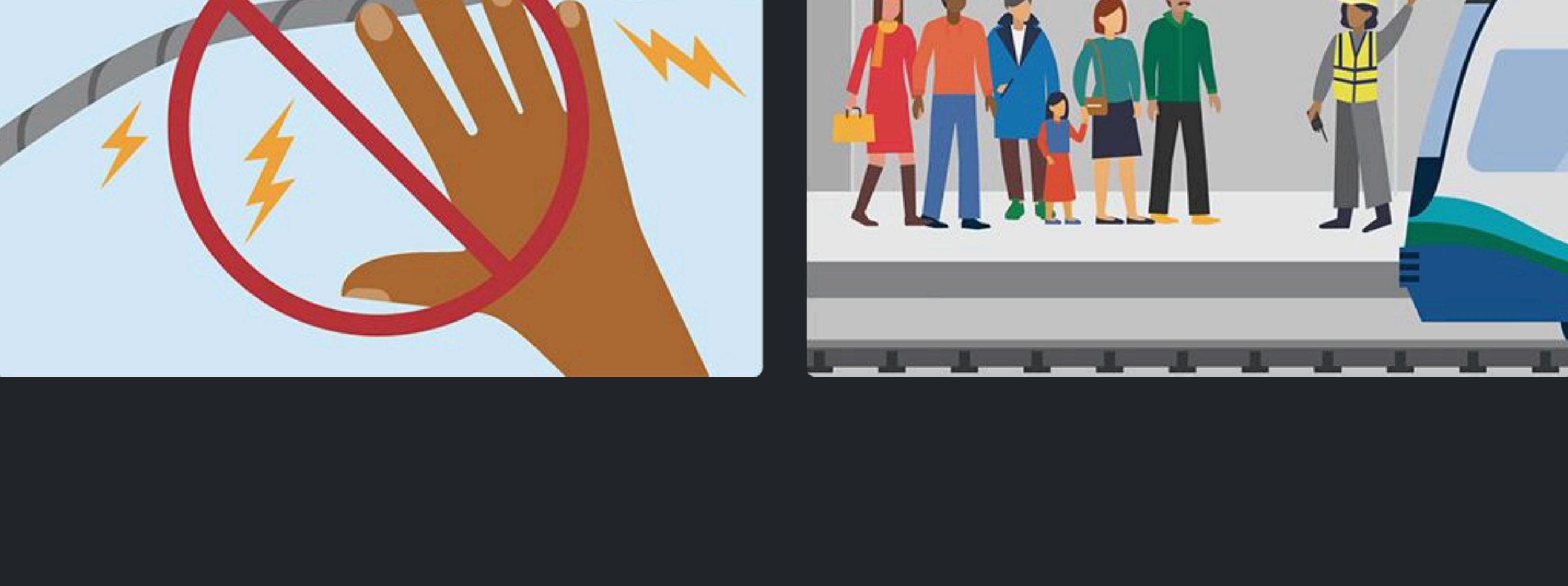
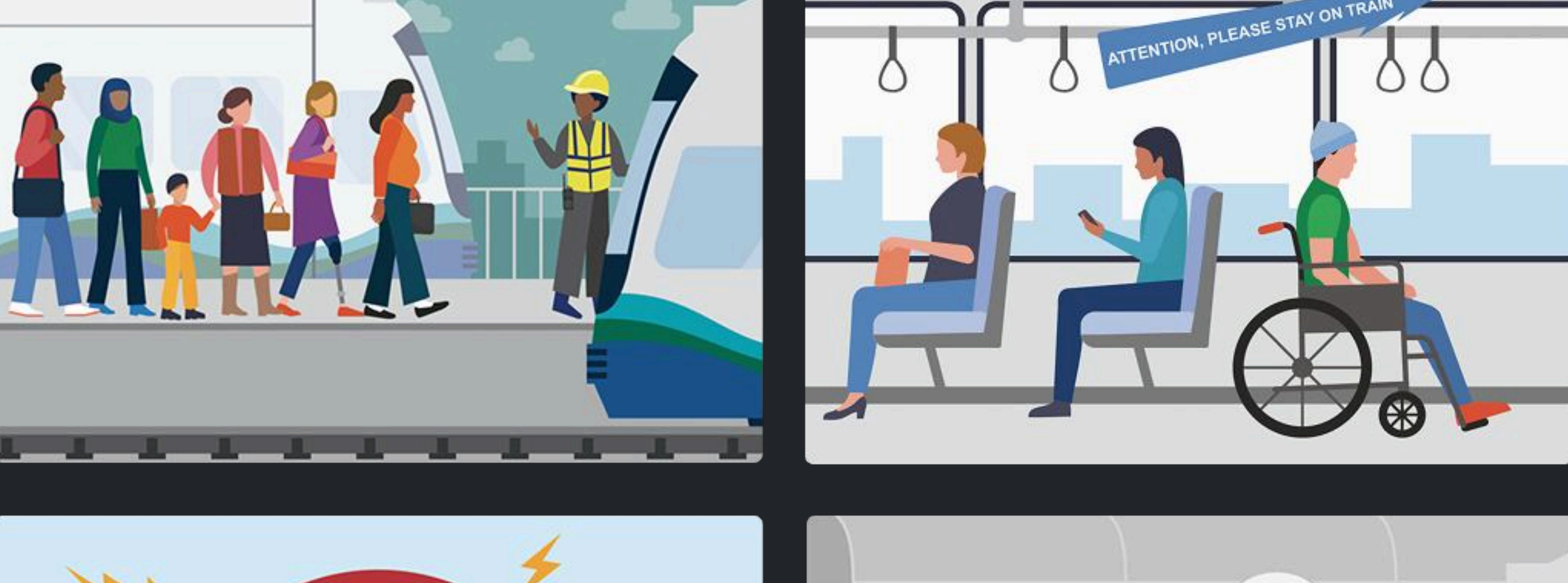


