

LORETO

Group 03 - Big buckets

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FIELD OBSERVATIONS



Via Padova
Unsafe neighborhood

P.le Loreto

**M1 - M2
Interchange**

V.le Abruzzi

Città Studi
University neighborhood

P.zza Argentina

Bad pedestrian
system

Centrale
Train Station

C.so Buenos Aires
Shopping district

Several services available

- ATM Point
- Caffe
- Shops
- Tabacchi
- ...



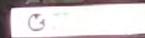








Via Abruzzi



SHADOWING

Field observations

WALK
WAIT
WAY

Most of them don't need to get infos about the subway stops

People look stressed, they try to fill every spare time they have

People walk fast

Some people use the underground path to avoid the outside traffic



SHADOWING

Field observations

1/6 people spend the time on their smartphones while walking

1/2 people spend the time on their smartphones while waiting

1/3 people use headphones during the time spent in the subway



INTERVIEWS

Field observations

Questions

Why are you using the subway today?

What brings you to Milan?

Do you frequently pass through Loreto station? Why?

3 words to describe Loreto station (or the subway in general)

What is the most memorable event you remember happening in a subway station?

How do you find your way in the subway?

25 people interviewed

Many people complained about the cold and dark environment



Most people use Loreto as interchange site between the metro lines

Most people have trouble finding the right exit

SITE ANALYSIS

PERSONAS

Site analysis

Sofia

21 years old

She moved to Milan
for her studies

She often take
