



TfC PASSENGER INFORMATION

FOR CLEARER, KINDER, ACCESSIBLE & MORE
SEAMLESS PASSENGER JOURNEYS

PRACTICE PORTFOLIO

Q1 | 2025





Hello! We are TfC.

Transport for Cairo (TfC) is a strategic advisory practice in the domain of sustainable urban mobility.

TfC Data Lab

We specialize in data collection, modelling, simulation and visualization.

TfC Tech

We develop digital tools, RouteLab, to facilitate data collection and management in data-poor environments.

TfC Urban Mobility Lab (UML)

We provide consulting and project management services and produce actionable research, policy papers and training programs.

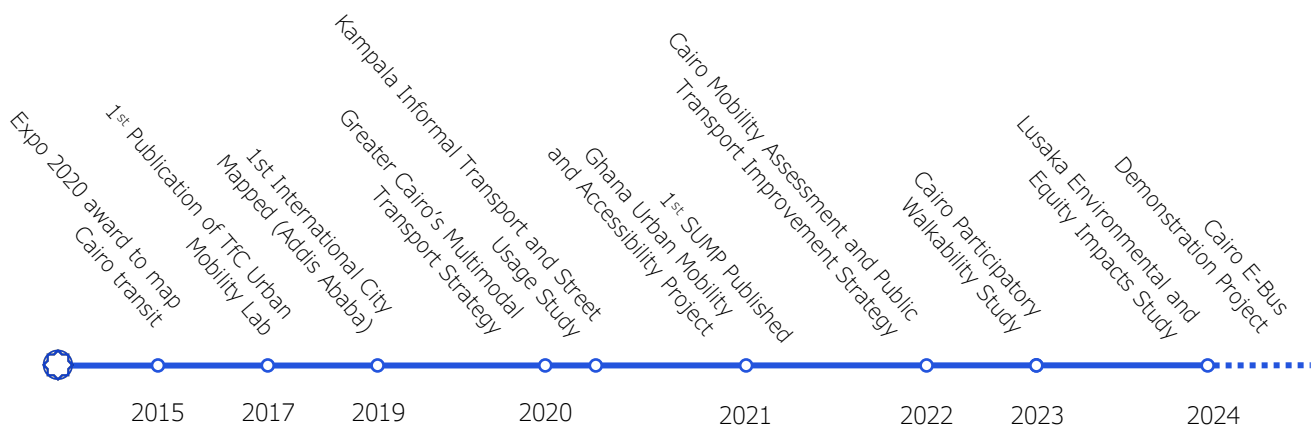
TfC Passenger Information

We develop passenger information systems (PIS), including transit maps and wayfinding material for a quality passenger experience.

QUICK HISTORY

TfC started out as an ambitious idea: Mapping Greater Cairo's public transport network.

In 2019 we started offering data-driven advisory services as a consultancy in addition to our transit mapping services.



WHY PASSENGER INFORMATION MATTERS?

As cities grow more complex, clear, accessible, and inclusive public and popular transport information becomes essential.

Passenger Information Systems (PIS) are not just visual tools — they are critical enablers of accessible mobility, wayfinding, and modal integration.

They help passengers:

- 1 **UNDERSTAND**
NETWORKS AND SCHEDULES
- 2 **NAVIGATE**
COMPLEX ENVIRONMENTS
- 3 **TAKE INFORMED DECISIONS**
ABOUT THEIR JOURNEYS
- 4 **FEEL SAFE**
IN URBAN MOBILITY SYSTEMS



TfC designs maps to reflect and satisfy passengers needs, and to help planners reimagine public transport networks



NETWORK INFORMATION SYSTEMS

Key-network level information as routes, schedules and fares for transport operators.



PUBLIC TRANSPORT MAPS

Cartographic & schematic maps representing formal & informal transit networks.



WAYFINDING SYSTEMS

Wayfinding solutions to facilitate movement through complex environments.



INFORMATION/TRAVEL GUIDES

User-facing materials that enhance orientation and travel experience.



CAPACITY BUILDING

Workshops and sessions with clients and partners on PIS principles and processes.



Riyadh Bus Network Pilot

Client: RATP (2024-2025)



The project is dedicated to informing people about the existence of the bus network and supporting passengers with all the necessary information needed for the first & last mile connectivity in the passengers journey. The project therefore aims to update the existing passenger information to maintain an up-to-date information system in key-action areas around the city.



Cairo Metro Green Line 3

Client: RATP Dev Mobility
Cairo (2021-2022)

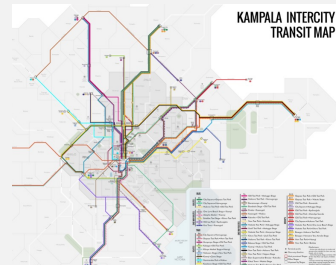


Green Line 3 refreshed its brand to attract new customer segments. TfC supported the new brand with modern and user-friendly passenger information systems through new system and local neighborhood maps. In a complex city like Cairo, this required the setting of a sophisticated information hierarchy to present layers of urban fabric, nature, history and infrastructure in Line 3 neighborhoods.



Kampala Intercity Transit Map

Client: Kampala Capital City
Authority (2020)



The intercity map produced by TfC followed the geographic arrangement of Greater Kampala while abstracting and simplifying it. The challenge was to project a dynamic, informal network of ~600 routes. Using multi-step filtration and route classification resulted in the presentation of 139 processed routes in the first map of its kind in the metropolitan.



