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Introduction

The Savannah College of Art and Design was honored to welcome the collaboration of SCADpro with Artbound and MARTA. As the largest transportation investment servicing the communities of Atlanta, MARTA has expanded their physical, emotional and psychological empowerment of the community through the Artbound initiative. This collaboration furthered that reach through designing an immersive and interactive bus shelter experience.

In this process book, we highlighted our goal for and delivery of an empathetic solution to MARTA's bus system through the promotion of inclusivity and pride for ridership, employees and the wider community, via the improved and interactive bus shelter designs.



The Ask

Given the current needs of the MARTA community, that being employees, ridership, and future riders, we were tasked with designing an interactive bus shelter that:

- Moved the Artbound initiative beyond the scope of the MARTA rail stations.
- Provided useful amenities for the underserved and bus dependent communities.
- Have been designed to be both scalable and customizable.
- Have been meaningfully designed to serve all MARTA communities equally.
- Filled the gap where other areas of MARTA could not.



The Team



Eduardo Milrud

ACA House, Atlanta
Professor of Design & Studio Director
Industrial Design



Holly Quarzo

SCAD-Atlanta, Atlanta
Professor of Graphic Design
Industrial Design



Nate Adair

Saint Cloud, FL
B.F.A. Sculpture



Victoria Ballard

Oak Ridge, TN
M.F.A. Interior Design



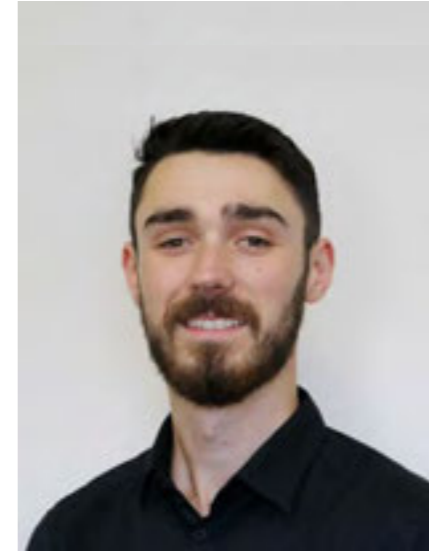
Epiphany Dames

Nassau, The Bahamas
M.F.A. Writing



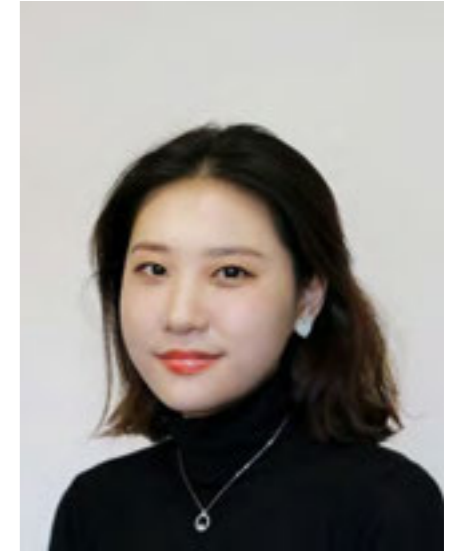
Aidan Haaser

Bristol, TN
B.F.A. Industrial Design



Dillon Hickey

Pleasantville, NY
B.F.A. Graphic Design



Cece Kim

Seoul, South Korea
B.F.A. Branded Entertainment Design



Bryce Kirksey

Atlanta, GA
B.F.A. User Experience Design



Alex Phelps

Atlanta, GA
B.F.A. Graphic Design



Celeste Sample

Decatur, GA
M.F.A. Interior Design



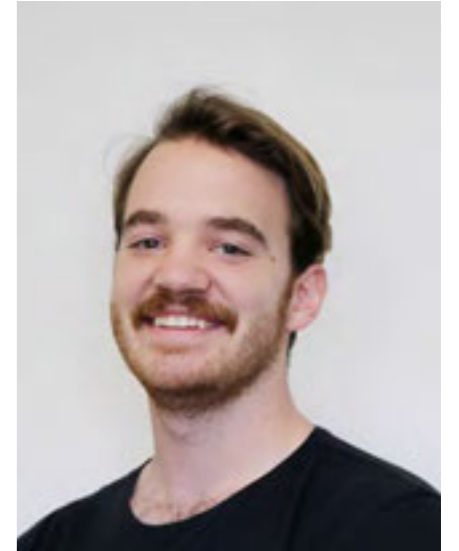
Natalie Stow

Raleigh, NC
B.F.A. Industrial Design



Elena Webb

Farmington, CT
B.F.A. Industrial Design



Noah Young

Pewaukee, WI
B.F.A. Industrial Design



Xibo Zhang

Shanghai, China
M.F.A. Graphic Design



Zhaoyu Zhang

Beijing, China
M.F.A. Graphic Design





MARTA has the opportunity to be more than a transportation system for the community it serves

My MARTA trip is also affected by the periods + variables that happen before + after

No system ^{eg use from} start + finish it ^{central} and the information provided by MARTA is either lacking or unhelpful.

My well being is important to me I want MARTA to reflect this need.

The data factors + facilities are not being used and many basic needs are not being met + hand services

In order for MARTA to attract a larger ridership they will need to impact large to scale change

Research

Driven by "The Ask," the following details the documentation and analysis of the data provided by the client, and our field exploration, to source supplementary data that inspired ideation and concept development.

Maps and Information
 For further scheduling information call 404-545-4711

marta
 METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
 Effective July 1, 2018

Fare Guide

Cash Fare (Paid at bus farebox, no transfer)	\$ 2.50	Reduced Fare Program (Seniors, Disabled or Elderly)	\$ 1.00
Breeze Card (With purchase of additional fare. All fare products must be loaded onto a Breeze Card)	\$ 2.00	Mobility Service (21+ hrs)	\$ 4.00
Breeze Ticket (cannot be reloaded)	\$ 1.00	Mobility Discounted Trips (30 single trips)	\$ 60.00
Single Trip	\$ 2.50	Mobility Discounted Pass (30-day pass)	\$125.00*
Round Trip	\$ 5.00	<small>*Standard fares are available through express, select and student programs. See our web site for more information.</small>	
Ten (10) Trips	\$25.00		
Twenty (20) Trips	\$42.50		

Remember to check your Breeze Card Ticket expiration date at any Breeze Vending Machine or at any farebox on any

1-Day Pass	\$ 9.00*	PARKING FEE	FREE
2-Day Pass	\$14.00*	Daily Parking (Less than 24 hours at designated areas)	\$0.00**
3-Day Pass	\$18.00*	Long-Term Parking (Downtown, Old Fourth Ward, University, Inman Park, Inman Square, Old Fourth Ward, Inman Park, Inman Square, Old Fourth Ward, Inman Park, Inman Square)	\$0.00**
4-Day Pass	\$23.75*	Long-Term Parking (College Park, Inman Park, Inman Square, Old Fourth Ward, Inman Park, Inman Square)	\$0.00**
7-Day Pass	\$95.00*	<small>**Designated parking is not available for use for the purpose of earning "Parking for Less" on our site.</small>	
30-Day Pass	FREE		

*Good for unlimited consecutive day rides, beginning with the first day of use. Days end at 12 midnight.

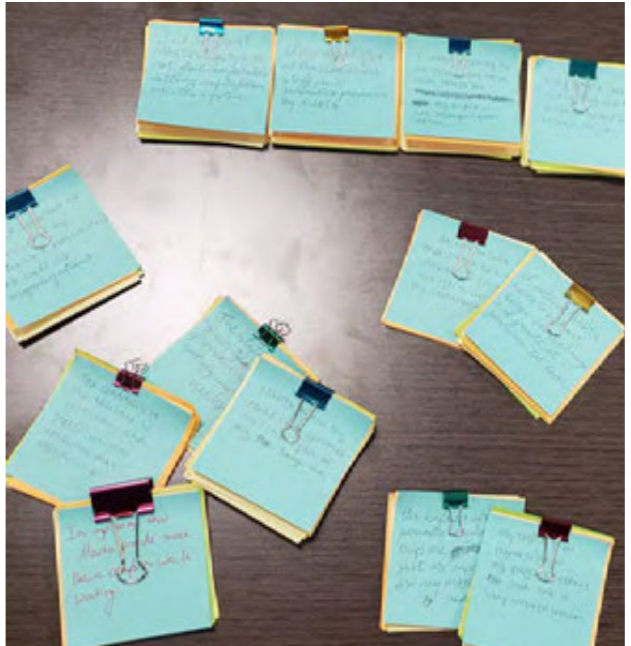
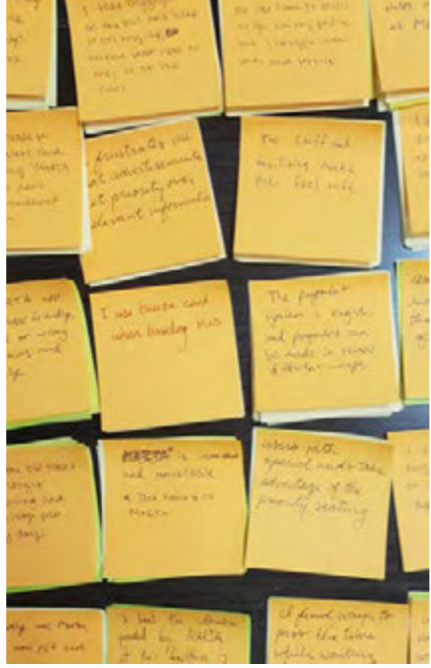
Children's Fare
 Children 46" and under, maximum two per paying adult, check at Breeze Vending Machines, farebox and entrances of bus doors to measure height of child.

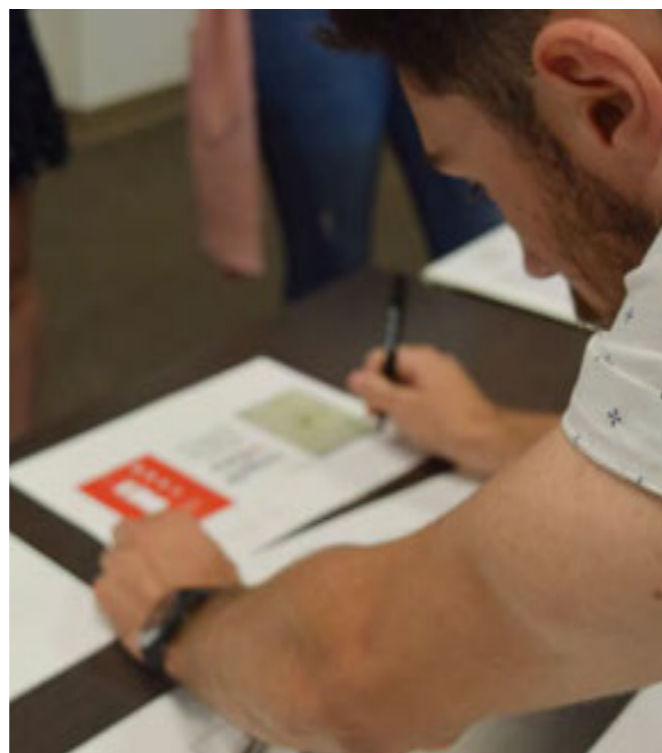
ATLANTA STREETCAR
 Streetcar \$ 1.00

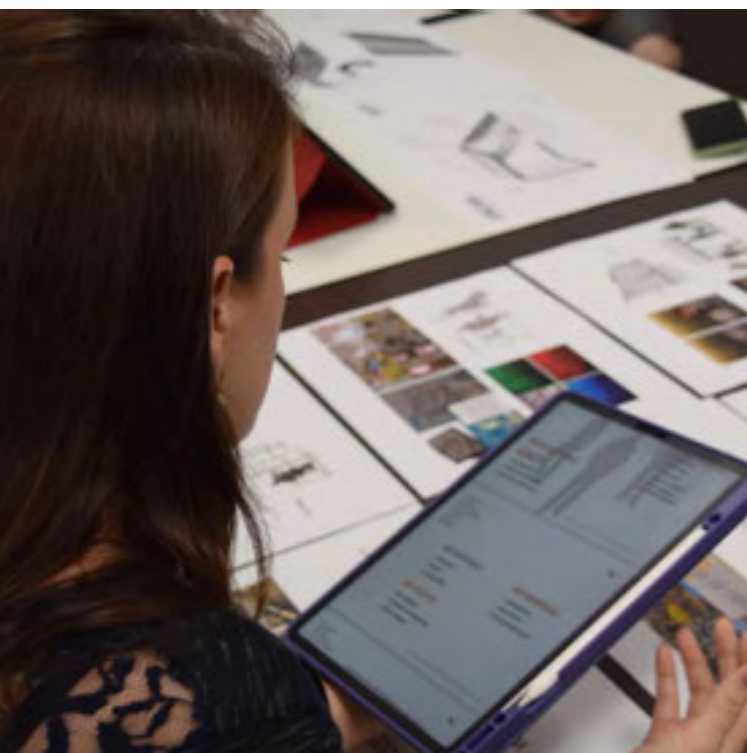
REMINDER: NO SHARING.
 Each paying customer must have their own Breeze Card.

breeze







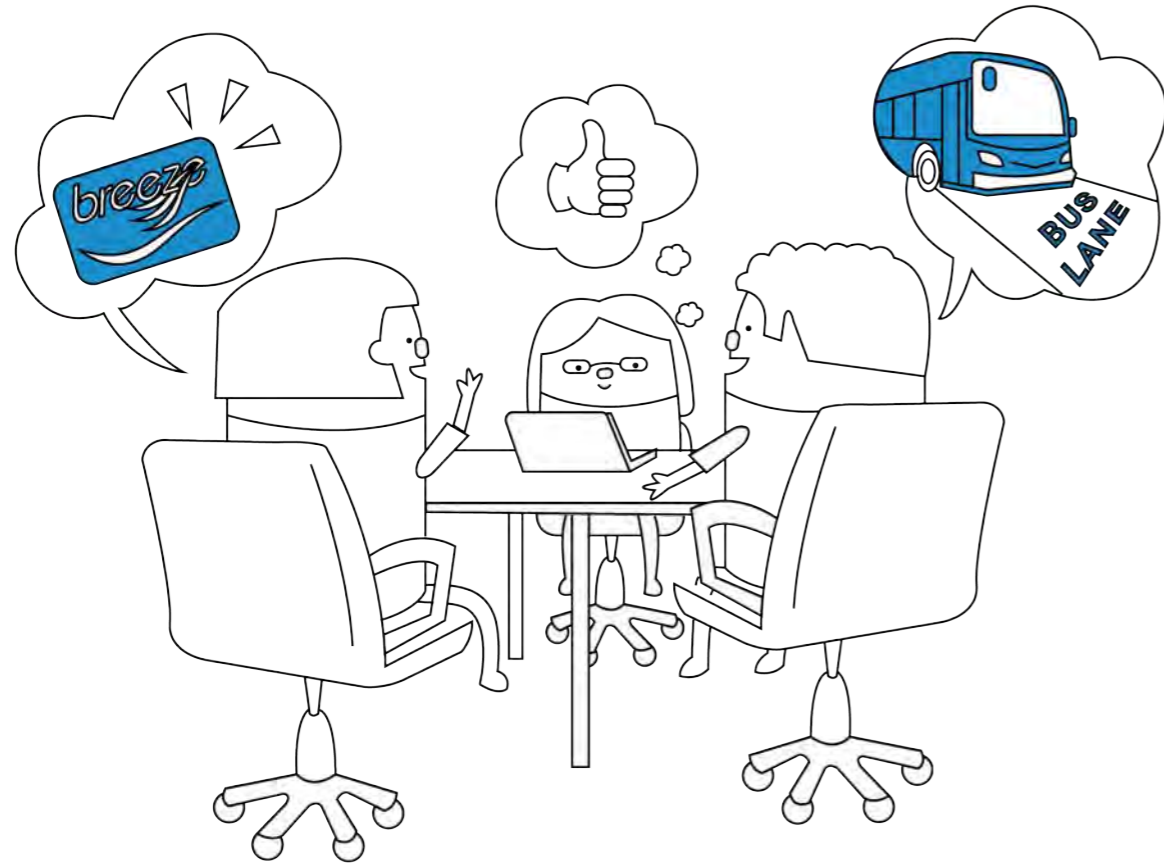




Key Insights



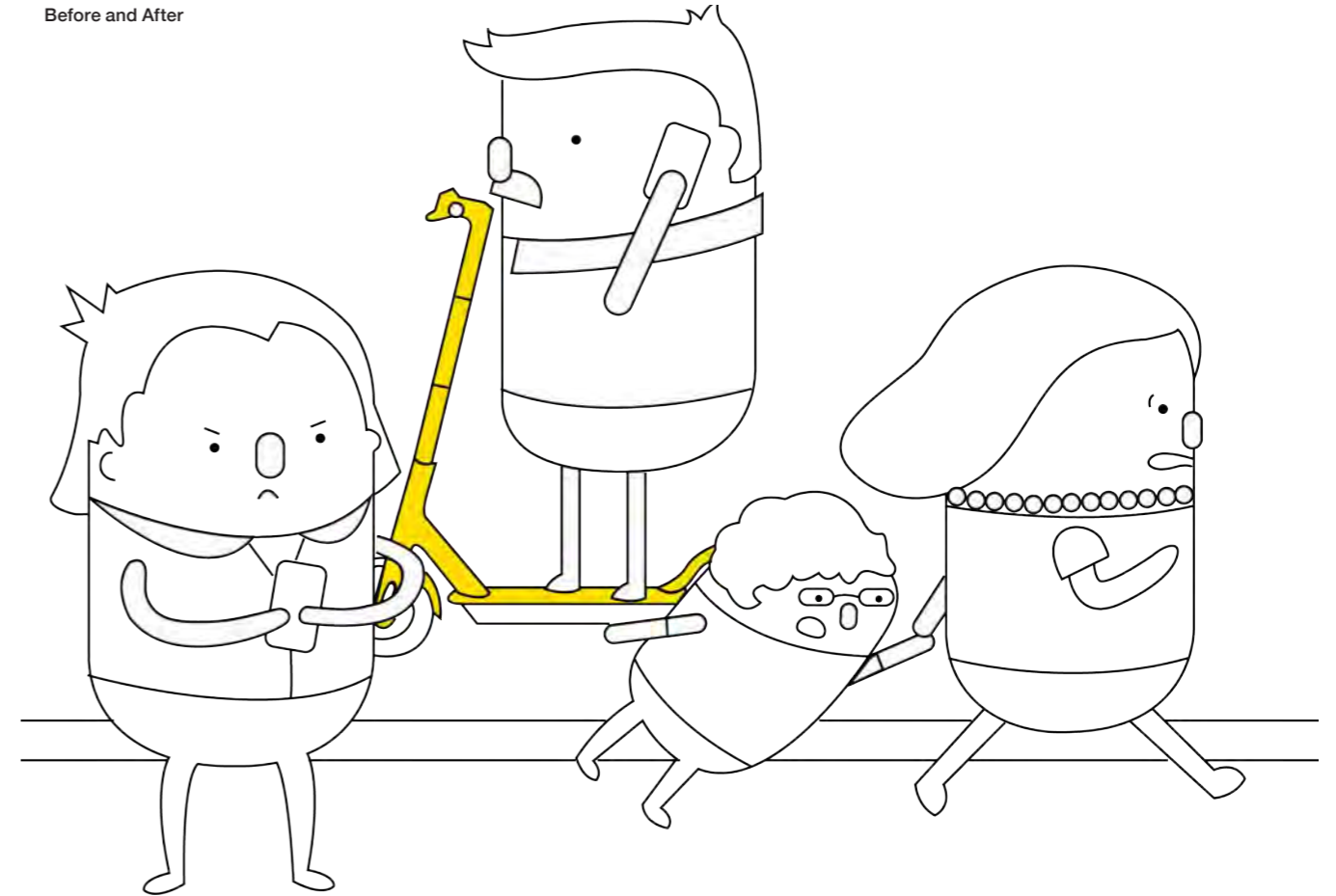
Personal and Systematic Change



Both **personal & systematic changes** are needed for Marta to attract more riders and satisfy current riders.



Before and After



My MARTA trip is also affected by the periods and variables that happen **before & after**.



Time and Well-being

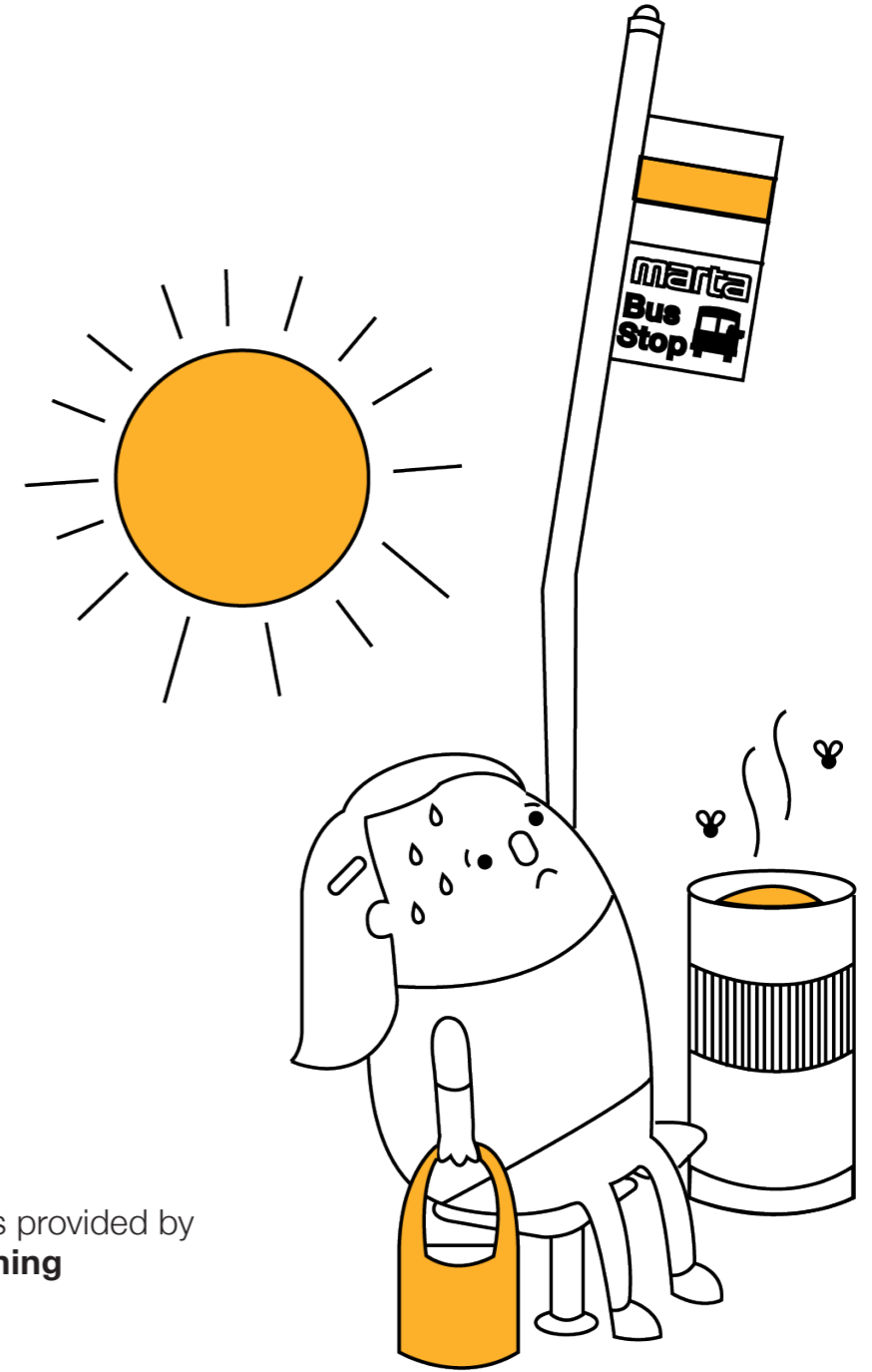


My **time and well-being** are important to me and MARTA's services need to reflect that.



