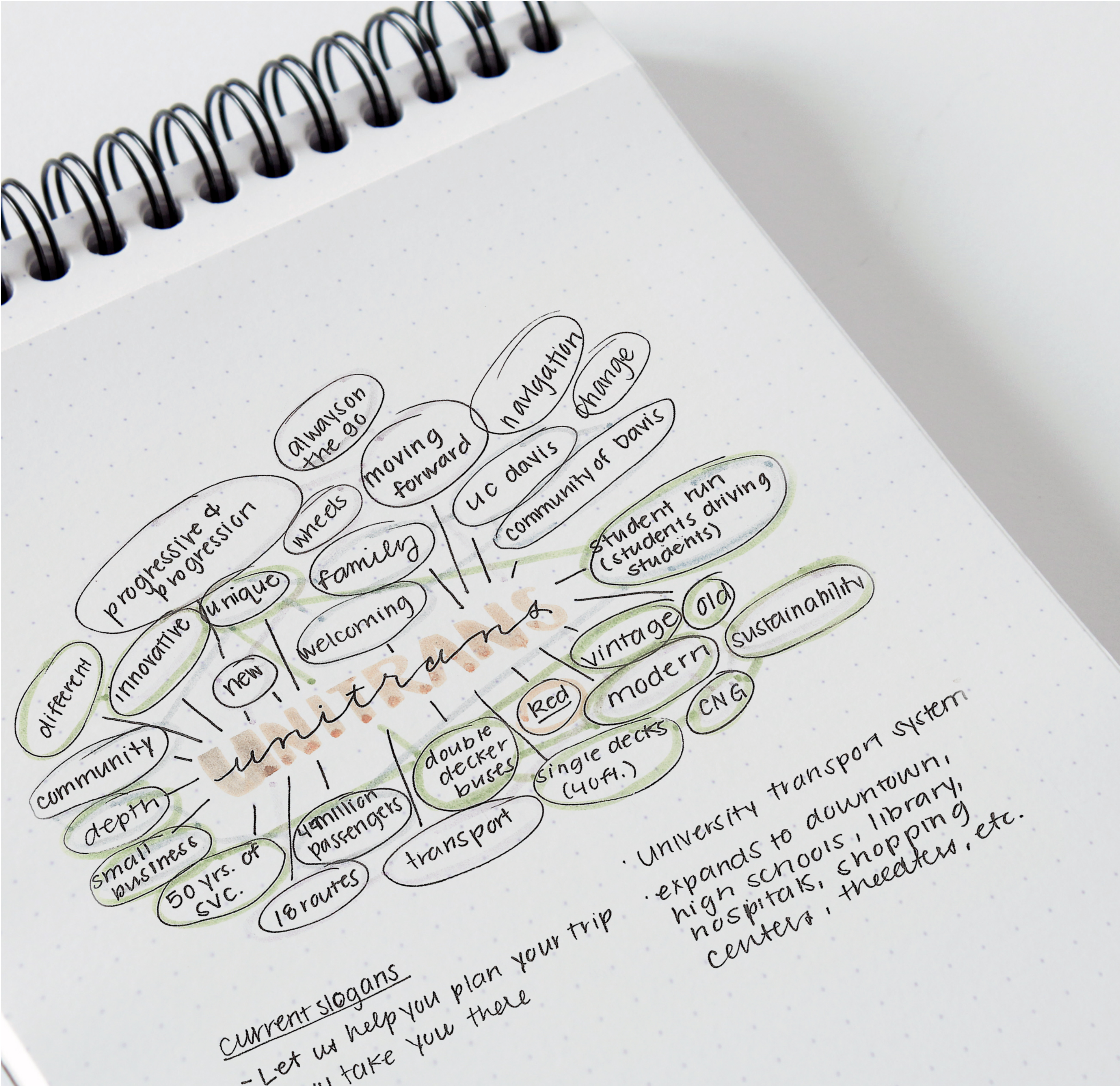




**DETAILED DESIGN