the subway, but she
is not used to it yet

She uses
her phone a lot



PERSONAS

Site analysis

Carlo

He is 38 years old teacher

He recently
became father

He thinks that
the subway system
should be improved

He just updated
to the e-books
so he can entertain himself
while waiting



PERSONAS

Site analysis

Mohammed

29 years old

Works as Glovo rider,
has two more jobs

He has a basic knowledge
of the italian language

He uses a lot
the subway carrying also
his bike



USER PATHS

Site analysis

Simplified version of all
Loreto internal pathways

Framework for path analysis



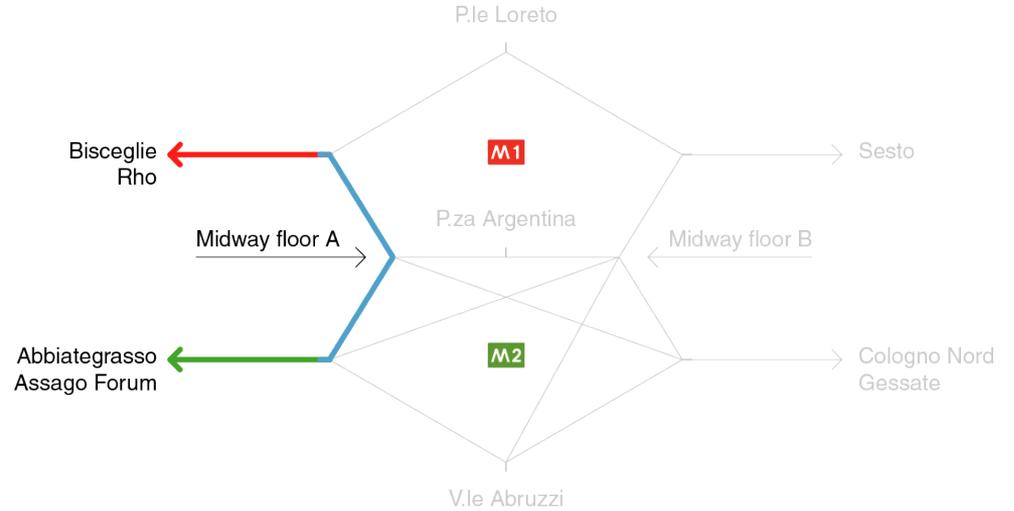
USER PATHS

Site analysis



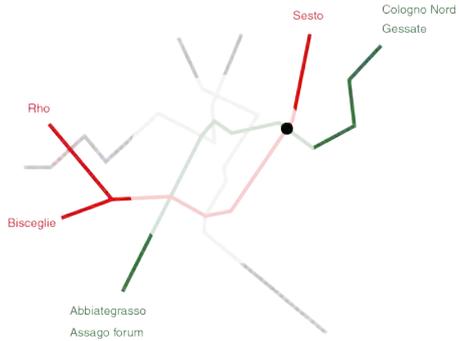
Morning

Commuters flow from the suburbs to the city center



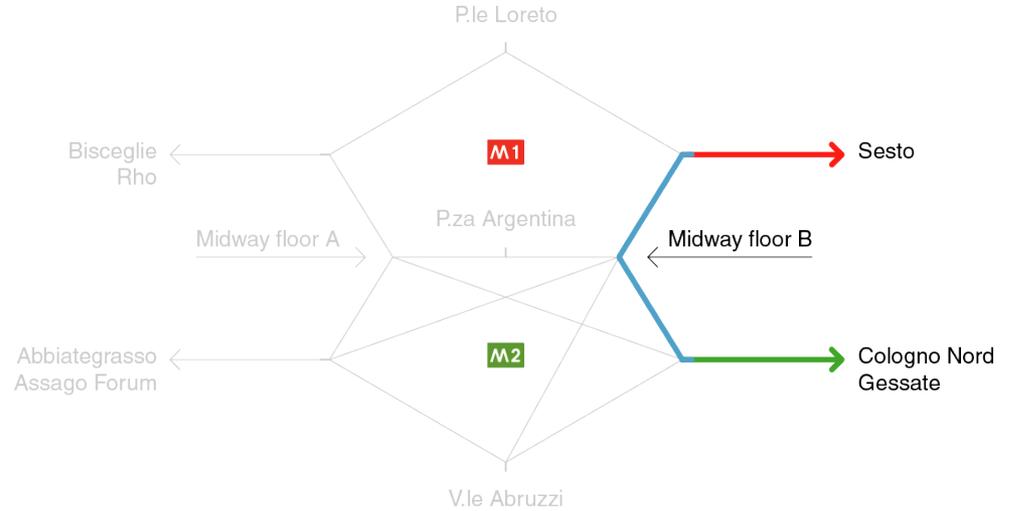
USER PATHS

Site analysis



Afternoon

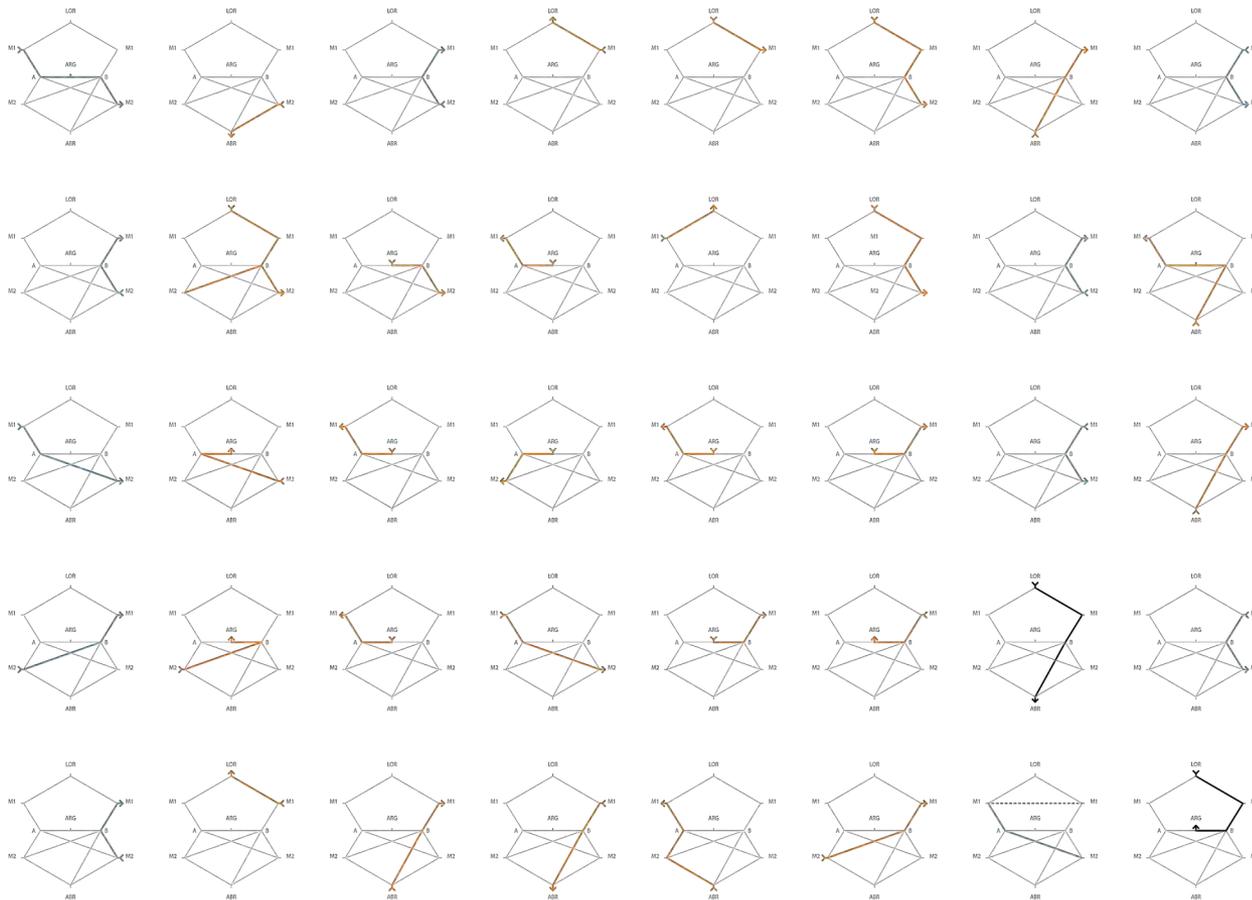
Commuters flow from the city center to the suburbs



USER PATHS

Site analysis

Shadowing and tracking
of 40+ people between
17:00 and 19:00

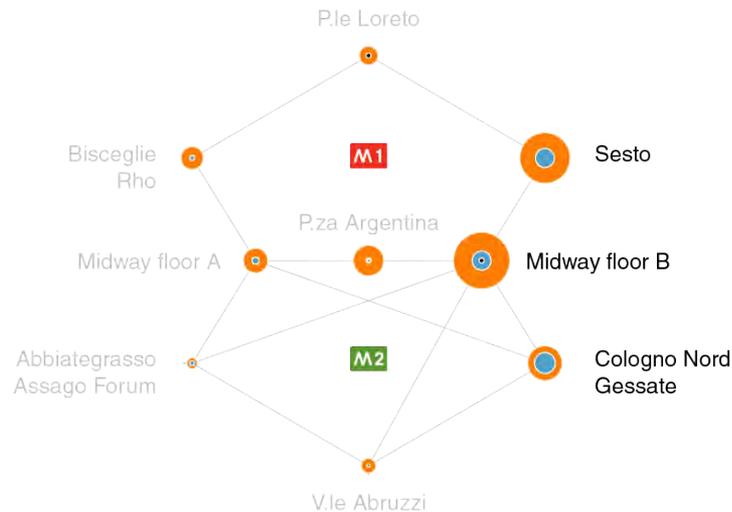


Platform/Exit
Platform/Platform
Exit/Exit

USER PATHS

Site analysis

The size of the bubbles stands for how many people passed through that key area



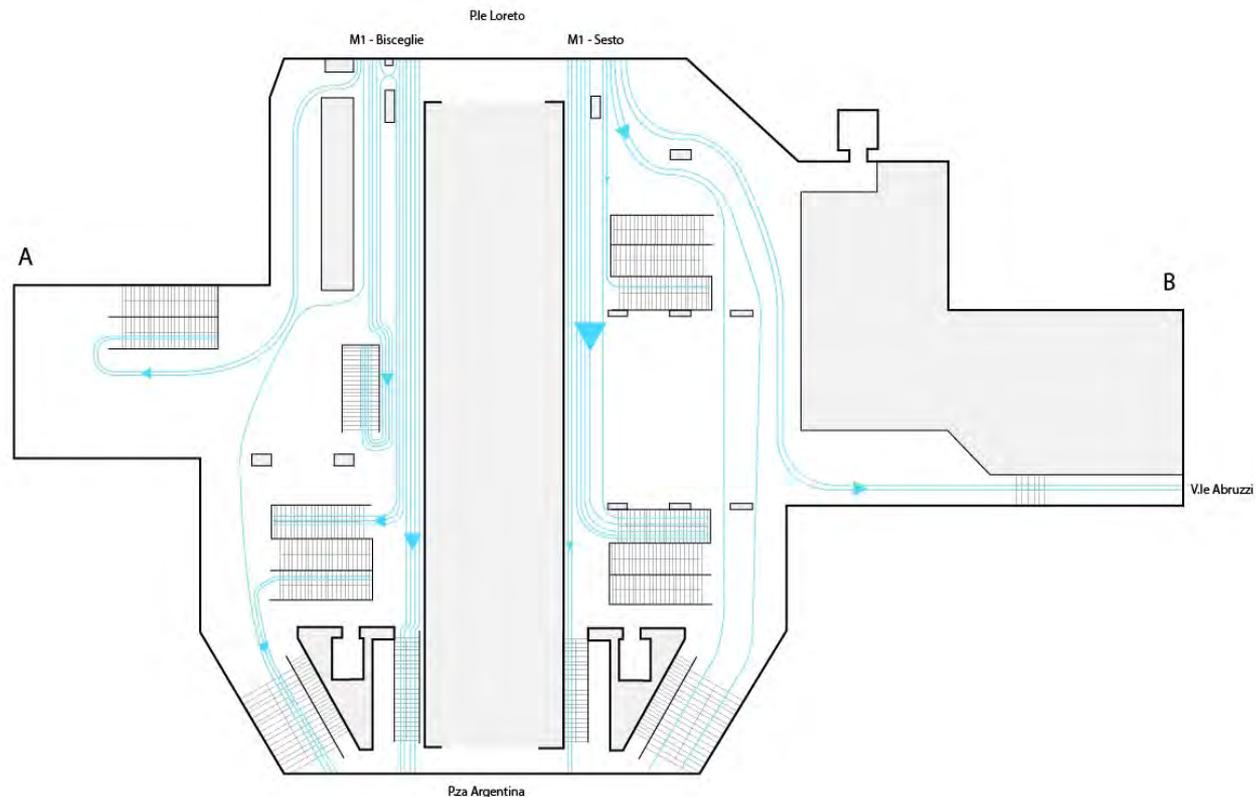
Platform/Exit
Platform/Platform
Exit/Exit

USER FLOW

Site analysis

Observations of user flow moving out of the platform for interchange or for exit, on midway areas.

This allowed us to see if the positioning of the signaletic is good and if it works correctly. We were also able to identify spaces and hubs to install natural devices or furniture.

