



21 OCTOBER 2015

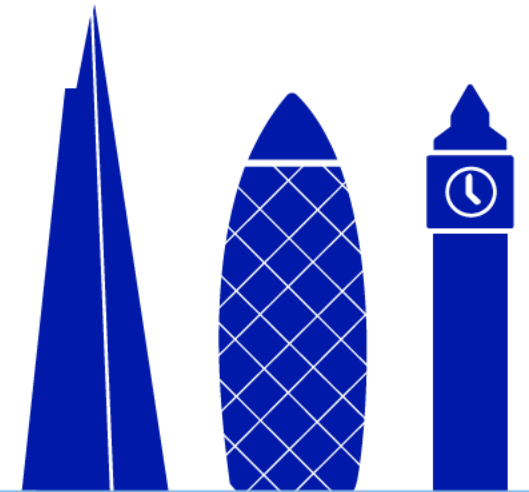
# London Overground line differentiation

Proposal



EVERY JOURNEY MATTERS

# Research findings



# Headline research findings<sup>1</sup>

## Current perceptions of London Overground:

- Customers are positive about London Overground and its expanding role in London's transport network
- Overground is perceived to 'link London' – particularly areas which are more difficult to reach using other modes
- Continuing expansion of the Overground network is felt to support this further

## However, problems that have developed as the network expands are top-of-mind:

- Customers struggle to comprehend the wider Overground network, and tend only to distinguish and recall the sections they use
- Customers are much less confident navigating the wider network
- Overground interchanges are particularly difficult to navigate
- Customers feel that the differentiated colour and line naming they use to navigate and communicate directions to others on London underground (LU) is currently lacking from the Overground network
- Unclear what part of the network is affected when there are disruptions on ESUB / website

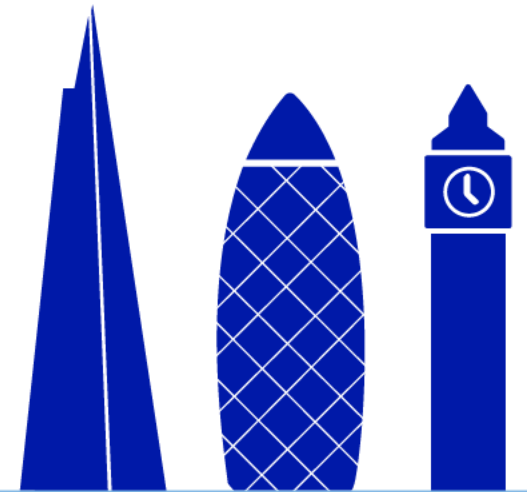
## Customers feel Overground is less celebrated than LU and looks like a secondary addition to the map:

- Some customers feel that because Overground network is all one colour and not a solid line, it is not as striking as LU and doesn't appear to be taken as seriously





<sup>1</sup> LO Maps, September 2015, 2CV



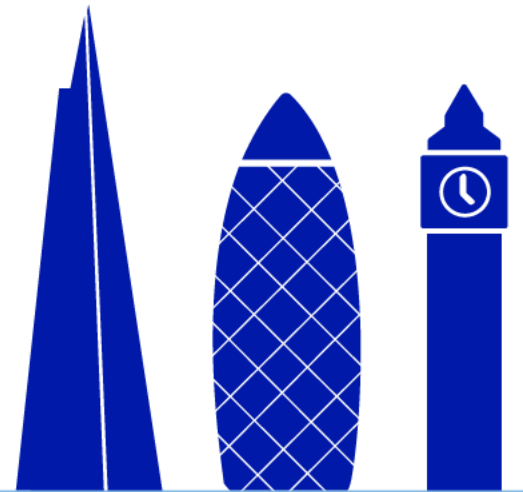
# Design options



## Four design options

<b>Option 1</b>	All colour	
<b>Option 2</b>	Leading orange	
<b>Option 3</b>	Leading colour	
<b>Option 4</b>	Current	

# Option 1



# Option 1 – all colour

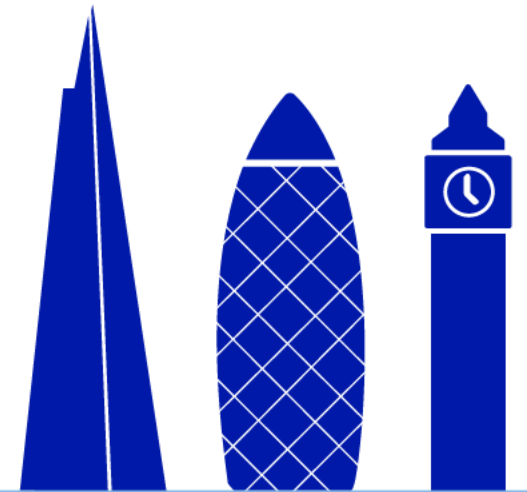
What's working	Watch outs
Easy to navigate different branches of the network and interchanges	Overground colours not clearly differentiated from LU colours and not Overground brand style ie not bright enough
Easy to use names and/or colours to describe lines	Can be initially overwhelming due to wide range of colours
Customers feel they would become more familiar with the design option	ESUB: Overground colours undifferentiated from LU line colours
Familiar line design; differentiates from LU through double line style	
ESUB: Clear which branches of the network disruptions affect	

