

The redesigned New York Experience

A browser based
experience

Using the LinkNYC

A project by
Tanish Karmakar
and Meric Onel



Key Features of LinkNYC

- Users use their personal device to **access free Wi-Fi**.
- Users are also able to **access city services, maps and directions** from the tablet in the terminal.
- They are able to **make free phone calls** to anywhere in the U.S. using the Vonage app on the tablet or the tactile keypad and microphone with the option of plugging in personal headphones for more privacy.
- Users can **use the dedicated red 911 button in** the event of an **emergency**.
- Users have the ability to **charge their device** via an USB port in the terminal.
- Users, along with other pedestrians and drivers, **view public service announcements and more relevant advertising** on two 55" HD displays.

Our Inspiration



The original 1933 copy of the Tube map.

- Designed by **Harry Beck** in **1931**, the **London Underground Diagram** is one of the most **iconic** rapid transit network maps in history. Unlike other maps preceding it, this map was the **first** one to **depict** the **topology** rather than the geography of the **network**.

Our Design Strategies based on the design of LUD

- **User, not “*Design*” Focused** - One of the main reasons the LUD garnered the massive success it has was by Beck inherently focusing on solving the needs of the user (the everyday commuter) rather than introducing some novelty through the formal understanding of design, unlike the typical designer.
- **Comprehension of a *Macrocosmic-Microcosmic* model** - Through the design itself, users are able to understand a macrocosmic system (in this case, the underground railway system) with the help of a microcosmic model (the map).

- **Dynamic and Adaptive Form-** Although Beck was not a graphic designer, he used his intrinsic aesthetic sensibility of color and typography to present the map in such a way that it appeared something intuitive, playful and worth engaging with to the users, rather than a mere technical diagram. Additionally, by employing such a form which was an abstract simulation, the map lasted very long as it could be adapted over time.
- **Mediation between systems and people** - The map essentially served as an entry point to the system of London underground railways to the traveller, which builds an identity of the London Underground and establishes a significant relationship with whoever uses it through its lasting appeal as not only a useful tool, but a brand itself.

The Design Proposal based on the aforementioned design strategies

- A **“Where am I?” feature** which **provides users the information** regarding their **location**. This can be opened once users open their browser once connected to the LinkNYC Wi-Fi connection.
- This **information** primarily involves **listing out local points of interest** for example, grocery stores, pharmacies, restaurants, movie theatres so on and so forth.
- But when the **user selects a particular point of interest, they are shown relevant advertising**. For example, if a user selects a pharmacy, they will be shown an advertisement showing the downsides of opioid abuse, or when they select a movie theatre, they are shown the advertisement for a movie playing there.
- **While this feature will be based on LinkNYC and its services, we wish to potentially extend to other cities such as New Delhi and Istanbul, and we will also strategically design and hence speculate** on how a service like LinkNYC would operate in these cities and how our aforementioned design ideals and proposals would come together to create the optimal urban experience.

Thank You