Cairo Metro Green Line 3 Signage

Client: RATP Dev (2022)



A project to develop a comprehensive signage system for multimodal connections on Cairo Metro Line 3. With current interchanges linking the GL3 line to Metro Line 2 at Attaba and to the LRT at Adly Mansour—there is a growing need for clear, consistent wayfinding to support passenger navigation. This project starts from scratch, creating unified design, material, and location specifications tailored to each of the three stations.



Sharm El Sheikh COP27 Travel Guide

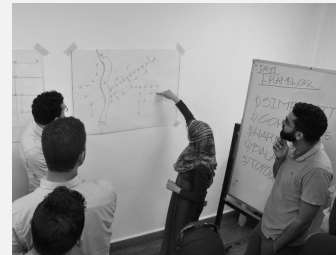
Client: COP27 Presidency (2022)



A travel guide booklet to enable sustainable mobility within the City of Sharm El Sheikh. The booklet will ease the mobility of delegate, attendees, staff and personnel of the COP27, but also acts as an initiative to support the Sharm Green City Project and in branding Sharm El Sheikh to be an environmentally sustainable tourist destination.

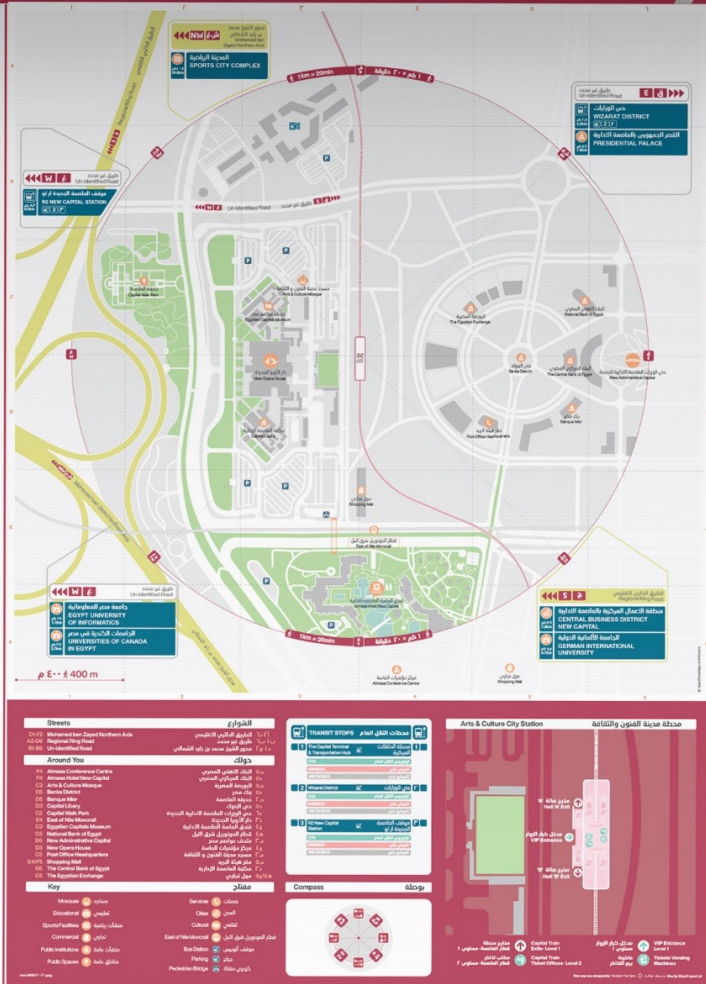


Transit Map Design Capacity Building (2016)



A collaborative workshop to reimagine the visual language of public transport in Cairo. Desert City Mappers and Transport for Cairo (TfC) organized a 3-day mapping exercise at MSA University titled "Transit Map Design." The initiative brought together 12 students from public and private universities to translate 20 bus lines—just 2% of Cairo's vast transport network—into clear, accessible maps.

الأماكن المحيطة
مدينة الفنون والثقافة





WHAT DO PASSENGER INFORMATION SYSTEMS TYPICALLY INCLUDE?



Metro Network Map created for Cairo Metro Green Line 3 (2021-2022)

A typical passenger or network information system provides essential guidance to help users navigate the public transport network with ease.

While components may vary based on local context and facility requirements, standard stations should generally include the following:



Bus Station Line Maps created for Riyadh Public Transport (2024-2025)

1

NETWORK MAPS

SHOWS AN OVERVIEW OF THE PUBLIC TRANSPORT LINES

2

LINE MAPS/ DIRECTIONAL SIGNAGE

HIGHLIGHT SPECIFIC ROUTES AND DIRECTIONS INSIDE VEHICLES OR PLATFORMS

3

NEIGHBOURHOOD MAPS

DISPLAY THE LOCAL AREA AROUND A STOP/STATION, INCLUDING NEARBY STREETS, POIS, AND WALKING PATHS.

4

SCHEDULES/ FREQUENCIES

INFORM PASSENGERS OF SERVICE TIMINGS, HEADWAYS, AND EXPECTED WAITING TIMES.

5

FARES/ SUBSCRIPTIONS

EXPLAIN TICKET TYPES, ZONES, PRICING, AND AVAILABLE PASSES OR TRAVEL CARDS.