SOLUTIONS**

# CONTENT DRAFTS

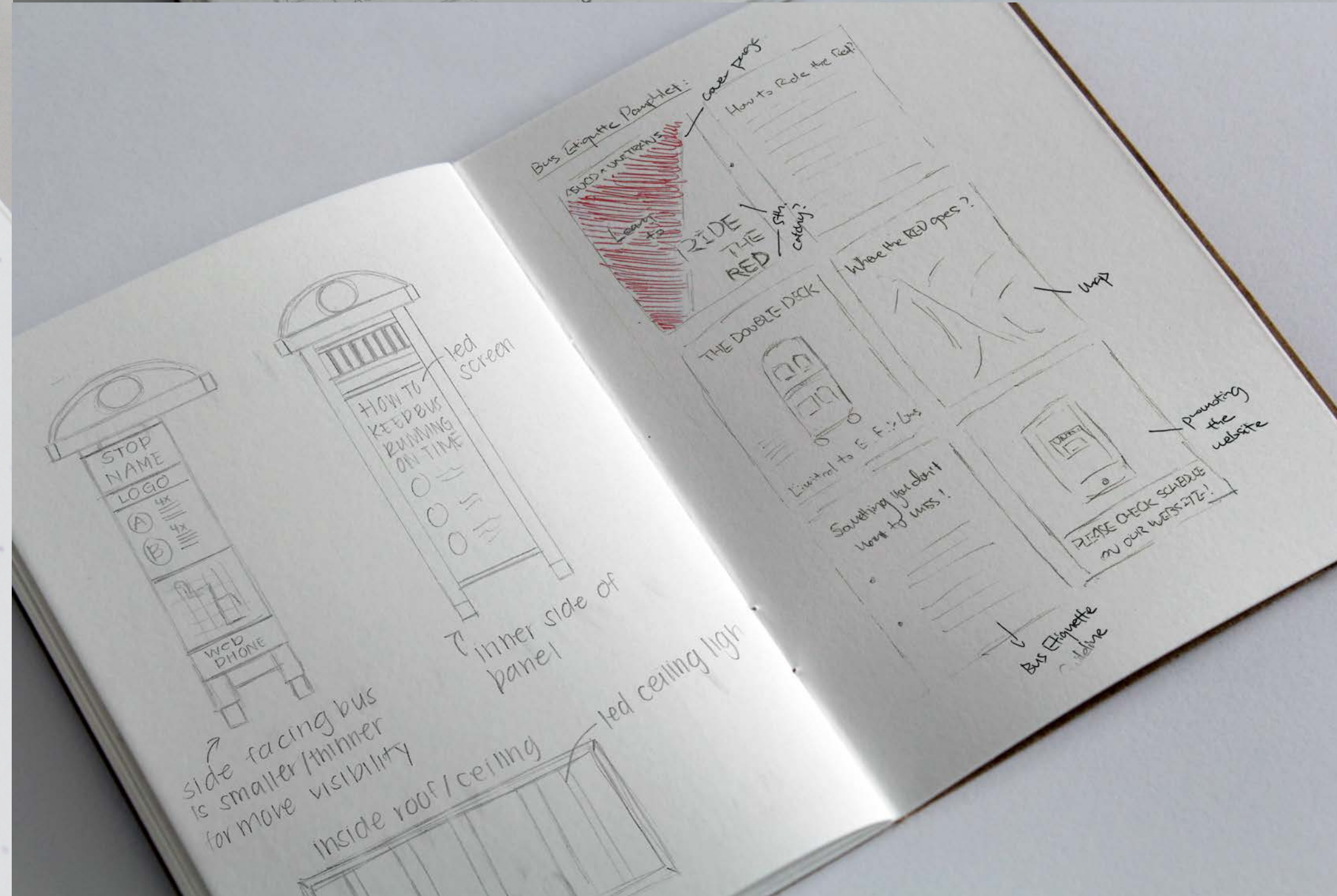
