

THE CASE FOR POCKET QUICKMAPS

**The alternative strategy where
passengers pay for information
on Glasgow 'mapmate' model**



INTRODUCTION

In straitened times, the Pocket Quickmap is the best channel for effective, simple and attractive public transport information. With glossy cover and colourful map, Pocket Quickmaps are valued and retained whether given away or sold.

Generally the public knows about rail services but few know its buses. Quickmap's approach promotes knowledge of the network to encourage greater travel, improved ridership and reduced car dependency.

However, map reading comes as a problem for many people. About a third of people cannot use a map, another third try hard and a third enjoy them.

Quickmap alternative strategy

good looking maps are saleable

paying for maps increases retention

selling maps encourages display

selling maps helps distribution

passengers with maps help others

spend a little and save a lot!

GLASGOW MAPMATE



When MD Mark Savelli of First Glasgow came across Quickmap's London by Bus map, Ellie Newland, marketing director, reviewed the business case and commissioned a Quickmap for Glasgow.

Branded 'mapmate', it was designed to appeal to young and old. It received the support of employers, employees, tourist bodies and Glasgow Bus Users Group.

At that time, Glasgow did not have a bus network map except for a high frequency Overground diagram which showed only 20 of First's 80 routes. The diagram didn't have a city centre map and suffered problems of line bunching and limited colour palette.

Mapmate was launched in 2002 with radio adverts and posters. Over five years, it was updated eight times involving the minimum of effort and print runs of between 5,000 and 20,000 copies.

It was supplied free to newsagents and travel centres where it was sold to the public for £1. Outlets promoted the map as and kept the takings.

USER SURVEY

Following the first issue, a two-part study 'Is your Map your Mate?' was carried out by Department of Geography & Topographic Sciences at Glasgow University.

Sixty people were initially interviewed on the street most of whom thought 'mapmate' created a good impression. Legibility was best in the younger age groups with women giving a higher rating than men.

From a detailed postal questionnaire completed by 30 'mapmate' users, the results were encouraging:

ridership: 71% people interviewed had made extra bus trips

retention: 52% people interviewed carried the map with them

viral marketing: 50% people interviewed had helped others

modal shift: 10% people interviewed had opted for one less car journey

See appendix for map detail maps and Quickmap product covers.

THE QUICKMAP SYSTEM

Getting the best from public transport is the basis of the Quickmap approach.

As cities are defined geographically and understood in terms of their centres of activity such as shopping, entertainment and commercial centres, Quickmap highlights these. This allows the hinterland to be minimised leading to smaller sized maps.

Quickmaps are part map, part diagram. Avoiding the geographic distortion of diagrams and lack of city character in street atlases, they show public transport against a different graphic landscape made up from centres and places that people know.

Especially important in this different overview are the buses because they tend to get to the heart of places whereas rail and metros are often located away centres.

Quickmap offers an ideal mapping system for both print and web products for journey planning or as base maps for travel plan professionals.

Quickmap also indicates bus frequency. Where several bus services run alongside each other, the roads and streets are shown wider to indicate a higher overall frequency. This is important where there are several infrequent services.

Graphical adjustments are also made to simplify rail and metro lines to maintain geographic approximation. Recent experiments using translucent mapping techniques have also helped with this process.

Interactive mapmovies for web and public kiosks have also been developed and, soon to be released, map-apps for the smartphone market.

Quickmaps help to simplify the complexity of the public transport system and thereby reduces car dependency and makes cities more habitable and sustainable.

