



Example 25 **Guide for Improving the User-Friendliness of Information Services in Public Transport**

Country **Finland**

good practice for people with ...	kind of vehicle	kind of measure/approach
... motor impairment ... visual impairment ... hearing impairment ... cognitive/learning impairment	city bus regional bus tram underground local train long-distance train	organisational/operational support

**Project description**

The “Guide for Improving the User-Friendliness of Information Services in Public Transport” is designated as a good practice guide by the Finish Ministry on Transport and Communication. The Ministry has the long-term objective of providing intelligent and sustainable transport considering the individual rights of everyone, including mobility-reduced persons, and of providing the chance for free movement including access to basic services and information. The report is a summary of good practice instructions for public transport information that is suitable for everyone. “Suitable” means here that users can choose the information source or device they prefer to get necessary information for the whole travel system and alternative modes of transport. To guarantee accessibility for all users, information should also be provided in visible, audible and tactile forms.

The following criteria should be fulfilled by the information provided:

- *clarity* (information must be easy to read and also understandable)
- *conciseness* (information during the journey/when changing from one service to another should be short and clear, because there is little time for the user to read and understand)
- *reliability* (information needs to be valid at the moment it is presented)
- *timeliness* (the time of the presentation of information should be considered and given early enough)
- *repetition* (passengers cannot absorb all information at the beginning of the journey)
- *consistency* (information should be in agreement with other information)
- *priority* (information should be presented in order from most to least essential)

There are several information chains that could be provided. These include: electronic displays on stops, personal service, information signs and kiosks, on-board displays and fixed information in public transport vehicles, park&ride, phone services, acoustic and tactile information, real-time information and websites. A lack of the aforementioned criteria and of information on timetables, routes and instructions, may create challenges for passengers, especially for those with reduced mobility, because travelling is more difficult for them in the first place. The aim is for each passenger to easily find the best route, which means providing special kinds of information for people with motor, hearing, visual and learning impairments.

Source:

HEILI: Guide for Improving the User-friendliness of Information Services of Public Transport, [www.heili.info/English%20Guide%20User.htm](http://www.heili.info/English%20Guide%20User.htm) (26/10/2007)

[back to content](#)