VISUAL STORYTELLING FOR SAFETY

To make public transit safer and more engaging, we created a series of custom illustrations and animated videos designed to communicate essential safety information in a way that is clear, accessible, and engaging for all riders. From emergency procedures to everyday rider etiquette, our visuals simplify complex information, ensuring passengers understand what to do in critical situations.

Our design approach focused on clarity, inclusivity, and storytelling, using intuitive iconography, diverse character representation, and vibrant animations to enhance retention and engagement. By transforming standard safety messaging into compelling visual narratives, we helped Sound Transit create materials that are both functional and memorable. These assets are now featured across digital platforms, station screens, and social media, reinforcing key safety protocols and improving passenger awareness across the system.



DESIGNING FOR A BETTER RIDE

Allovus Design partnered with Sound Transit to enhance public transportation through compelling visual storytelling and user-centered design. Our work spans safety illustrations, animated videos, wayfinding improvements, and digital experiences—all designed to make transit more accessible and intuitive. Through in-depth research, we refined station signage, introduced numeric station codes, and redesigned the system expansion webpage to improve clarity and usability. By prioritizing accessibility, engagement, and clear communication, we help Sound Transit connect with riders, ensuring a safer, more seamless transit experience for all.

ENHANCING TRANSIT THROUGH DESIGN

About Sound Transit

Sound Transit is dedicated to expanding and improving public transportation across the Puget Sound region. Through light rail, commuter trains, and bus services, they connect communities with accessible, reliable transit solutions. Their focus on growth, safety, and accessibility ensures a seamless experience for all riders.

Our role

Allovus partnered with Sound Transit to enhance passenger communication through engaging visual storytelling and intuitive design. We created safety animations, redesigned wayfinding systems, and improved the system expansion webpage—ensuring clarity, accessibility, and ease of use for riders. Our research and design approach prioritized inclusivity, making public transit more intuitive for everyone.