POCKET QUICKMAP QUALITIES

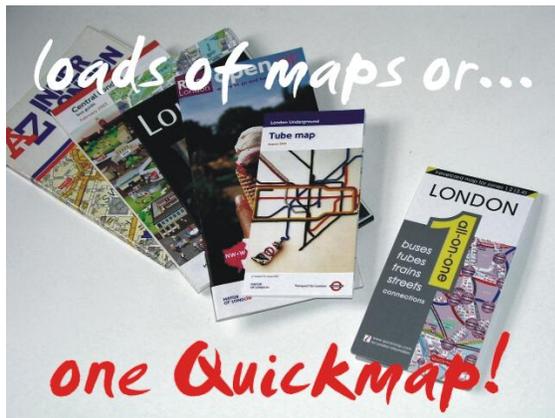
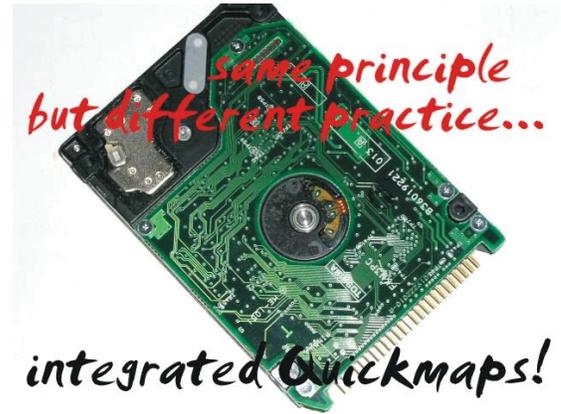
to promote wider use of public transport with attractive, compact, customer focused comprehensive products and services

to give confidence in use and to communicate rather than confuse

to offer a strategic survey for other urban and transport developments

Quickmap mapping is Design Registered.

DESIGN FEATURES



OTHER QUICKMAP WORK

Green Routes – a small pocket map with published by Oracle Corporation for staff at Thames Valley Park Reading with details of the local attractions and travel advice for visitors.

PTplus - pocket sized folding bus and rail network map published by Hampshire County Council for Winchester and surrounding area.

Expand Your Travel Options - pocket sized folding map published by Hampshire County Council to encourage employees of large organisations to use public transport.

London by bus – London’s simplest pocket sized bus map published by Quickmap, launched in 1999 by Ken Livingstone MP.

London all-on-one – London’s only integrated bus, tube and train pocket sized map published by Quickmap.

London Students’ Quickmap – paper sheet published by Quickmap for the Mayor’s office for new students.

London Travel Planner – London’s integrated bus, tube and train planner for journeys across the whole of London out to the M25 published by Quickmap.

London Borough Bus Planner – shows local and metropolitan bus network against the background of London boroughs published by Quickmap.

London Night Travel Planner – London’s only bus and train network night travel planner.

Complete London – pocket map covering the Capital’s complete transport system in separate daytime and night-time maps published by Quickmap.

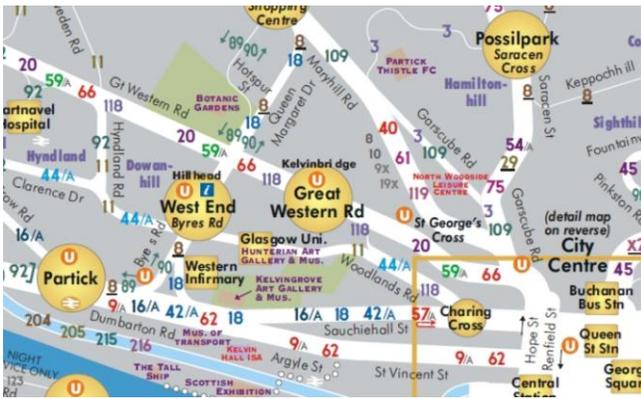
London Above Ground – a paper delivered to the Annual International Conference of the Royal Geographic Society.

MapMovie work – transport and travel web information strategy and mapmovies for **Wembley Stadium**, town and neighbourhood bus mapmovies for **Rotherham**, commercial and retail travel transport mapmovies for **British Land** developments, event mapmovies for **Royal Horticultural Society’s** Hampton Court Flower Show and **Notting Hill Carnival**, and instant commuter selector interface (SY-iC) for **Rotherham Metropolitan Council** covering South Yorkshire.

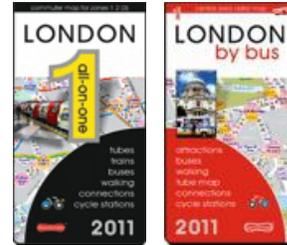
"Good for bus travellers because they retain them for over a year and often keep them on person. Gives a better outcome, generates a better map product, can be reprinted quarterly, and gives revenue cost to the bus operator or Council. An alternative strategy responds to tough budgetary times."

Appendix

Glasgow 'mapmate'



London pocket maps



CONTACT

a@quickmap.com

www.quickmap.com/b2b.htm

PO Box 12 London SE5 9PN

tel 020 7813 3397

Quickmap research

65-67 Bute Street Luton LU1 2EY