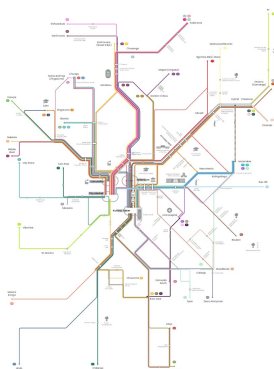
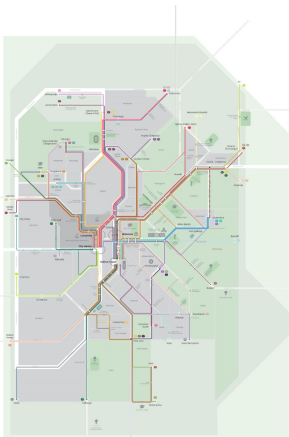
6

INFO BOARDS

COMBINE KEY INFORMATION (E.G. RULES) IN A SINGLE STATIC DISPLAY AT STATIONS OR STOPS



DIFFERENT MAPS FOR DIFFERENT NEEDS: AN OVERVIEW OF THE DESIGN STANDARDS



Design development process for Lusaka
Transit Map (2024)

Geographic

3

These maps represent real-world geography with spatial accuracy. They maintain correct distances, angles, proportions, and positions of features such as roads, landmarks, and transit routes. They are usually best used for providing guidance at a local scale.

Hybrid

1

These maps use a hybrid geo-schematic design to balance geographical accuracy with schematic clarity. This basemap design supports network visibility without overwhelming detail, enabling users to understand multimodal links at a glance.

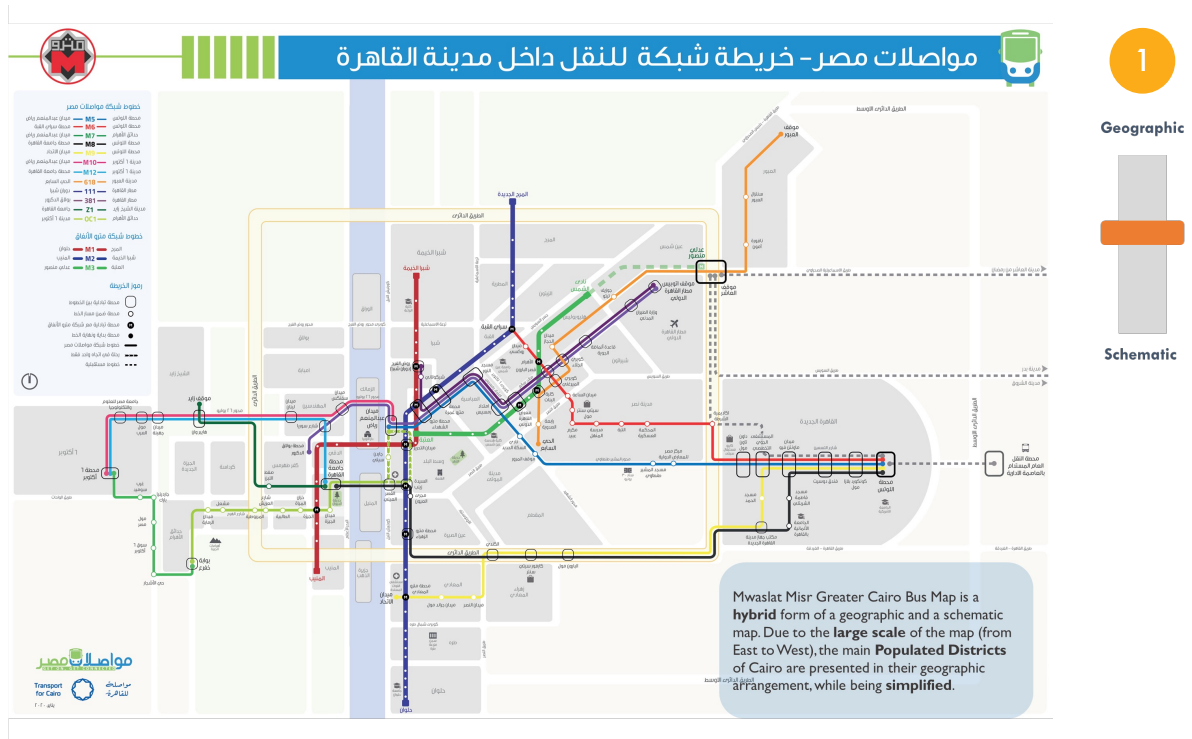
Schematic

2

These maps discard geographic fidelity in favor of conceptual clarity. They abstract routes into straight lines, regular angles, and equidistant stations.



Multimodal Network Map designed for bus network operated by Mwasalat Misr. This is one map from a series of maps showing inner-city as well as outer-city transport network coverage for Mwasalat Misr in Cairo.