Impact and results

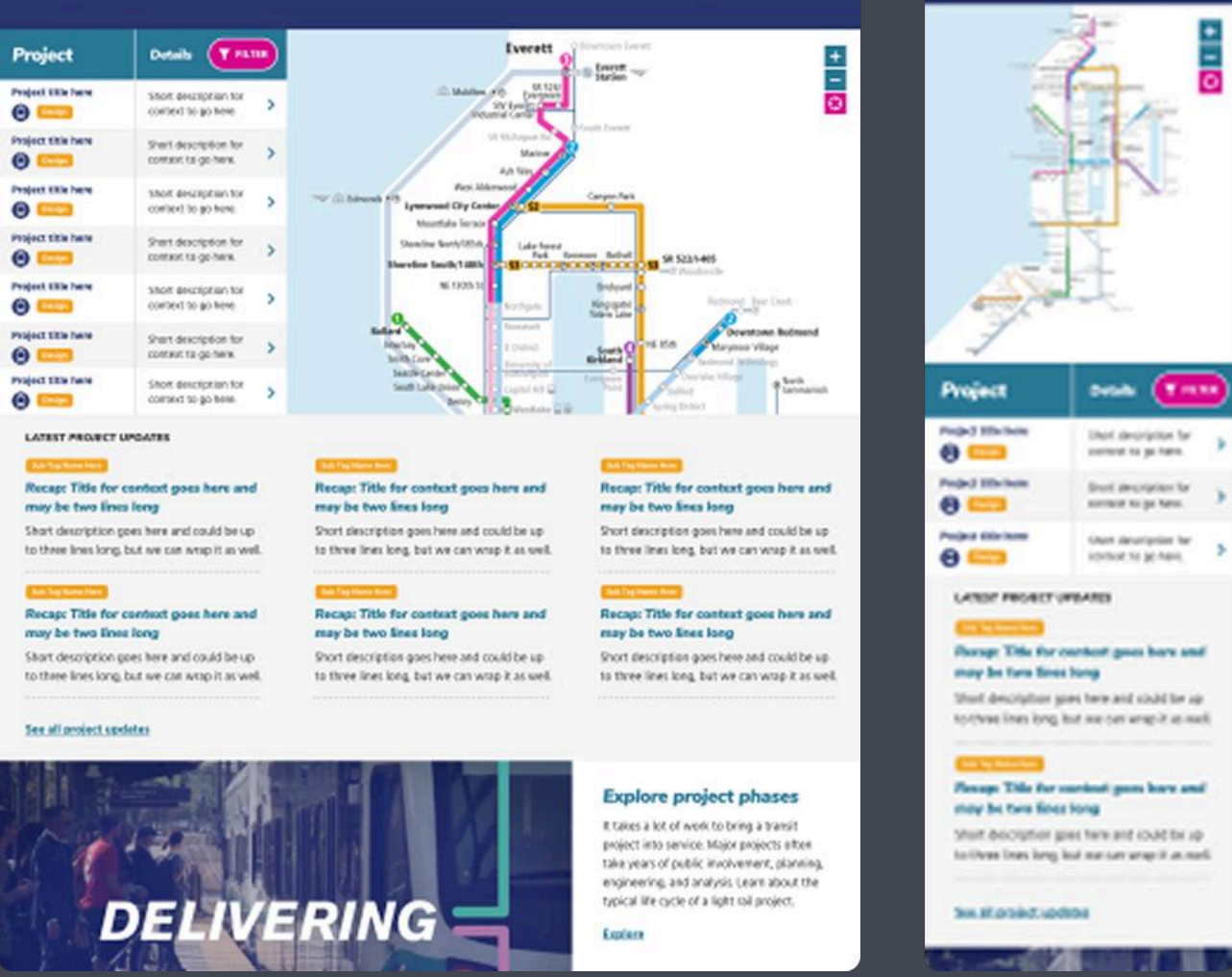
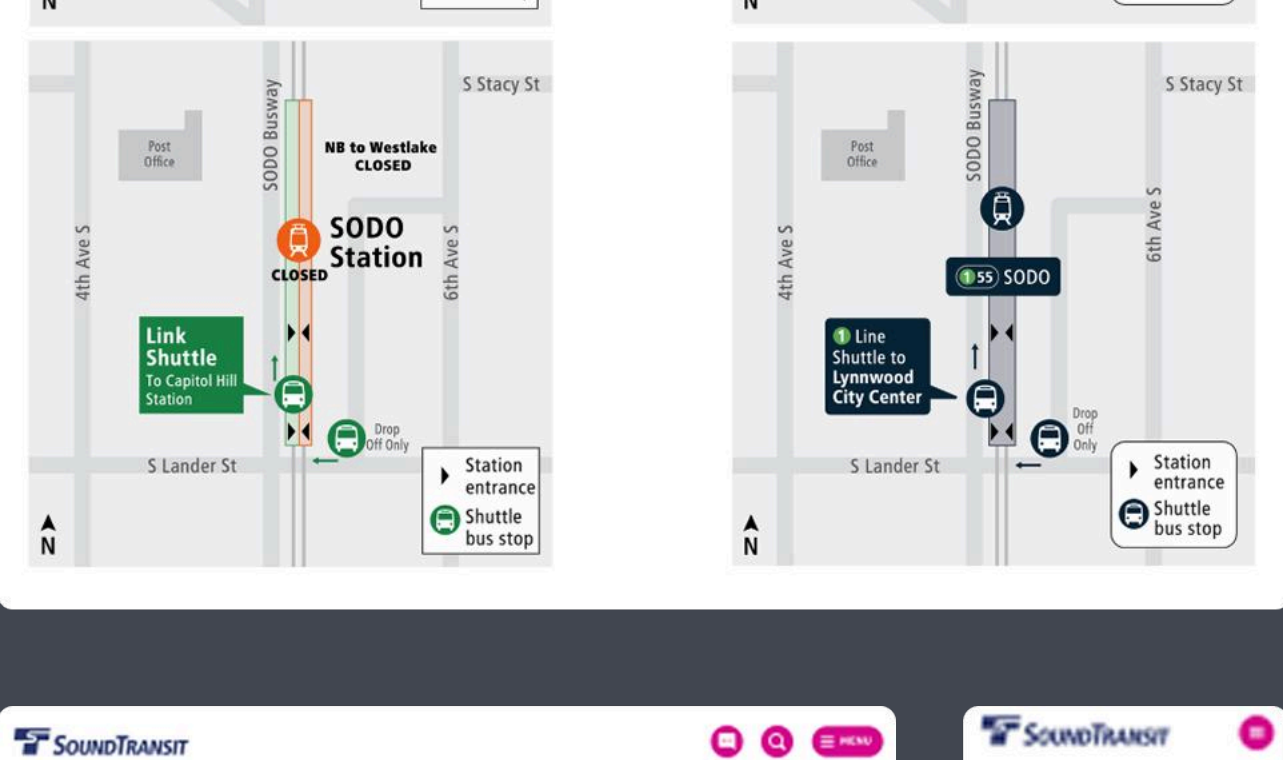
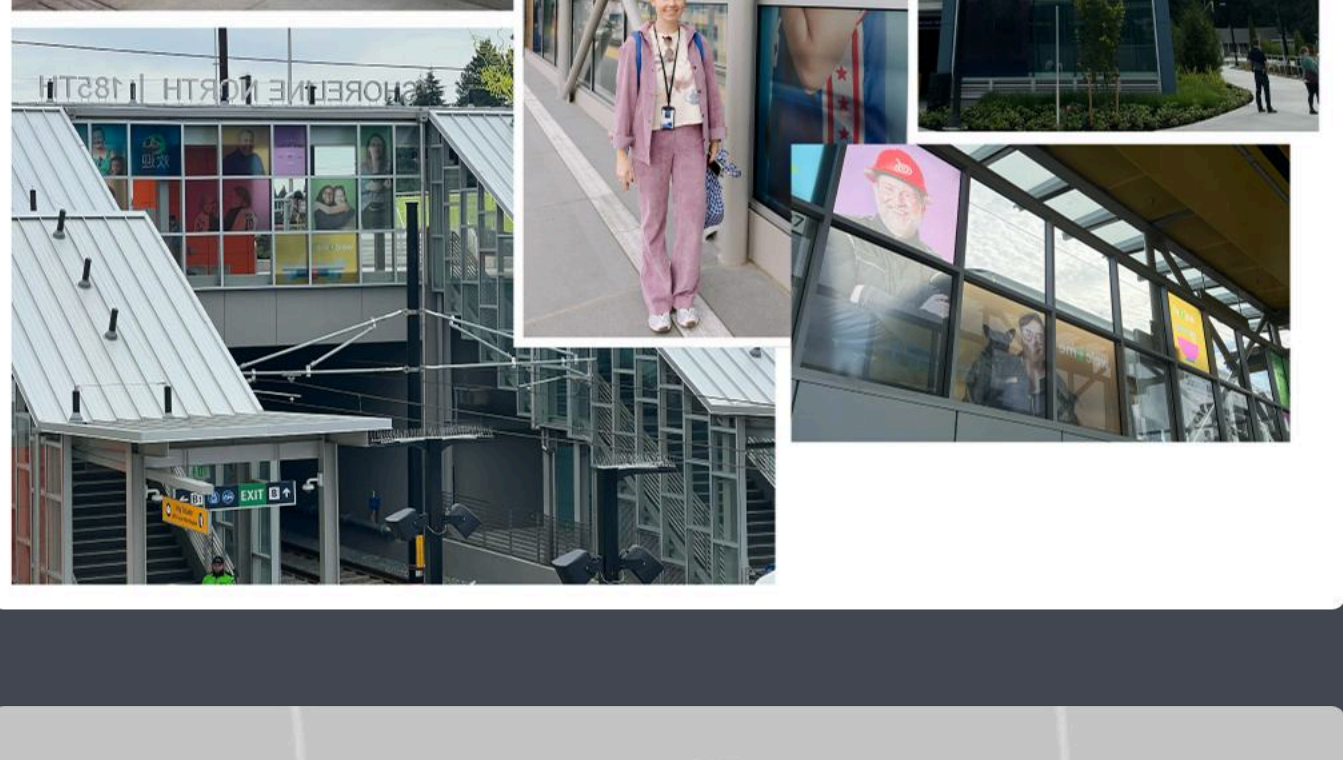
Our work helped Sound Transit improve rider engagement and accessibility across multiple touchpoints. From clearer safety messaging and improved signage to a more user-friendly digital experience, our designs make public transit easier to navigate and understand. By prioritizing ADA compliance, mobile-first accessibility, and user needs, we contributed to a safer, more seamless experience for the entire community.