Underwhelming Amenities

The facilities and services provided by MARTA are **underwhelming**





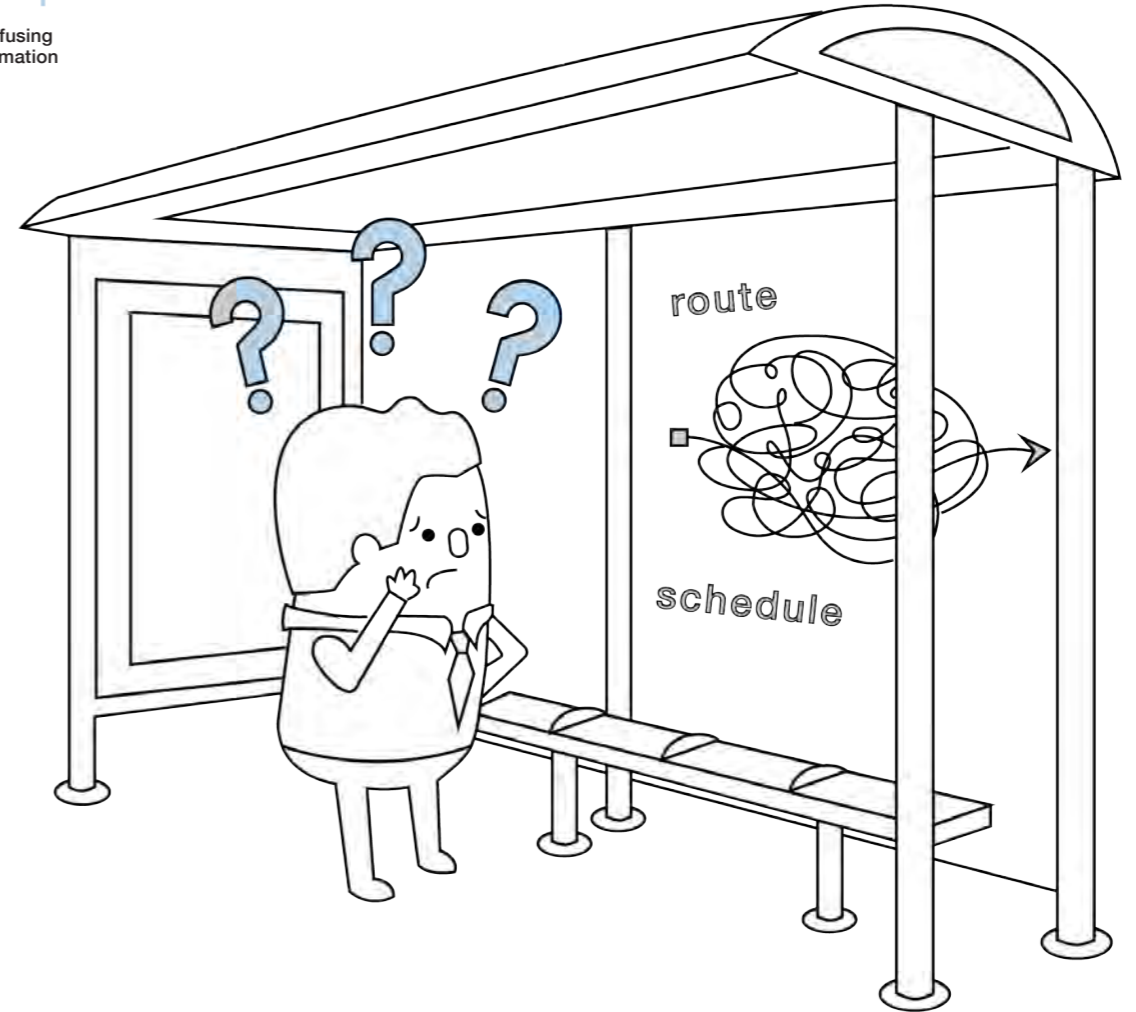
Emphasize
Community



MARTA has the opportunity to **emphasize community** and be more than a transit system.



Confusing
Information



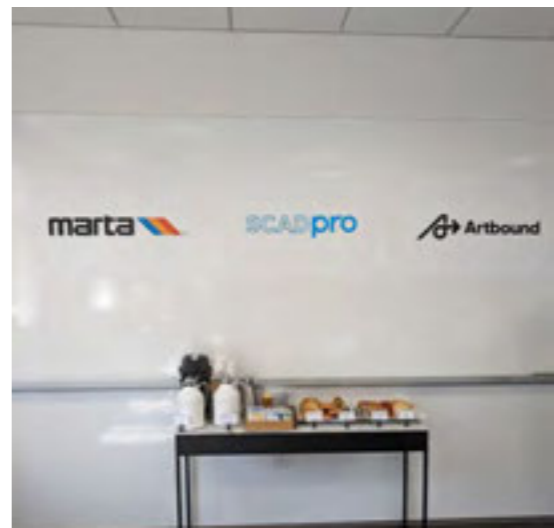
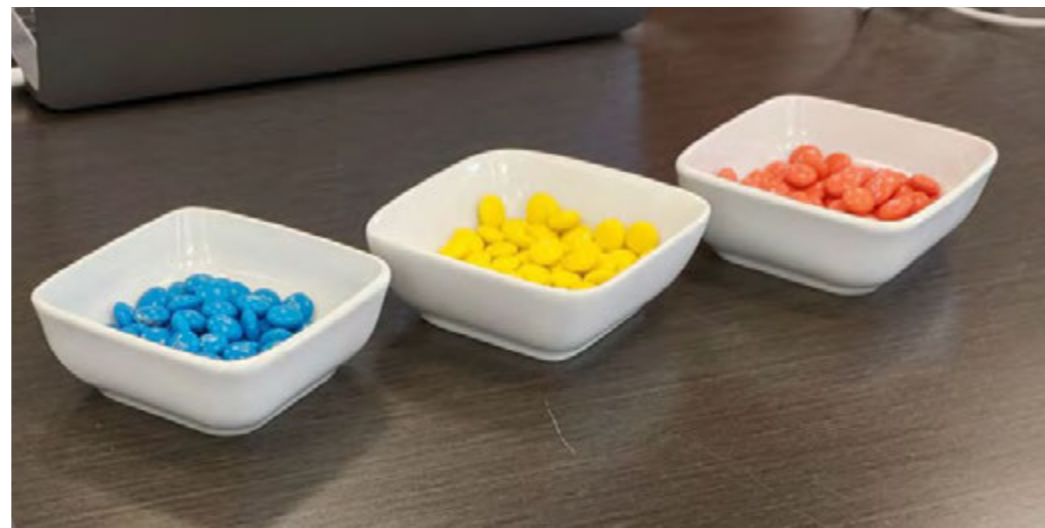
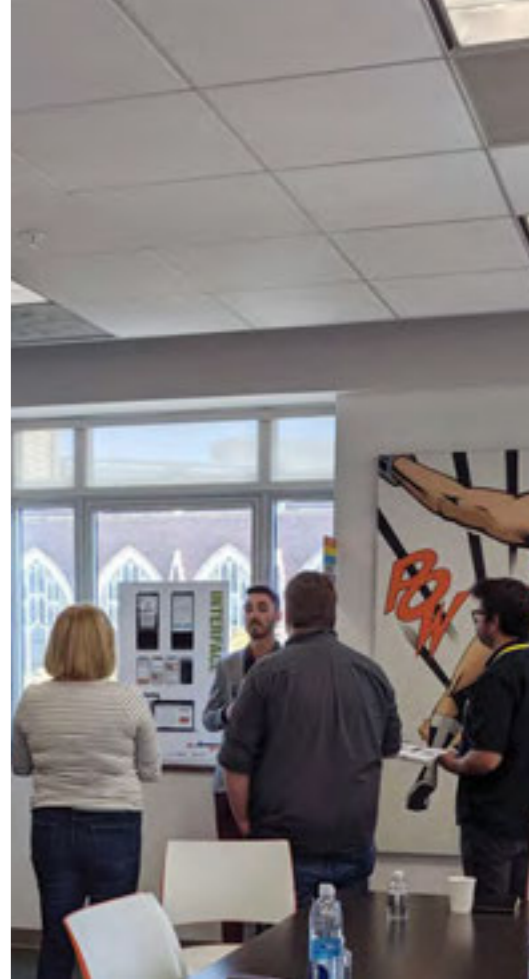
Navigating the transit system is **confusing** and the information provided by MARTA is **lacking & unhelpful**.

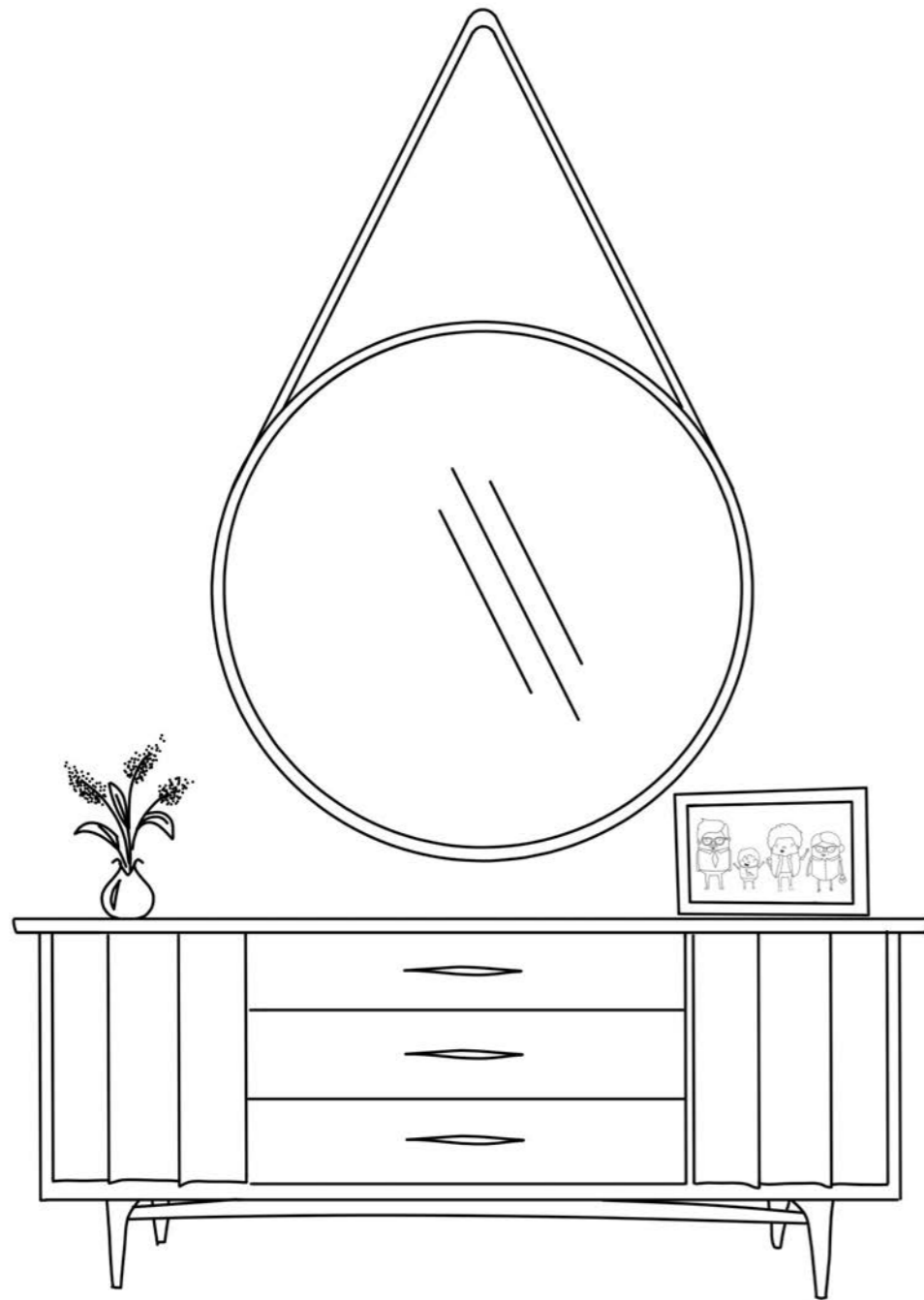


Midpoint Review

At Midpoint Review, we presented MARTA with an experience that highlighted our research, ideation, the four driving concepts and a supporting digital interface. Through the Martin family, the clients were able to experience:

- The Southern Stage
- The Connector
- The Canvas Car
- The Sightseer
- The Digital Interface



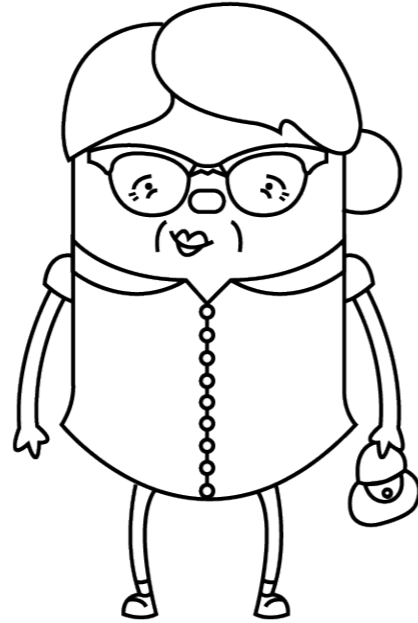


The Martins

The Martin family—a collective of legacy, and choice riders—introduced us the magic of MARTA as we shared in their interactions with the interactive bus shelters. We journeyed with them through the city of Atlanta as they travelled to the Mercedes-Benz stadium for Travis' 5th birthday celebrations.

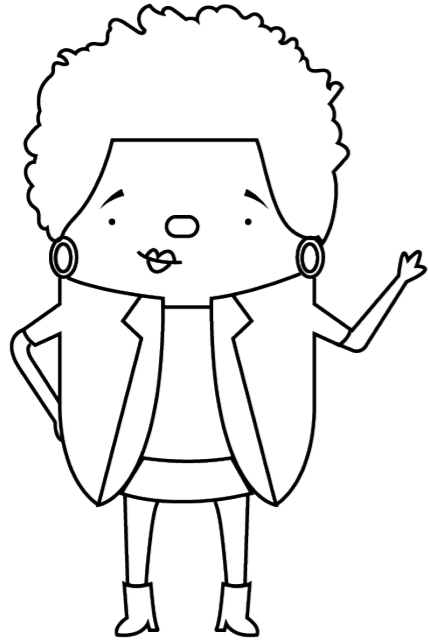
May

As the matriarch of her family, May was born and raised in Atlanta. For much of her life, she has been a legacy rider. Now, both her physical and transportation needs have changed, and she depends on MARTA daily. While she marvels at Atlanta's growth, she is nostalgic for the face-to-face conversations that made sharing transport more enjoyable.



Ron

Ron, a painter working primarily from his home studio, grew up with multiple cars. Unlike his wife Anita, Ron has never depended on MARTA. As the choice rider, MARTA is a welcomed break from driving on trips to the city. The live music at various stops along their route always makes the experience more relaxing for Ron.



Anita

Anita, May's daughter and fellow legacy rider, lives on the eastside of Atlanta with her family. As an employee of The City of Atlanta Department of Parks and Recreation, her commutes call for multiple transfers. She relies on up-to-date information to plan her commutes. Anita, being very fond of her job actively seeks new ways to get others creating memories.

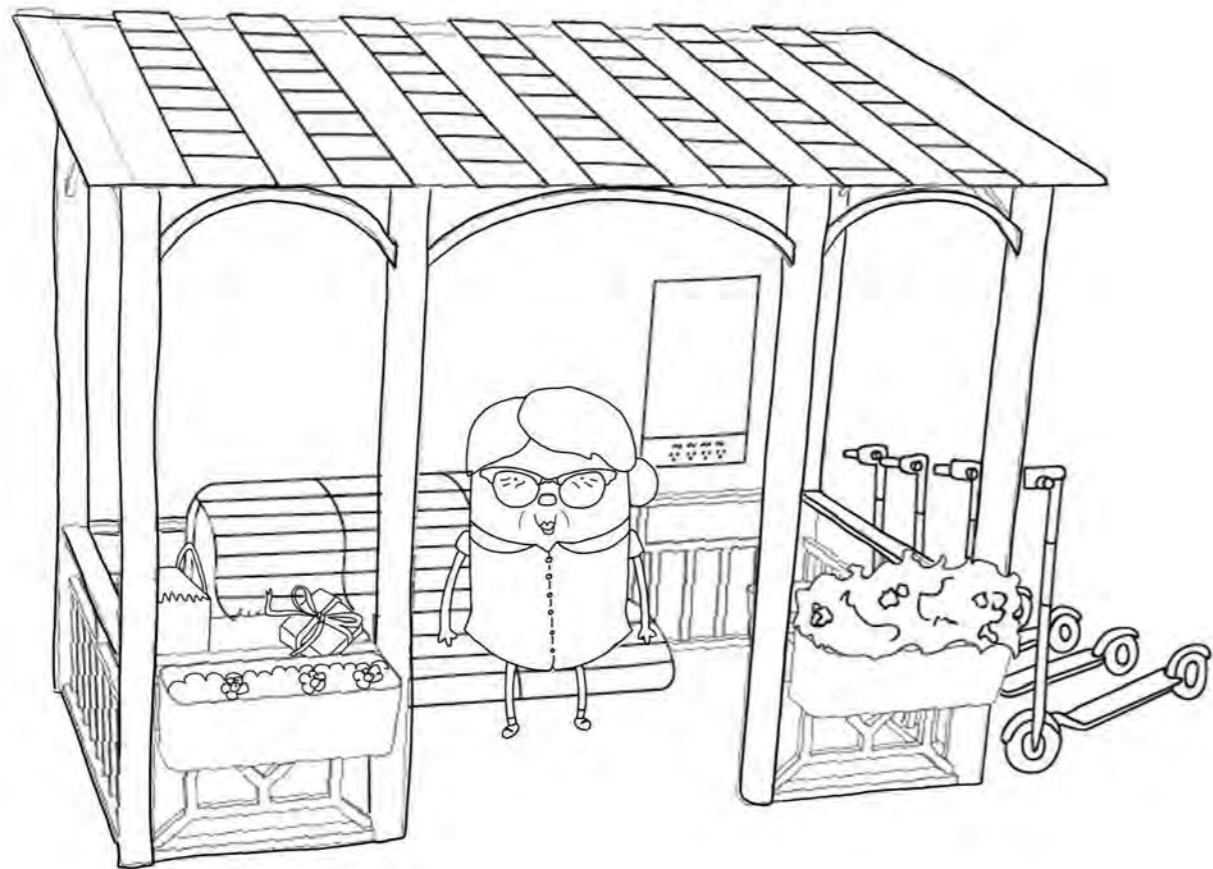


Travis

As the avid adventurer of the family, Travis' imagination is often sparked by the simplest of details. While his parents Ron and Anita, move through life at different paces they both encourage him to approach life openly and always with a childish curiosity.

Travis' Birthday Celebration

The Martin's are all meeting at the Mercedes-Benz Stadium to enjoy the first round of the playoffs of the MLS cup, in celebration of Travis' 5th birthday. Grandma May prepares to travel from home. Anita, at work in downtown Atlanta, will leave work early to join her family. While Ron, and the birthday boy, Travis, travel there from their eastside home.