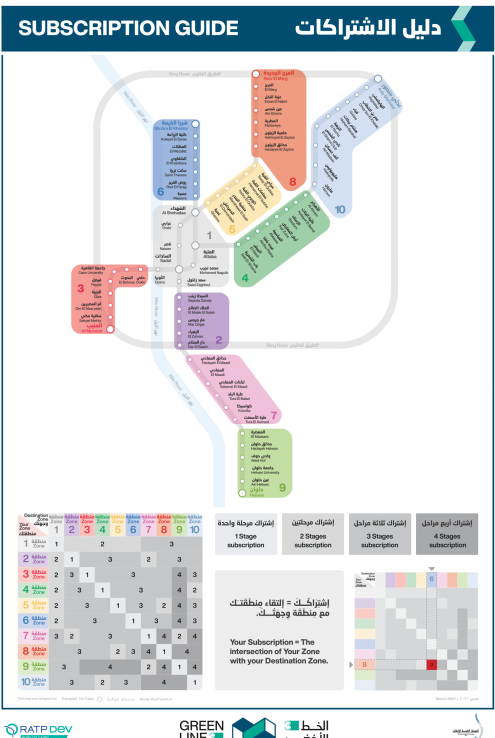
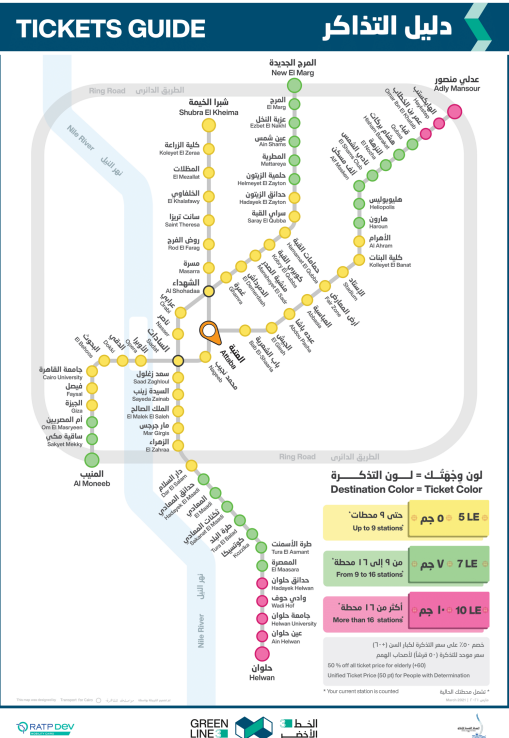
Static Line Maps showing the stations across the Green Line 3 with connecting points of interests, metro & Light Rail Transit (LRT) lines



[illegible]



Tickets guide & Subscription guide for Green Line 3 Metro Station in Cairo



More Works

Greater Cairo and New Cairo Internal MM Bus Networks
Cairo Metro Line 3 Maps
Capital Express (LRT) Maps
Riyadh Bus Network Pilot Project
Cairo Monorail Multimodal Maps

Client

Mwasalat Misr
RATP Dev Mobility Cairo
RATP Dev Mobility Cairo
RATP Dev
Orascom & Arab Contractors JV

Year

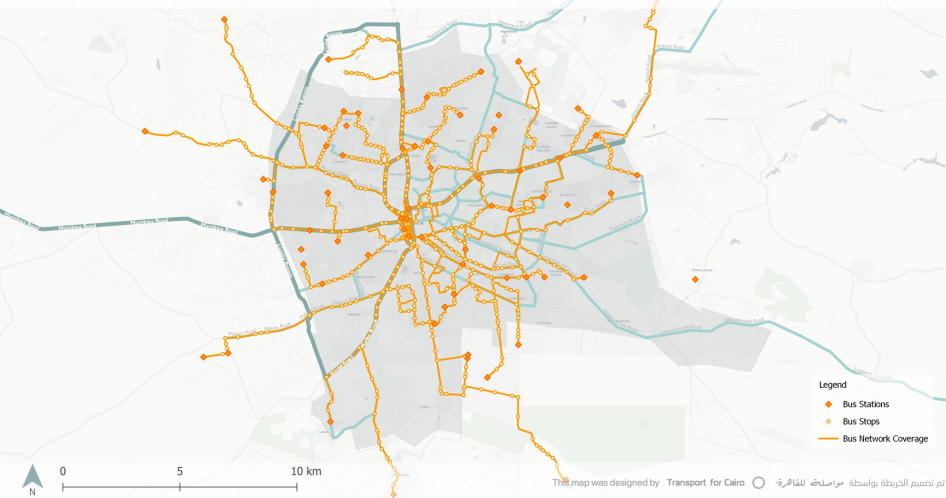
2019
2021
2022
2025
On-going



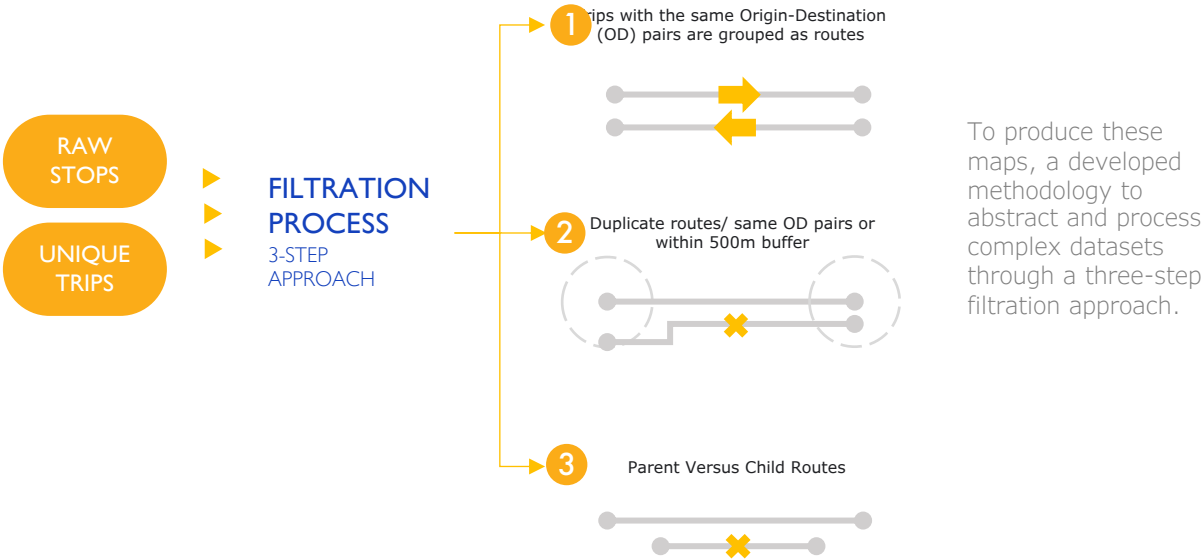
DATA TO MAPS: SHOWCASING PARATRANSIT NETWORKS

TfC’s work in passenger information systems began with a pioneering initiative to map the informal & formal transport network of 6th of October City in Greater Cairo.