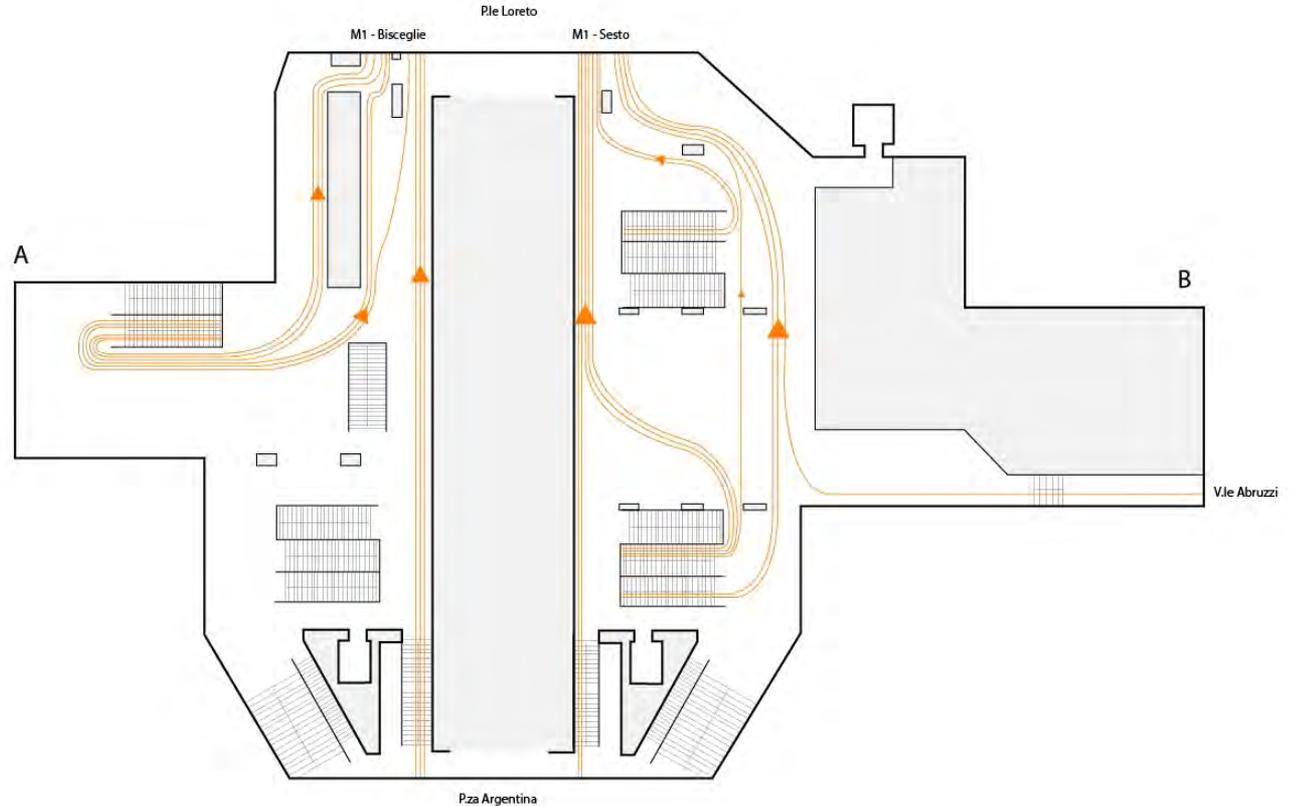


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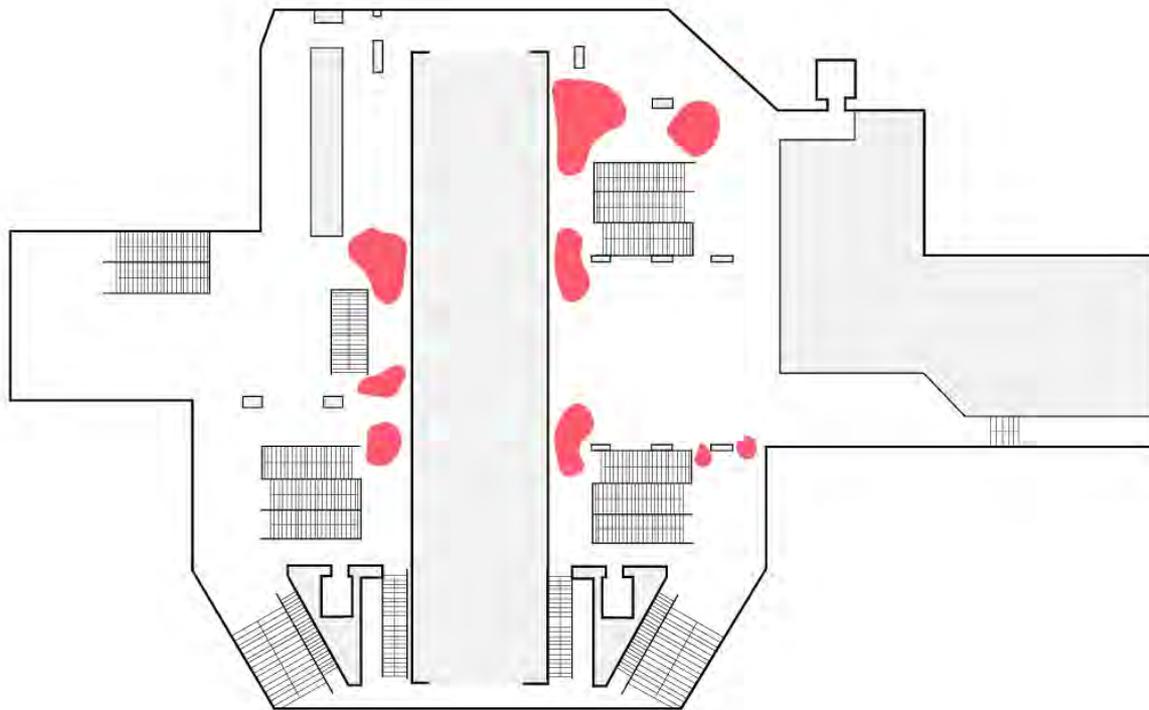


USER FLOW

Site analysis

Risk zones

Risk zones represent the bottleneck of user flow, mainly due to poorly positioned signaletics.



IDENTITY

INFOSTRUCTURE FOR DISABLED PEOPLE

EXITS

INTERCHANGE INFO

ENVIRONMENT

CROWDED

DARK

LACK OF LANDMARKS

IDENTITY

INFOSTRUCTURE FOR DISABLED PEOPLE

EXITS

INTERCHANGE INFO

ENVIRONMENT

CROWDED

DARK

LACK OF LANDMARKS

THE REVERSAL

Concept

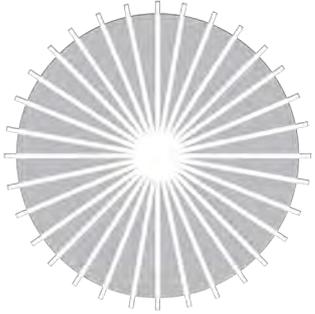
The mineral world used to be hidden under the surface while now is visible through infrastructures and buildings in the openair. The natural world is accordingly characterizing the world under the surface and in this case the subway.



CONCEPT VISUALIZATION

KEY CHANGES

Concept visualization



Lightness

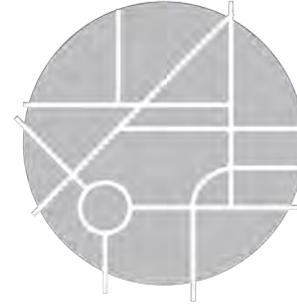
Everything is painted white, from the ceilings to the walls.

It is also covered with titanium dioxide paint for self-cleaning and air purification.



Natural takeover

Nature invades the station, from real plants around the pillars, to casted shadows and forest fragrance diffusions.