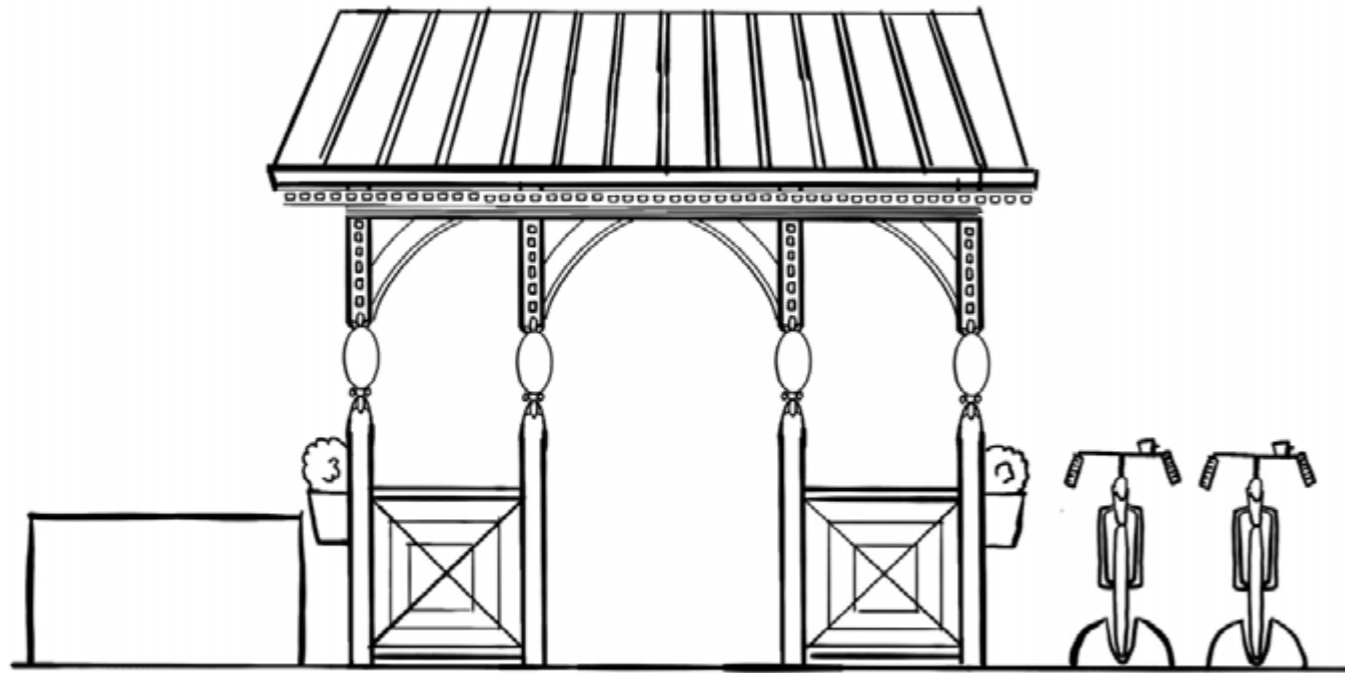
Concept 1

Southern Stage

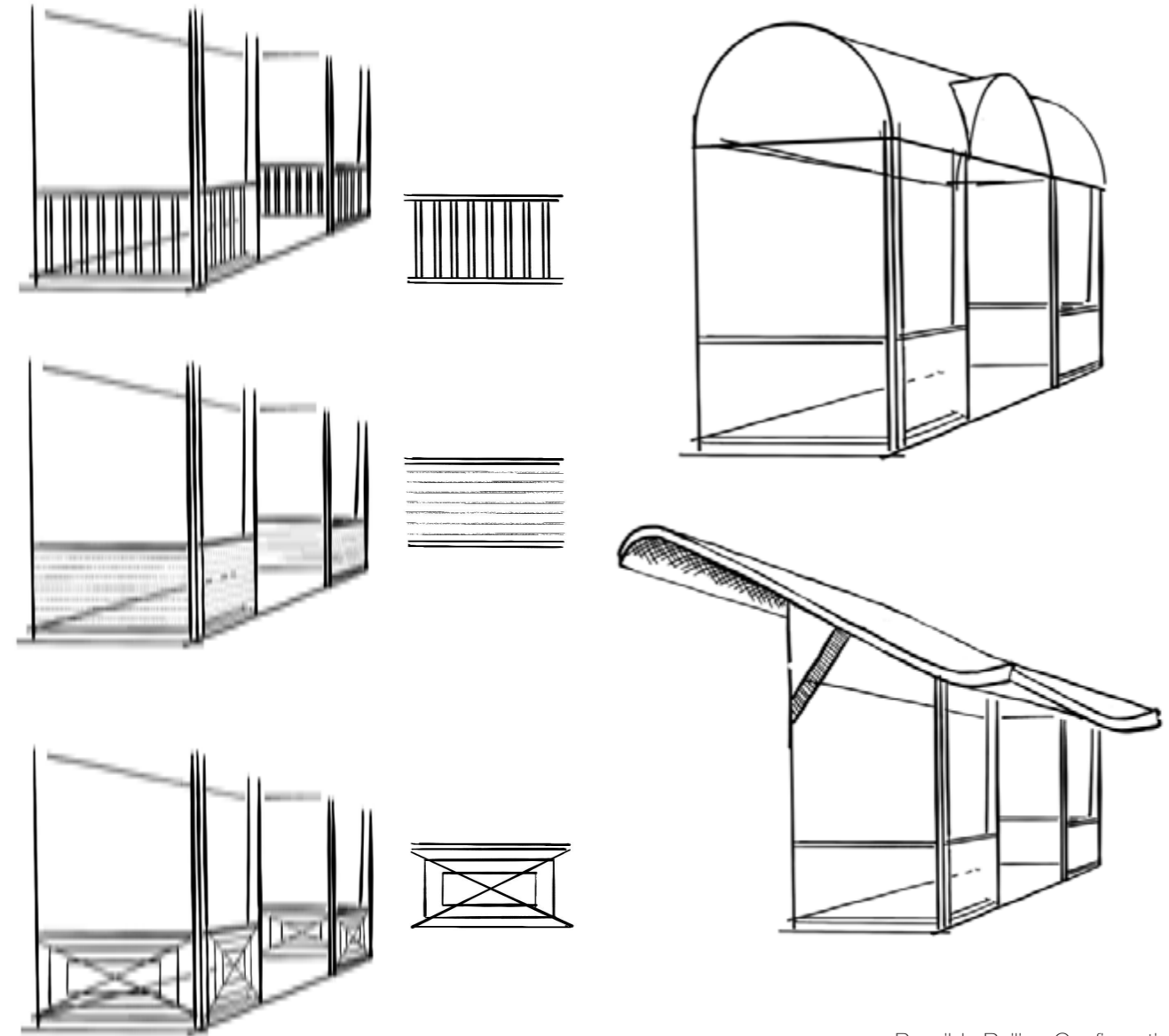
Grandma May, leaves home with enough time to spare. Always prepared, she travels with her bag, seat cushions and an umbrella. She arrives at The Southern Stage, her nostalgia is piqued. It is the quintessential marker of a resurgence of the old southern charm. With a design reminiscent of the porch, May finds space to sit, store her things and pass the time. May loses herself in the moment and looks forward to more days like this.

It's All in the Details

One of the most important features of The Southern Stage, is the many possible configurations that can fit its design. From railing configurations, greenery placements, and space for art, The Southern Stage embodies the ideal aesthetic of southern charm.



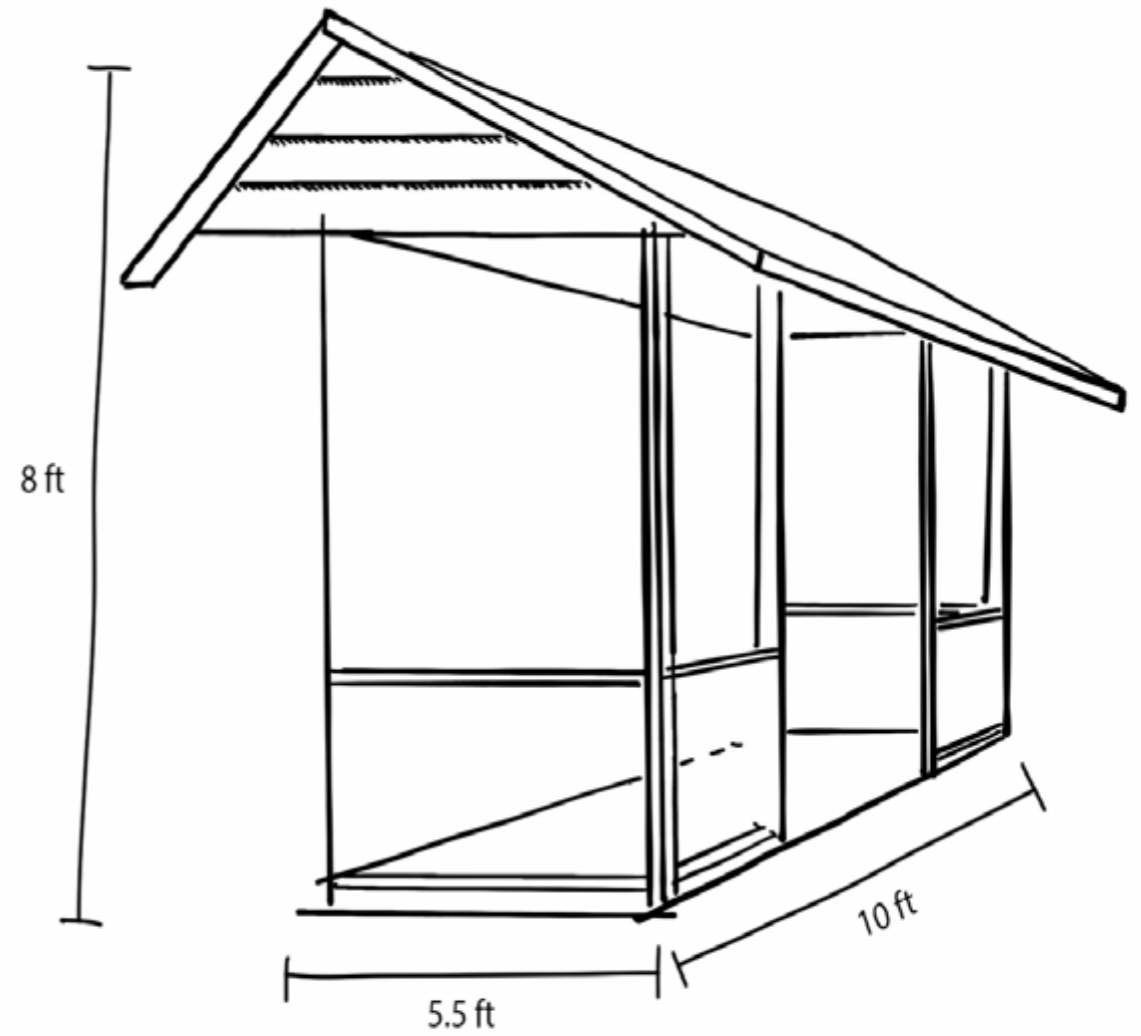
Frontal line drawing



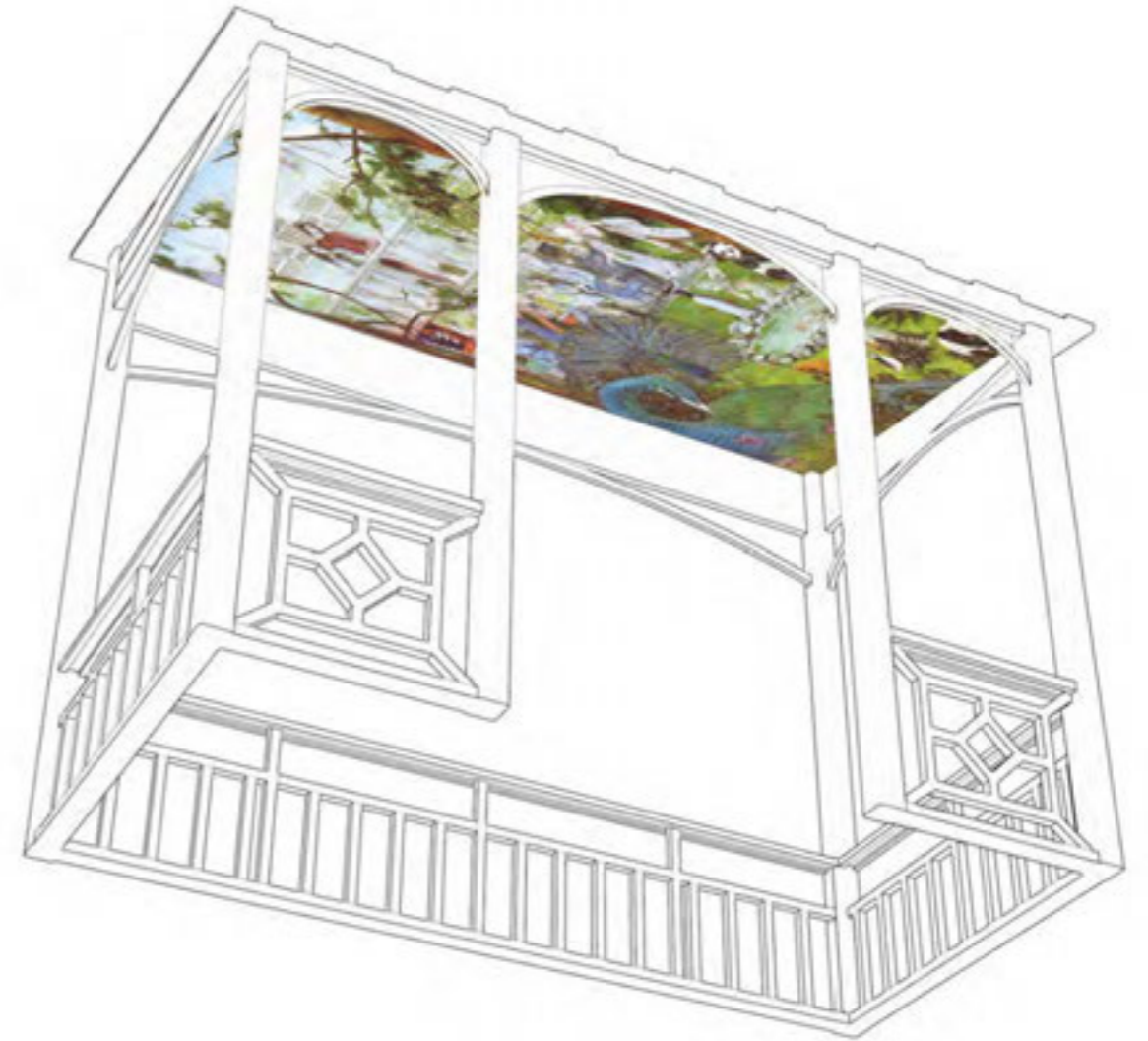
Possible Railing Configurations

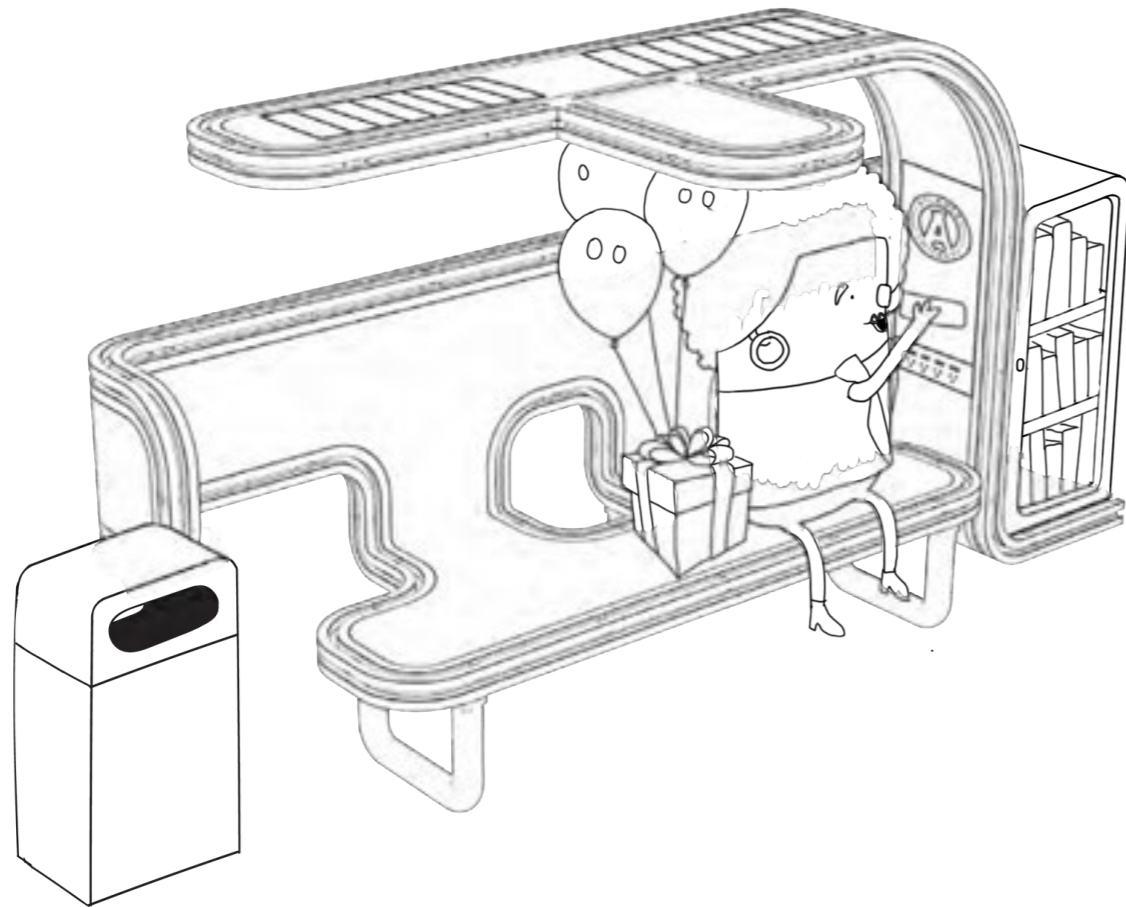


Possible Greenery Placements



Dimensions



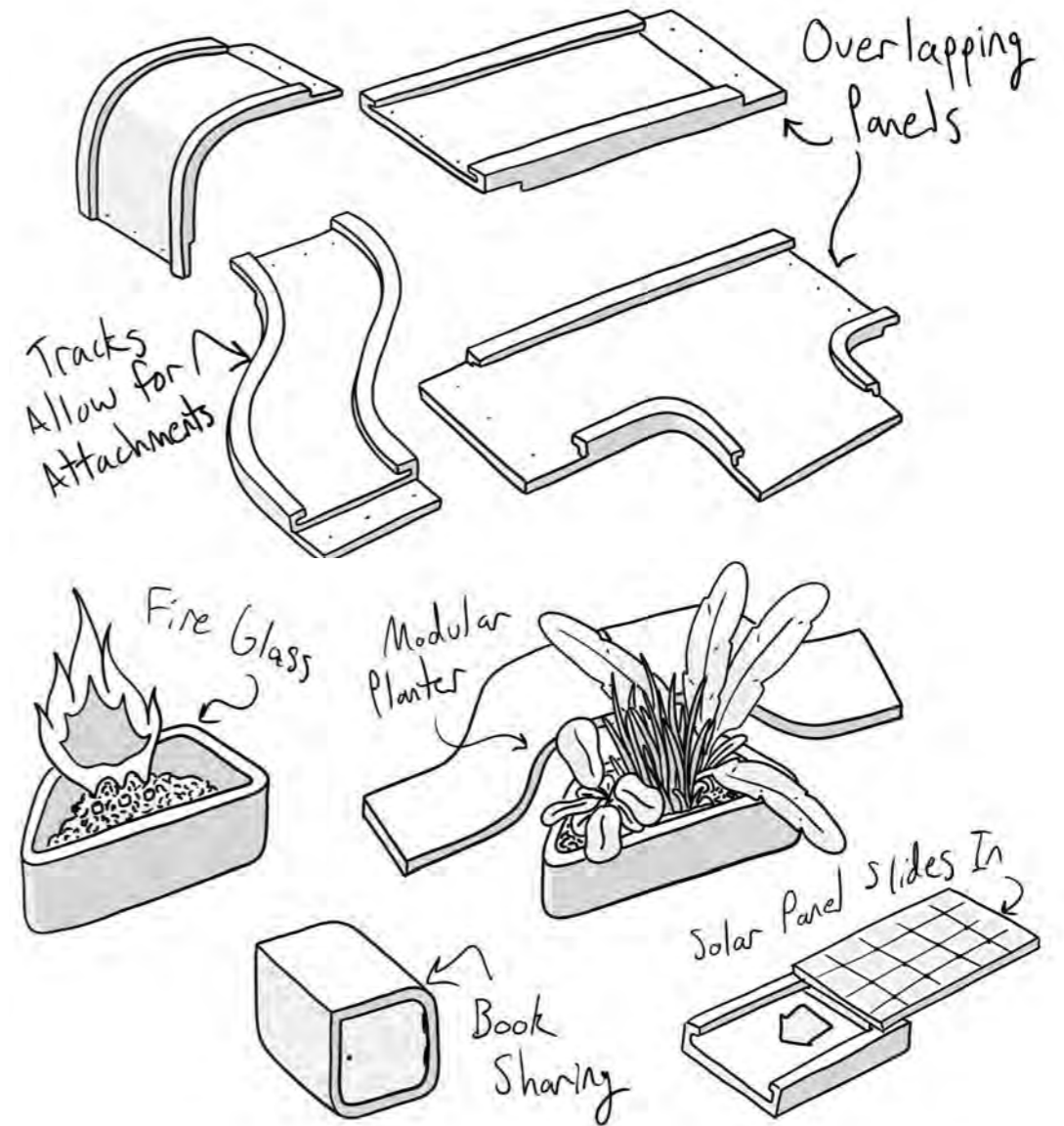
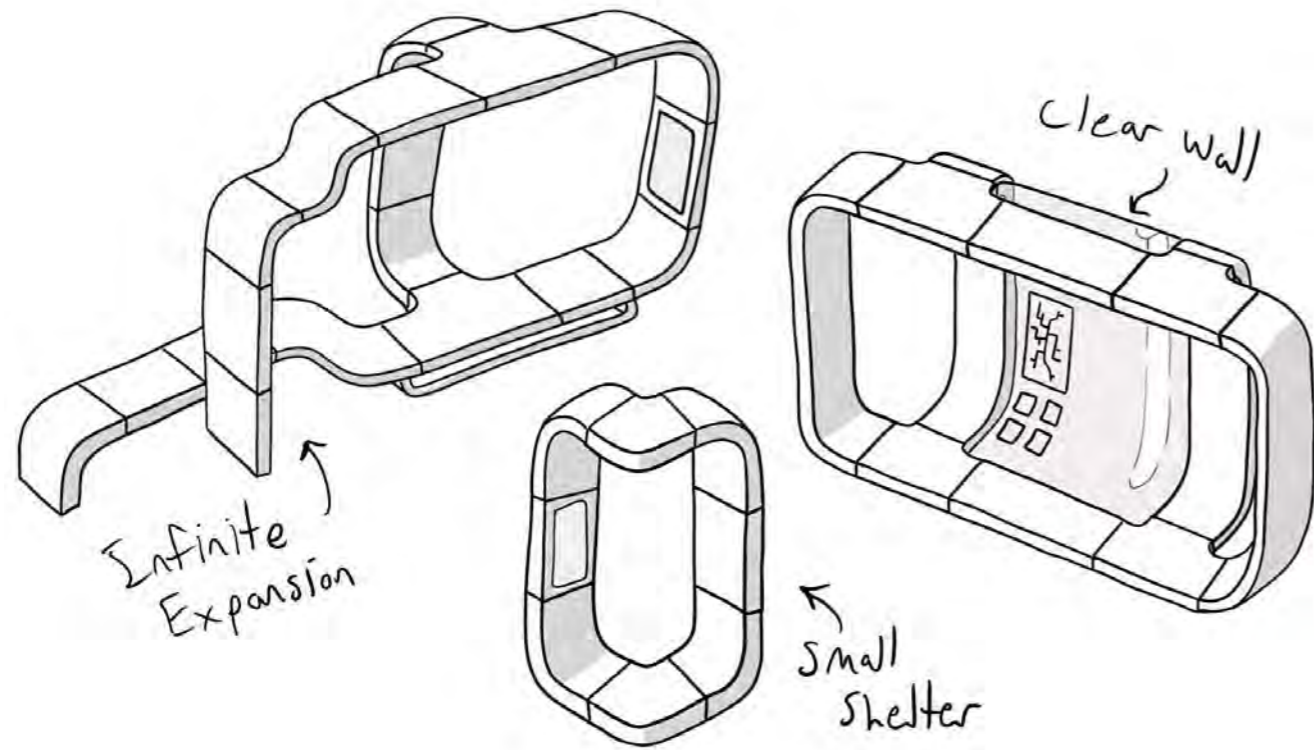