Through our [Data Lab](#), we collect, clean, and structure public transport data that feed directly into the design of intuitive, user-facing network and paratransit maps across several cities in Africa.



Raw data-set on the paratransit network in Lusaka, showing popular transport line coverage, bus stations & stops across the whole city (2024)



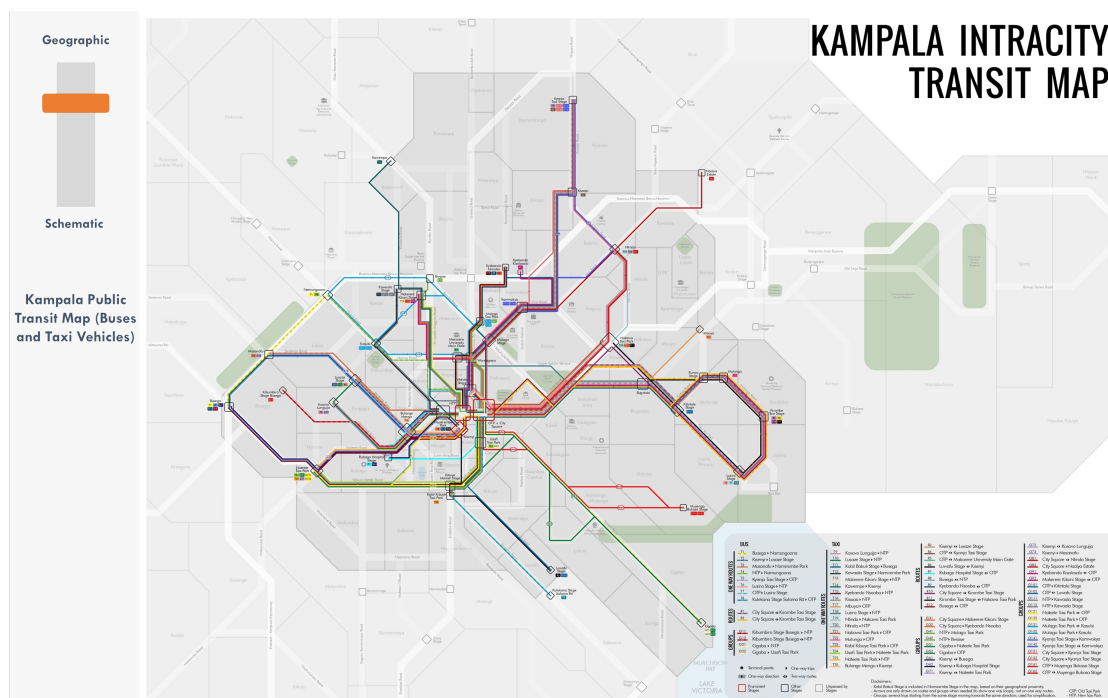


6th of October City Transit Map is the first popular transport network map to include formal and informal Public transportation networks