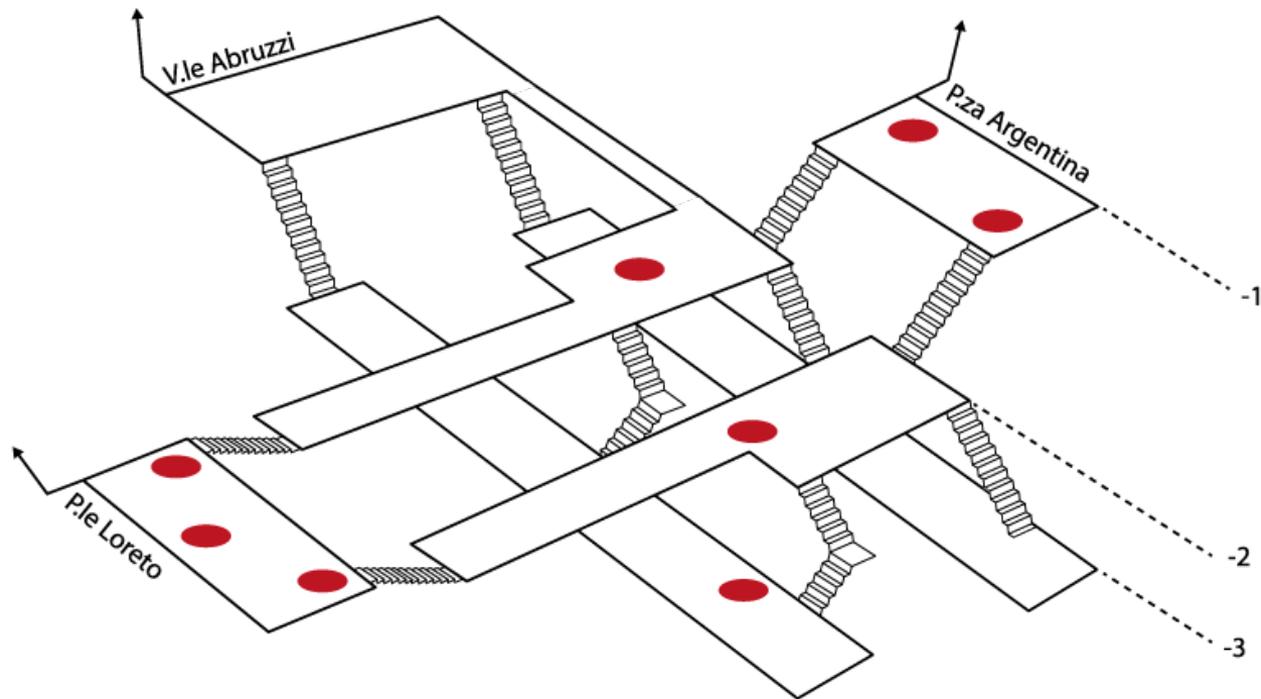


Clear path

As the white environment gives contrast to wayfinding elements, the latter are enhanced through unused surfaces such floors.

MAP REFERENCE

Concept visualization



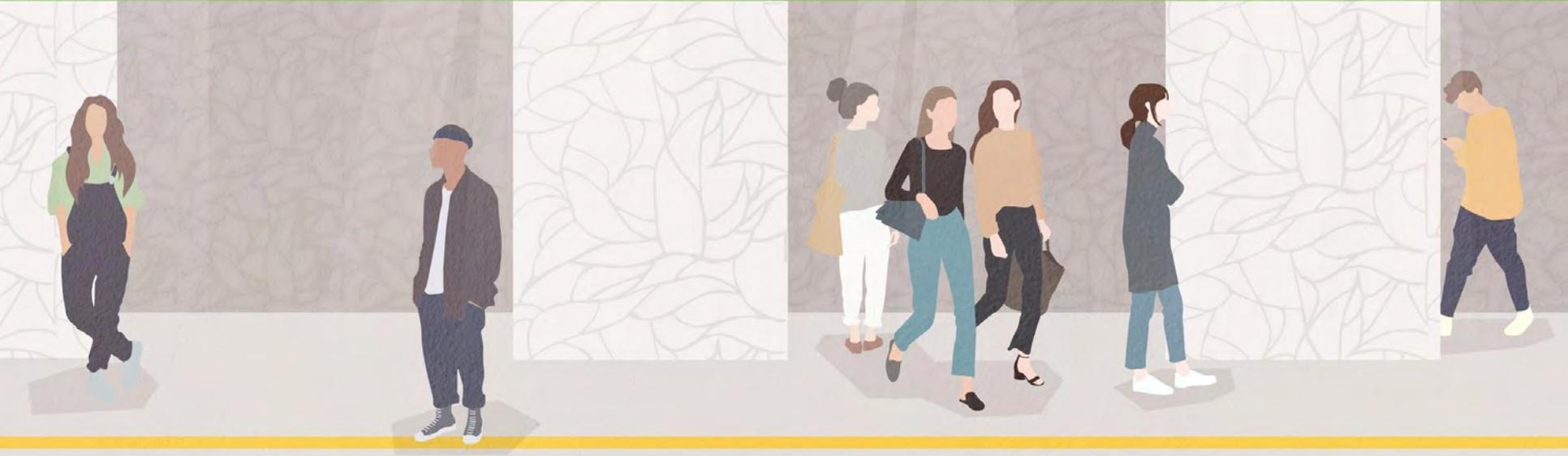
LORETO

3D wall pattern

To recognize the platform at first site, the walls are covered with large tiles hosting a 3D texture of a foliage



LORETO



New surfaces

The front of the step is a useful surface to convey directions only to people downstairs, to avoid confusing the lines.

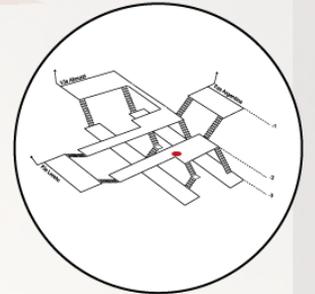




Waiting hub

The platform often presents an unused back corridor.

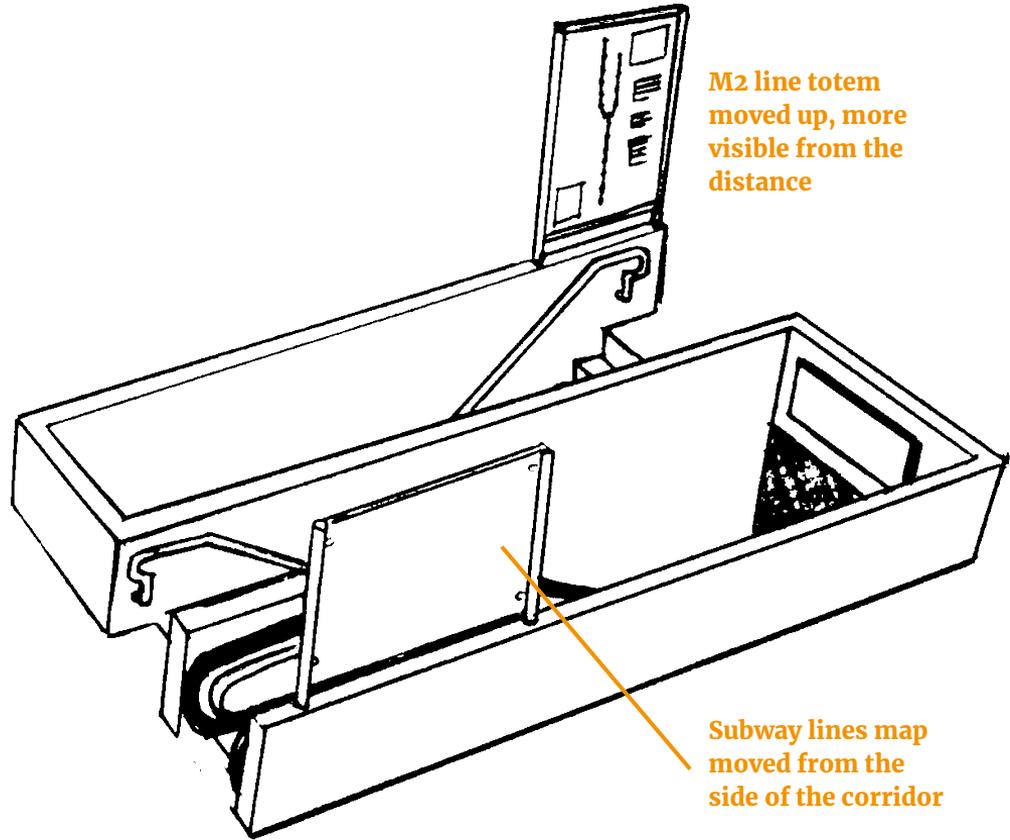
On a separate stage, wooden blocks provide a waiting area, surrounded by plants on the pillar and on the ceiling.