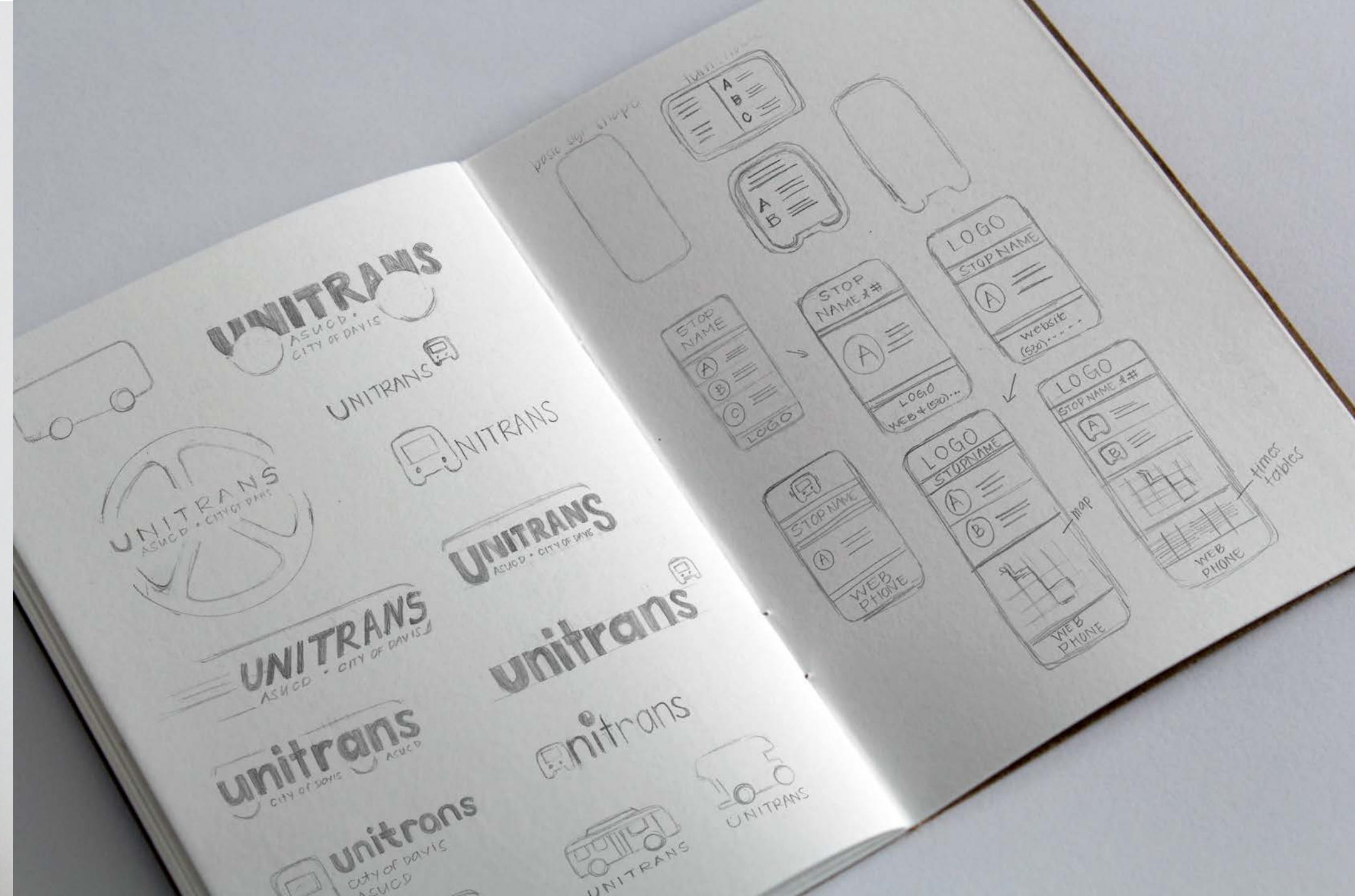