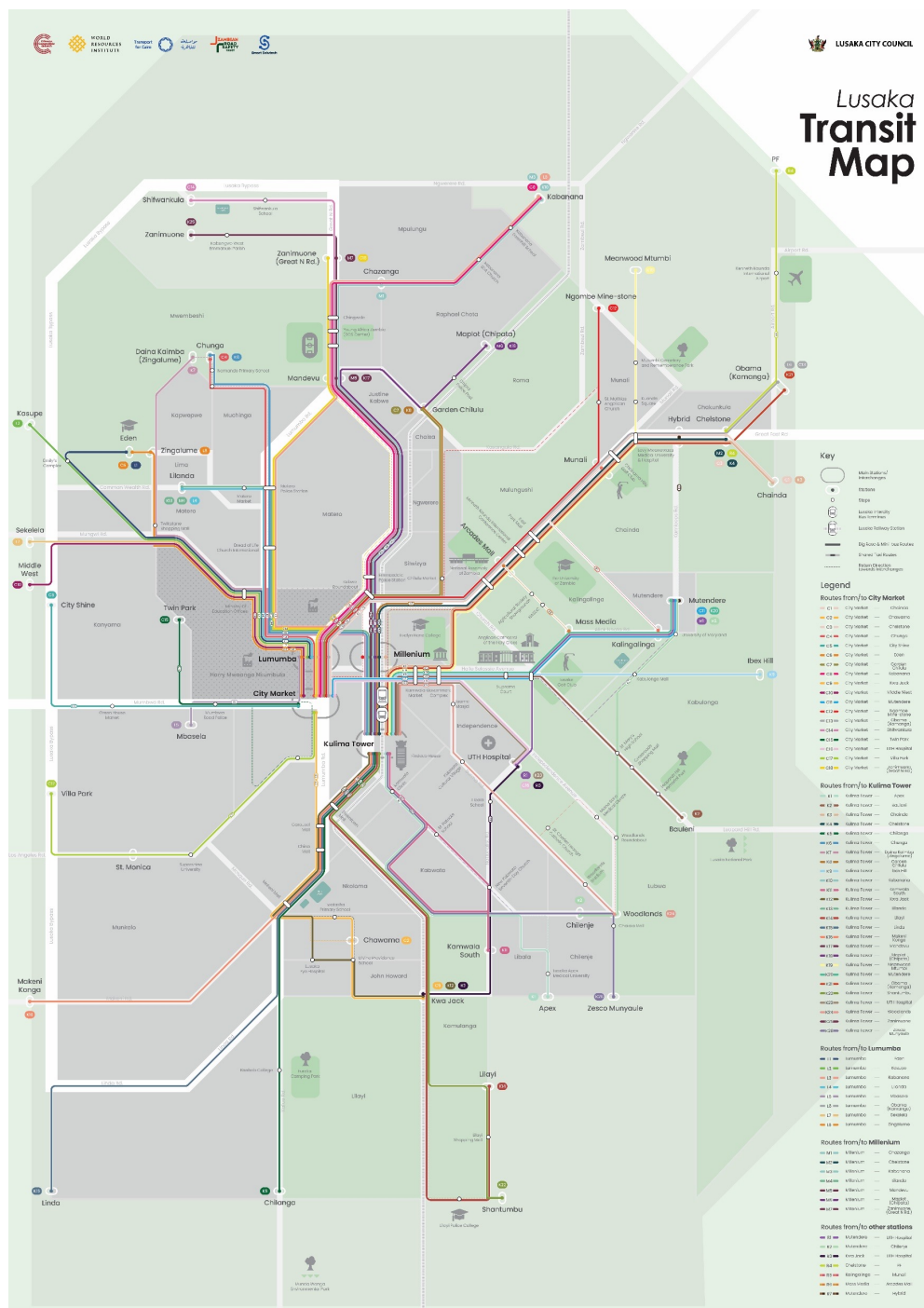
TfC PASSENGER
INFORMATION

[illegible]

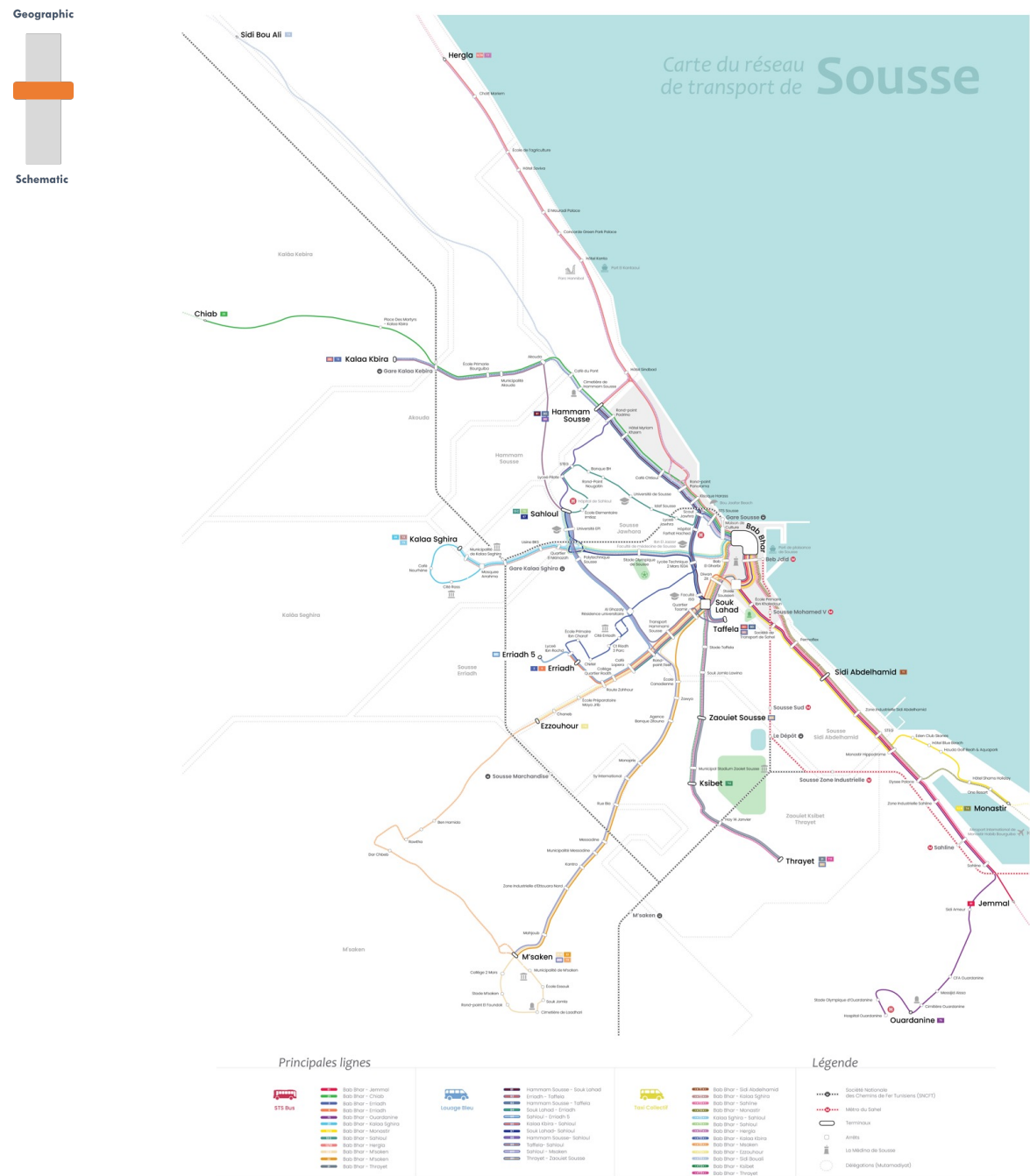


TfC PASSENGER
INFORMATION

Geographic



Greater Sousse Transit Map represent intracity informal & formal bus network in the city



