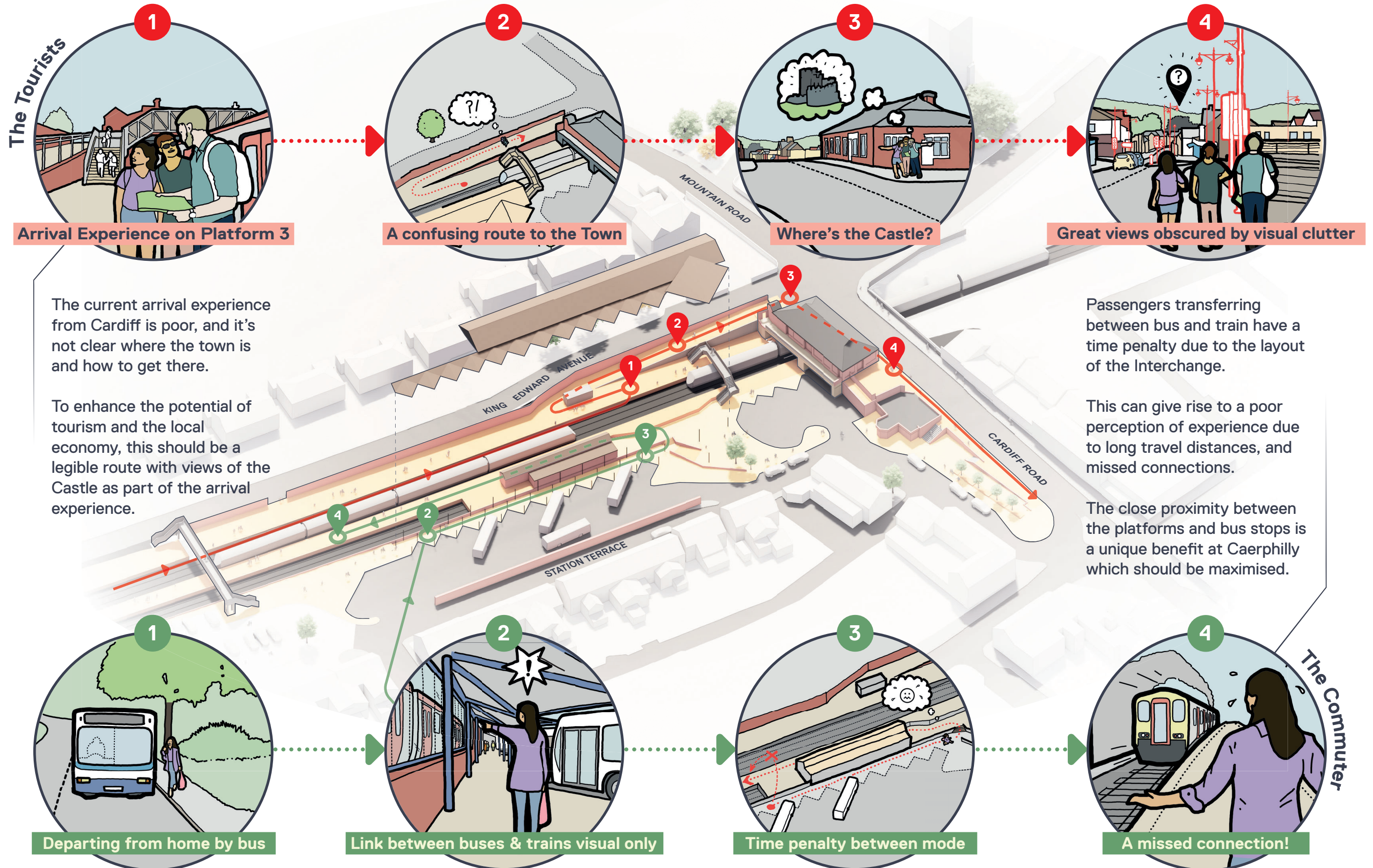


Designing for People and Journeys

Our starting point for your new interchange is embedded in the user experience. Here we explore two of many passenger journeys at Caerphilly Interchange.



The Tourists

Arrival Experience on Platform 3

The current arrival experience from Cardiff is poor, and it's not clear where the town is and how to get there.

To enhance the potential of tourism and the local economy, this should be a legible route with views of the Castle as part of the arrival experience.

A confusing route to the Town

Where's the Castle?

Great views obscured by visual clutter

Passengers transferring between bus and train have a time penalty due to the layout of the Interchange.

This can give rise to a poor perception of experience due to long travel distances, and missed connections.

The close proximity between the platforms and bus stops is a unique benefit at Caerphilly which should be maximised.

Departing from home by bus

Link between buses & trains visual only

Time penalty between mode

A missed connection!

The Commuter