Concept 2 The Connector

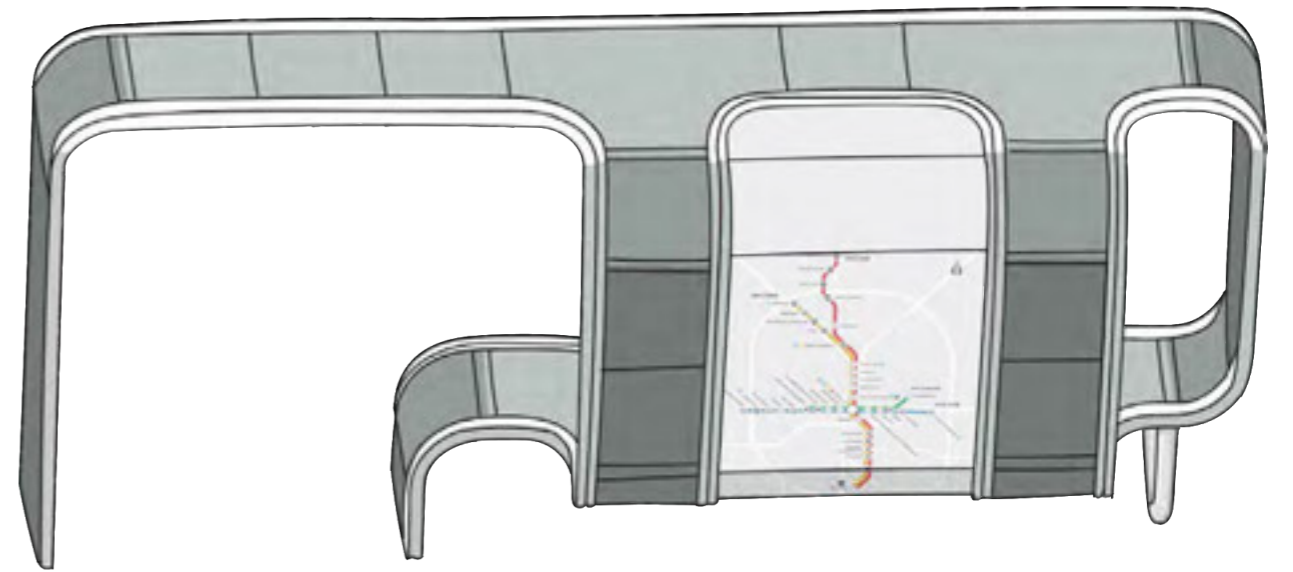
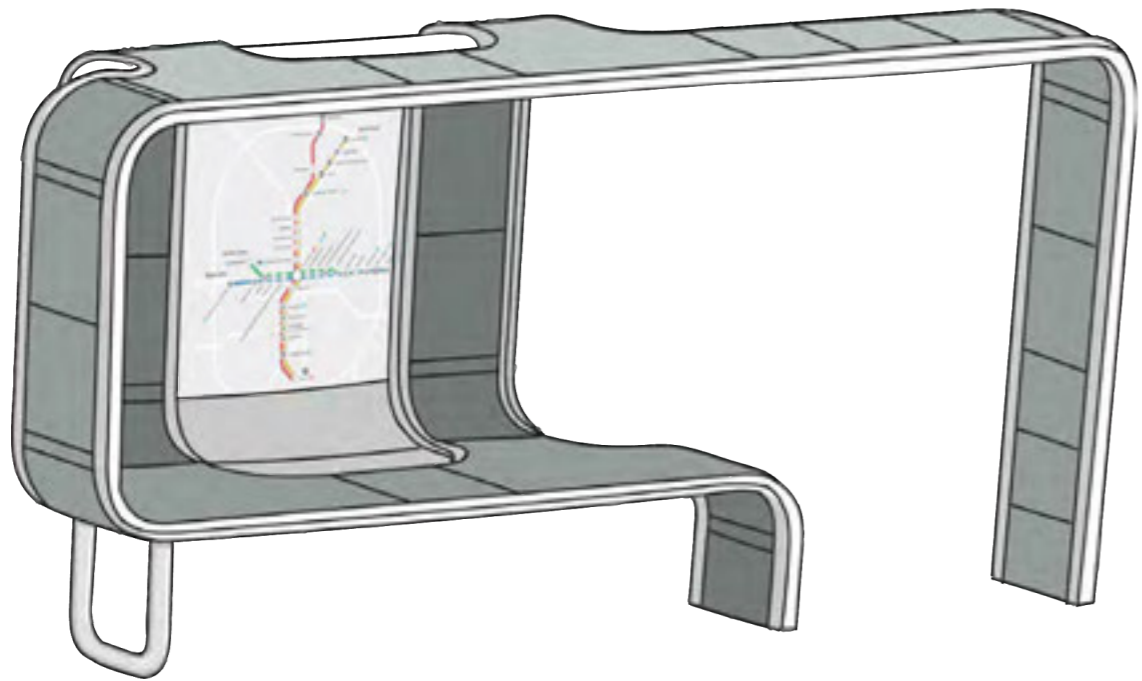
Anita, preparing to leave work, checks the MARTA website one last time to ensure she doesn't miss her bus. It was Anita's idea to enjoy the game as a part of Travis' birthday celebrations. She also arranged a surprise birthday shout out for Travis during the game. Anita arrives at the The Connector, immediately noticing MARTA's promotion of creating memories, making her wait all the more enjoyable.

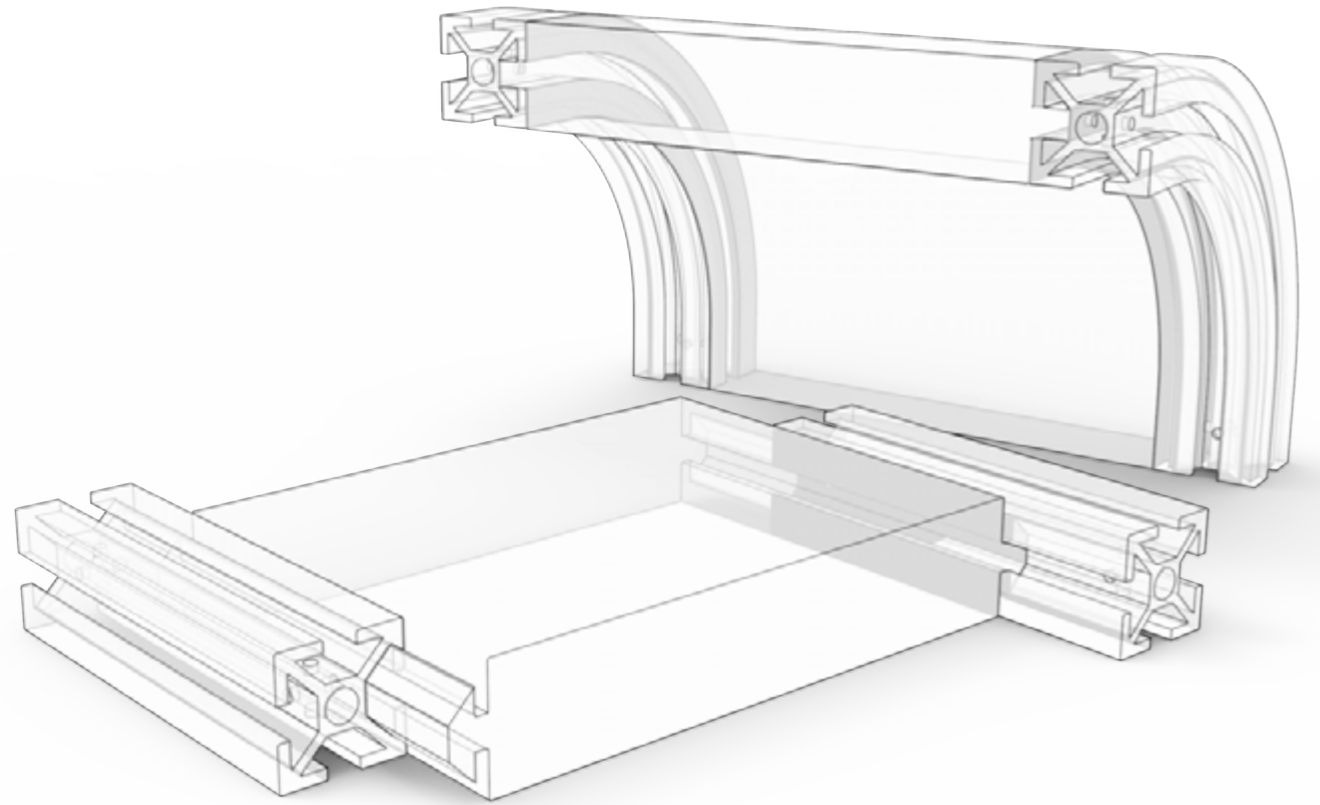
It's All in the Details

One of the most important features of the Connector model is the ease of assembly and disassembly. This is so that the neighborhood can come together for building in a "barn-raising" fashion- and maintenance is easy for local labor.



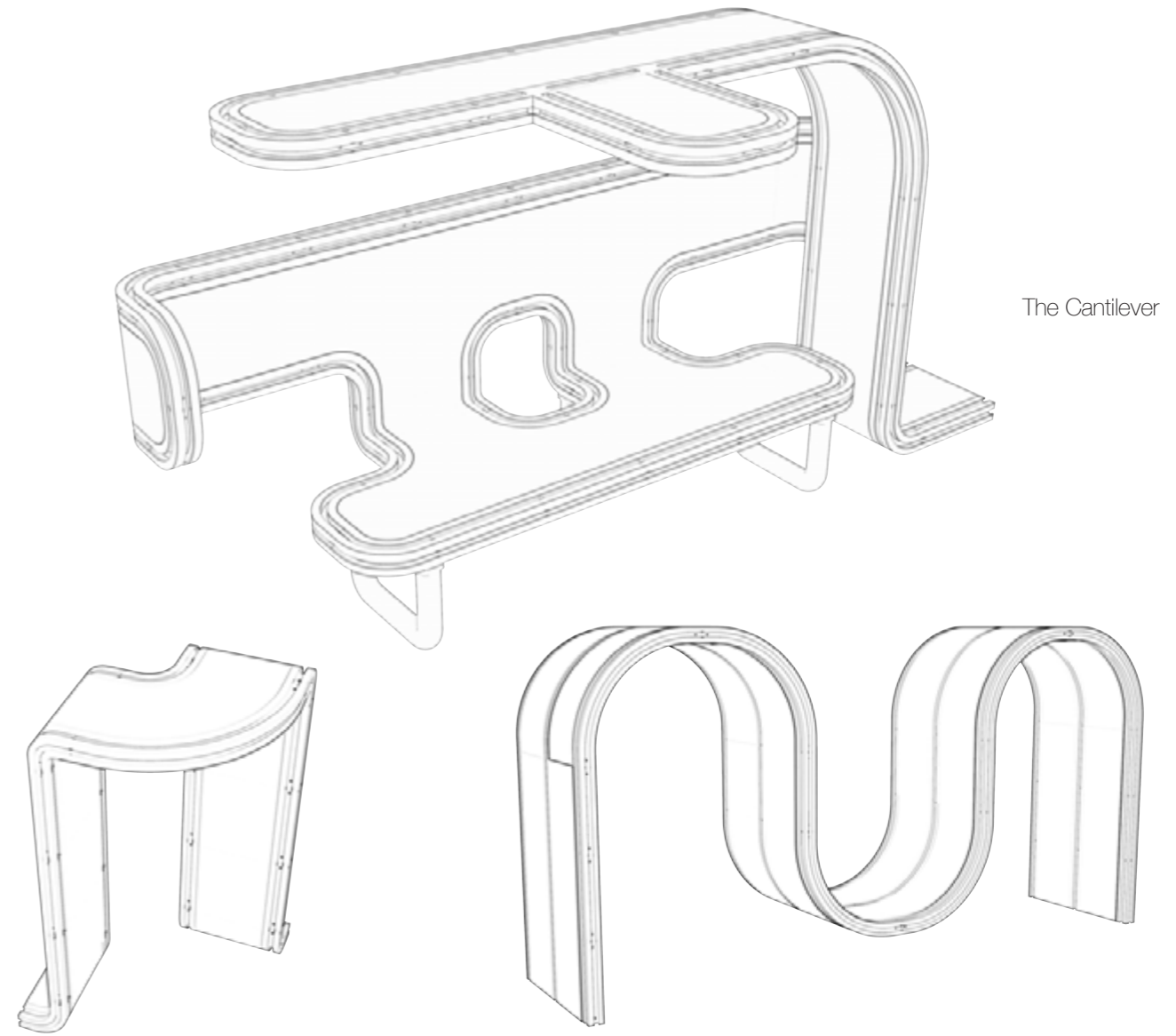
Railing System Diagram





Method of Assembly

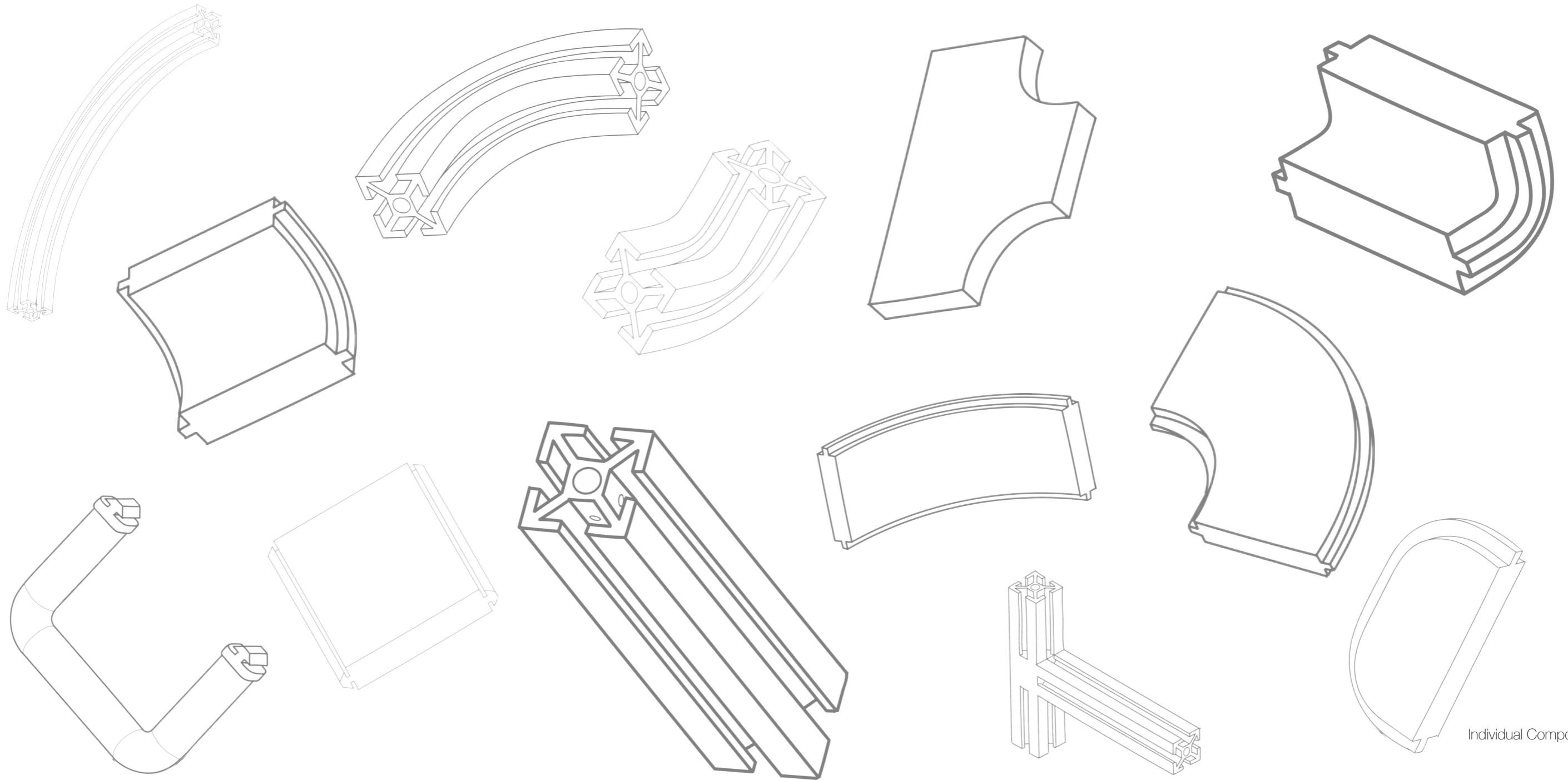
The first Connector model worked as a kit of 14 different panels and rails which connected together using fastening techniques inspired by ready to assemble furniture.