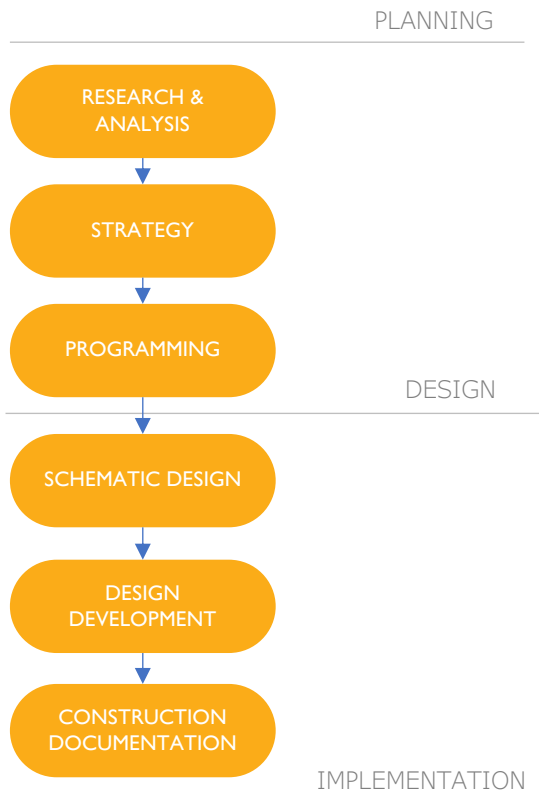
الأخضر ٣
To Green Line 3
محور روض الفرج / جامعة القاهرة
Adly Mansour - Rod El Farag Corr. / Cai



A DESIGN PROCESS

At TfC, we deliver end-to-end wayfinding services—grounded in research and driven by design.

From assessing passenger circulation flows and user needs to defining signage strategy, typology, and message hierarchy, our team leads both the strategic and creative process. We translate findings into schematic design concepts, then refine and develop final layouts, materials, and specifications in coordination with architects and planners.



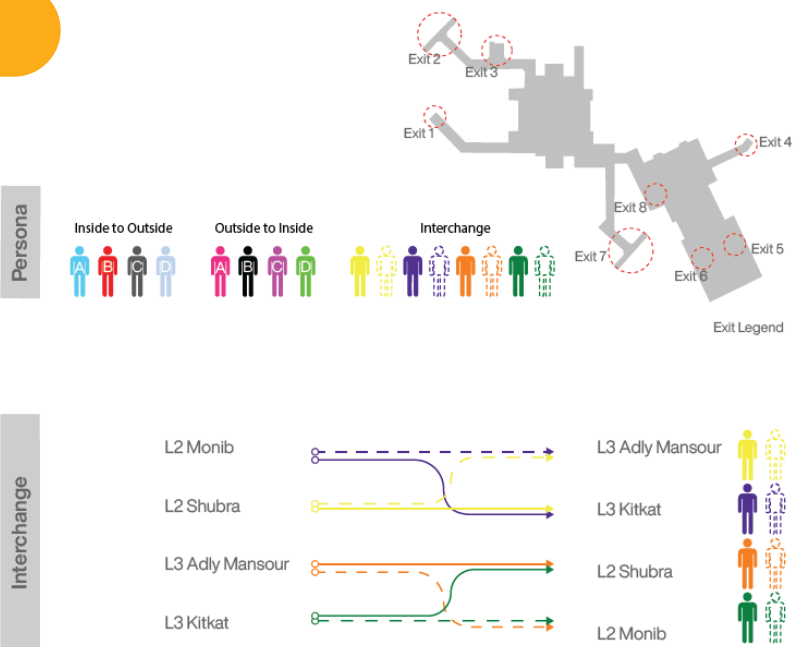
Accepted design proposal out of the 3 proposed designs during the signage proposal for Attaba & Adly Mansour Interchanges For GL3 & LRT (2022)



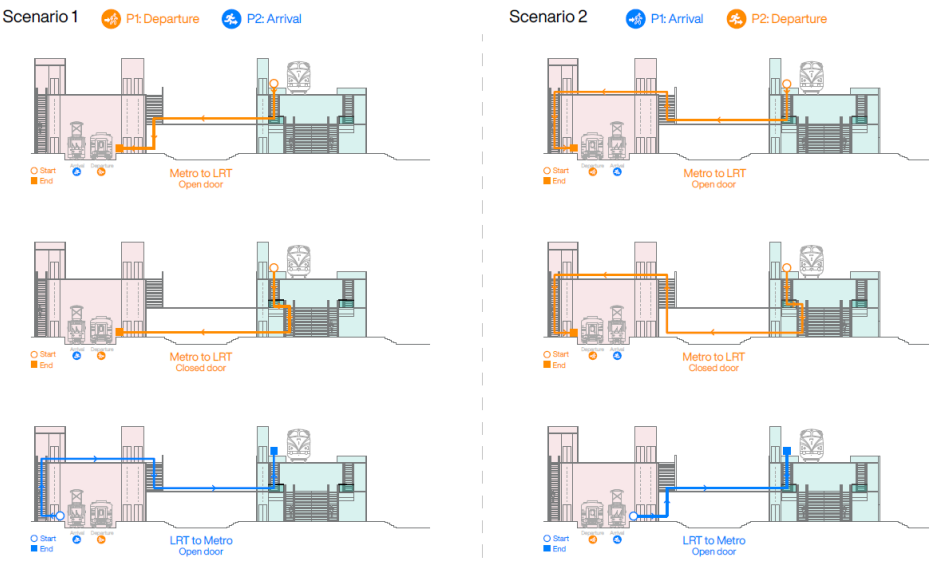
WAYFINDING SYSTEMS

Signage & Wayfinding Systems re-established for three of the largest public transport interchanges in Cairo including Attaba & Adly Mansour for the Metro GL3 & LRT.

