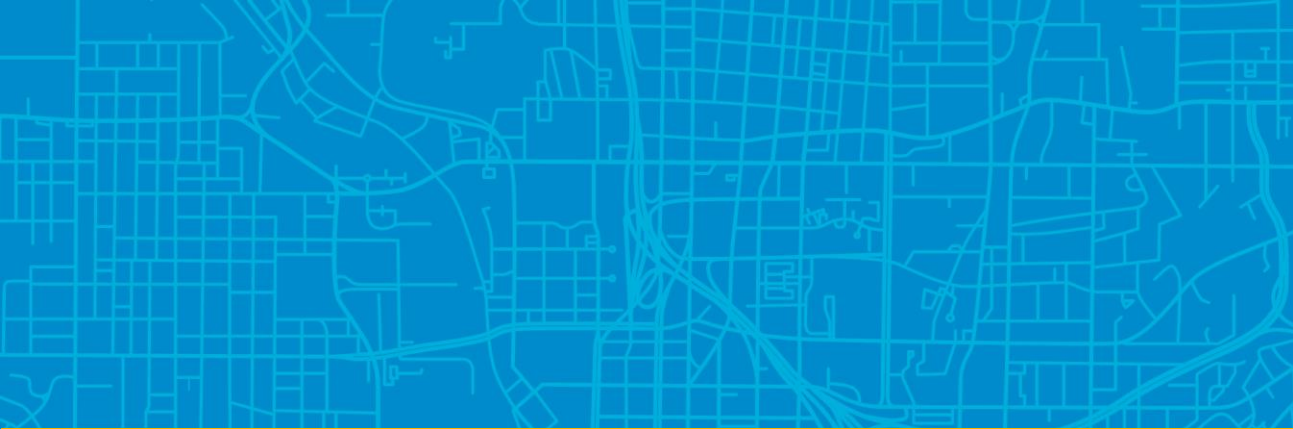




MARTA Icon Recognition Feedback Activity

September 2024 RAC

Margaret Mullins, Program
Manager, Customer Experience
Innovation

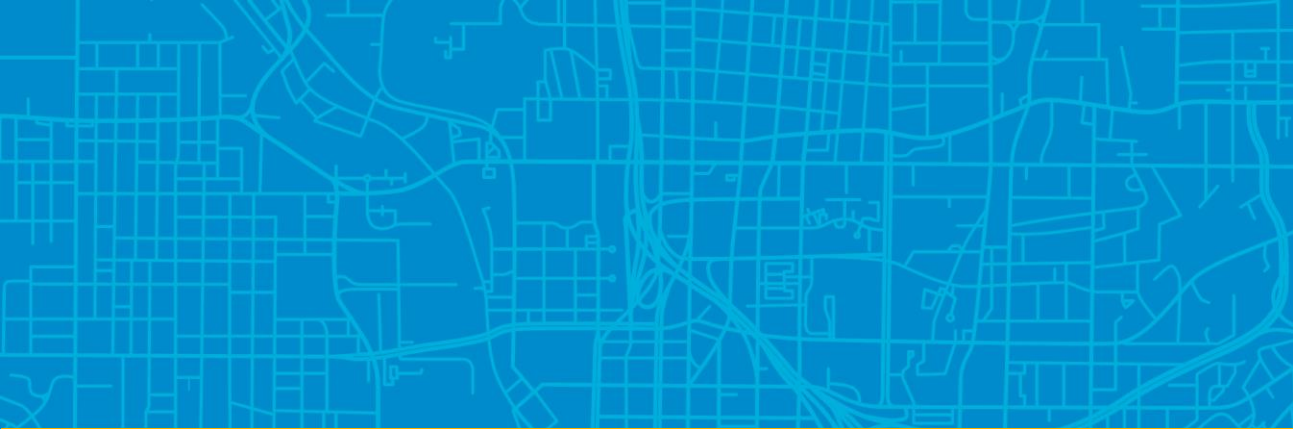


Purpose

MARTA riders need universal, unified iconography across all environments to help create more intuitive wayfinding for customers.

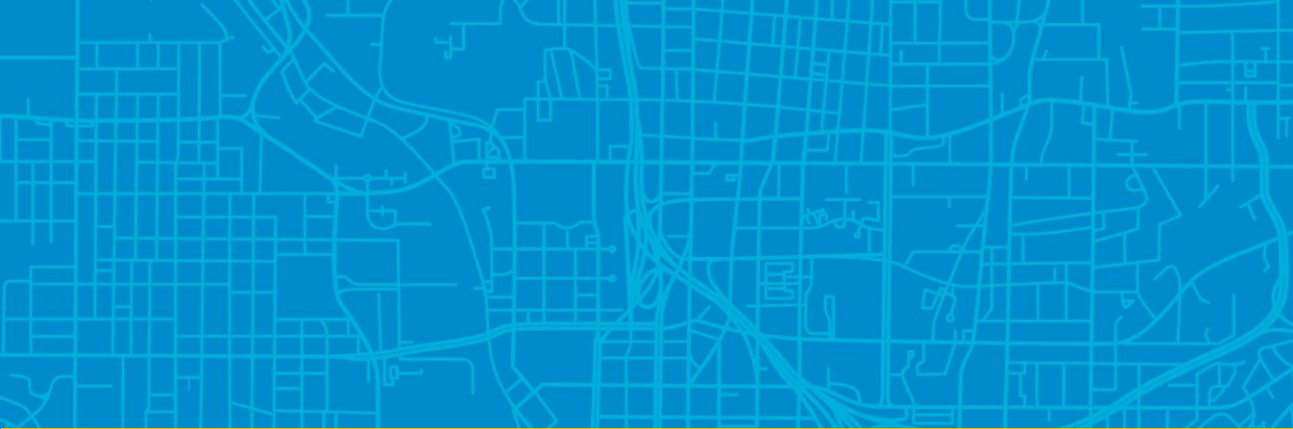
Test the recognition of drafted icons to be used across all customer-facing modes, including:

- Wayfinding signage
- Digital screens
- Mobile apps
- Website
- Marketing material
- ...Etc.



