

# Kochi Metro Rail

By Tata Elxsi | Category: Design Honour

As a principal design consultant to design the end-to-end passenger experience for enhanced travel, Tata Elxsi helped Kochi Metro Rail Limited (KMRL) transform Kochi into a smart city and solve the city's travel woes by designing an integrated passenger experience across brands, stations and other multi-modal transport systems. Theme-based station interiors, distinct colour schemes, a unique Kochi Metro app, way-finding & information design and an illustrated train livery were designed to reflect the spirit of Kochi. The team's solutions enabled KMRL to re-imagine tomorrow's metro travel experience and make it more user-focused. It is India's first seamless and integrated urban transport system.



## The Innovation

Mobility projects in India place more emphasis on infrastructure, while aspects like improving service quality, accessibility, customer perception are often missed out or designed as after-thoughts. To enhance the quality of life of citizens of Kochi and provide them with an integrated transport system connecting the metro, water bus, bus, taxi and cycle, Tata Elxsi helped KMRL to translate their vision to reality. The brand strategy and passenger / service experience were designed based on the guiding theme, 'connect to prosper' across all customer facing elements of metro system. The brand strategy and positioning with a new identity were developed jointly in association with the company's partner, Brash Brands. To offer commuters a seamlessly connected experience, theme-based station interiors, distinct colour schemes, a unique Kochi Metro app, way-finding and information design, illustrated train livery were designed to reflect the heritage and spirit of Kochi. Reimagining tomorrow's metro travel experience, Tata Elxsi assisted the KMRL Team to evaluate and assess design implementation for brand and customer experience solutions. Kochi Metro is India's first seamless and integrated urban transport system and was launched by the Prime Minister, Mr. Modi in June 2017.



## Overcoming Challenges

There was no clear roadmap for the project. As principal passenger experience design consultants, the team helped Kochi Metro Rail Limited understand the need of design intervention so as to enhance customer experience. Although various public transportation modes are available to the general public in Kochi, the lack of an integrated transport system was a major hurdle for city dwellers and people living in the outskirts. The aim was to develop a unified brand identity by creating a consistent brand and translate the theme of 'connect to prosper' to reflect the spirit of Kochi through various design solutions across all platforms - from print collaterals to built space. The initiative also focussed developing a cohesive system to encourage commuters to travel by the integrated public transport.

## Impact of the Innovation

The only Indian Metro to receive the prestigious  
**IF DESIGN AWARD**