Current slogans

- Let us help you plan your trip  
- We take you there

University transport system  
expands to downtown,  
high schools, library,  
hospitals, shopping  
centers, theaters, etc.





**Logo**

**B** Destination

**L** Destination

**F** Destination

Bus stop ID#  
Phone#

**V**

Destination

Destination

Logo Bus stop ID#  
Phone#

**V**

Destination

Destination

Logo Bus stop ID#  
Phone#

LOGO

**A**

Bus stop name/  
street name

Bus Stop ID#

Destination

Destination

Phone #

**Logo**

Bus stop name/  
street name

**E** Destination

**K** Destination

**X** Destination

Weekly Service  
Map

Schedule for all buses

**Logo**

Bus stop name/  
street name

**E** Destination

**K** Destination

**X** Destination

Weekly Service  
Map


Schedule for all buses



UNITRANS  
 UTA  
 UNITRANS







**ANDERSON/HANOVER  
INBOUND**


**BUS #123**

**G** Anderson/Alvarado/  
N. Sycamore/MU  
4x per hour

**J** Anderson/Alvarado/  
N. Sycamore/Silo  
4x per hour

**Q** Davis Perimeter  
Clockwise/MU  
2x per hour

(530) 752-2877  
www.unitrans.com



**ANDERSON/HANOVER  
INBOUND**


**BUS STOP #123**

**G** Anderson/Alvarado/  
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4x per hour

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INBOUND**

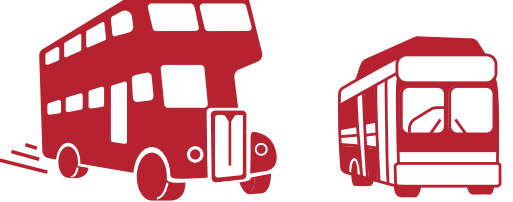
**BUS STOP #123**

**G** Anderson/Alvarado/  
N. Sycamore/MU  
4x per hour

**J** Anderson/Alvarado/  
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**ANDERSON/HANOVER  
INBOUND**

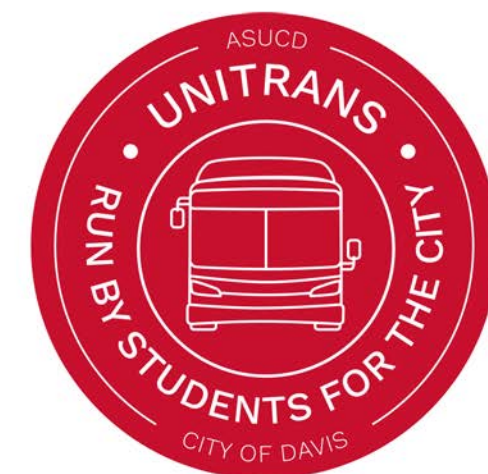
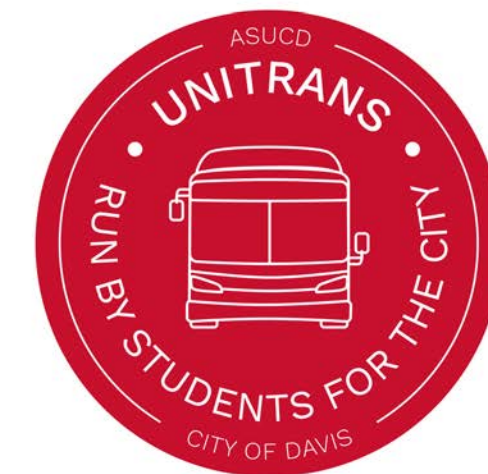
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4x per hour

**Q** Davis Perimeter  
Clockwise/MU  
2x per hour

(530) 752-2877  
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**DESIGN DOCUMENTATION**