Agenda

1. Explain icon recognition feedback activity
2. Conduct activity
3. Conduct post-activity small table discussions
4. Tables share insights from activity



Instructions

1. One icon will appear per slide, 10 seconds per slide.
2. For each icon presented, write what you think the icon represents in the corresponding blank on your worksheet.
3. For each icon presented, indicate your level of confidence in your answer:

4 - Very confident

3 - Confident

2 - Unsure

1 - Very unsure

Practice Round





Practice Round

What do you think this icon symbolizes?

How confident are you in your answer?
Check one per icon.

No dogs allowed

4 - Very confident

3 - Confident

2 - Unsure

1 - Very unsure

Practice Round



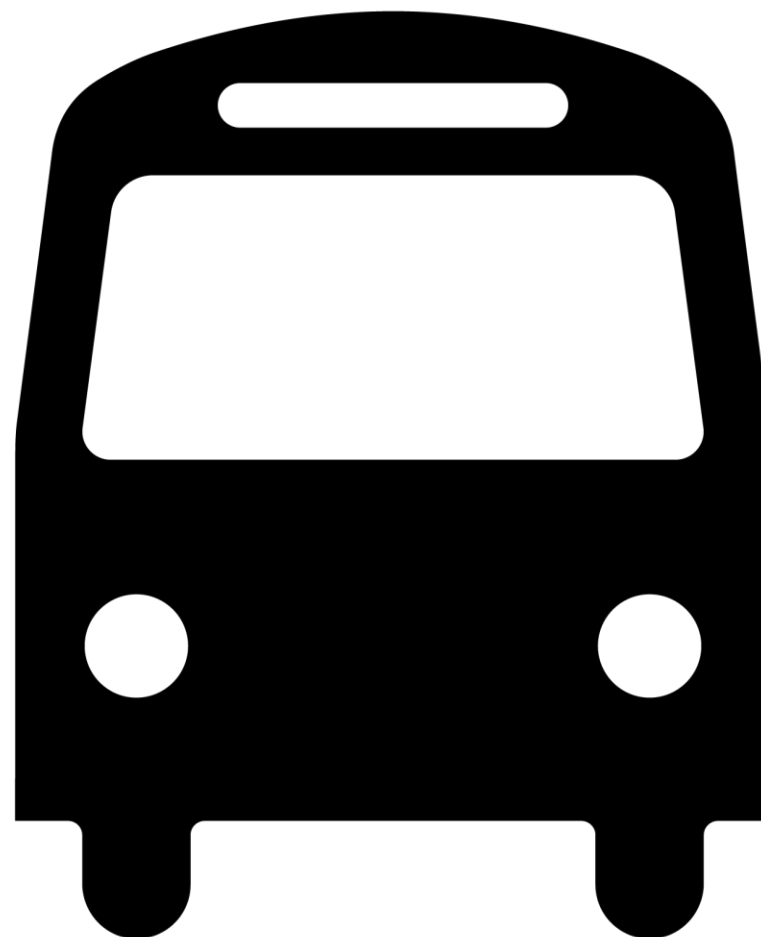
In-context example:



Photo credit: [Onnola via Flickr](#), [License link](#)



1







2



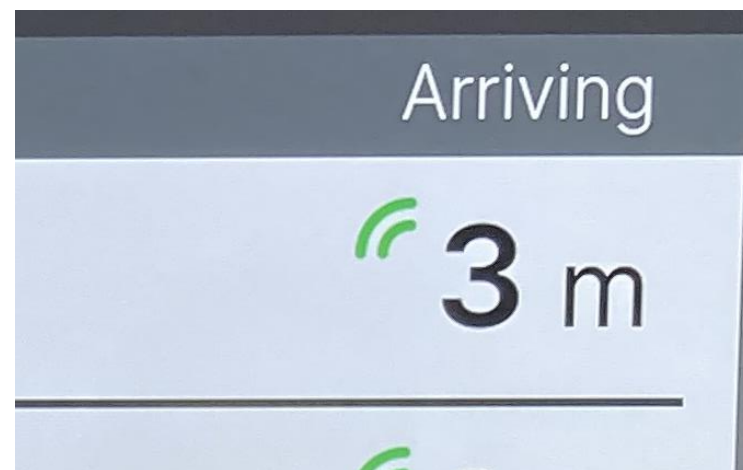




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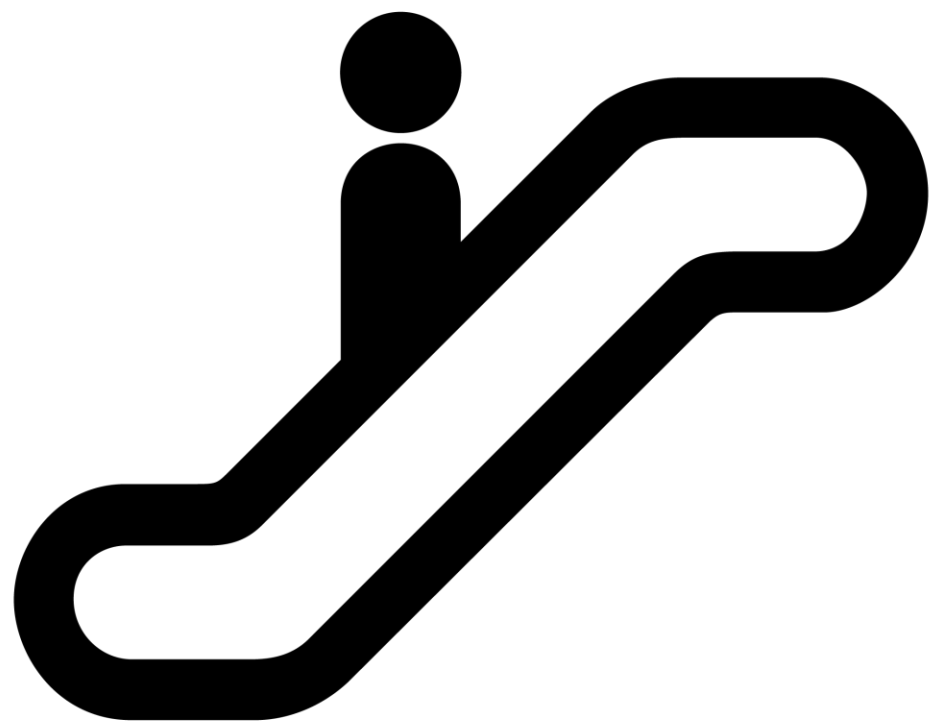