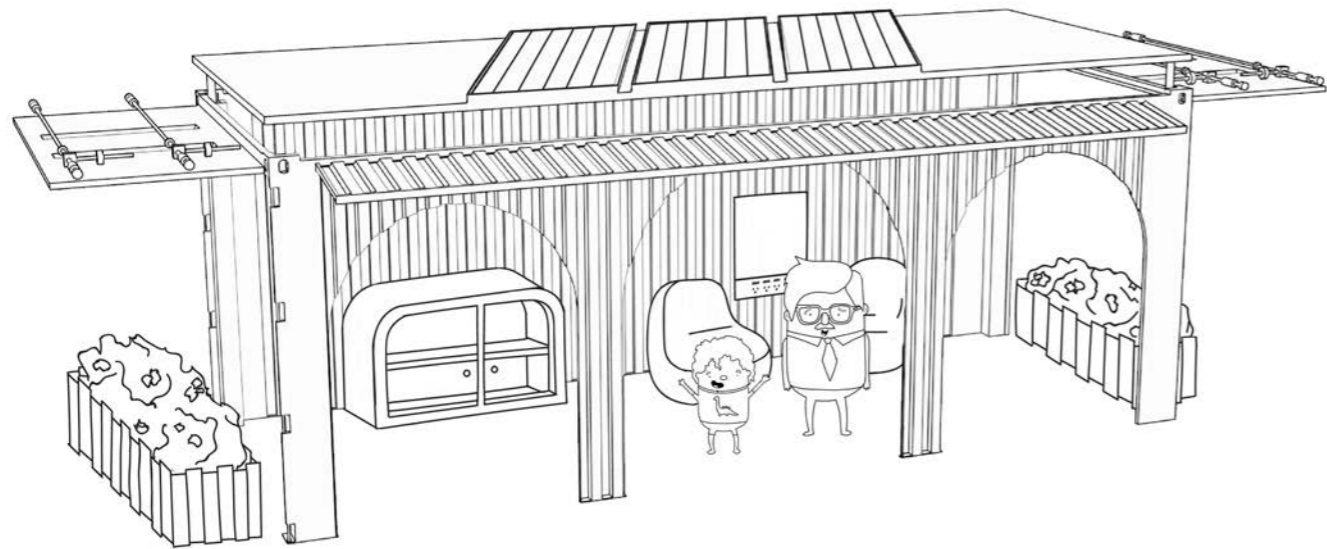
The Cantilever

The Compact

The Wave



Individual Components



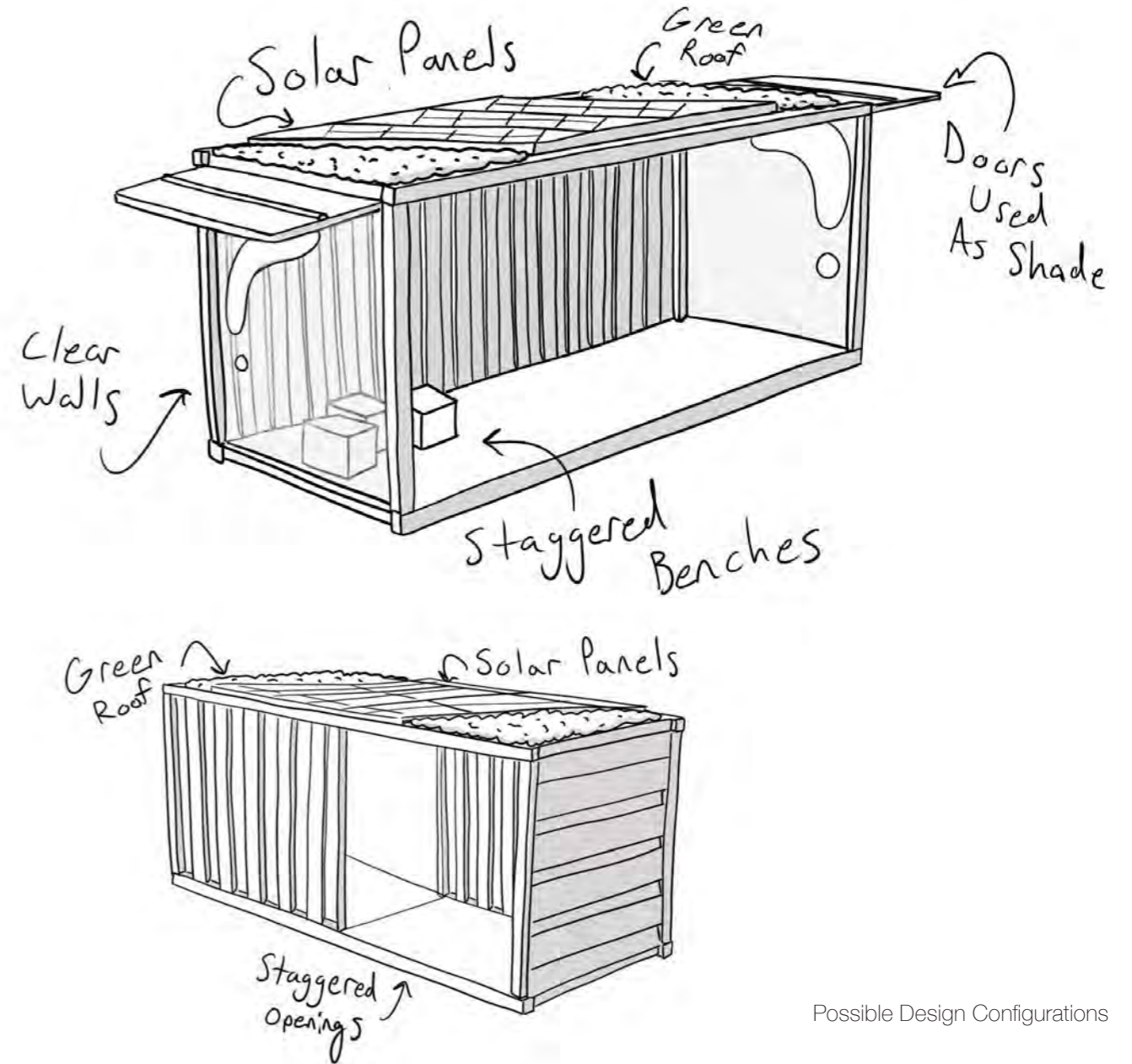
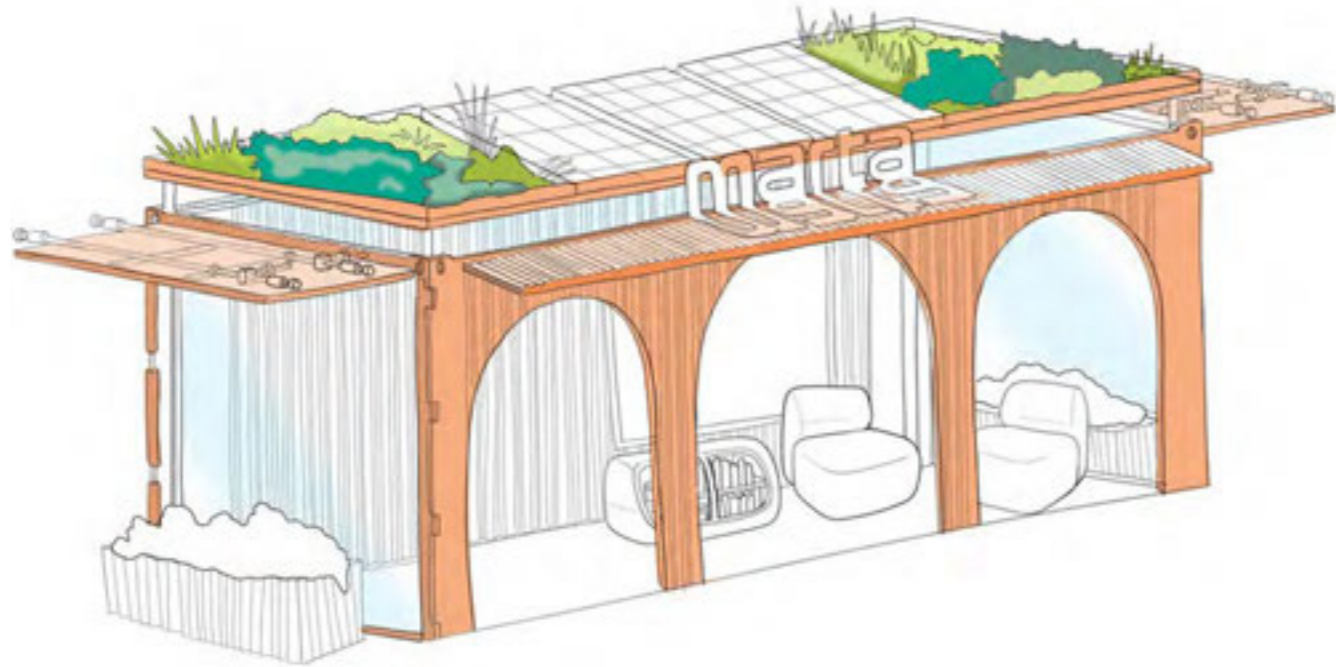
Concept 3

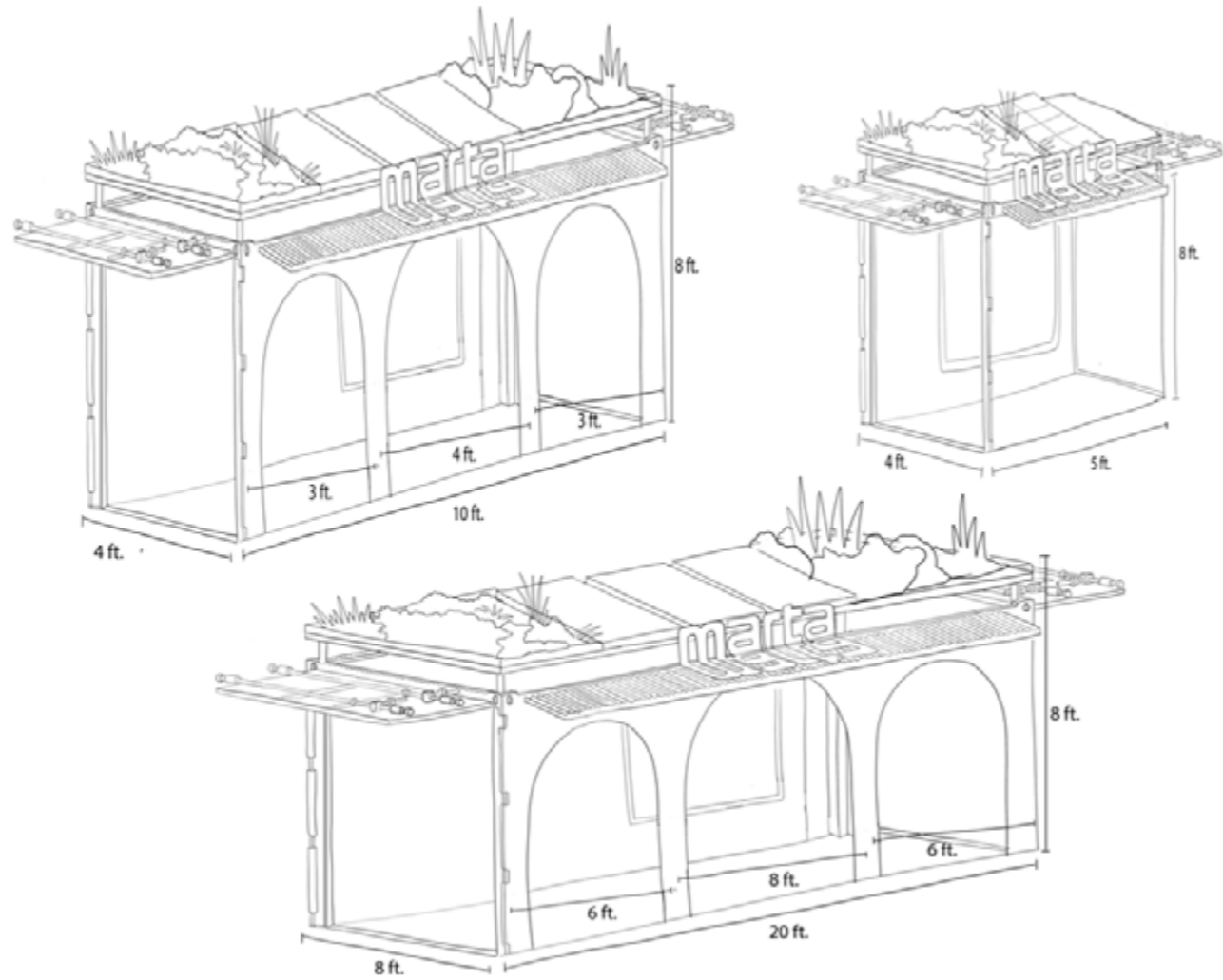
Canvas Car

Ron and Travis, having the longest commute of the family, enjoy their curious and creative transfer locations. Ron loves exploring the city, seeing it from new perspectives. He enjoys teaching Travis about Atlanta's history, like today at The Canvas Car. It is unique to the early Terminus, a characteristic that boasts the richness of Atlanta's rail terminal history, that joined the Western and Atlantic rail lines.

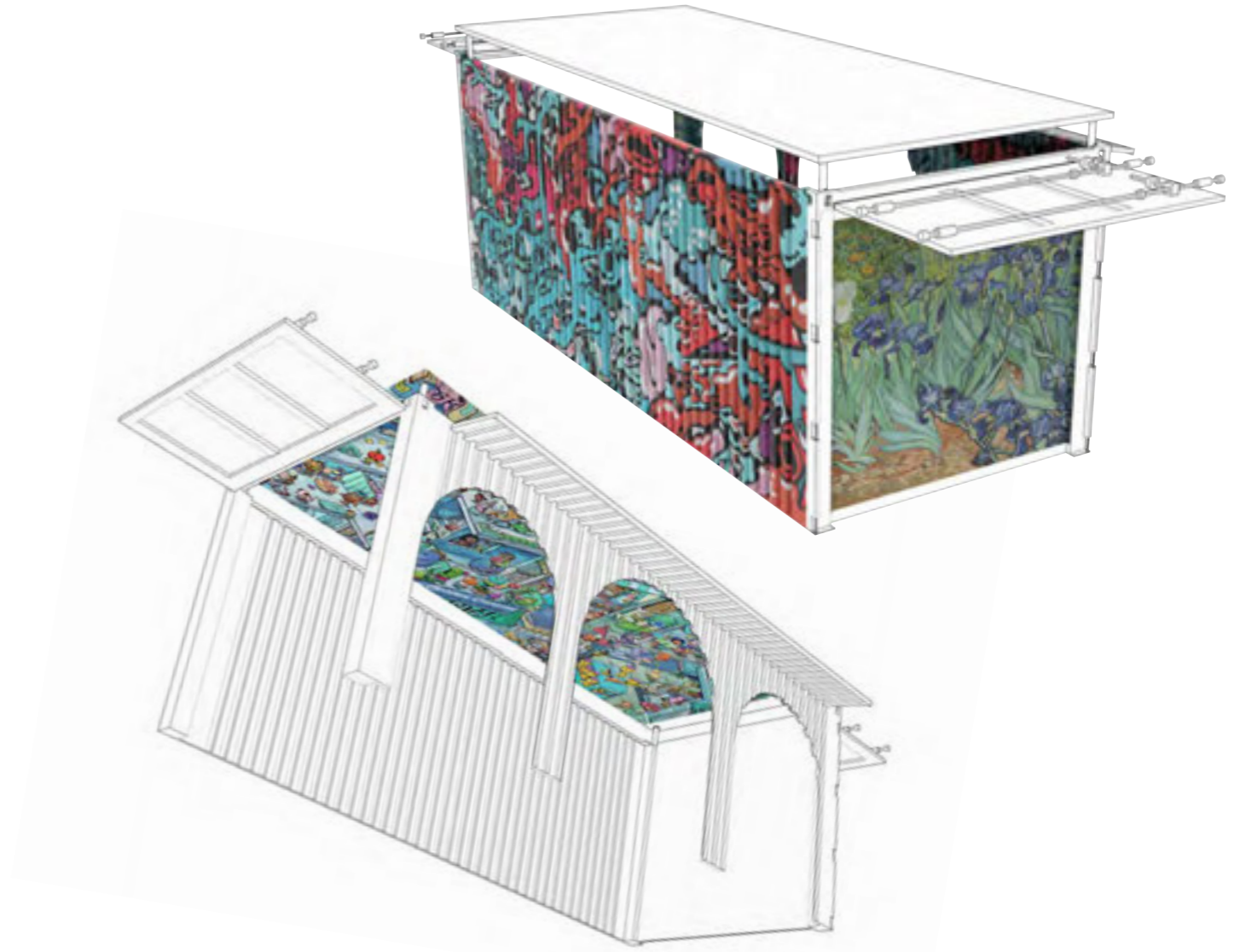
It's All in the Details

One of the most important features of The Canvas Car, is that all components of the shipping container are reused. With the original doors repurposed as awnings, to three size variations, it not only serves as a possible LEED certifiable opportunity, it honors the history of Atlanta.

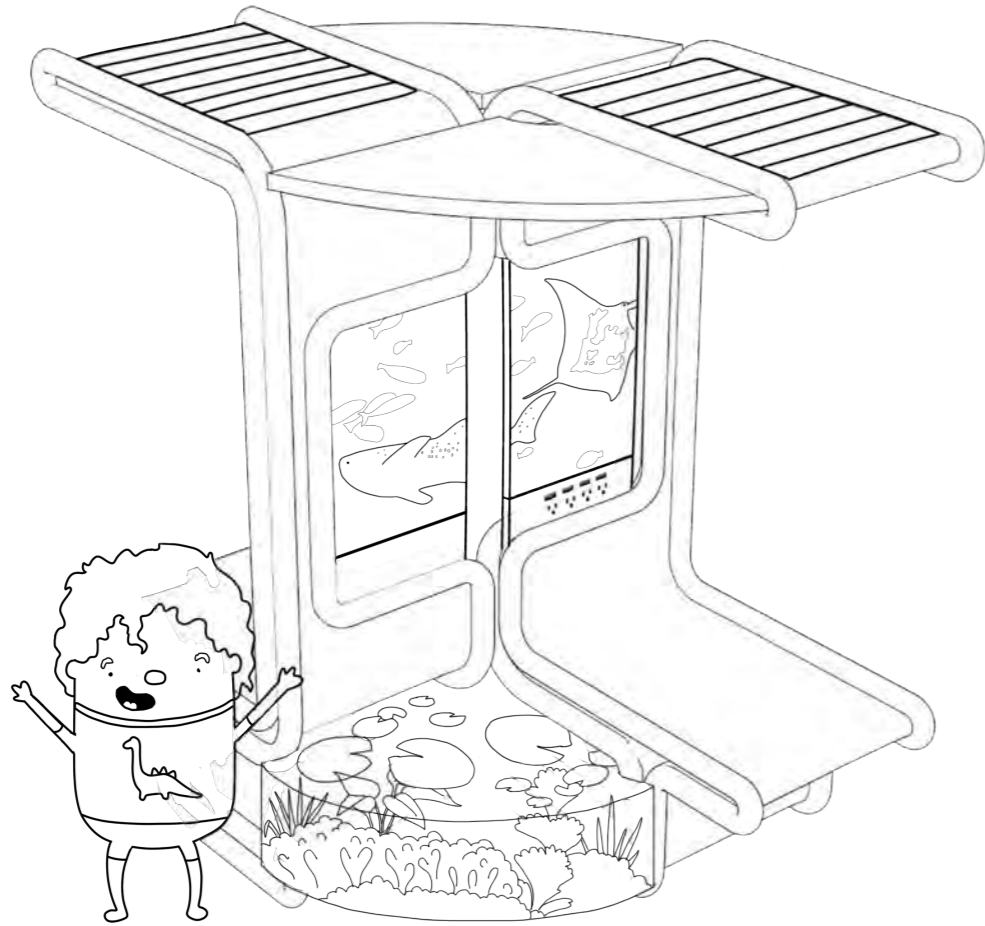




Size Variations



Possible Artbound Incorporations

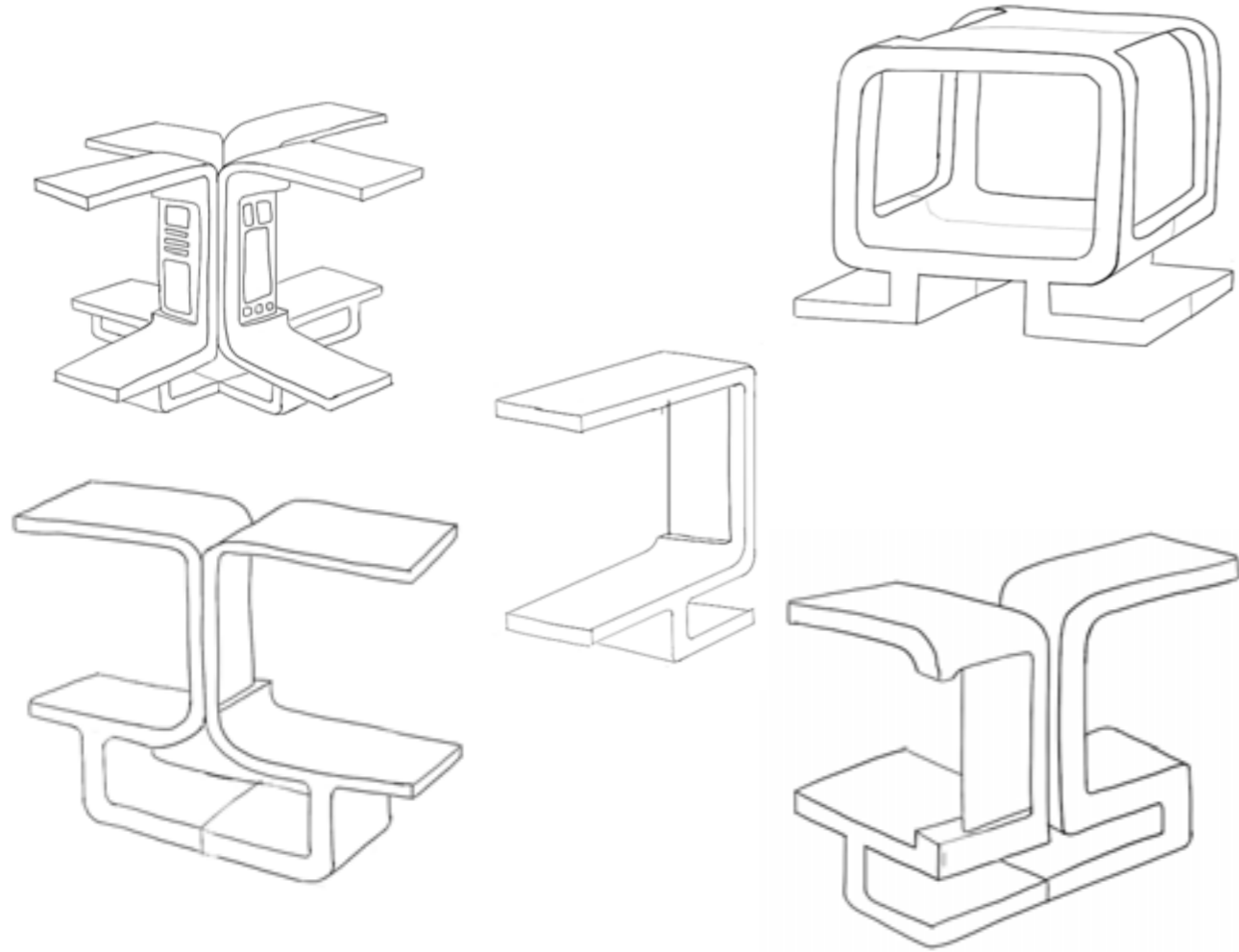


Concept 4 **Sightseer**

Travis, still brimming with excitement couldn't resist getting Ron to notice the big chair that looked like a fish tank, The Sightseer. This bus stop, honors the wonders of Atlanta, from the Botanical Gardens to the Aquarium. The Sightseer, is a child's imagination come to life, willing you to get lost and found in the many offerings of Atlanta.

It's All in the Details

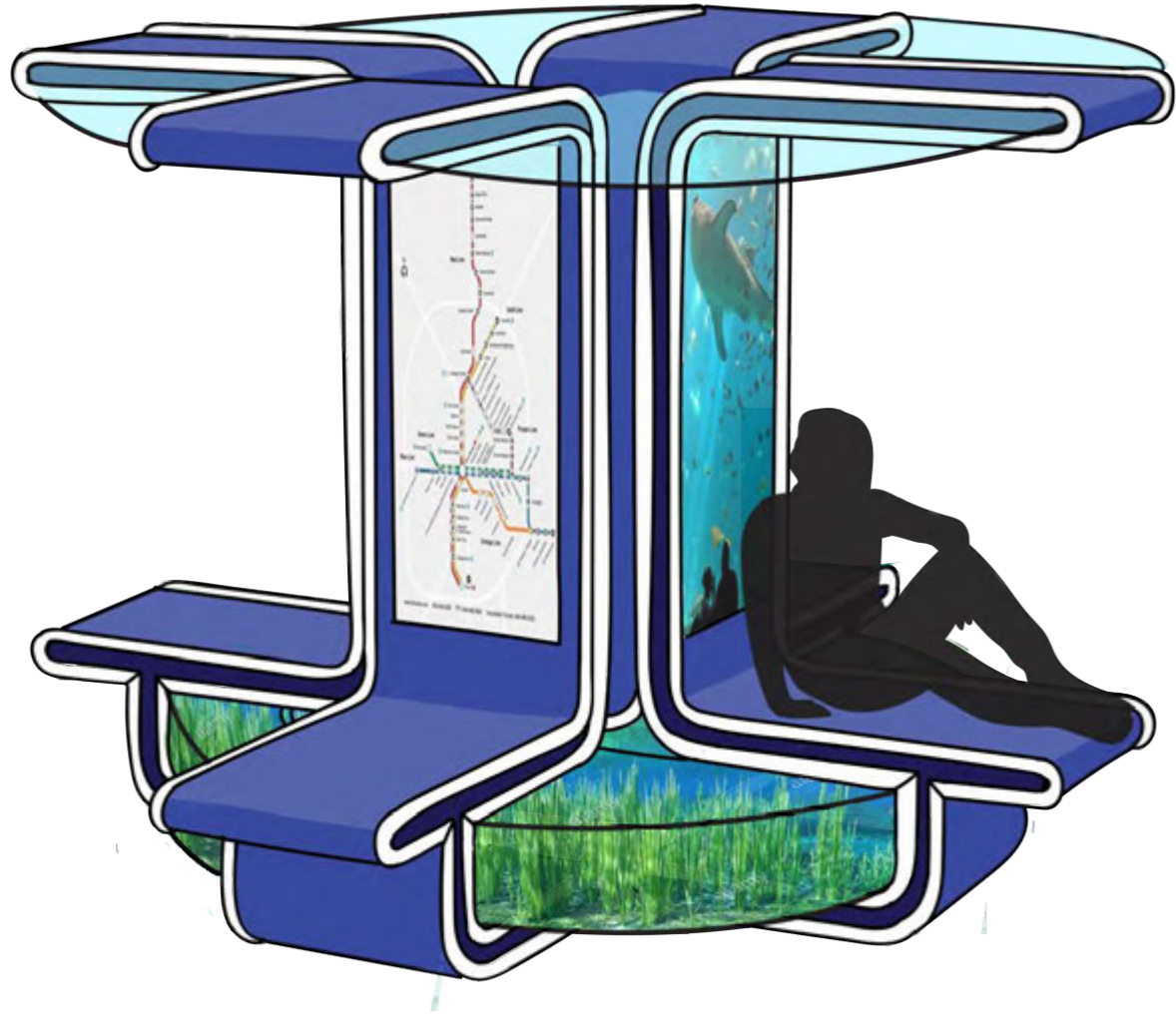
One of the most important features of The Sightseer is its adaptability and modularity. With ease of assembly and design, this concept is able to fit into various communities easily.