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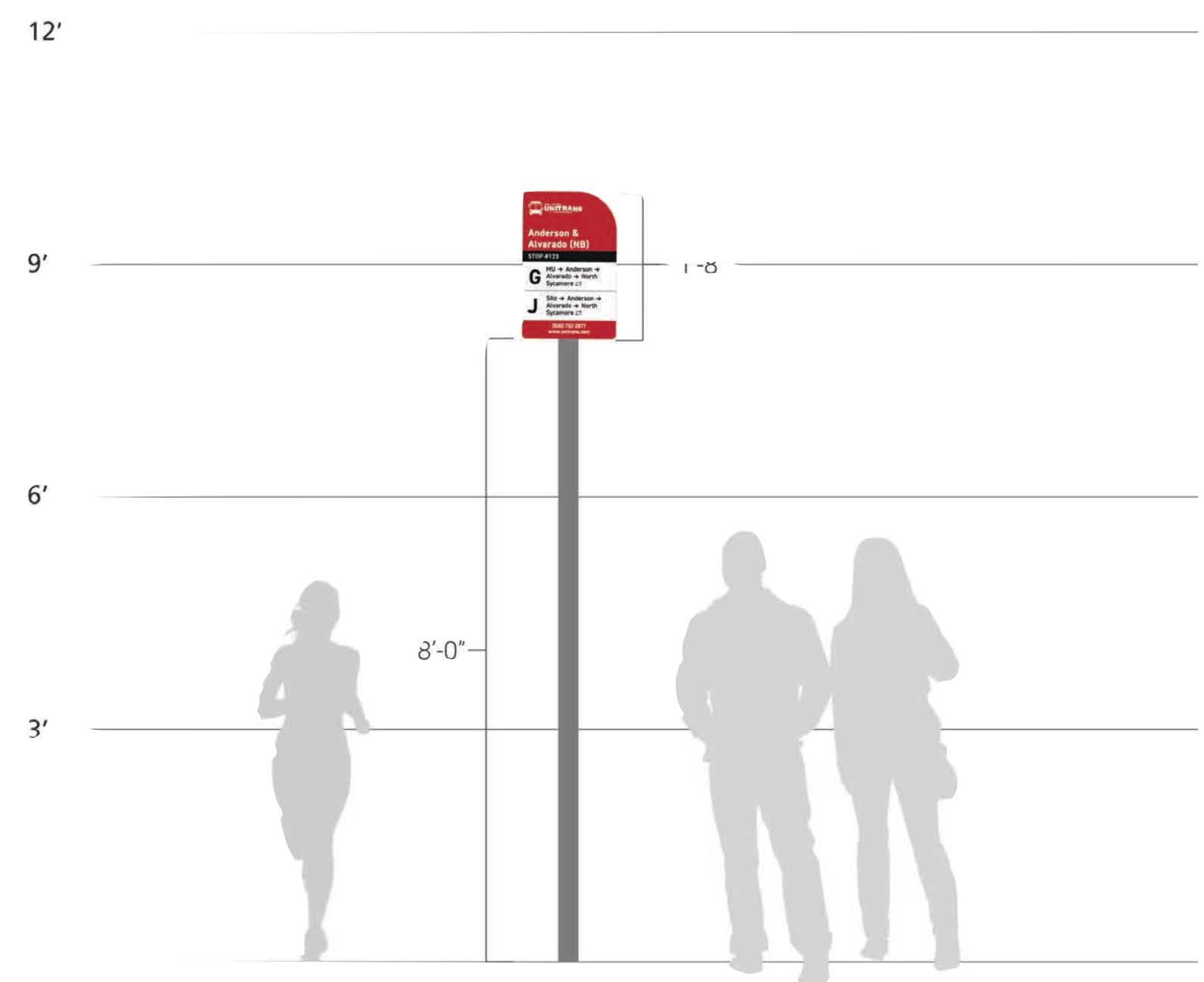