In-context example:

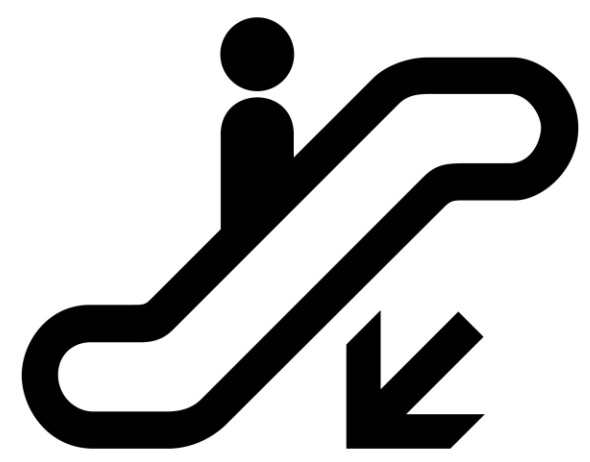




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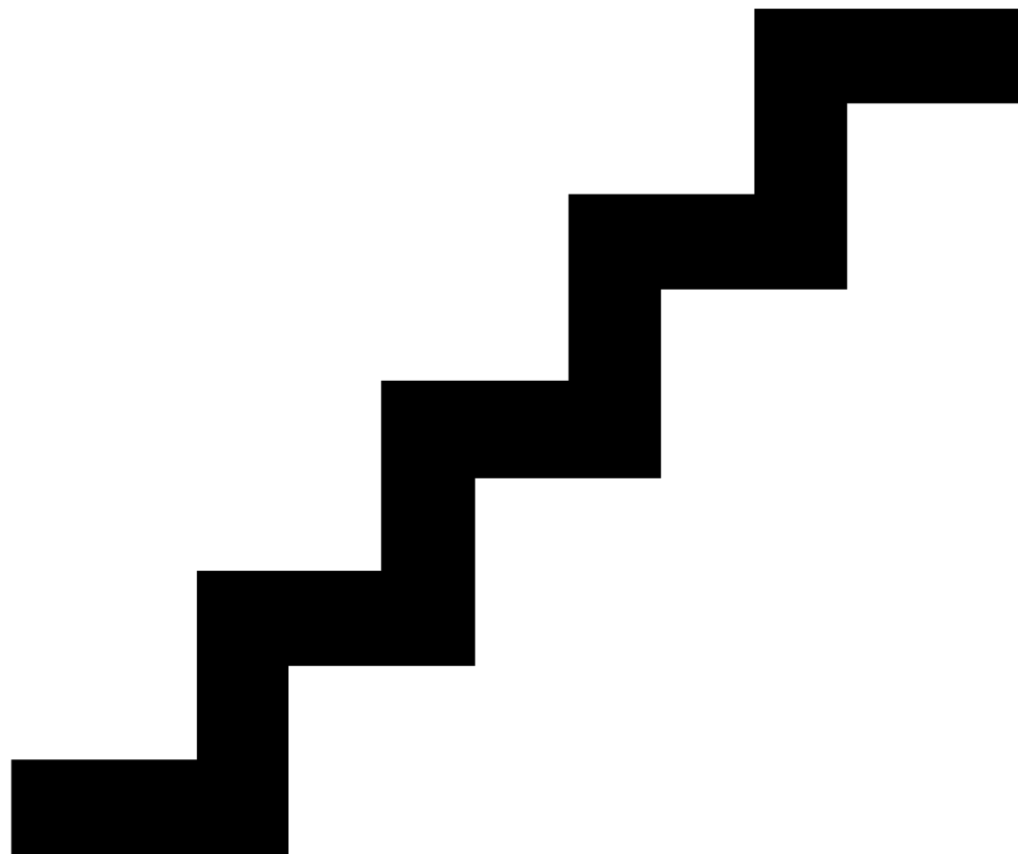
Variations:







