



THE CASE FOR POCKET QUICKMAPS

**The win-win strategy where
passengers pay for information
on the MapMate model**

18 March 2004

updated 2009

v.3



INTRODUCTION

The Pocket Quickmap is a new channel to provide the public with the best form of attractive travel information. With a glossy cover and colourful new style map, Pocket Quickmaps are valued and retained whether given away or sold.

Generally people know about rail services but few know about buses. Quickmap's approach is to promote network knowledge which in turn encourages travel, improves ridership and reduces car dependency.

However, map reading can be a problem for many people. It is often reported that a third of us cannot use a map, another third try hard to and a third positively enjoy them. Quickmap tries to address the needs of most people.

The win-win 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, save a lot and ...

why not let your bus drivers sell

maps?

THE GLASGOW MAPMATE

low cost, high return, bus map solution



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

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

At the time, Glasgow did not have a bus network map except for the high frequency Overground diagram which showed 20 out of 80 routes. Although relatively simple, the diagram had no detail city centre map, suffered graphical problems of line bunching and colour palette limitations.

Distribution would be simplified too. It was supplied free to newsagents and travel information centres but sold in the Greater Glasgow area for £1. In this way, outlets displayed and promoted the map as a quality product and kept the takings. By all accounts, the public willingly bought the map and held on to them for years!

Mapmate was launched in 2002 with radio adverts and clever posters. Over five years, it was updated and reprinted (5000 to 20,000 print runs) with the minimum of effort despite significant changes in the bus network.

USER SURVEY

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

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

From a follow-up postal questionnaire with 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 or taxi trip in favour of a bus.

THE QUICKMAP SYSTEM

Getting the best from towns and cities and public transport networks is the basis of the Quickmap approach.

Towns and cities and to a lesser extent suburbs are defined geographically by places of activity and transport.

The Quickmap system is a cartographic hybrid; part map and part diagram. It is more than diagram which often distorts geography, and less than a street atlas which often ignores transport and urban patterns.

As such, Quickmap offers the ideal mapping system as print and web products for simple journey planning for all and travel planning projects for professionals.

The graphic system shows the layout of towns, cities and regions in terms of public transport which helps to reduce car dependency with the aim of making cities more habitable.

Buses are important in this transformation and often least understood. And yet buses get to the heart of more places unlike rail, tram or metro that are often detached from traditional city centres where cars are increasingly being restricted.

The Quickmap process involves surveying cities, sometimes using SMART tools, to determine centres and transport corridors, starting with the bus network.

The straightest corridors between centres are plotted and bus numbers added. As a departure from conventional mapping, frequency is also indicated. Where several bus services run alongside each other, these corridors are graphically expanded to indicate a higher overall frequency; important in areas with several but infrequent services.

Graphical adjustments are made to simplify and accommodate trains and metro lines and important other information whilst always maintaining geographic approximation. Recent experiments using translucent mapping techniques have also helped with simplification process.

Quickmap mapping, therefore, reveals the dynamic connectivity of an area which are being developed as mapmovie products for web applications and smartphone market.

Quickmap mapping is Design Registered.

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

DESIGN FEATURES



OTHER QUICKMAP WORK

Green Routes - small pocket map with published by Oracle Corporation for staff at Thames Valley Park 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 several large organisations to use public transport

London by bus – London's simplest bus pocket sized 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 published by Quickmap

London Borough Bus Planner – the London-wide planner showing local and metropolitan bus networks against the background of London boroughs published by Quickmap

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

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

The case for MapMovies - the role of low cost, high return stand-alone mapmovies for display on the web, mobile phones and public information kiosks, and the future of visual journey planners – in preparation

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**, travel to event mapmovies for **Royal Horticultural Society** and Notting Hill Carnival

"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 not cost to the Bus Co or Council. The Win Win strategy that is uncovered in tough budget times."

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