Possible Shelter Configurations



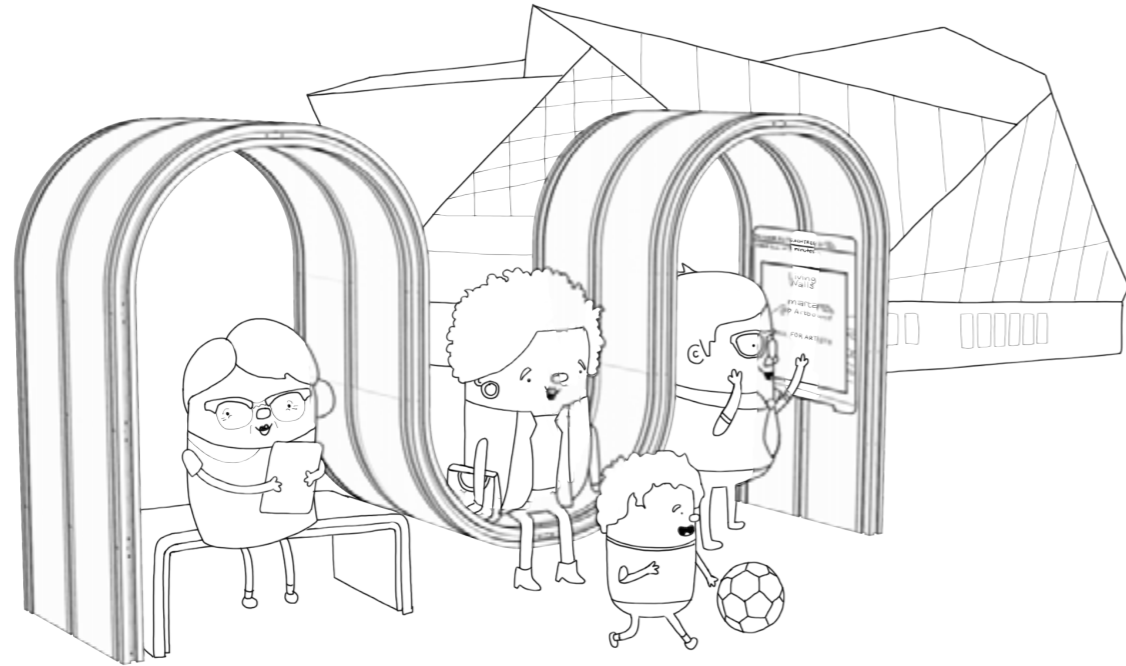
Botanical Gardens Ideation



Georgia Aquarium Ideation



Fundraising Ideation

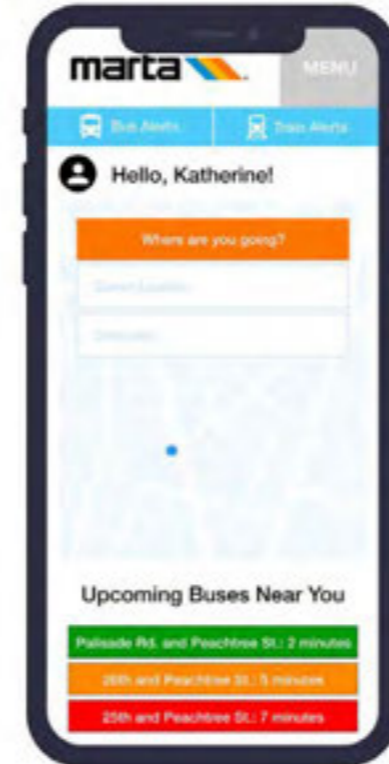


Interactive Elements

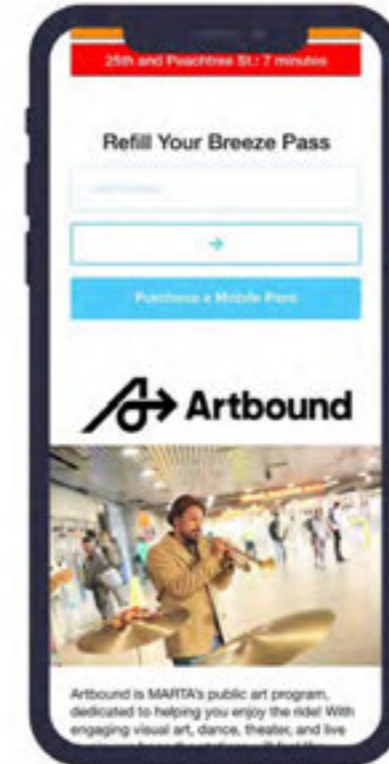
Upon their return home at the end of their celebrations, The Martins were able to interact with the highly intuitive digital interface at their bus stop.

The Martins learned that they were able to do so many things all at their bus stop. They could plan their journey, download their journey to their mobile MARTA app, and even explore the area with nearby things to do.

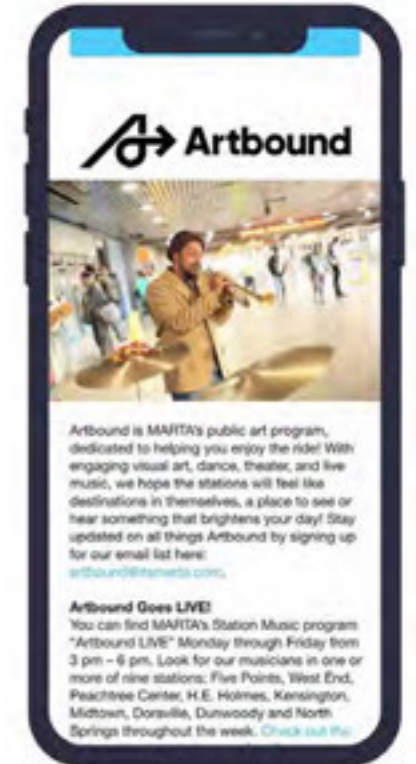
Responsive Website



Plan Your Trip



Refill Your Breeze Pass

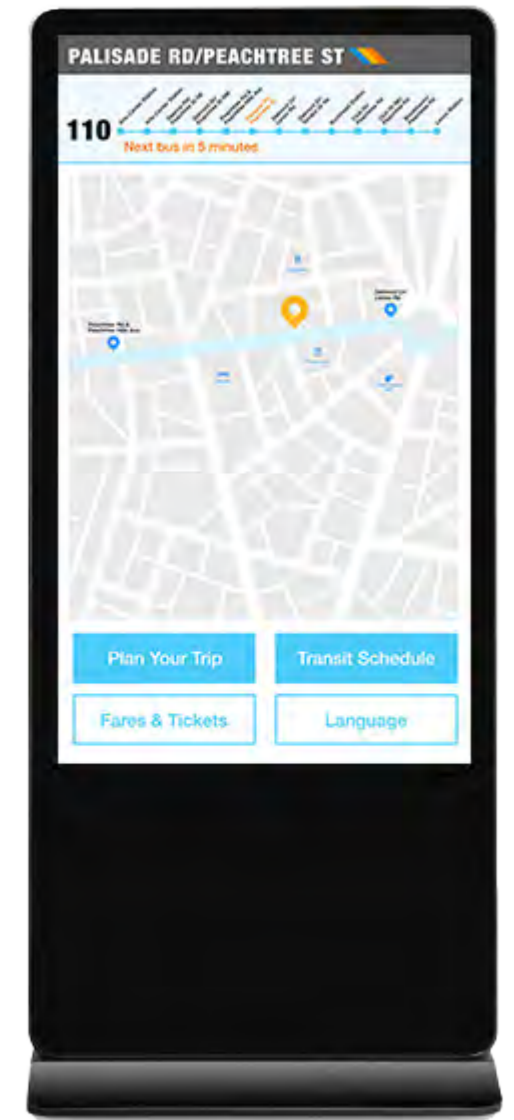
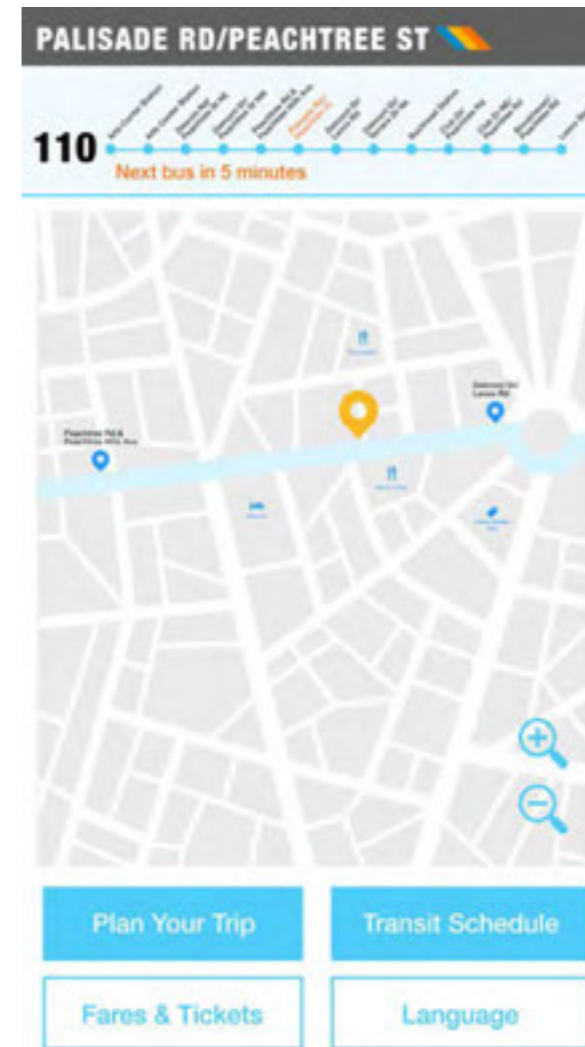


Promote Artbound

Kiosk Screensaver



Advertisement



Navigate MARTA System



Sustainable and Ethical



Customizable and Adaptable



Community Driven and Art Focused



Achievable and Accessible

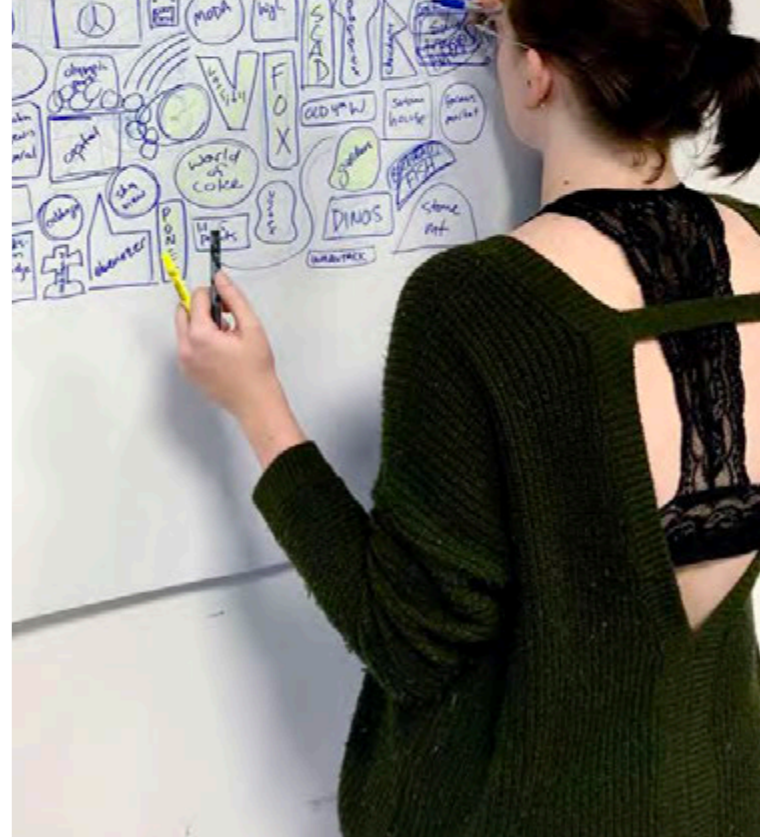
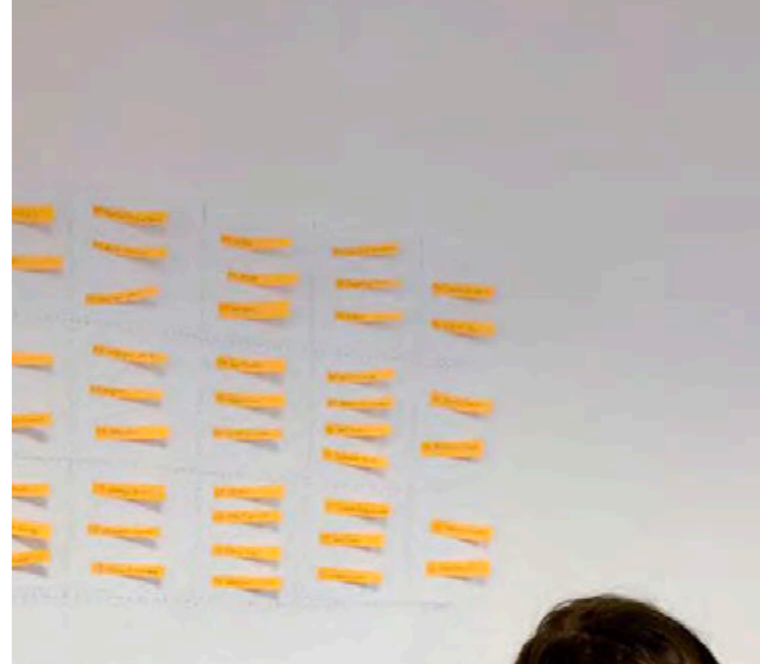


Inclusive and Intuitive

Refining Concepts

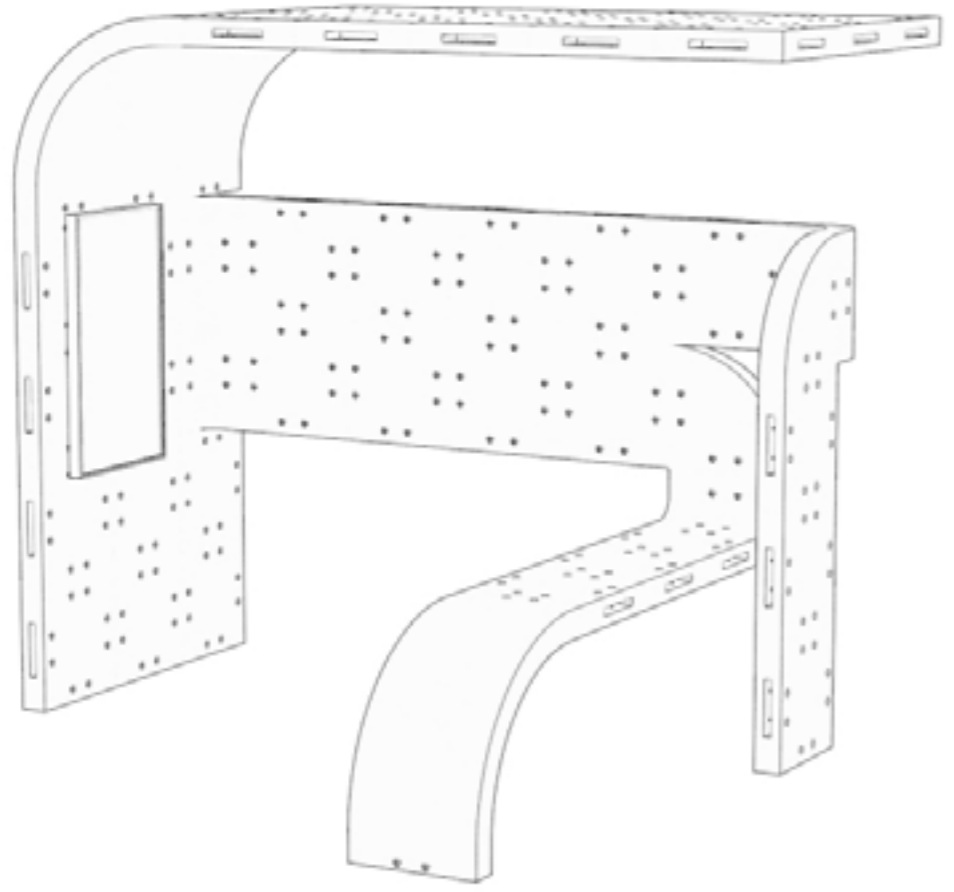
The analysis of the feedback during Midpoint Review, resulted in five new driving goals for further concept development of the final deliverables.

Each of the four concepts were measured against the rubric of these five goals. In doing so, the concepts were narrowed down to three based on how effectively they were able to satisfy each of the goals, to meet the needs of MARTA employees and ridership.