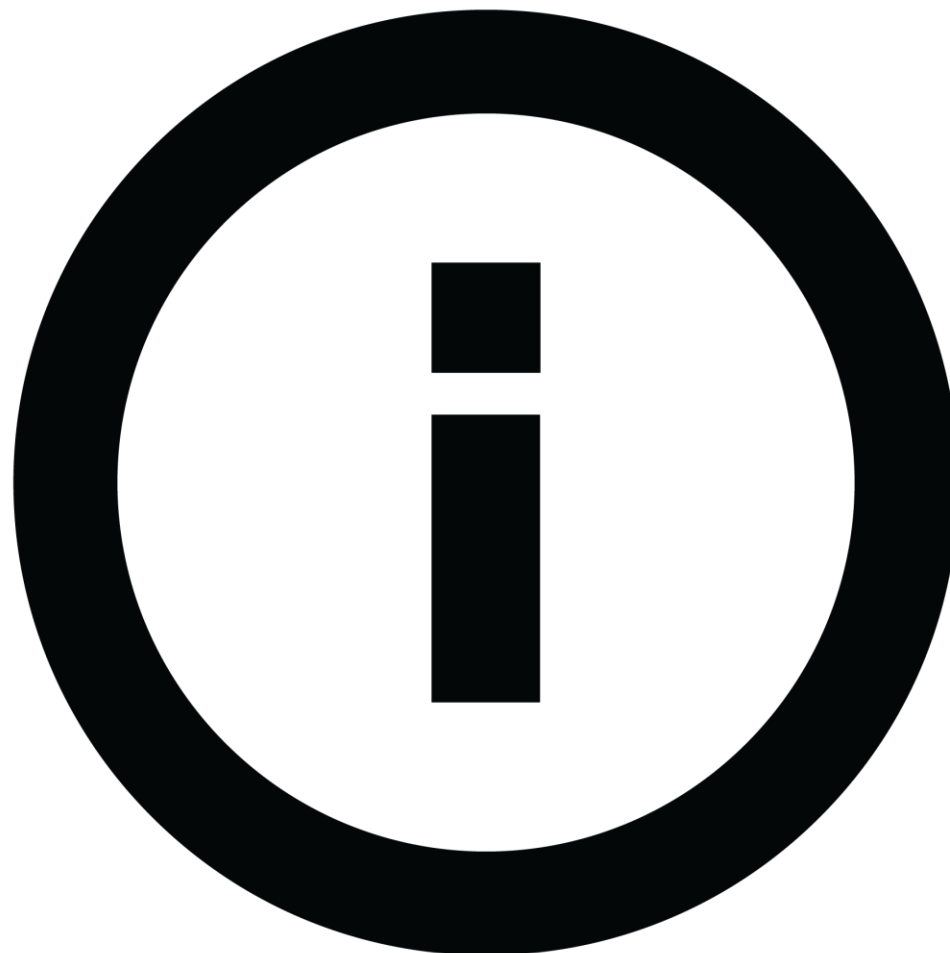
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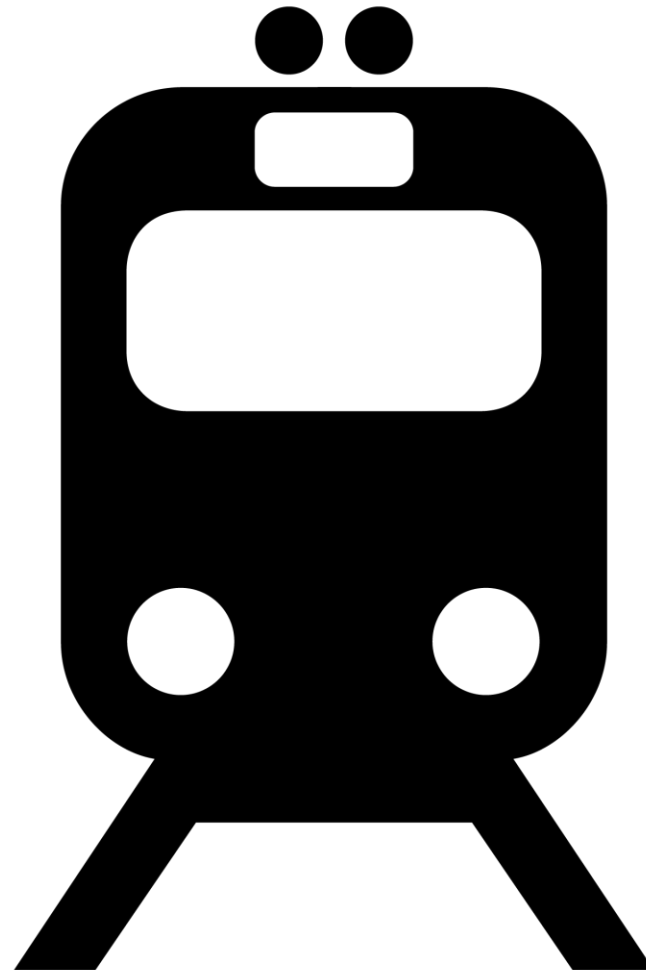
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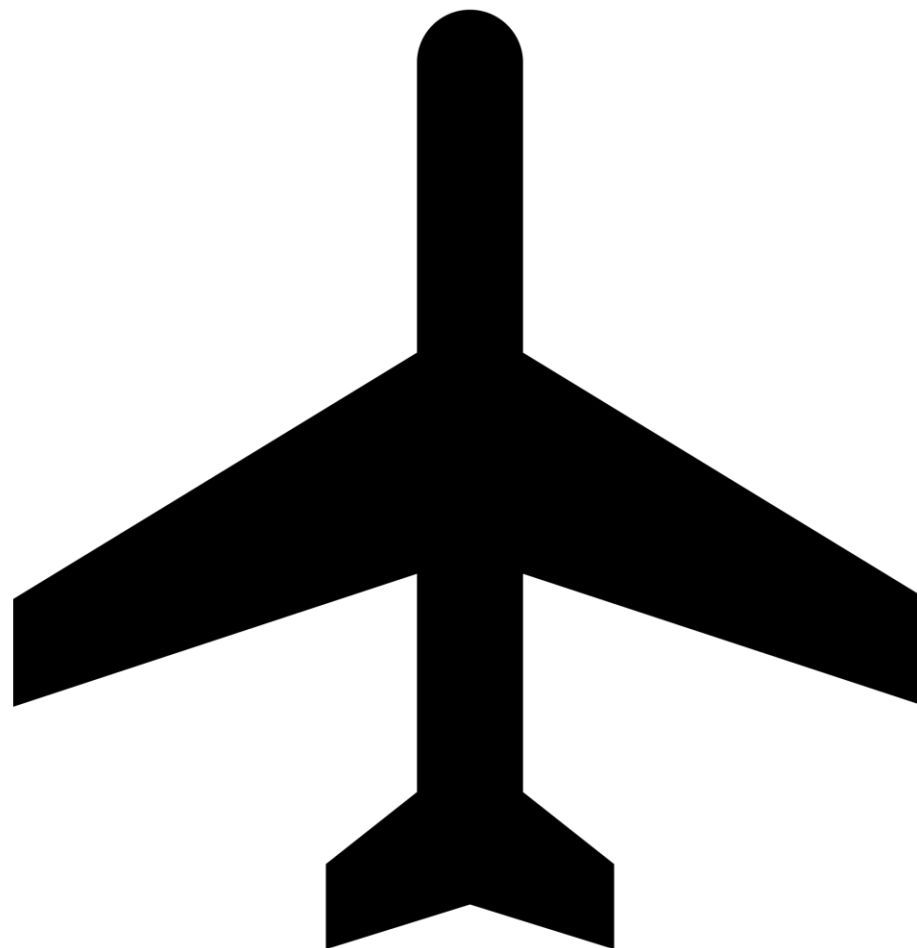
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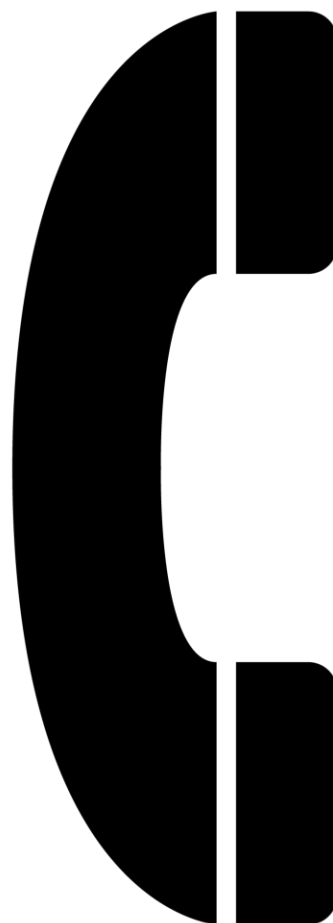