Duration
2023 - present,
5 year contract term

Project
Accessibility design
Animation
Illustration
Web design
Wayfinding

Tools
Illustrator
AfterEffects
Figma

Roles
Illustration
UX design
Motion design

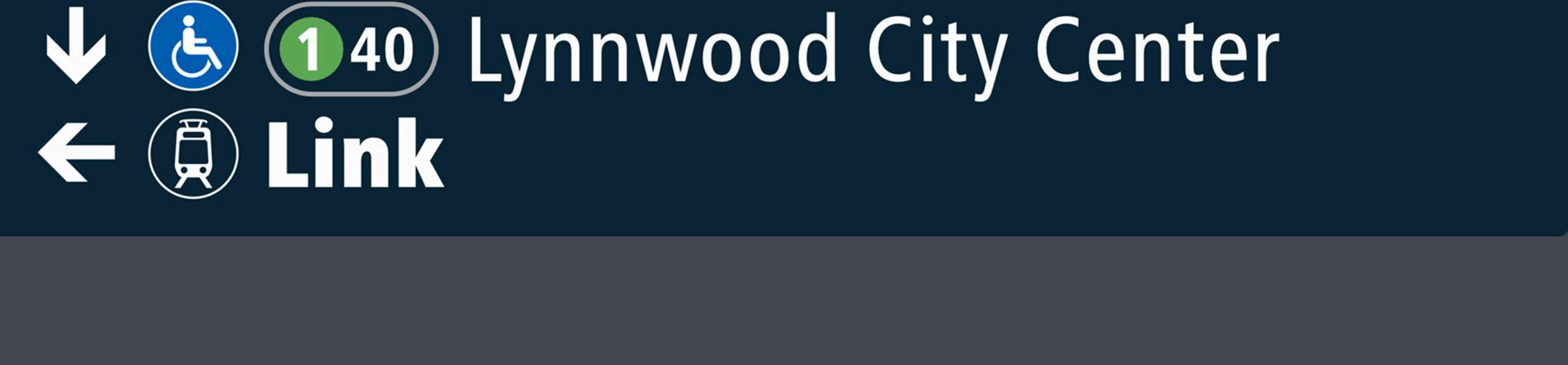
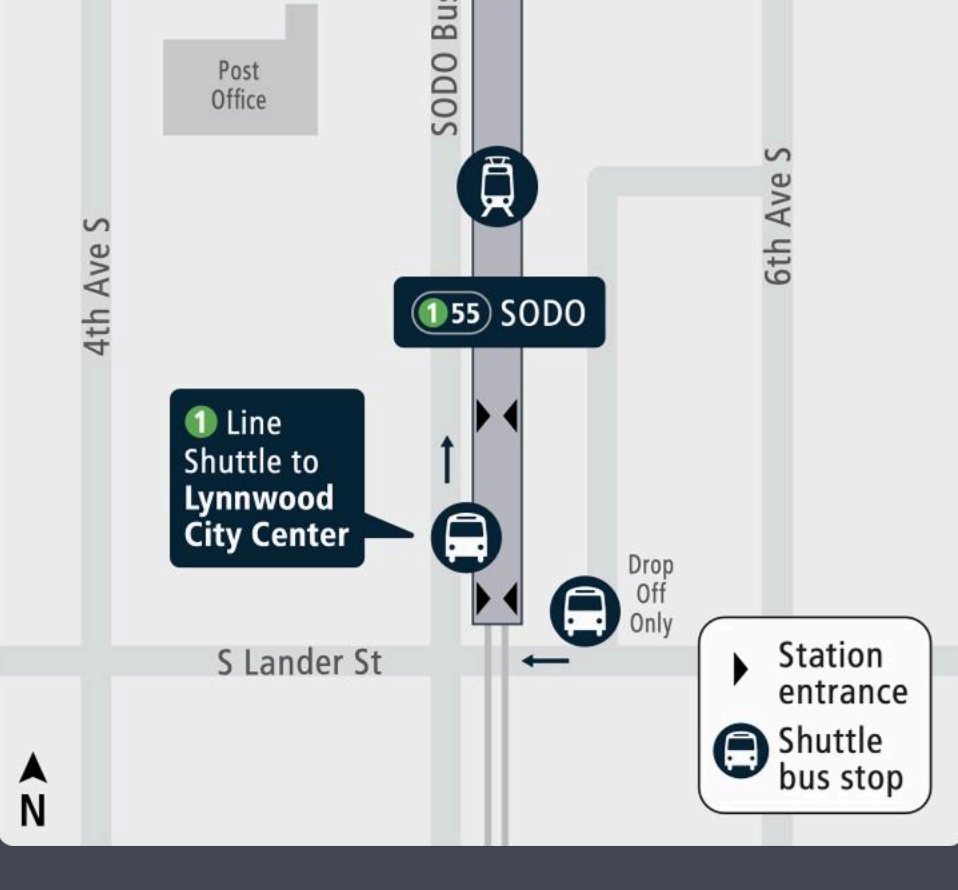