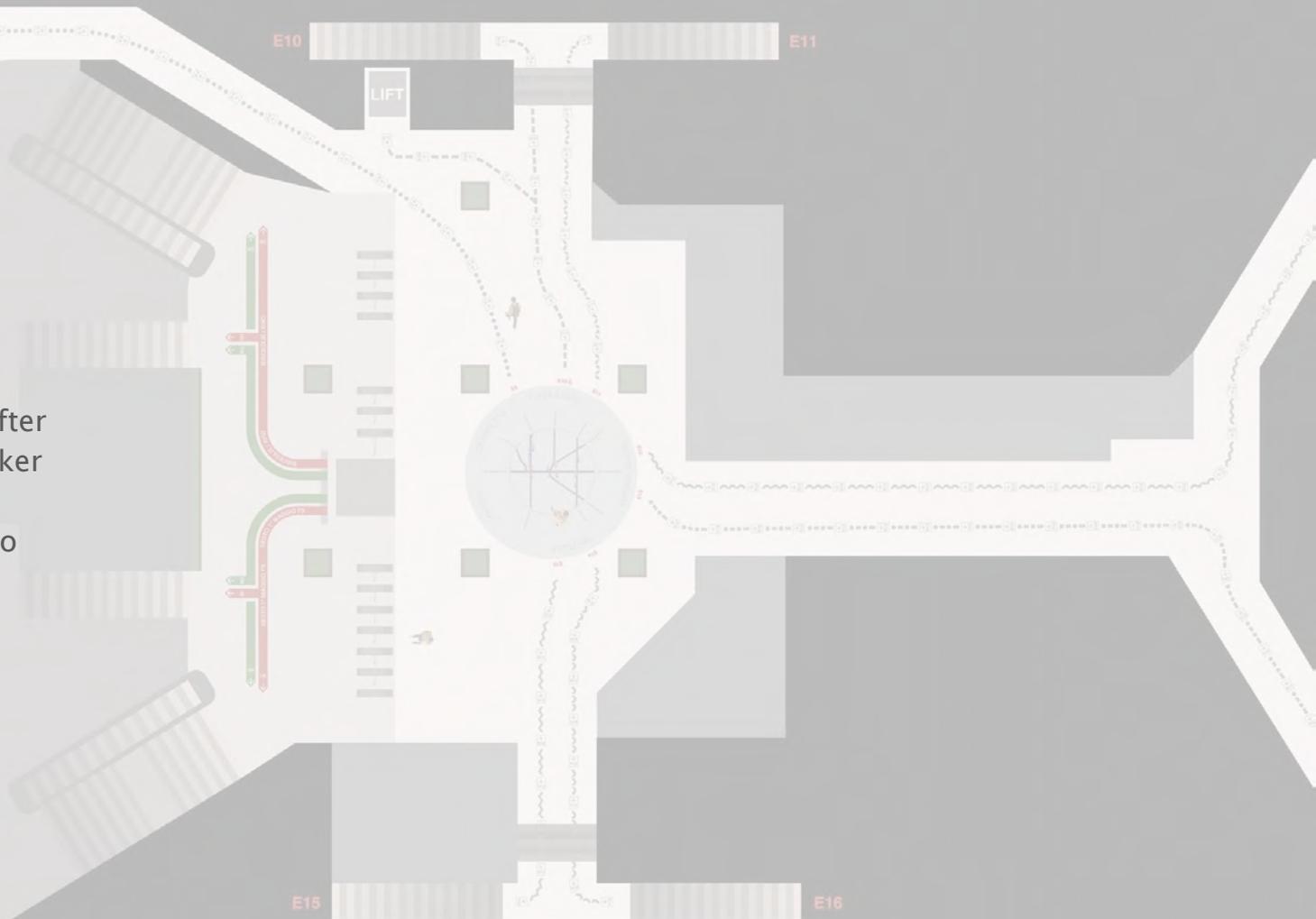
Improved flow

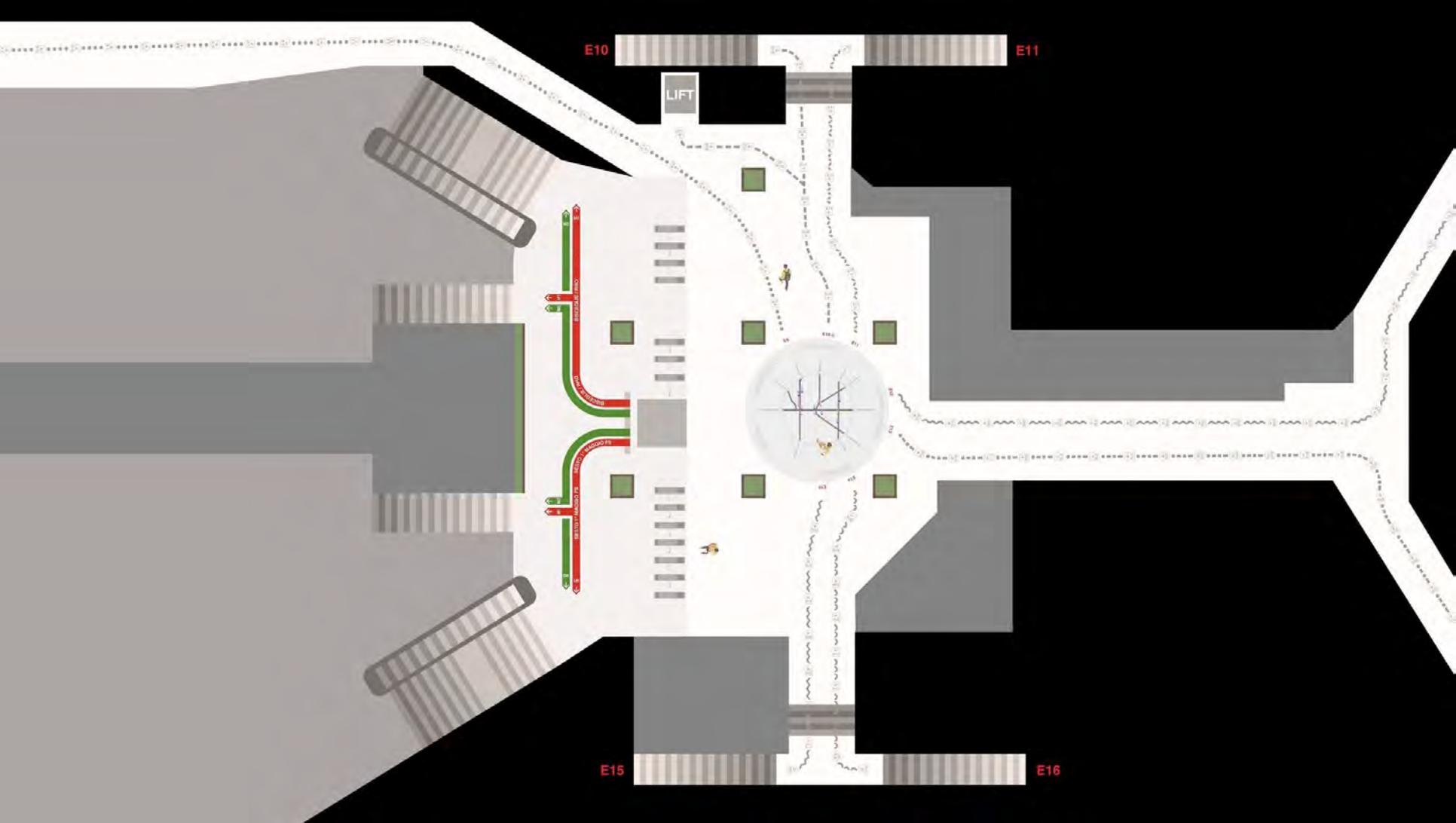
By moving the subway lines map and the totem for M2 line, insecure and experienced users are nudged to different areas, avoiding bottleneck effect.



Floor pathways

On the floor, before and after the subway turnstiles, sticker guides will nudge the commuter to the lines or to the exits.