“If there is issue with the line, you can see if your part is affected because the colours and names break the network into smaller bits”

“The different names and colours make it much easier to use than the current map, especially for the interchanges”



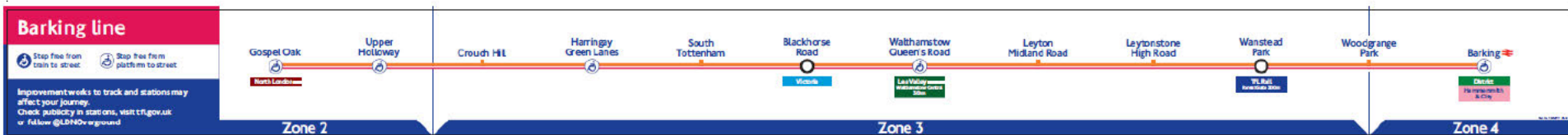
# Option 2



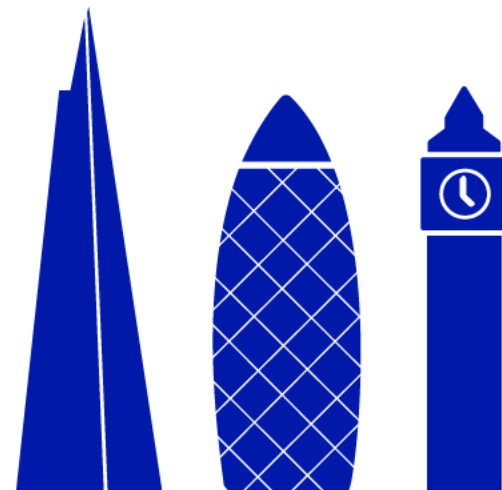


# Option 2 – leading orange

What's working	Watch outs
ESUB: More clearly differentiated from LU than Option 1, due to orange	More effort to navigate; meaning of double line colour unclear and easily confused with two different lines running parallel
<p data-bbox="85 554 484 861">"Two colours for one line is confusing and complicated and all looks a bit messy to be honest"</p>	Two colour lines are difficult to use in conversation
	Overground colours not clearly differentiated from LU colours
	Looks busy and complicated
<p data-bbox="537 872 933 1179">"To me, double colours means two different services running parallel"</p>	ESUB: Lack of clarity around double colour meaning



# Option 3

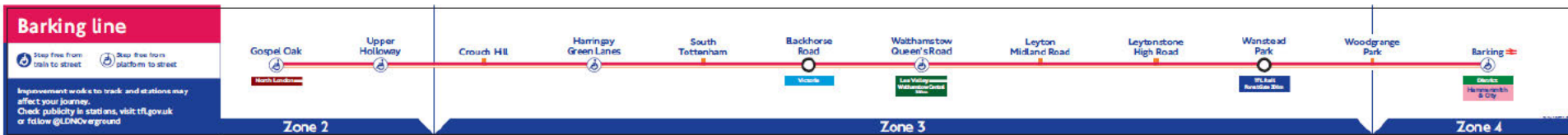


# Option 3 – leading colour

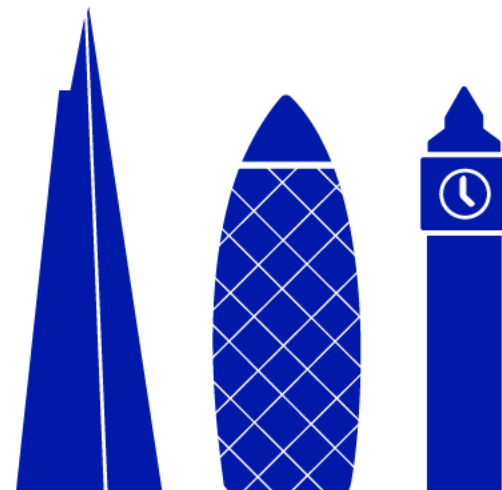
What's working	Watch outs
More striking and visible than Option 2, because of colours	More effort to navigate; meaning of double line colour unclear and easily confused with two different lines running parallel
Consistency of orange colour is recognisable as Overground and differentiates from LU	Two colour lines are difficult to use in conversation
ESUB: More clearly differentiated from LU than Option 1, due to orange	Overground colours not clearly differentiated from LU colours
	Looks busy and complicated
	ESUB: Lack of clarity around double colour meaning

“What’s the difference between this and Option 2? They look the same”

“The two colours for one line is still confusing and complicated, but this one is a bit more striking”