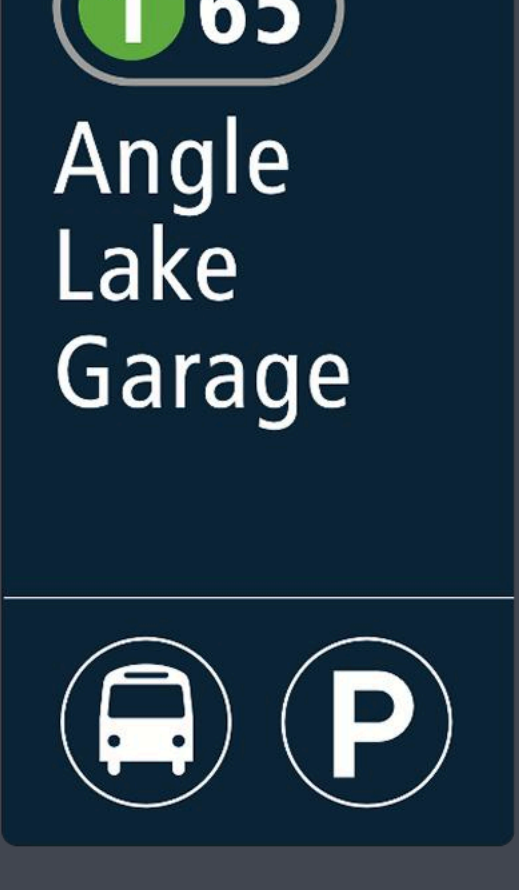
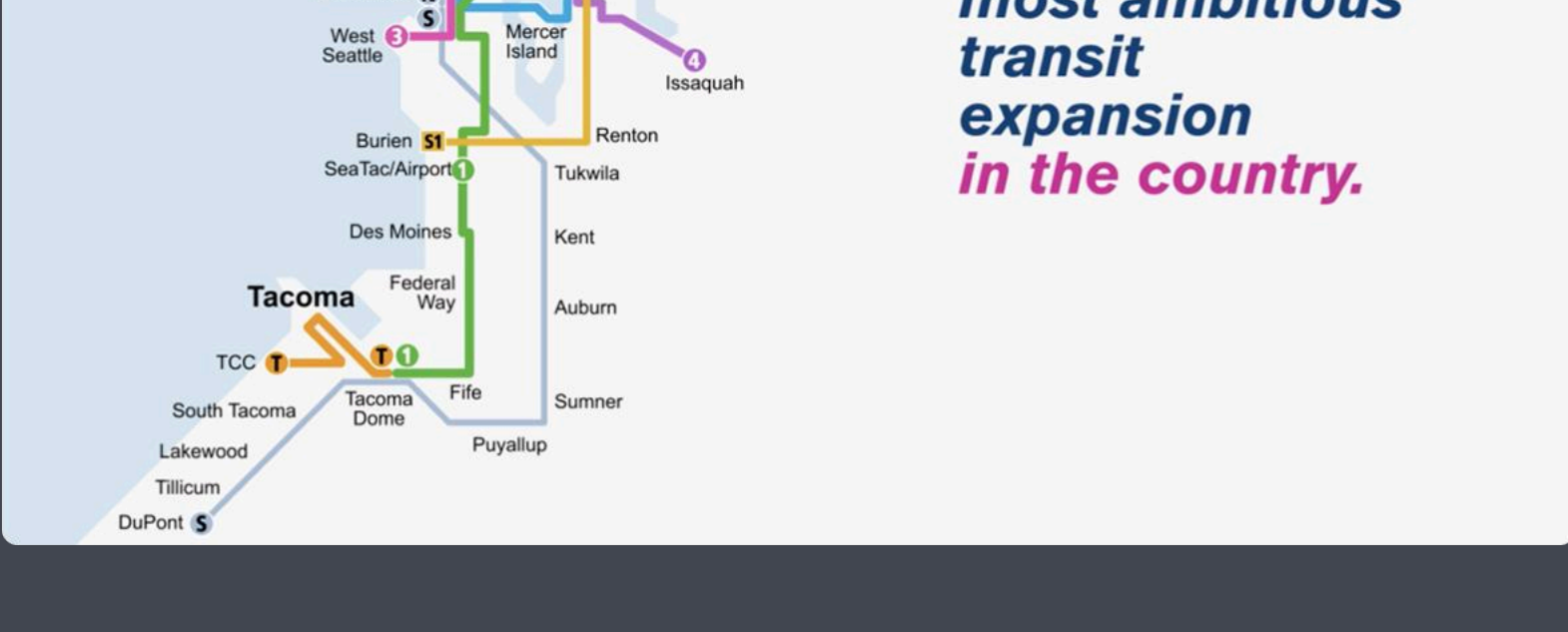
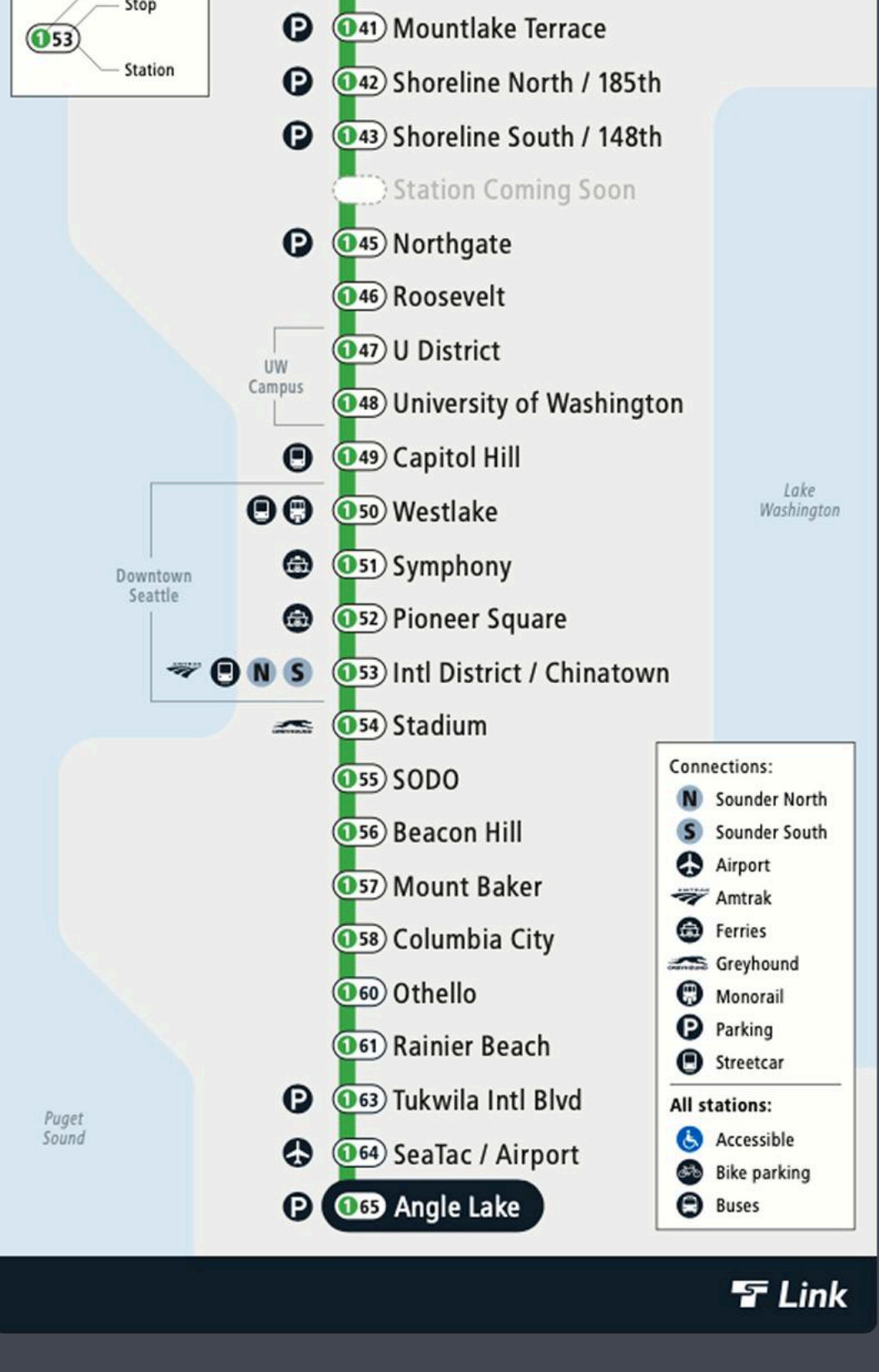
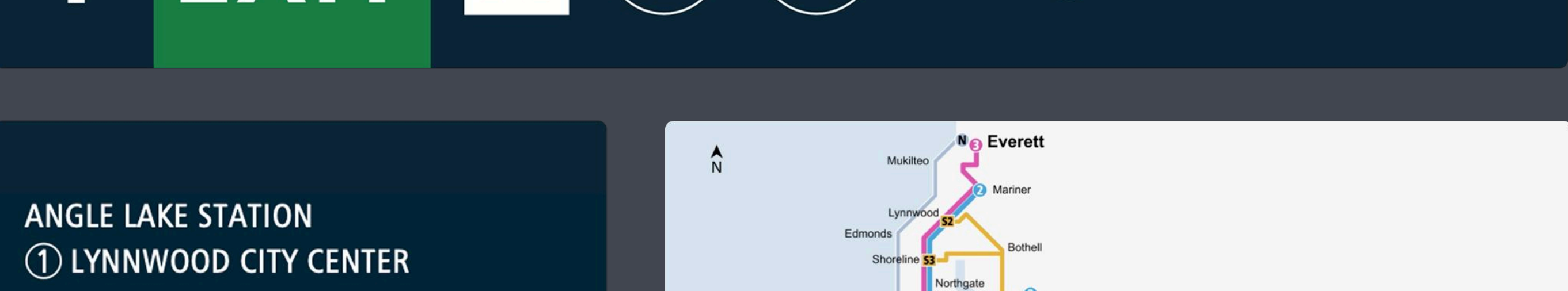