E10

E11

LIFT

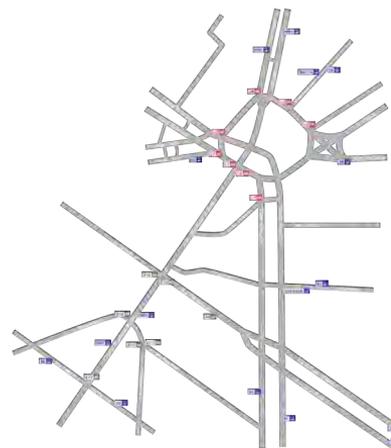
IN TO MAIN ST
OUT TO MAIN ST
IN TO MUSEUM ST
OUT TO MUSEUM ST

E15

E16

Exit map

A new system of exit maps will be implemented in the walls and in each exit hub floor, featuring contextual information as bus lines and neighborhoods.

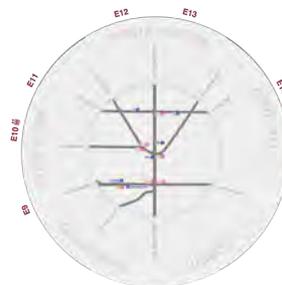


Wall map

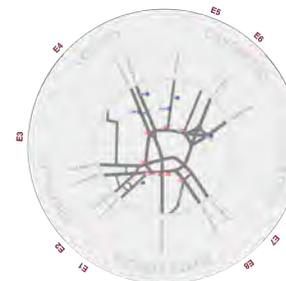
- L1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L5 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L6 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L7 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
- L8 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

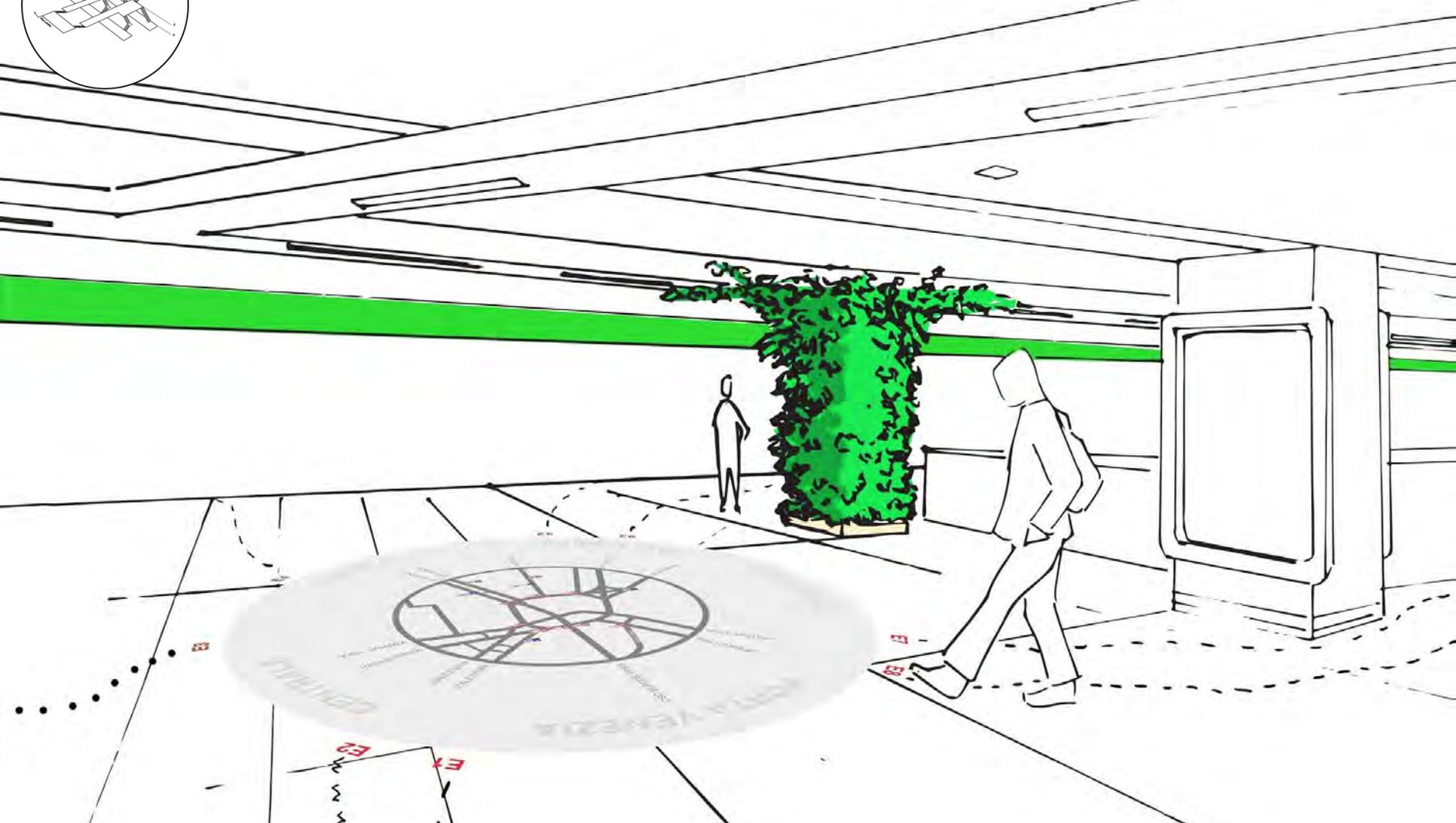
Floor maps

P.za Argentina



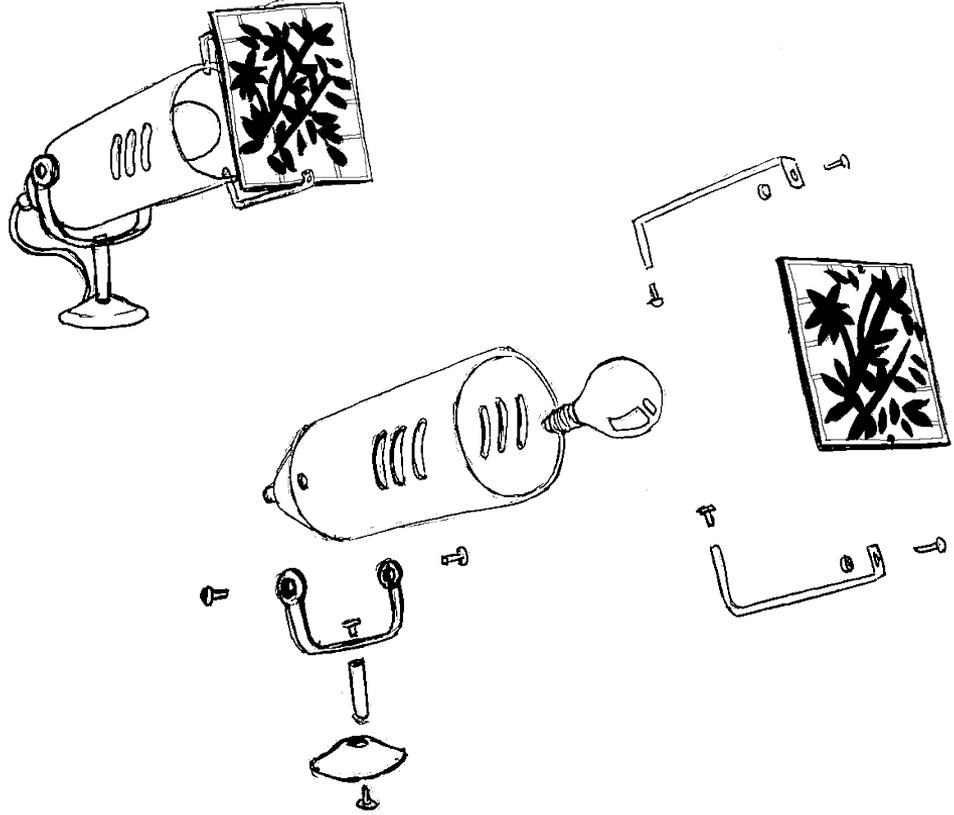
P.le Loreto

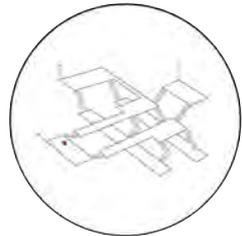




Shadow play

To keep the natural experience without featuring plants all over the stations, the solution is to use spotlights with laser-cut tablets which cast vines-like shadows on the wall.