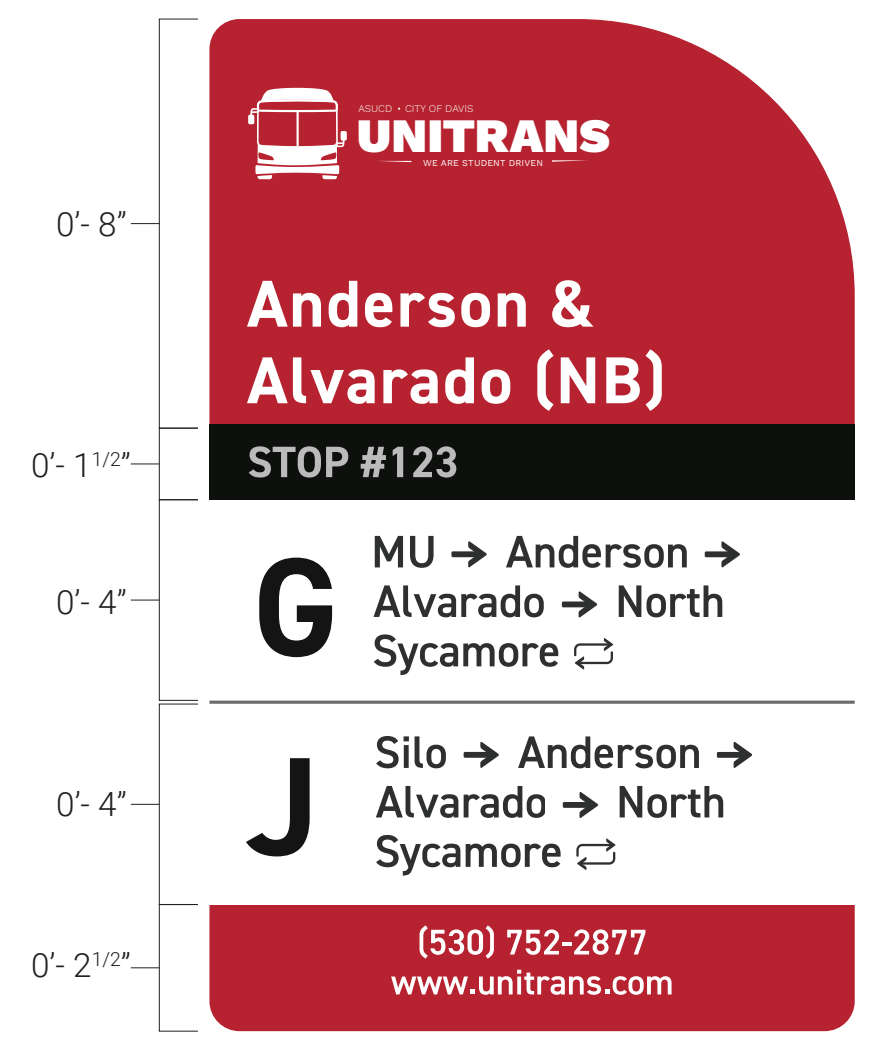
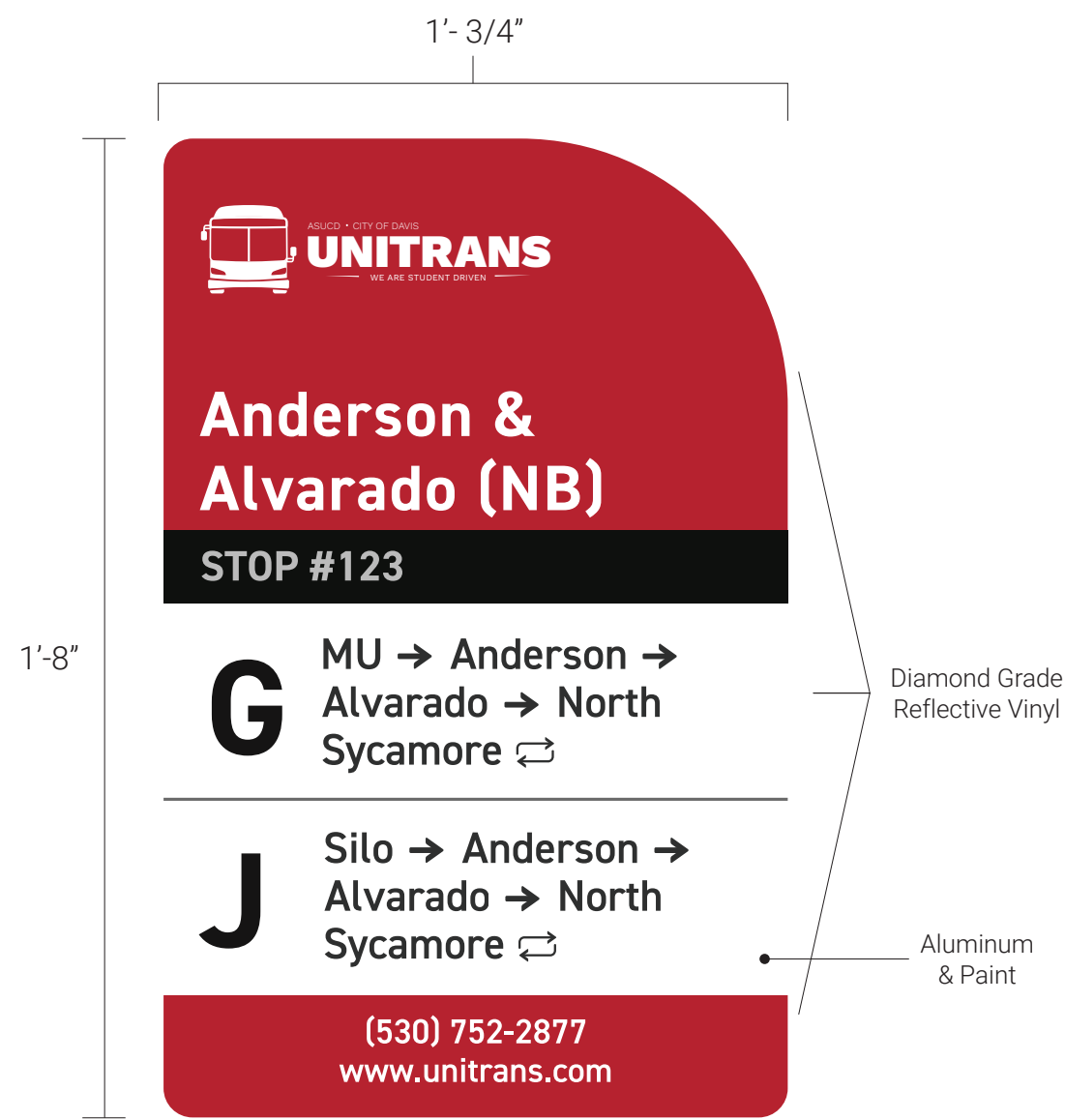
**SCALE VISUALIZATION**