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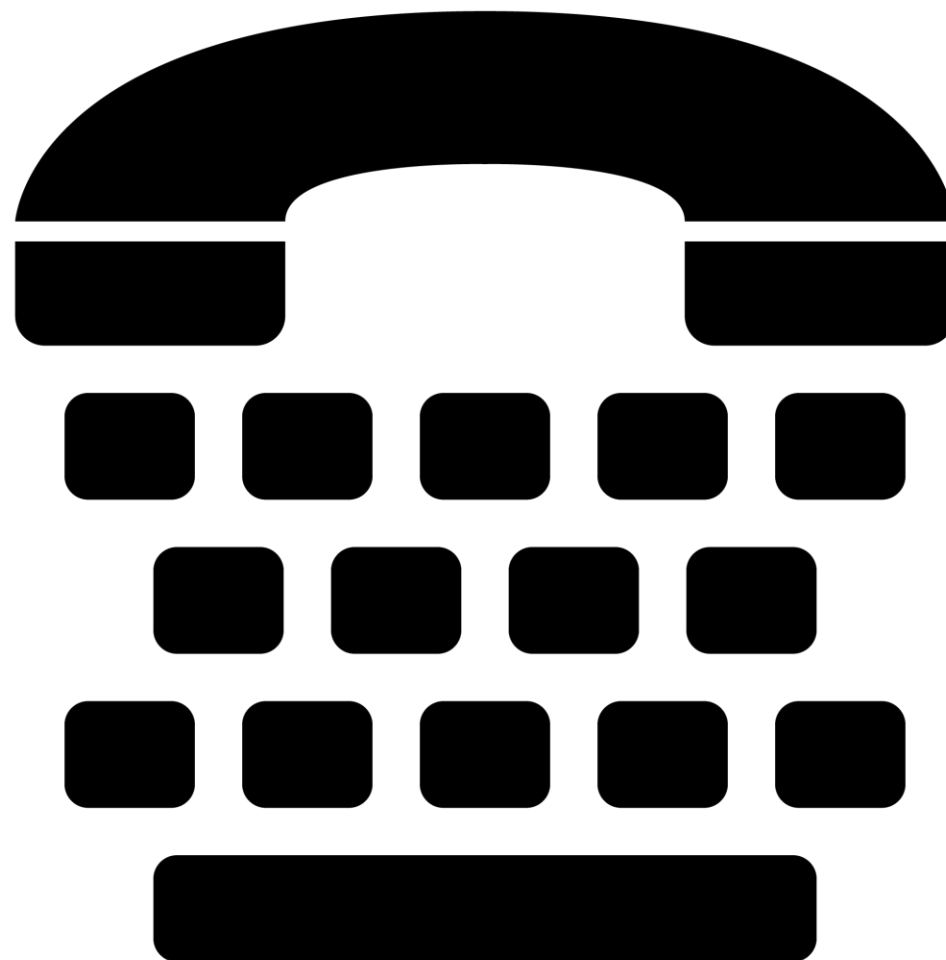
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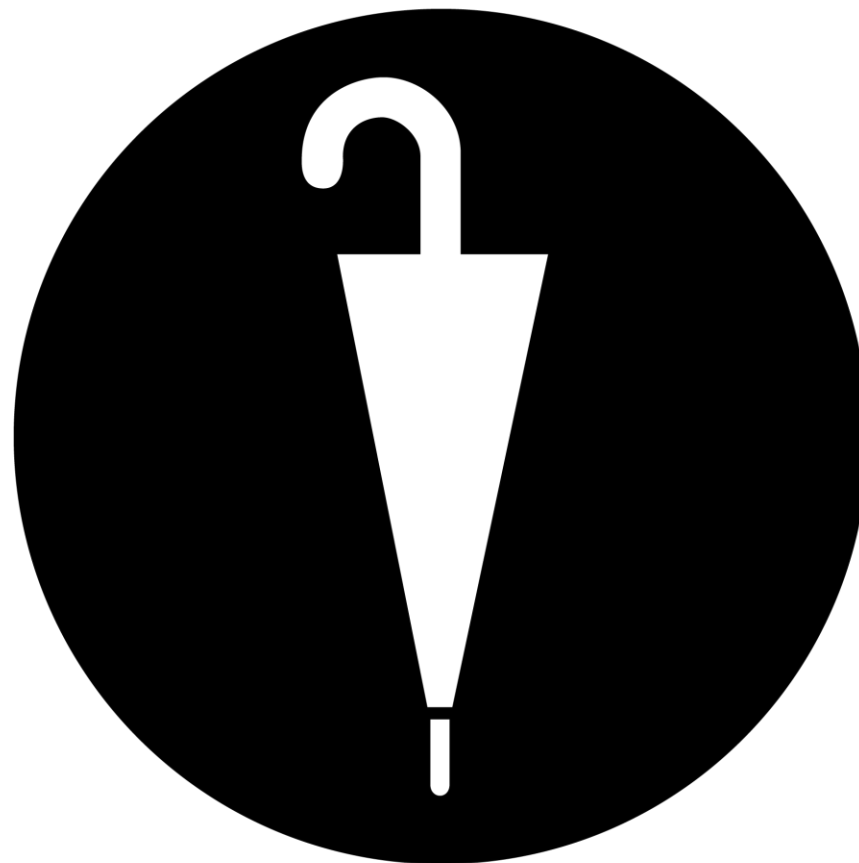
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11