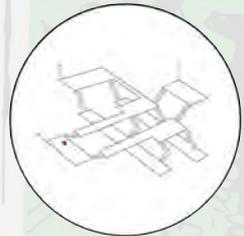




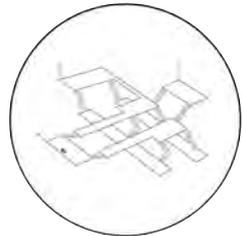
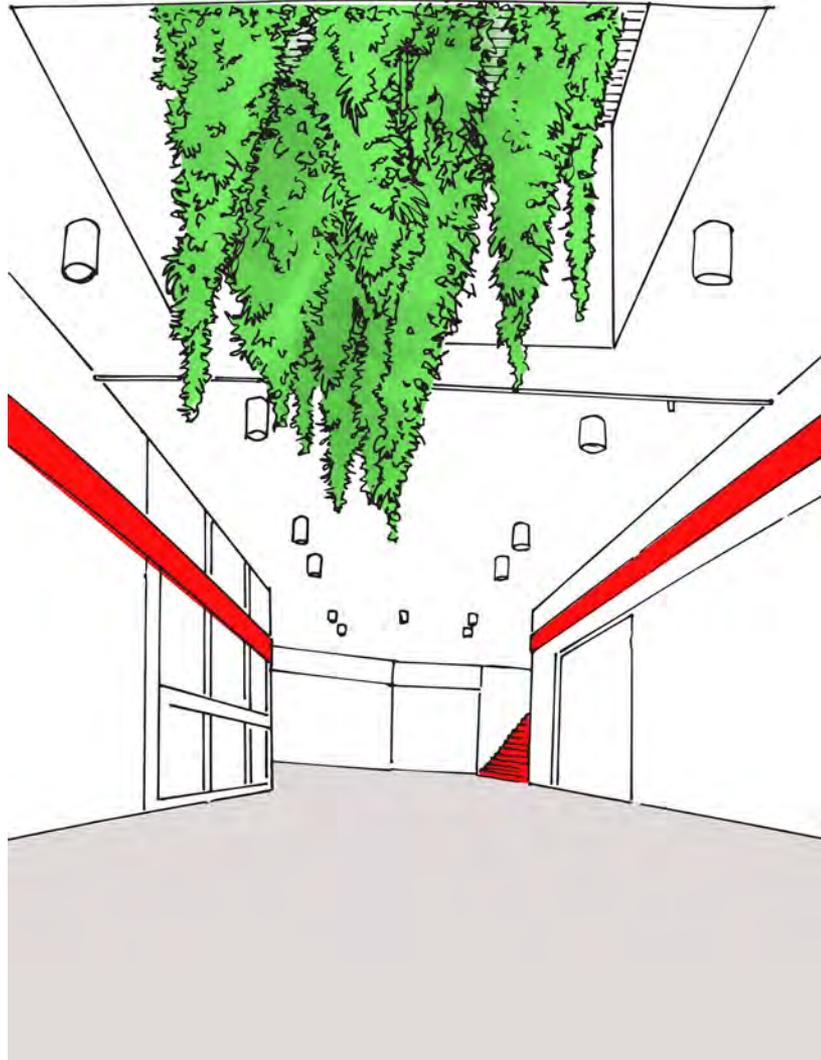
UnderGarden

A large portion of P.le Loreto exit hub is made of abandoned store space.

As a future step, it could be transformed into an indoor botanical garden.



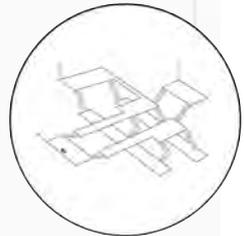


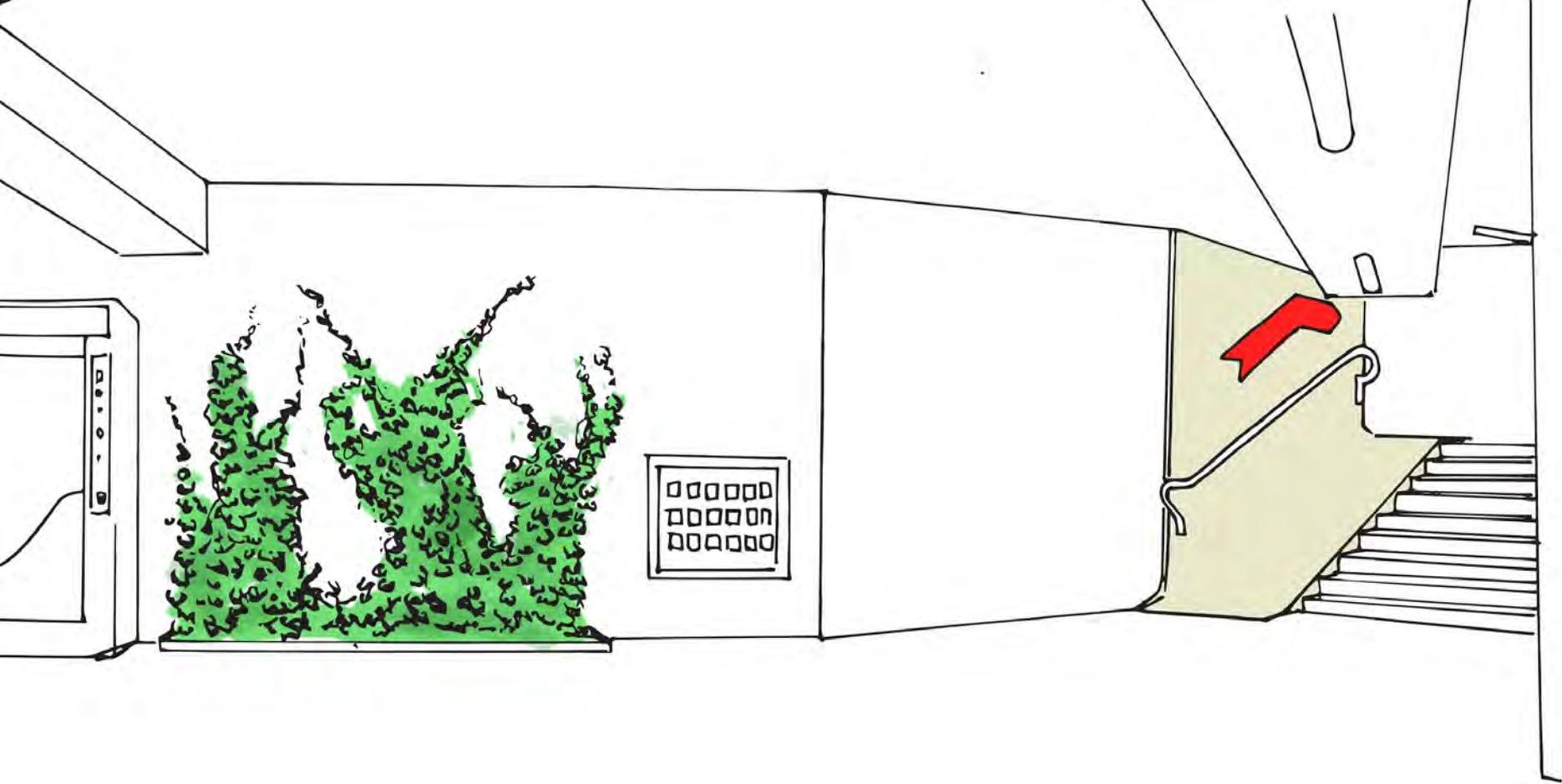


Interaction wall

The first days of the month, Loreto ATM service point fills with people in line for updating the travel pass.