ASUCD • CITY OF DAVIS

**UNITRANS**

WE ARE STUDENT DRIVEN

## Typography Palette

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



## Signage Typeface

DIN 2014 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN 2014 Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789





5 South Hall, One Shields Ave.  
Davis, CA 95616-8759  
(530) 752-2877  
unitrans@ucdavis.edu  
unitrans.com

June 6, 2018

Teri Sheets  
5 South Hall, One Shields Ave.  
Davis, CA 95616-8759  
(530) 752-6525

Dear Lorem ipsum,

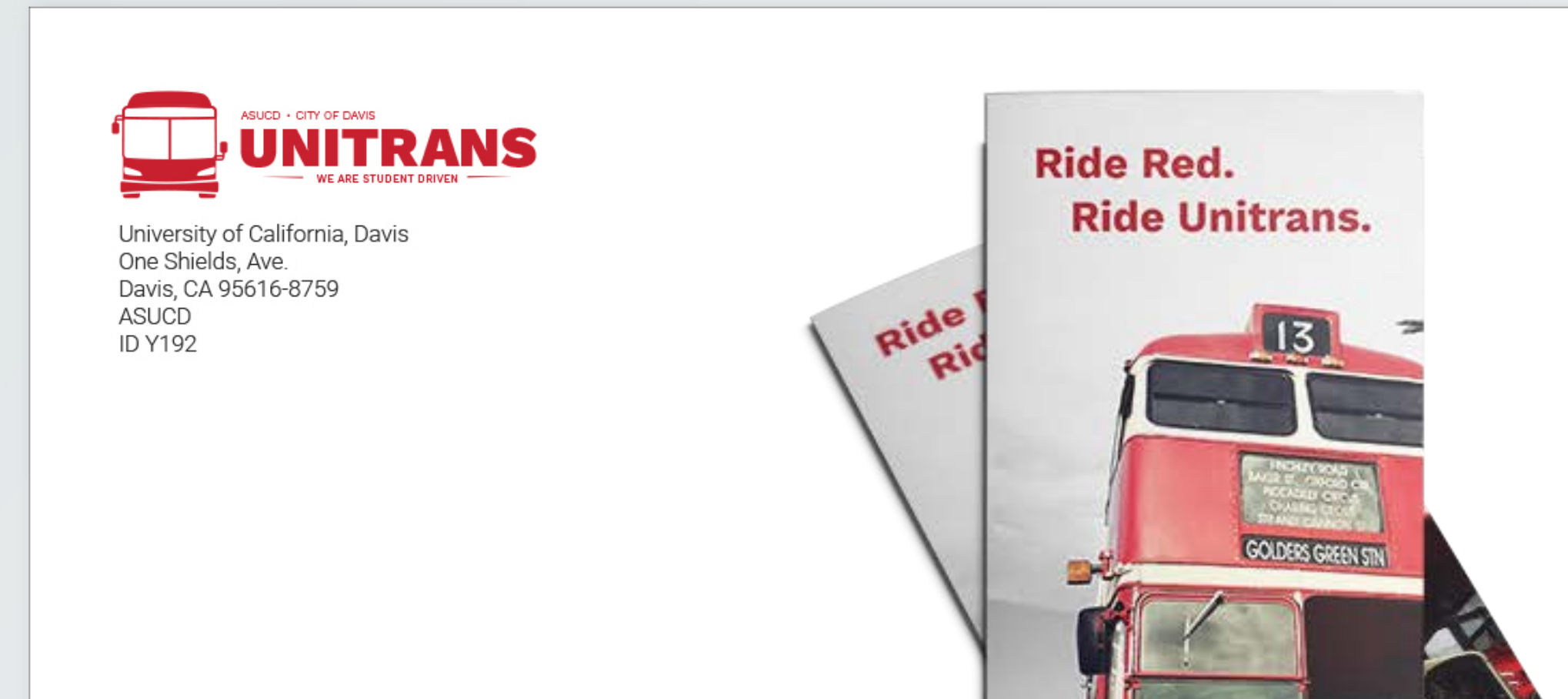
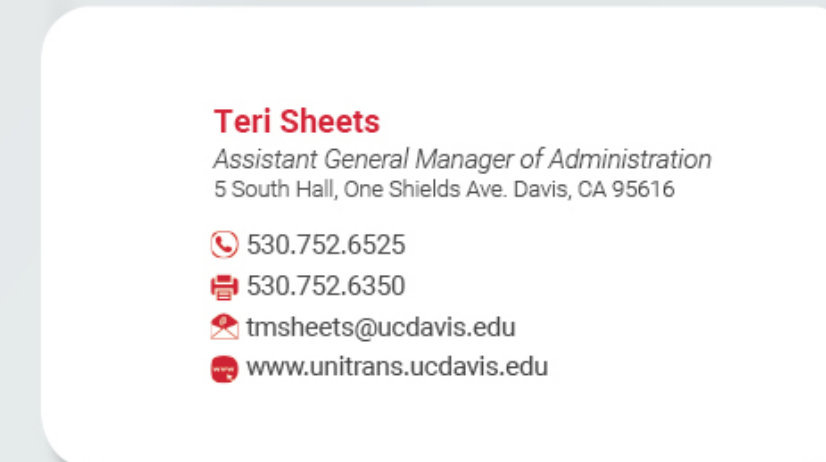
Dolor sit amet, consectetur adipiscing elit. Donec sit amet mauris vitae tellus pulvinar tempus. Vivamus id iaculis mauris, et aliquet est. Nullam enim erat, cursus nec iaculis et, rhoncus ac felis. Fusce eget diam vel dolor dictum sagittis consectetur ut justo. Quisque sollicitudin ante eu molestie tempor. Suspendisse varius elementum ex. Mauris quis mauris sit amet tellus mollis cursus at id libero. Donec feugiat interdum ipsum, vitae lacinia nunc luctus eget. Etiam molestie enim sed lorem fermentum rhoncus. Donec cursus molestie neque, sit amet convallis purus condimentum id. Nunc vitae mi ac elit placerat euismod eget non ante. Etiam egestas, tellus in dignissim vestibulum, felis magna congue nisl, nec pharetra mauris risus quis quam. Donec placerat tempor urna quis tincidunt. Vestibulum ac odio sit amet nulla mattis molestie. Maecenas tempor arcu nisl, in semper eros tristique vel. Suspendisse in fringilla elit.