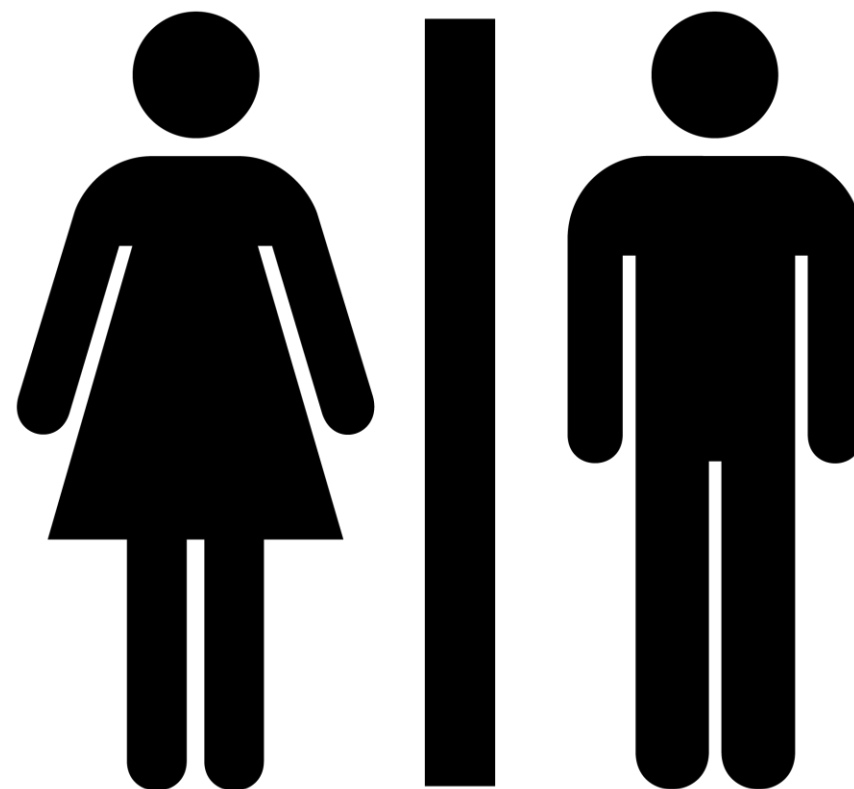
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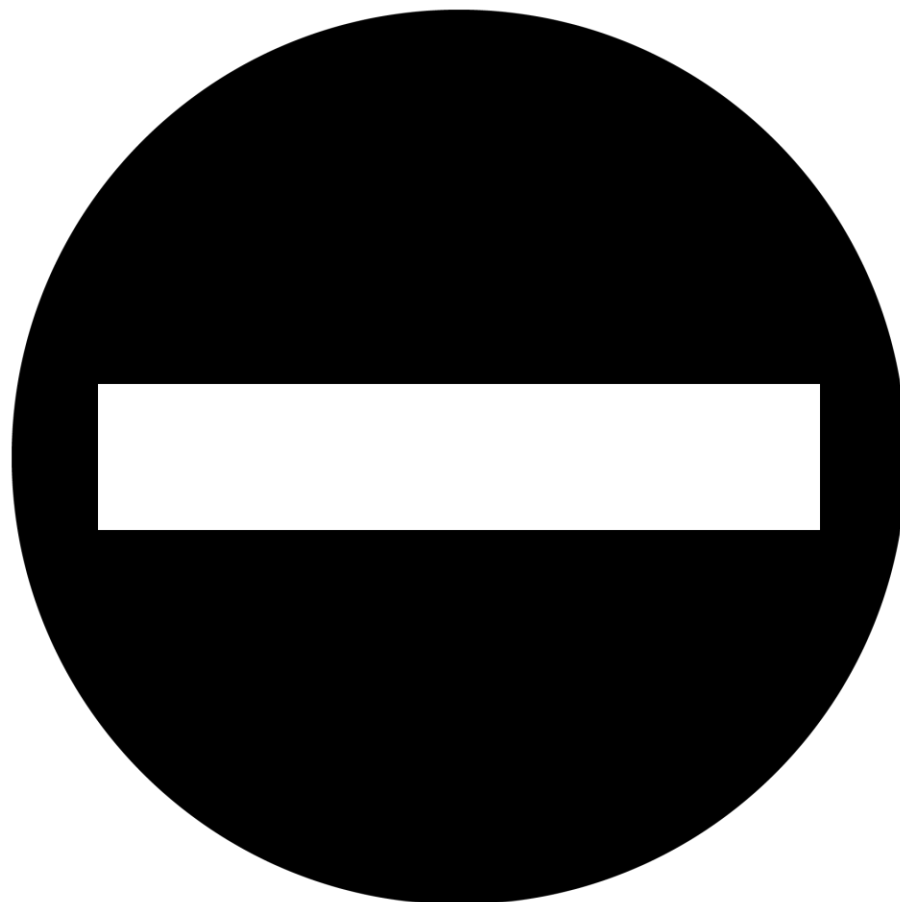
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