# Option 4



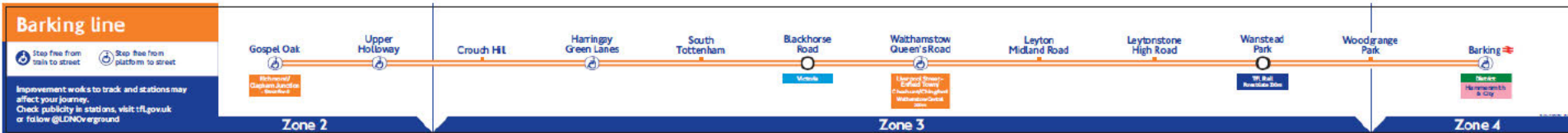
# Option 4 – current all orange

What's working	Watch outs
Familiarity	Overground network less visible/striking than LU
Consistency of orange colour is recognisable as Overground and differentiates from LU	Difficult to recall and comprehend wider network
ESUB: Overground is clearly differentiated from LU through orange colour	Difficult to navigate different branches and interchanges
	ESUB: Unclear which branches of the network disruptions affect

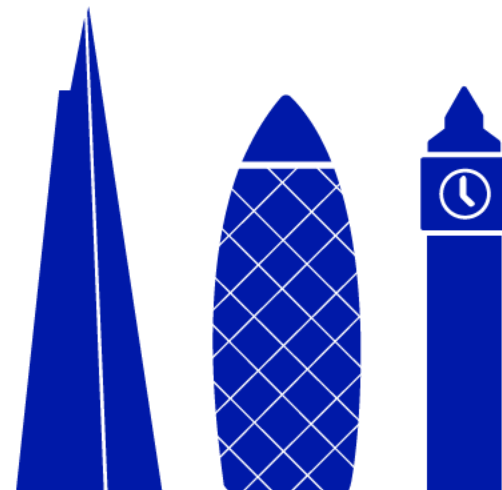
"It looks simple, but it's actually really difficult to use, especially at interchanges"

"The all orange colour makes it blend into the background - I've never noticed before how much more of the Overground there is than what I use"

"Although the orange on the electronic boards is clearly Overground, you don't know what part of the line is affected when there's a problem"



# Line naming

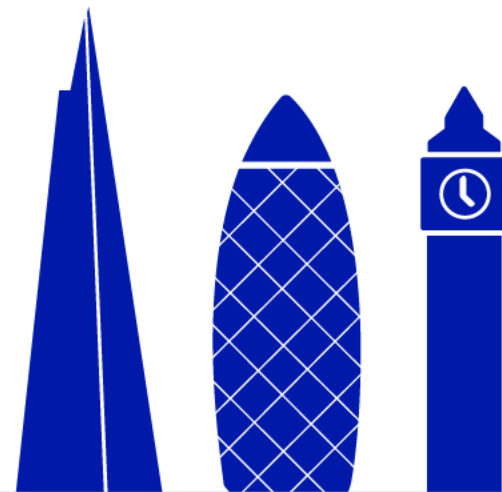


# Line naming

- Line naming is strongly appreciated for differentiating branches of the network
- Customers feel it is easier to understand and navigate the network using line names
- However, the names need to be easy and memorable (similarly to the style of LU names)
- Proposed names (Emerson Park line, Barking line, East London line, Lea Valley line, North London line, Watford Local line) are perceived to be too long and should be named after big stations like on LU – ‘Piccadilly’ or ‘Victoria’
- Some regional names are perceived as confusing because they cover more than the region in the name eg North London line
- Customers also want the names differentiated from LU names, so it is clear whether they are travelling on Overground or Underground, eg by adding Overground to the name



# Touchpoints



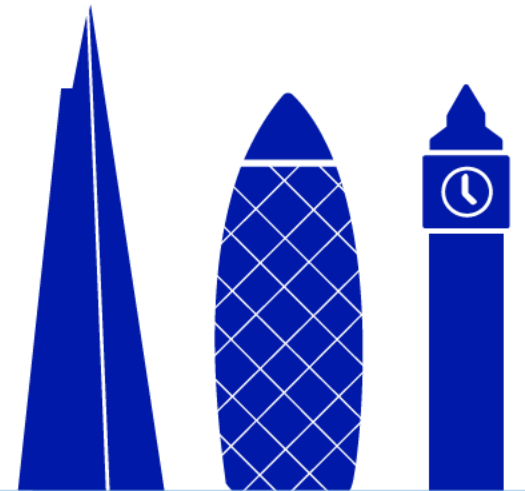


# Touchpoints

Overground at multiple customer touchpoints – orange will remain the brand colour



# Recommendations



# Recommendation

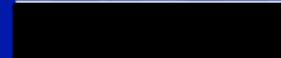
- **Clear need for change of Overground map and signage, as customers recognise a growing number of issues as the network expands**
- **Line differentiation via different coloured and named branches**
- Benefits to changing, for both customer and Overground brand:
  - Navigation of the branches and interchanges on Overground can be made easier for the customer
  - The profile of the wider network can be raised for the Overground brand, while also differentiating it from LU





## Contact

Strategy & Planning



EVERY JOURNEY MATTERS