Aenean scelerisque mauris quis nunc commodo, eget sagittis diam fringilla. Nulla eu purus imperdiet, vehicula odio ac, maximus nisl. Nam sed lectus tincidunt, tempor ipsum in, rutrum dui. Suspendisse potenti. Ut molestie ipsum varius, tincidunt tellus vitae, tempus sem. Nullam vel odio tempus, semper lacus nec, efficitur massa. Vivamus eu quam ante.

Sincerely,

*Teri Sheets*

Teri Sheets  
Assistant General Manager of Administration  
tmsheets@ucdavis.edu  
(530) 752-6525







### 2018 Annual Pass

NAME: \_\_\_\_\_  
VALID FROM  
**JULY 1, 2018**  
To **JUNE 30, 2018**  
No 123456



BEARER ENTITLED TO  
AN UNLIMITED NUMBER OF RIDES  
ASUCD IS NOT RESPONSIBLE  
FOR LOST OR STOLEN  
PASSES OR TICKETS  
NOT TRANSFERABLE  
MAY BE CONFISCATED  
FOR VIOLATION OF RULES



### 2018 Spring Quarter Pass

NAME: \_\_\_\_\_  
VALID FROM  
**APRIL 1, 2018**  
To **JUNE 30, 2018**  
No 123456



BEARER ENTITLED TO  
AN UNLIMITED NUMBER OF RIDES  
ASUCD IS NOT RESPONSIBLE  
FOR LOST OR STOLEN  
PASSES OR TICKETS  
NOT TRANSFERABLE  
MAY BE CONFISCATED  
FOR VIOLATION OF RULES



50 YEARS OF STUDENT POWERED



# SCALE VISUALIZATION | BUDGET

Item	Estimated Cost Per Item	Estimated Quantity	Total	
<b>Bus Stop Shelter</b>				
1. Roof Top (Vinyl Film, Including Installation )	\$75.00	50	\$3,750.00	} <b>\$26,000.00</b>
2. Bench (Powdered Coating)	\$150.00	50	\$7,500.00	
3. Promotional Poster		50	\$14,750.00	
a) Printing	\$37.50			
b) Laminated, Cutting & Installation	\$257.50			
<b>Bus Stop Sign</b>				
a) Largest Size - 28 x 12.75 in	\$192.88	4	\$771.52	} <b>\$46,390.02</b>
b) Medium Size - 24 x 12.75 in	\$157.59	100	\$15,759.00	
c) Smallet Size - 20 x 12.75 in	\$131.33	150	\$19,699.50	
d) Installation	\$40.00	254	\$10,160.00	
<b>Bus Pass (Gloss Paperstock)</b>				
a) Annual	\$0.22	100	\$22.00	} <b>\$55.00</b>
b) Quarter		150	\$33.00	
<b>"How to Ride the Red" Pamphlet</b>	\$1.50	500	\$750.00	
<b>Stationary</b>				
1. Business Card (Heavy Weight Paper Stock)	\$0.15	500	\$75.00	} <b>\$185.00</b>
2. Envelope (Size #10)	\$0.04	1,000	\$40.00	
3. Letterhead (70 lbs. Paper)	\$0.07	1,000	\$70.00	
<b>Grand Total:</b>			<b>\$73,380.02</b>	



**THANK YOU!**