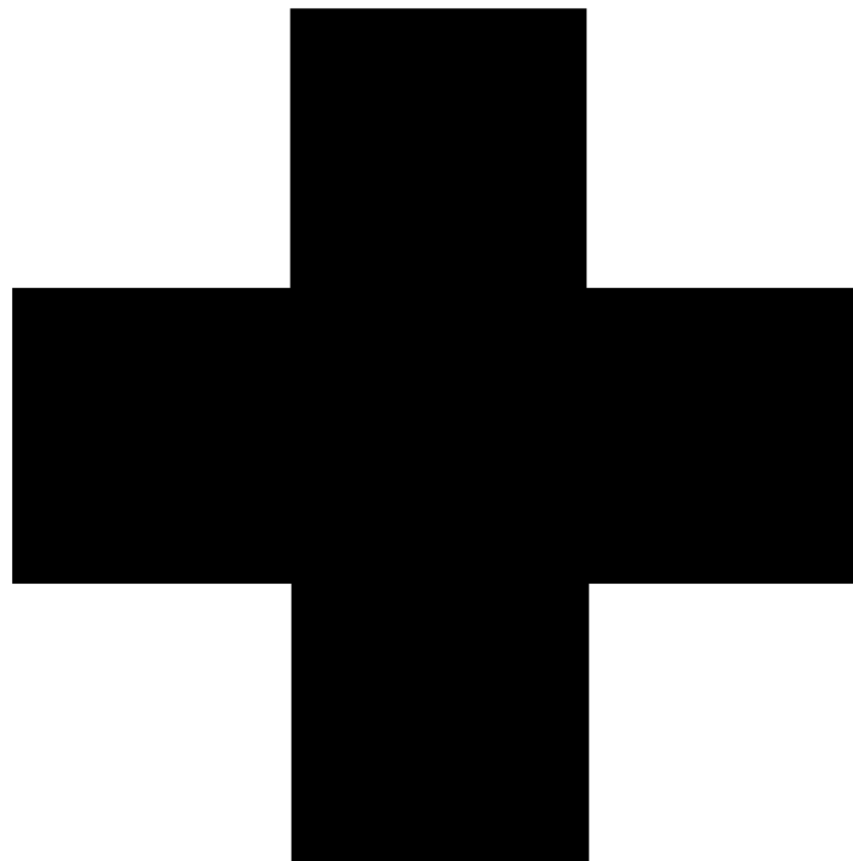
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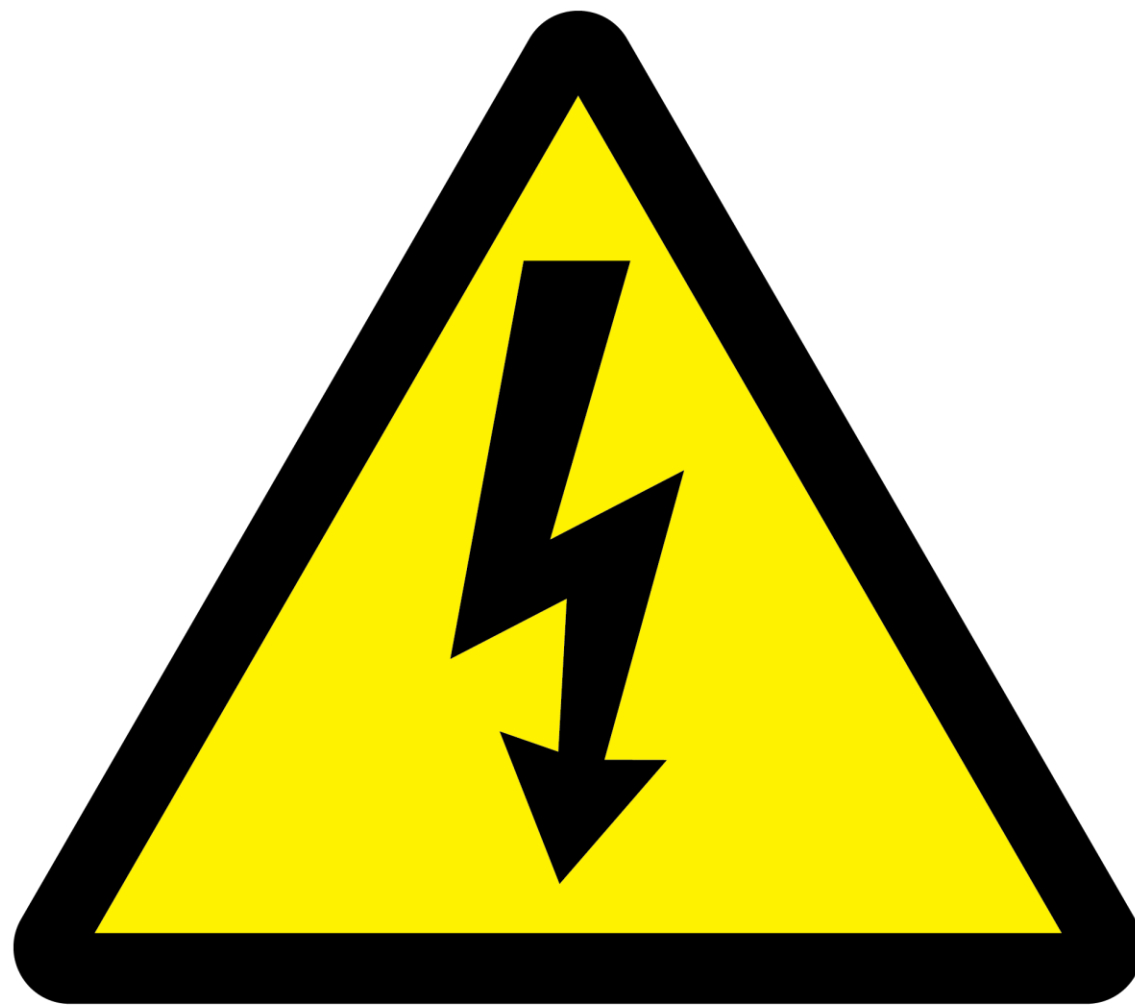