INTUITIVE WAYFINDING

Navigating public transit should be simple and intuitive for all riders, regardless of language, familiarity with the system, or cognitive ability. Our work with Sound Transit focused on improving station signage and introducing numeric station codes—a system designed to make navigation easier for commuters, tourists, and non-English-speaking riders.

We conducted extensive research on transit wayfinding best practices, evaluating how people process directional information in high-traffic environments. This helped with the development of a signage system that simplifies complex station names into an easy-to-understand numerical system, reducing confusion and improving accessibility.

By focusing on user-centered design, we helped Sound Transit implement wayfinding solutions that not only enhance legibility and clarity but also create a more seamless and stress-free rider experience. These improvements contribute to a more intuitive transit network, making it easier for new and returning riders to move confidently through the system.



SEAMLESS DIGITAL EXPERIENCE

The Sound Transit System Expansion webpage serves as a vital resource for riders, stakeholders, and community members to track upcoming projects, service changes, and long-term transit growth. Our team redesigned the page to enhance usability, improve content organization, and ensure mobile-first accessibility—meeting the needs of riders who primarily access transit information on the go.

Our approach involved:

- Restructuring content for clarity, allowing users to easily navigate project updates.
- Designing an interactive map to visually represent service expansion across the region.
- Developing an improved filtering system that enables users to quickly find relevant projects based on location, timeline, or category.
- Ensuring full ADA compliance, incorporating accessibility standards that make the page more usable for all visitors.

By prioritizing intuitive navigation and clear visual hierarchy, we created a streamlined digital experience that empowers users with the information they need—whether they are commuters looking for service changes, stakeholders exploring partnership opportunities, or residents learning about the future of public transit in their communities.