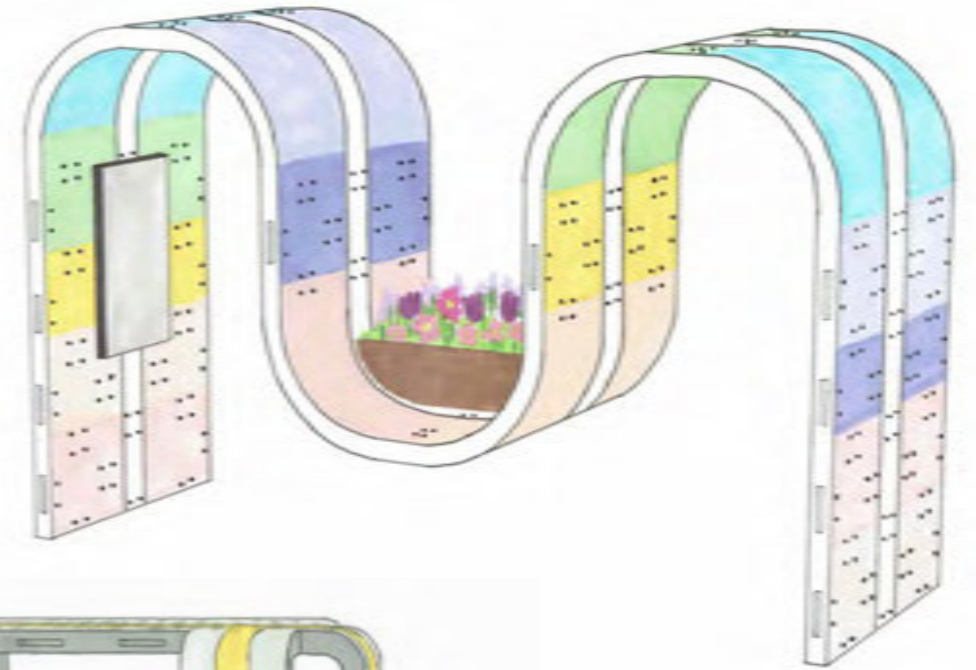




Final Deliverables



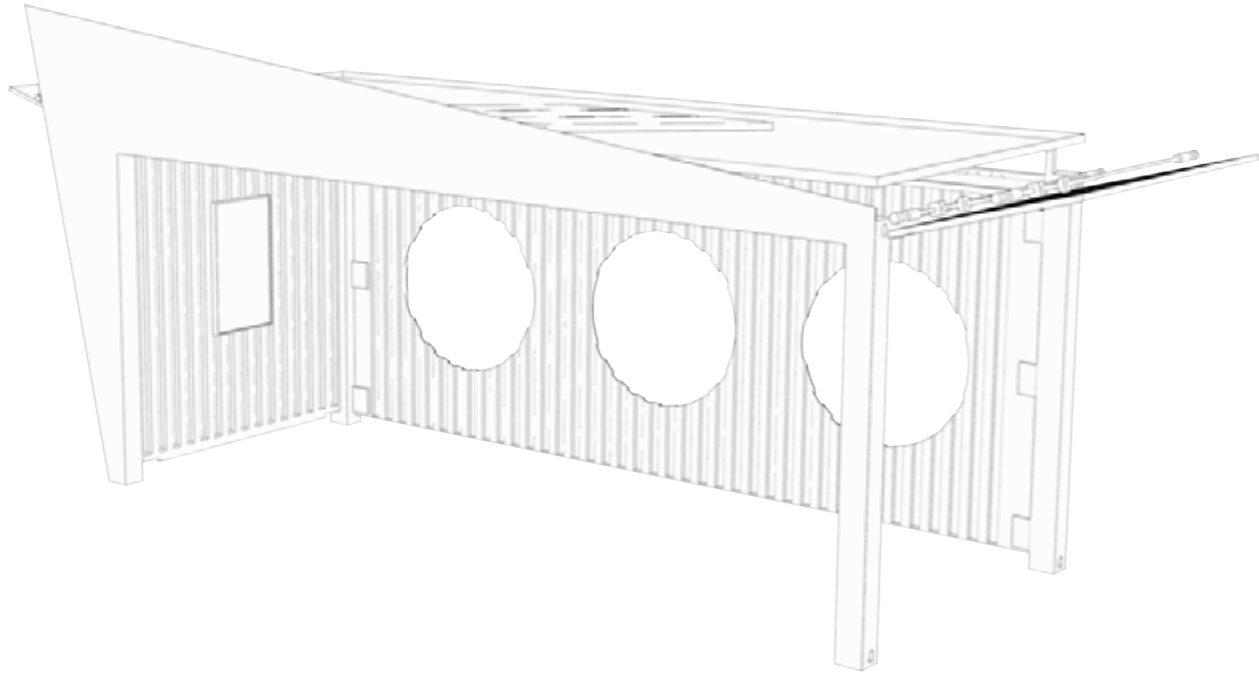
Concept 1
The Connector



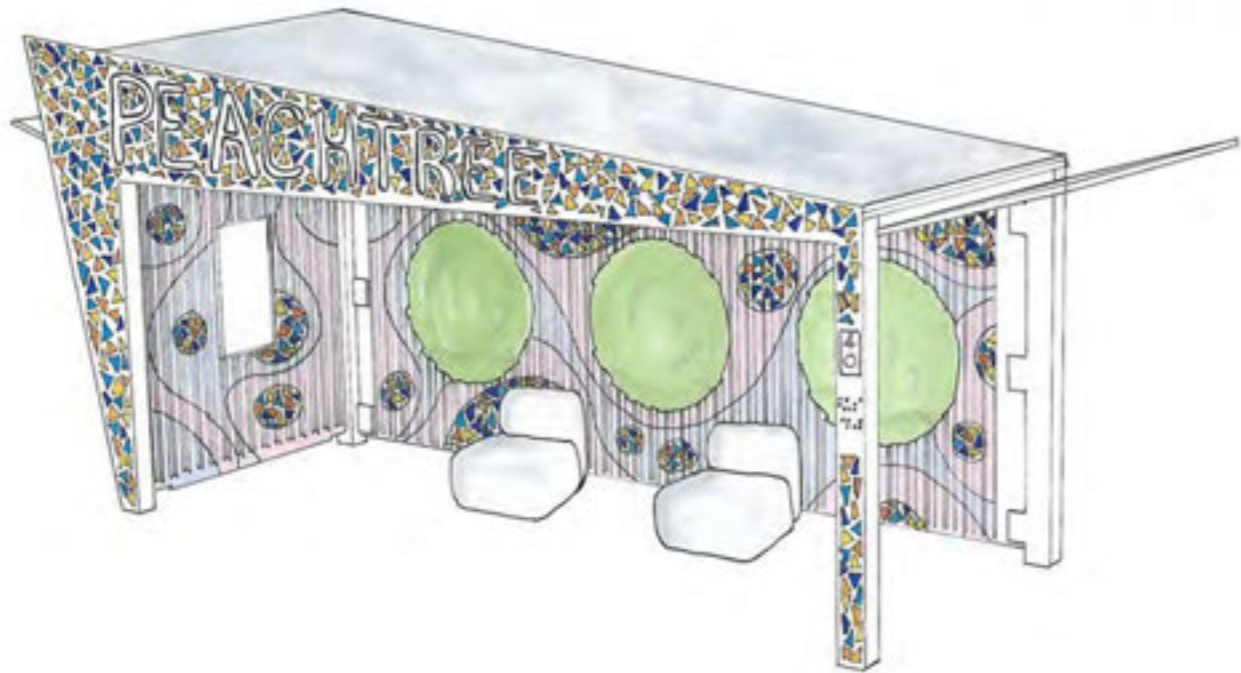
The Connector

Final site and dimension specific configurations with artistic designs unique to each potential location.



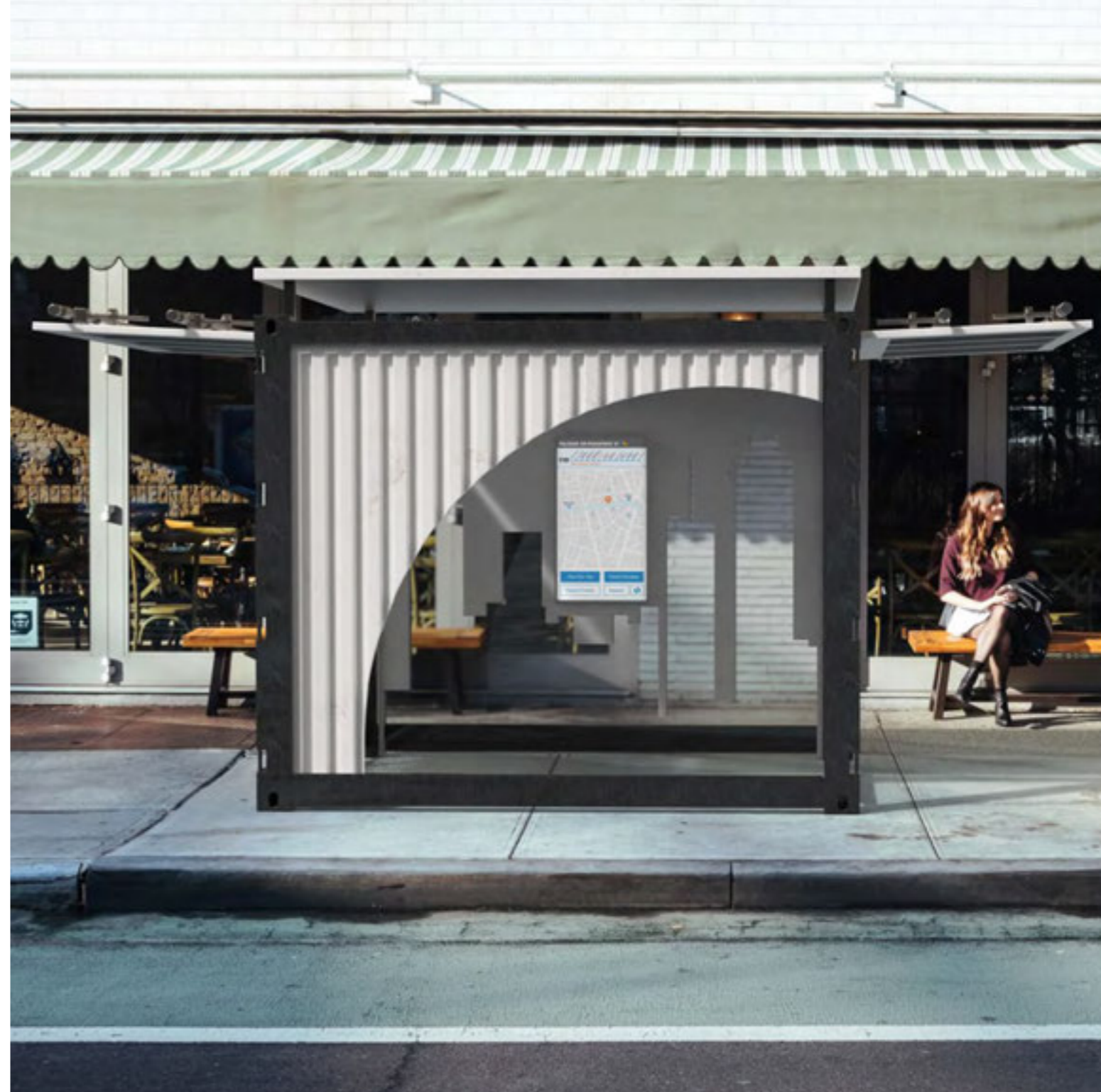


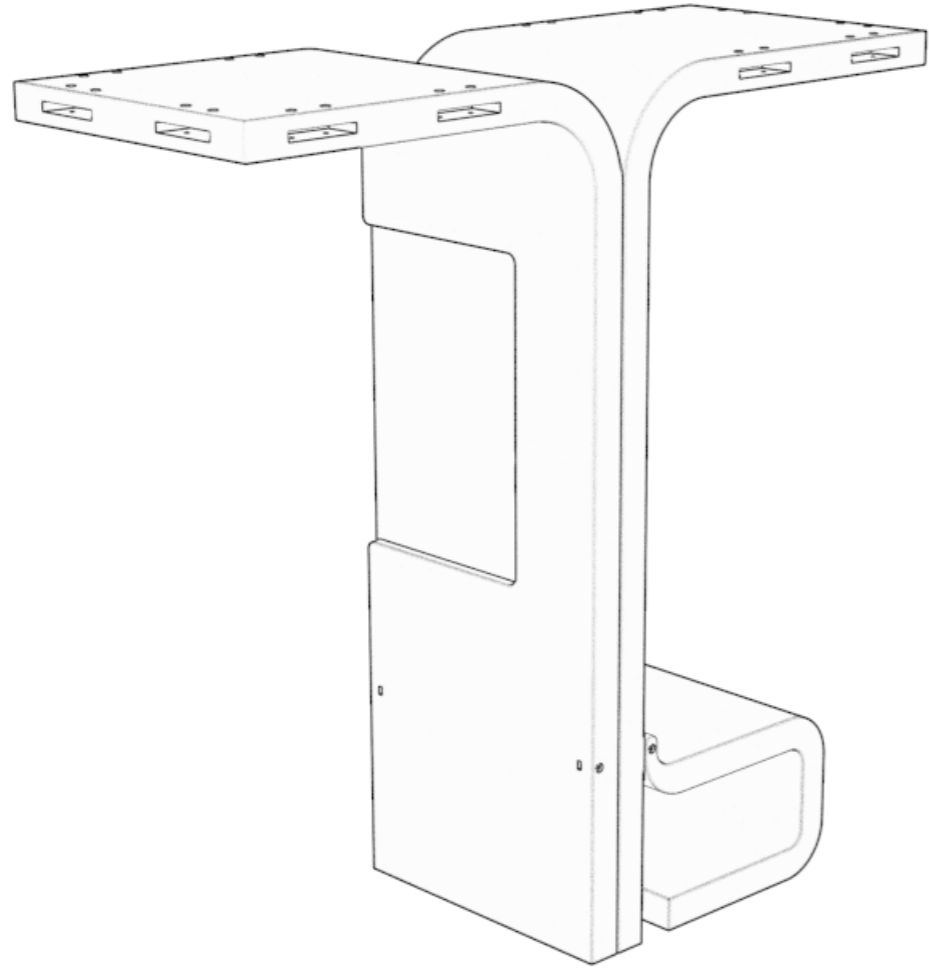
Concept 2
Canvas Car



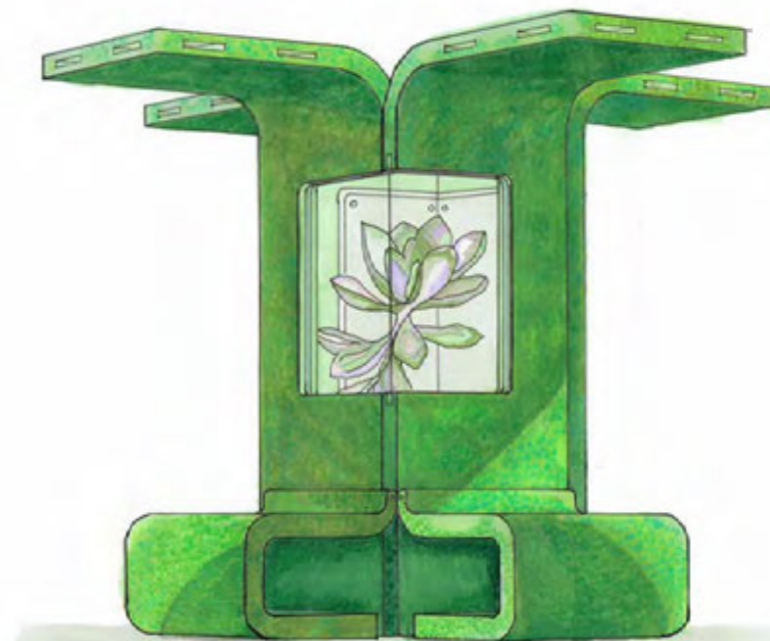
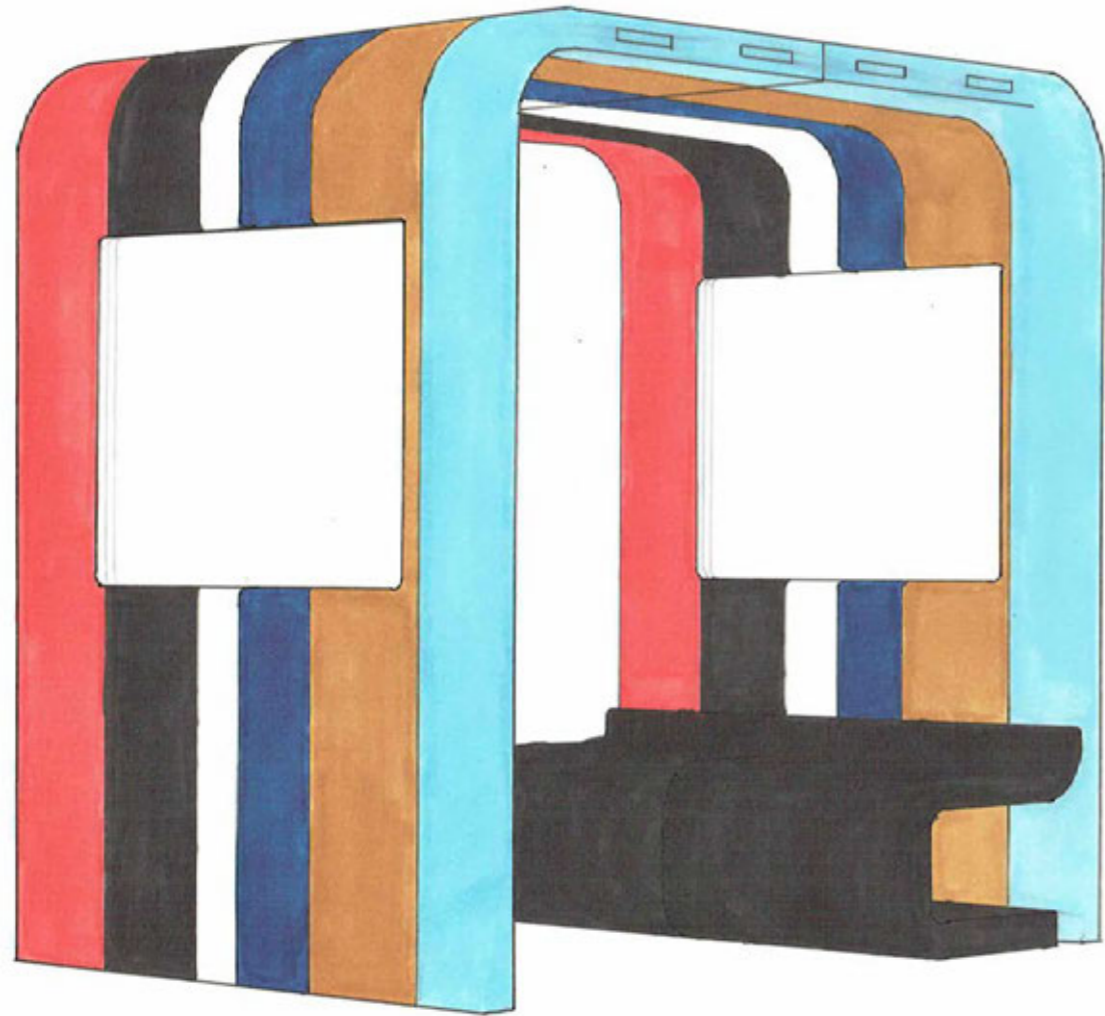
Canvas Car

Final site and dimension specific configurations with artistic designs unique to each potential location.





Concept 3
Sightseer



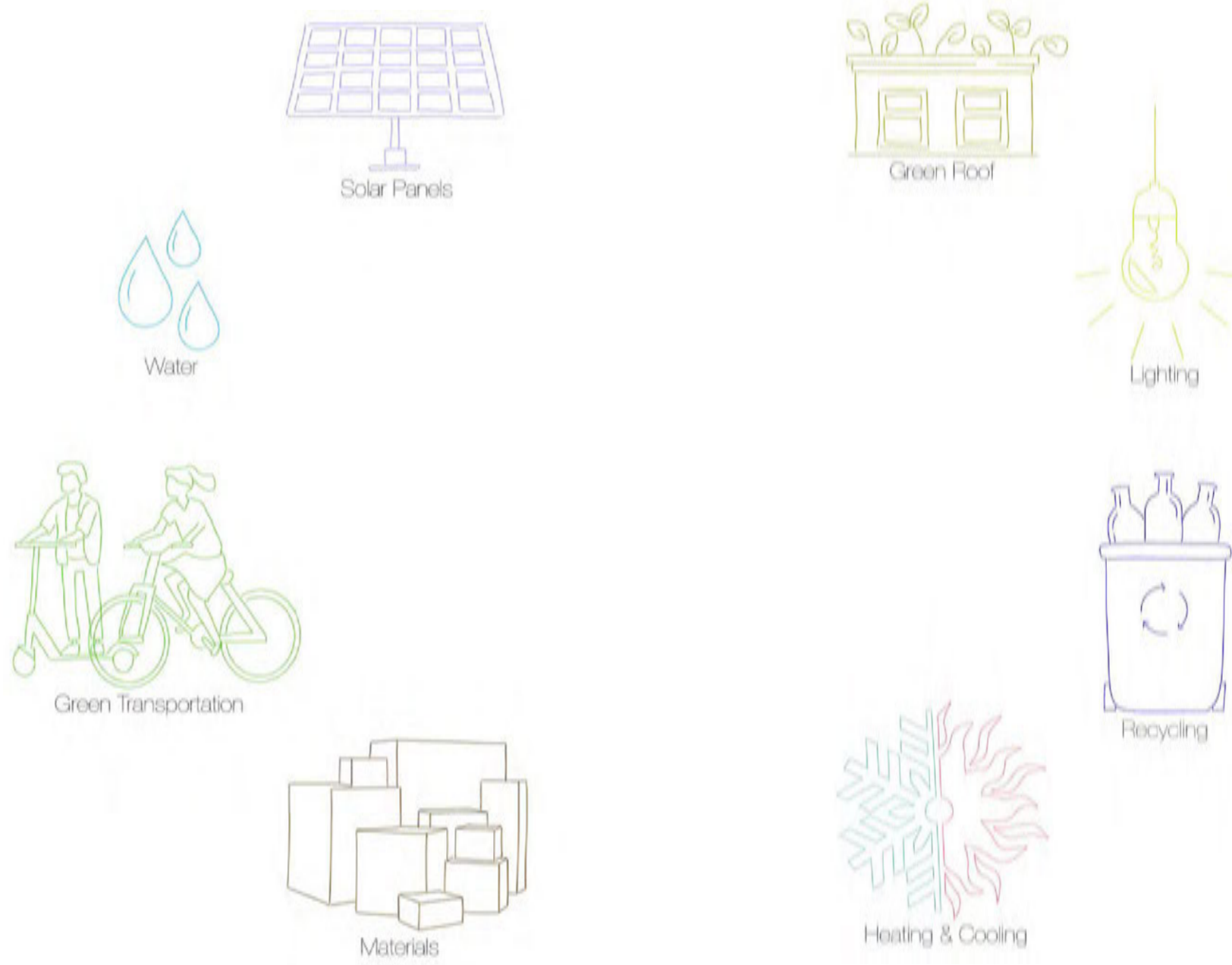
Sightseer

Final site and dimension specific configurations with artistic designs unique to each potential location.



LEED + MARTA

MARTA has already expressed an interest in further developing their sustainability goals, minimizing their carbon footprint and being environmentally aware in their business decisions. Our team is utilizing the LEED standards, providing a framework to create healthy, highly efficient, and cost saving green builds. With respect to the building materials, our team has considered the source, manufacturing, shipping, and installment processes involved.