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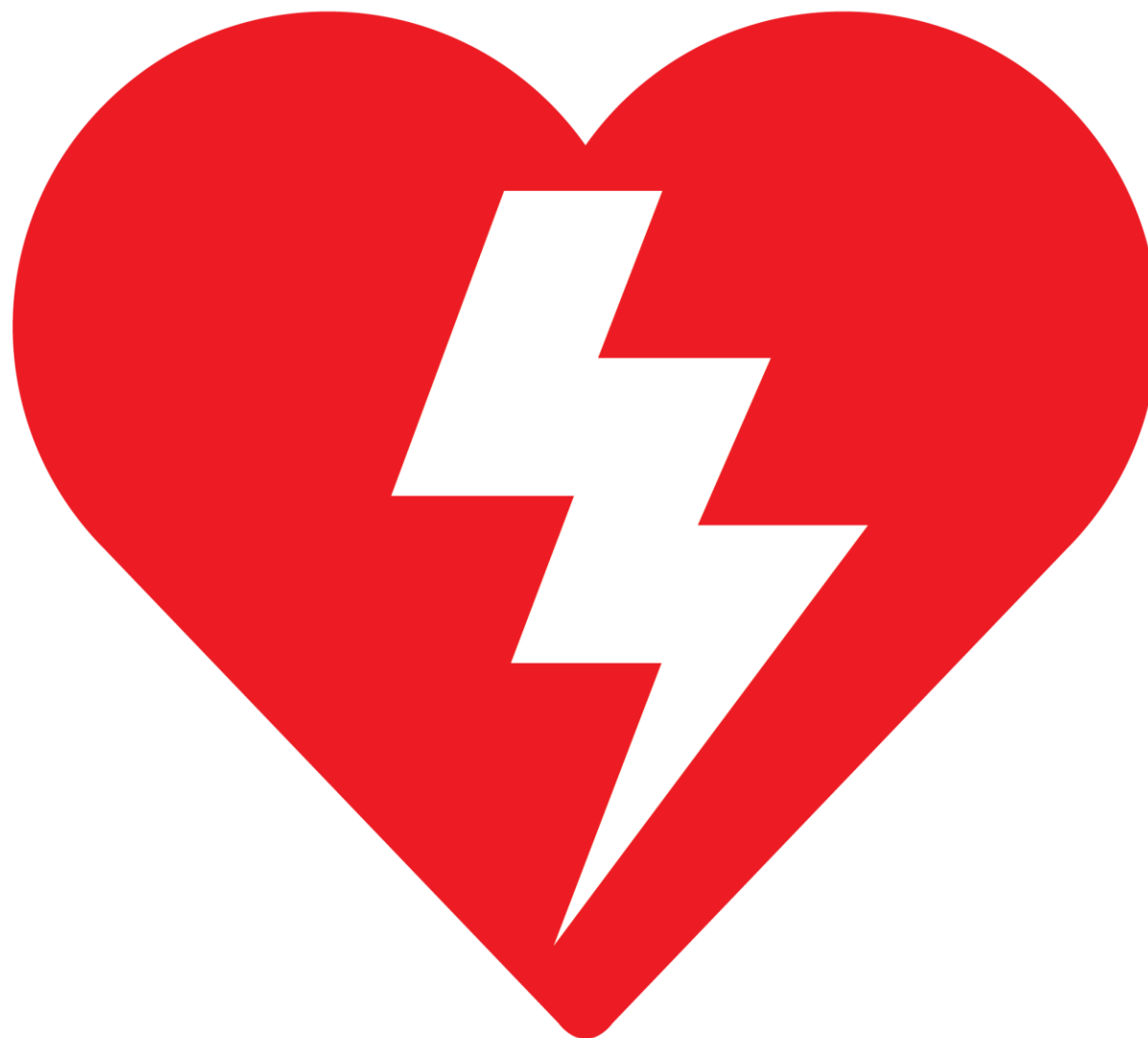
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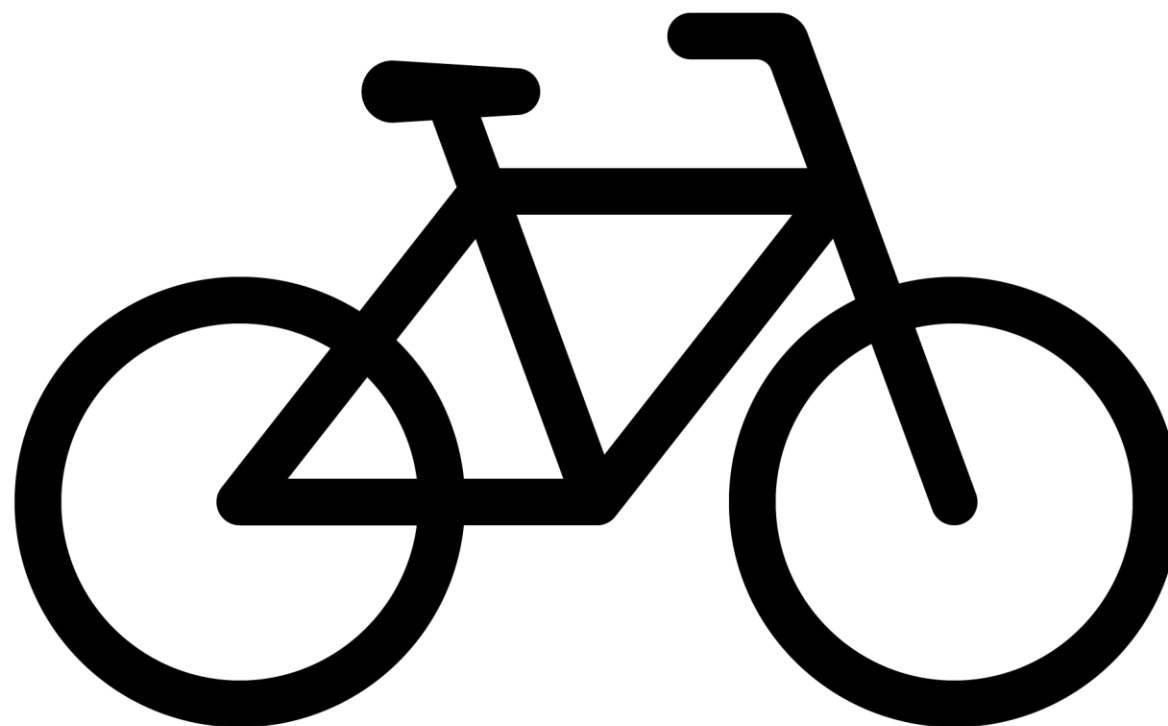
28







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Post Exercise

- Please provide any general comments or suggestions on the back of your form





Thank You