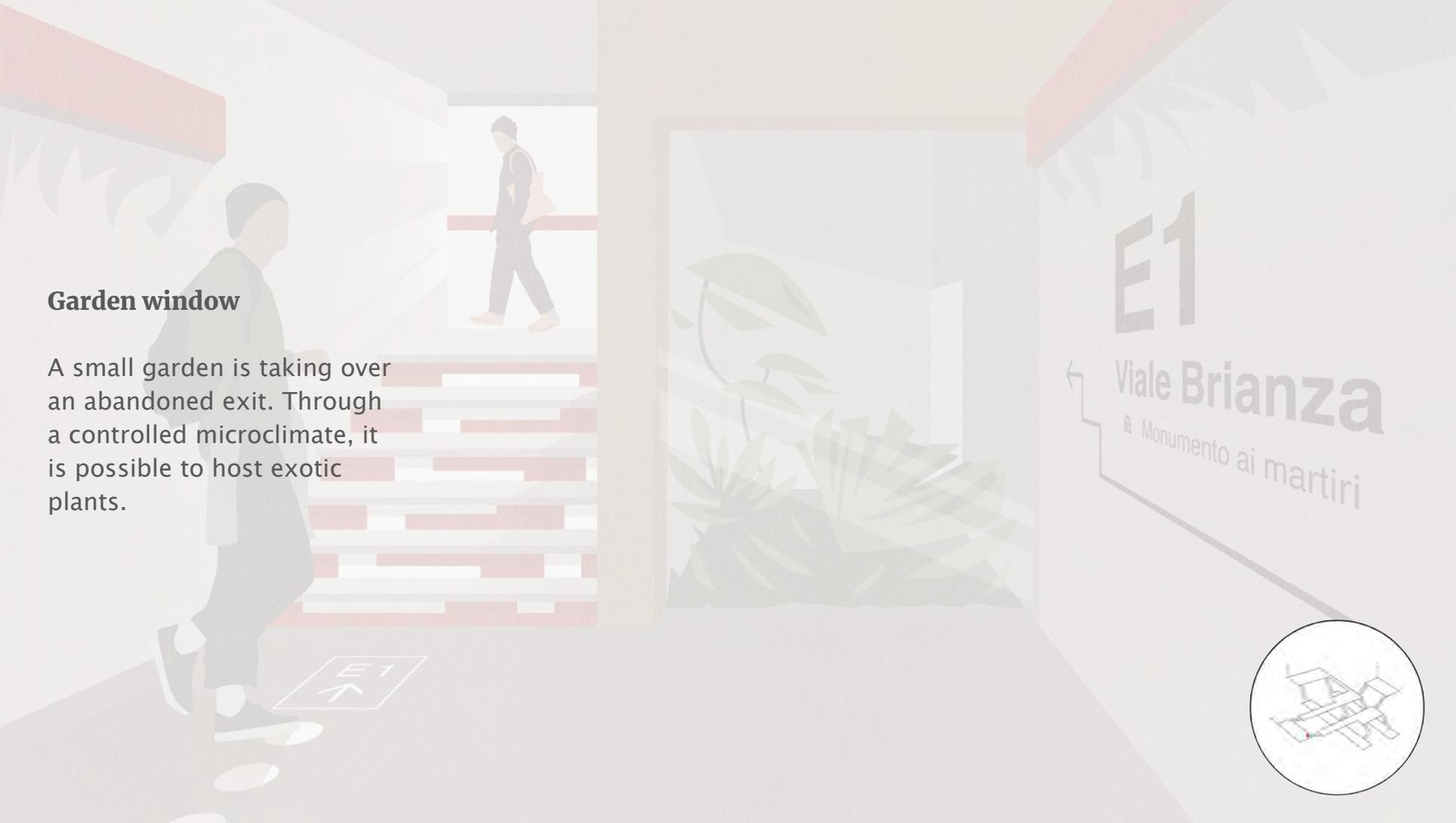
The users can engage with the ivy-covered wall by hanging post-it notes with thoughts, drawings, emotions.

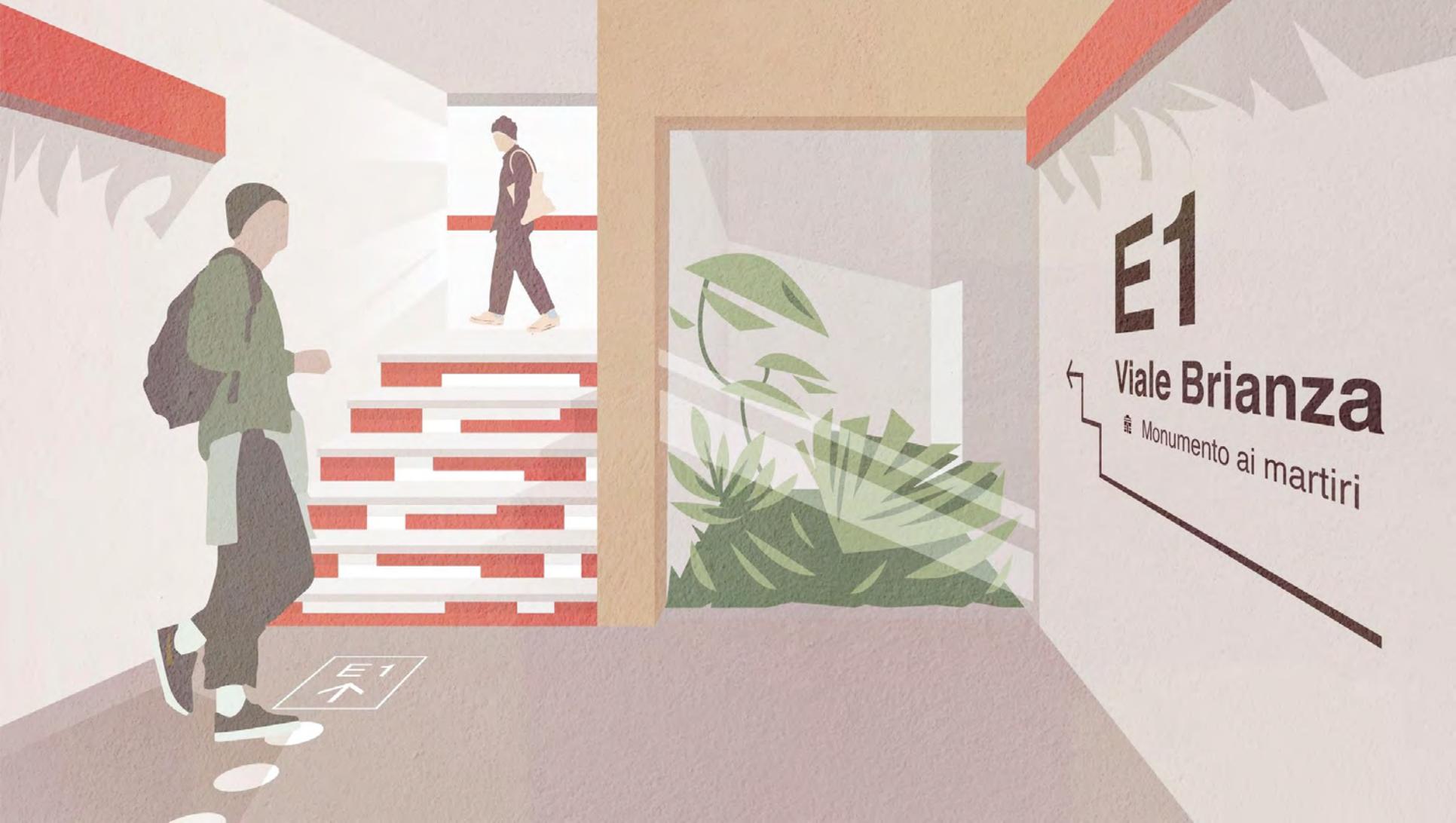




Garden window

A small garden is taking over an abandoned exit. Through a controlled microclimate, it is possible to host exotic plants.





E1

Viale Brianza

Monumento ai martiri

E1
↑