LEED Certified Material Contact Cards



Concrete Masonry



GA Red Clay



Glass or Resin



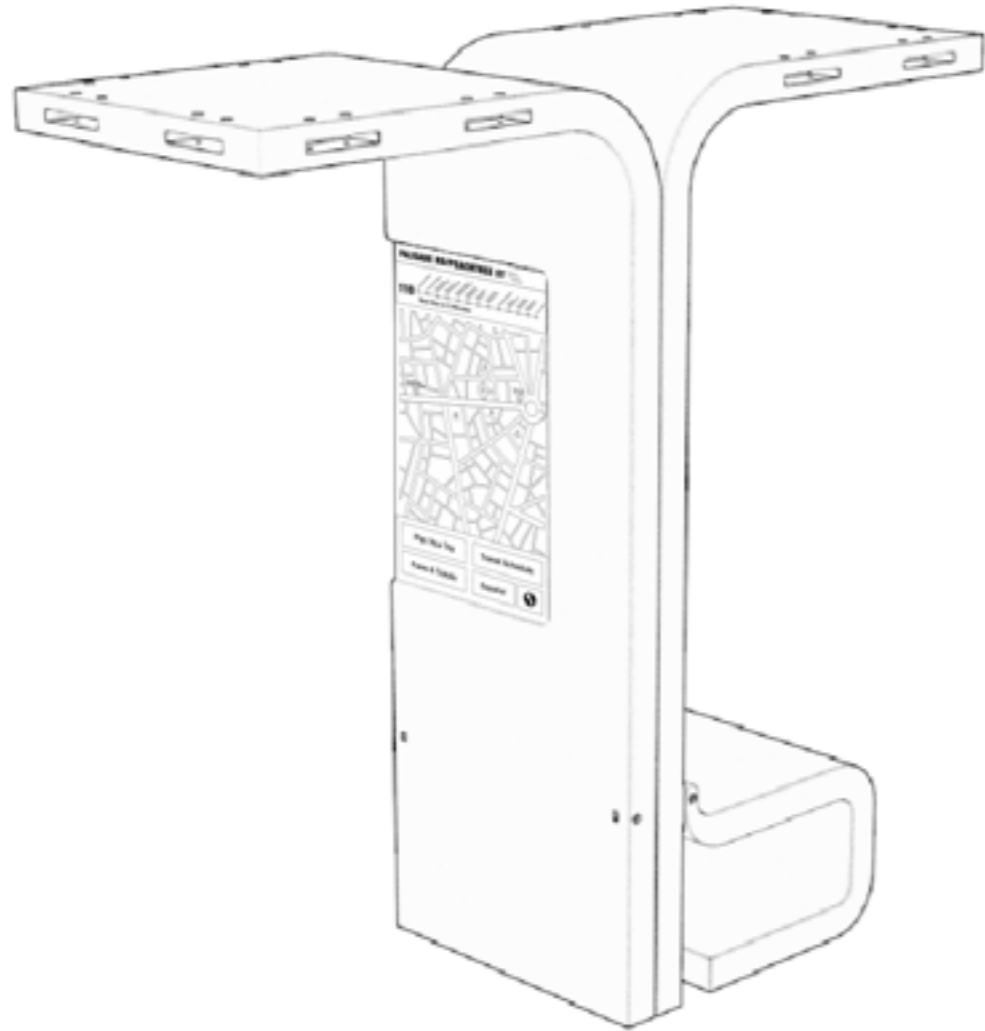
Mycelium



Steel



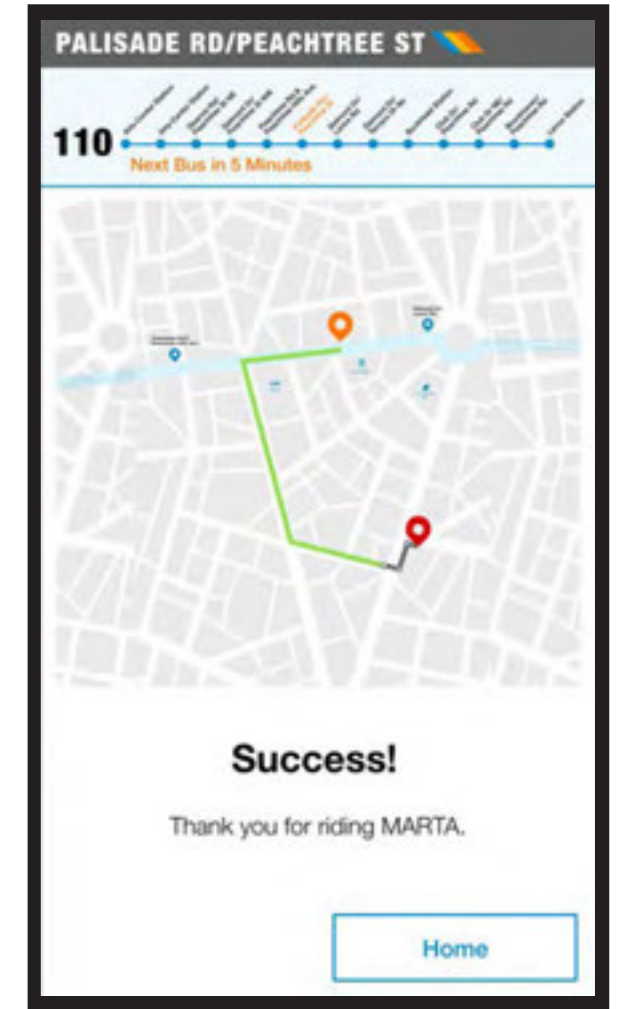
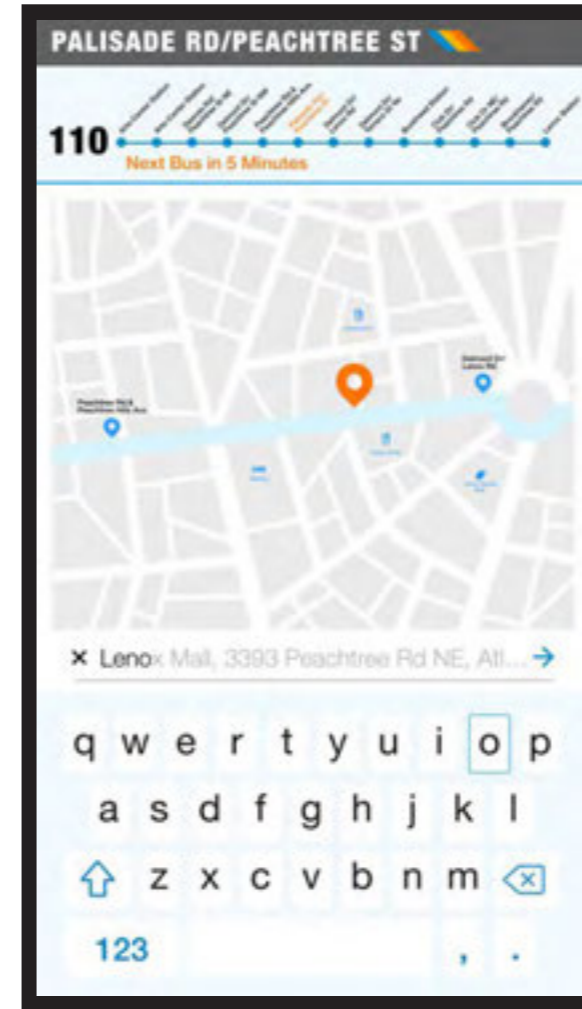
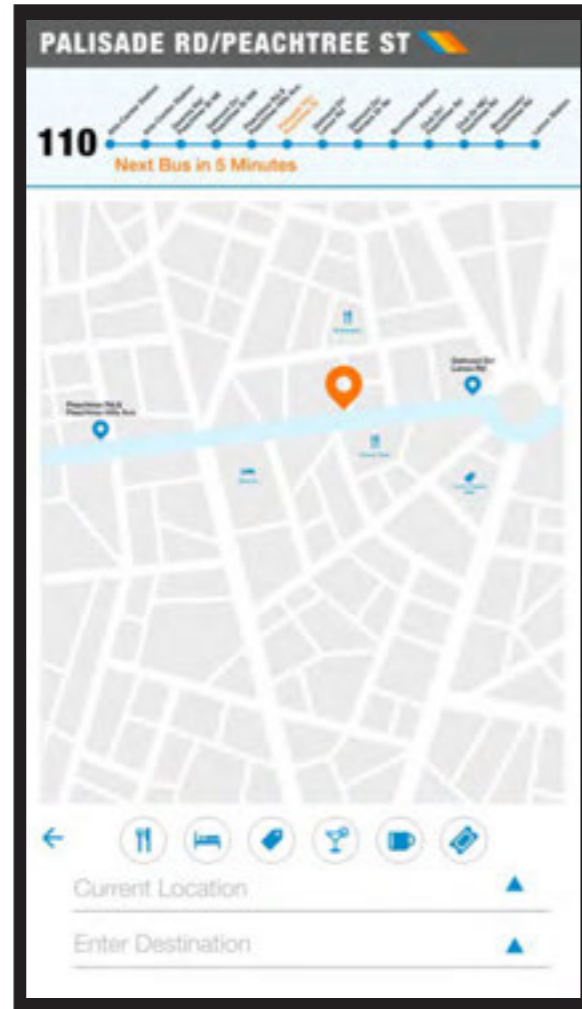
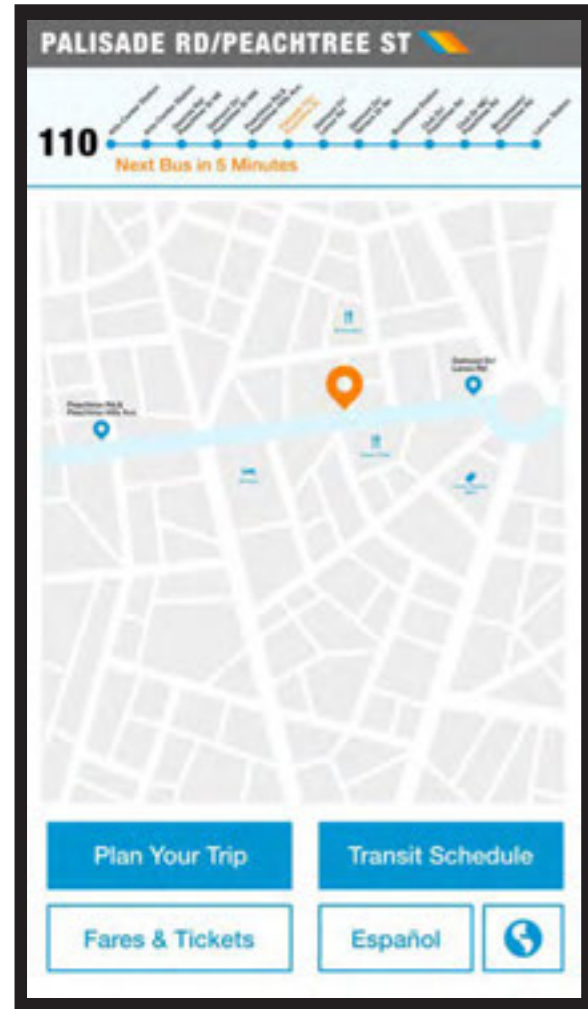
Wood Timber



Interactive Elements

Interactive Kiosk

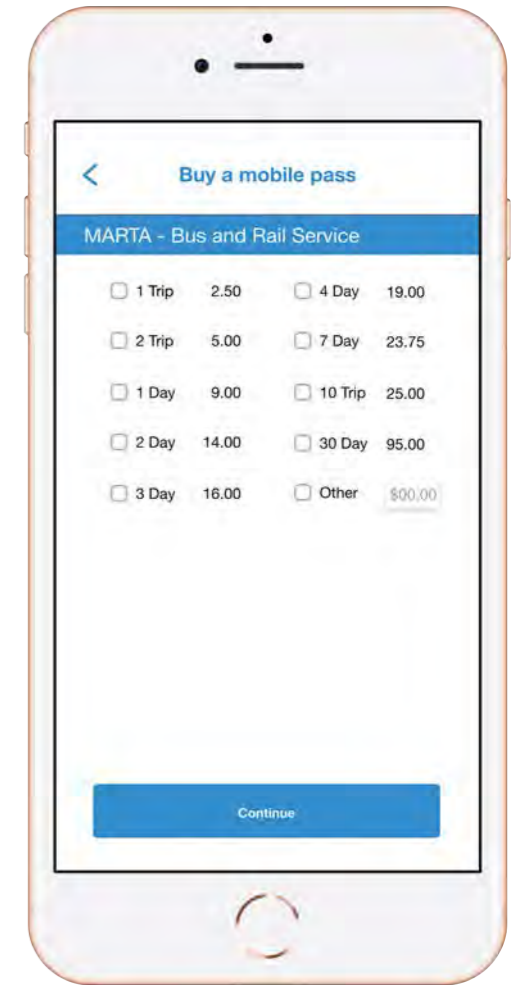
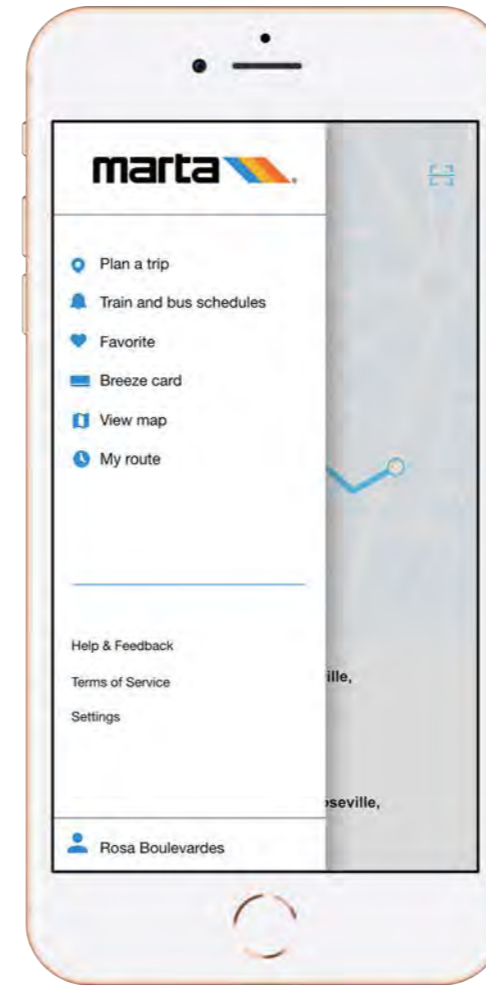
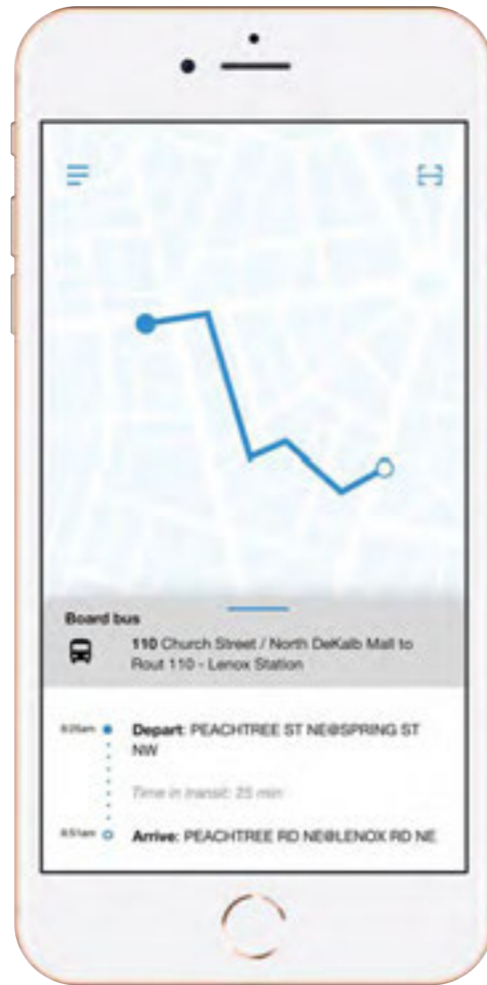
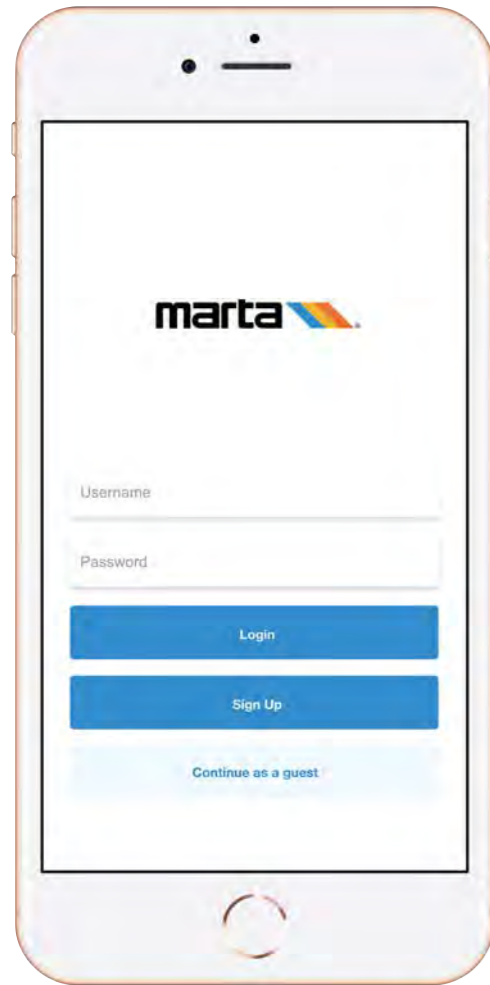
The kiosk was designed as an alternative to the current wayfinding options MARTA provides at its shelters.



The rider will receive this message on the kiosk screen once they have transferred the directions to their phone.

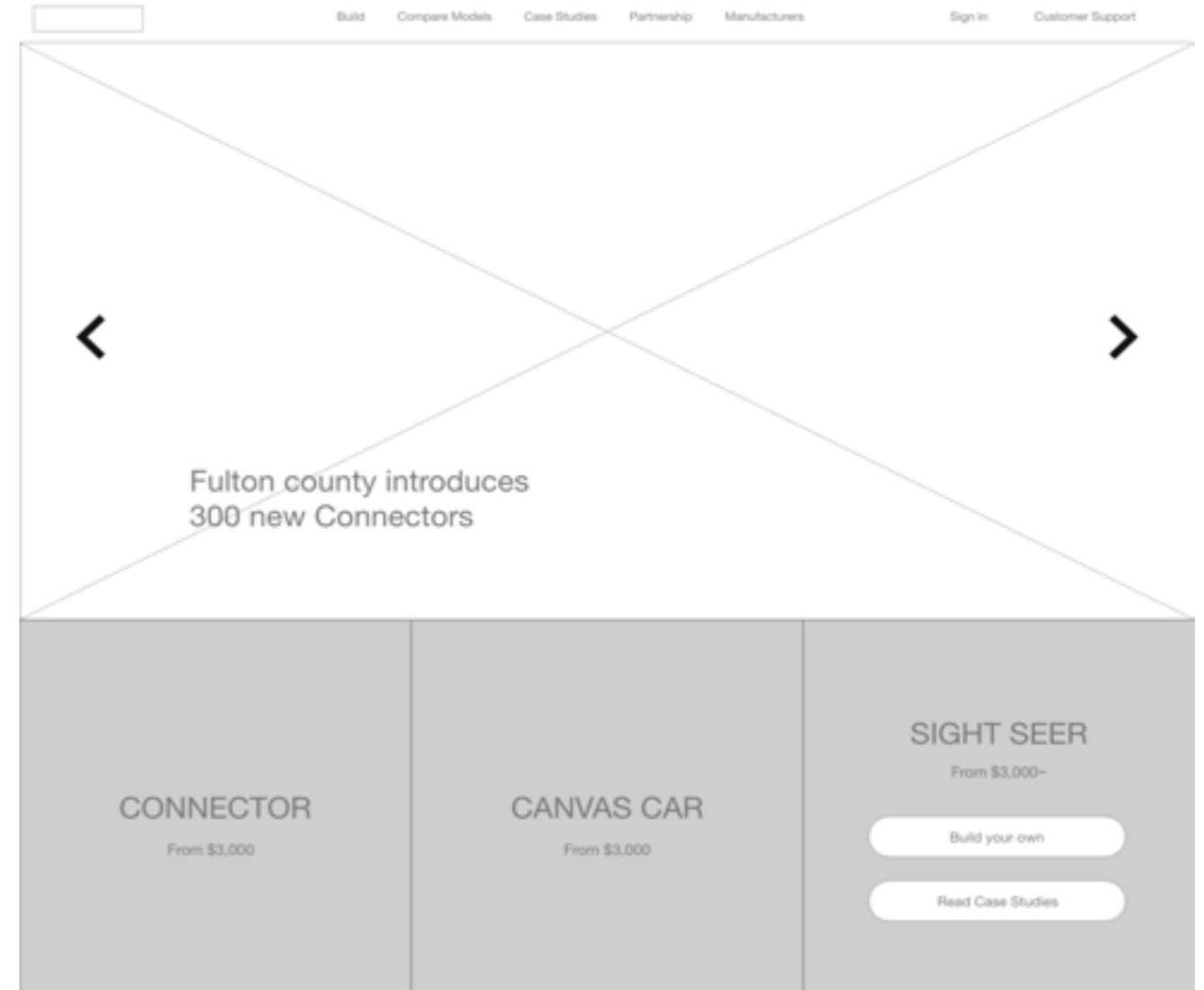
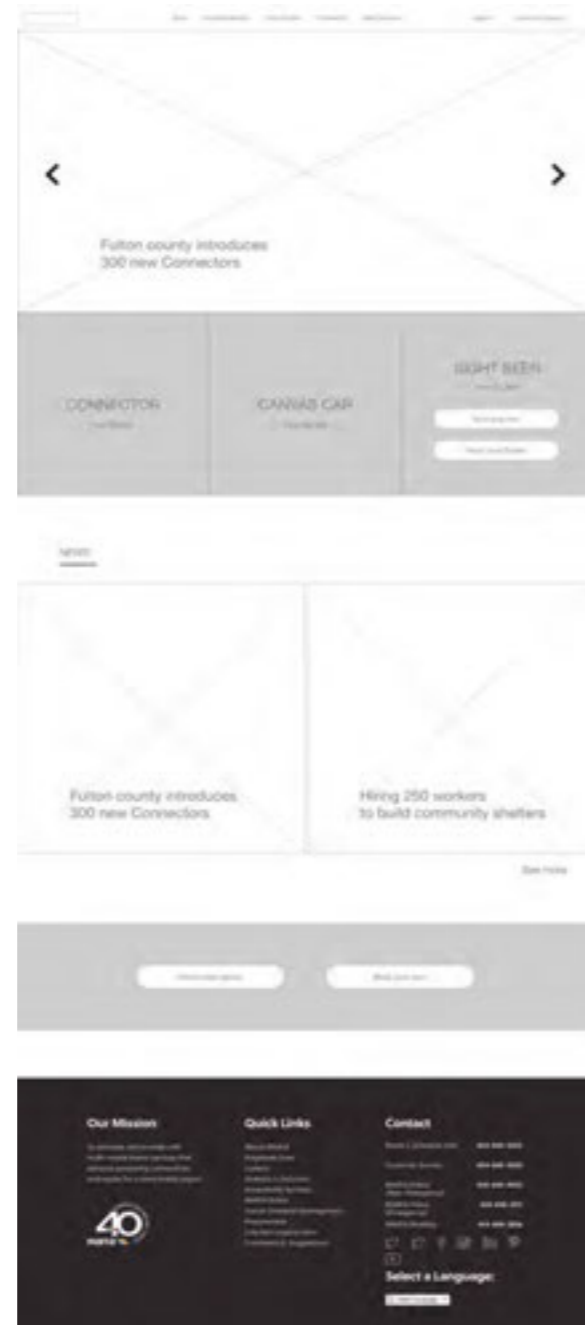
Rider App

Signing into the personalized mobile app allows the rider to purchase a mobile pass.



Shelter Site

This responsive website was created to make the transaction of purchasing a bus shelter easier for both MARTA and the communities purchasing them. The site includes approximate pricing and the option to customize a shelter special to the community. The wireframe home page shown showcases the bus shelters available for purchase, the shelters of other communities through case studies, and includes news surrounding MARTA's initiative to become more community-oriented. Consumers are also able to check the status of their order so they know when to expect their new shelter.



Closeup of the home page displaying news and shelter options