RESEARCH & ANALYSIS



User Persona diagrams developed during the research & analysis phase for Attaba station (2022)



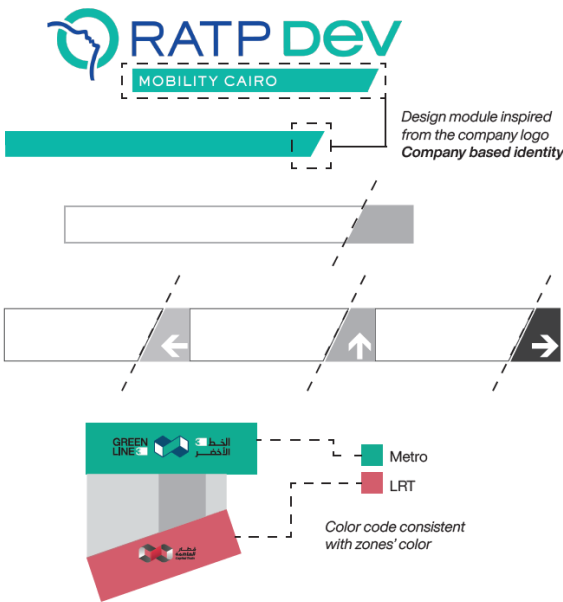
User circulation & flow diagrams developed during the research & analysis phase for Adly Mansour station (2022)



WAYFINDING SYSTEMS

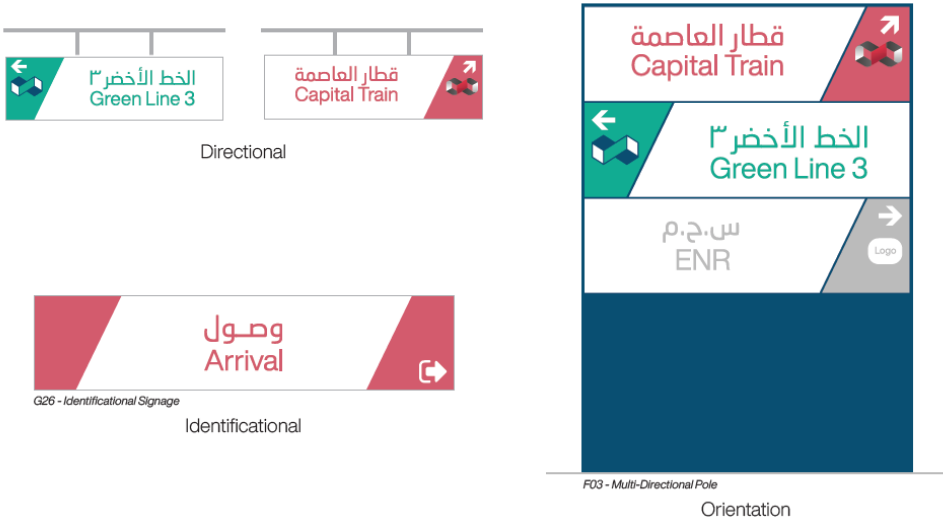
Signage & Wayfinding Systems re-established for three of the largest transit interchanges in Cairo including Attaba & Adly Mansour for the Metro GL3 & LRT.

SCHEMATIC DESIGNS



Schematic concept design proposal 1/3 for the wayfinding systems for RATP-Dev Mobility Cairo.

DESIGN DEVELOPEMENT



Design developed for different sign types as directional, identification & orientation signs for RATP-Dev.



GUIDES TO SUSTAINABLE MOBILITY

At TfC, we design user-centered information materials that simplify access to sustainable mobility. From citywide transport guides to localized walking maps, our work helps passengers navigate urban environments confidently and consciously.

In 2022, TfC partnered with the COP27 Presidency to develop the Sustainable Mobility Guide for Sharm El-Sheikh—a key tool that supported international delegates while showcasing the city's Green City transformation. The guide, both in printed pocket-sized and digital formats, helped communicate transport options clearly and cohesively, aligning with Egypt's climate ambitions and the broader goals of the COP27 platform.



COP27 Sustainable travel guide in pocket-sized printed format

Bike-sharing system نظام للدراجات التشاركية



SHORT TRIPS



E-cars charging stations محطات شحن السيارات الكهربائية



MEDIUM - LONG TRIPS

E-cars سيارات الإلكترونية



MEDIUM - LONG TRIPS



SHORT TRIPS

MEDIUM - LONG TRIPS

Electric Scooters and Bikes. السكوتر والدراجات الكهربائية



SHORT TRIPS



Electric Shuttle bus network شبكة حافلات كهربائية



MEDIUM - LONG TRIPS



Taxi Services تاكسي



MEDIUM - LONG TRIPS



Carbon footprints of the different sustainable modes available in Sharm Elsheikh

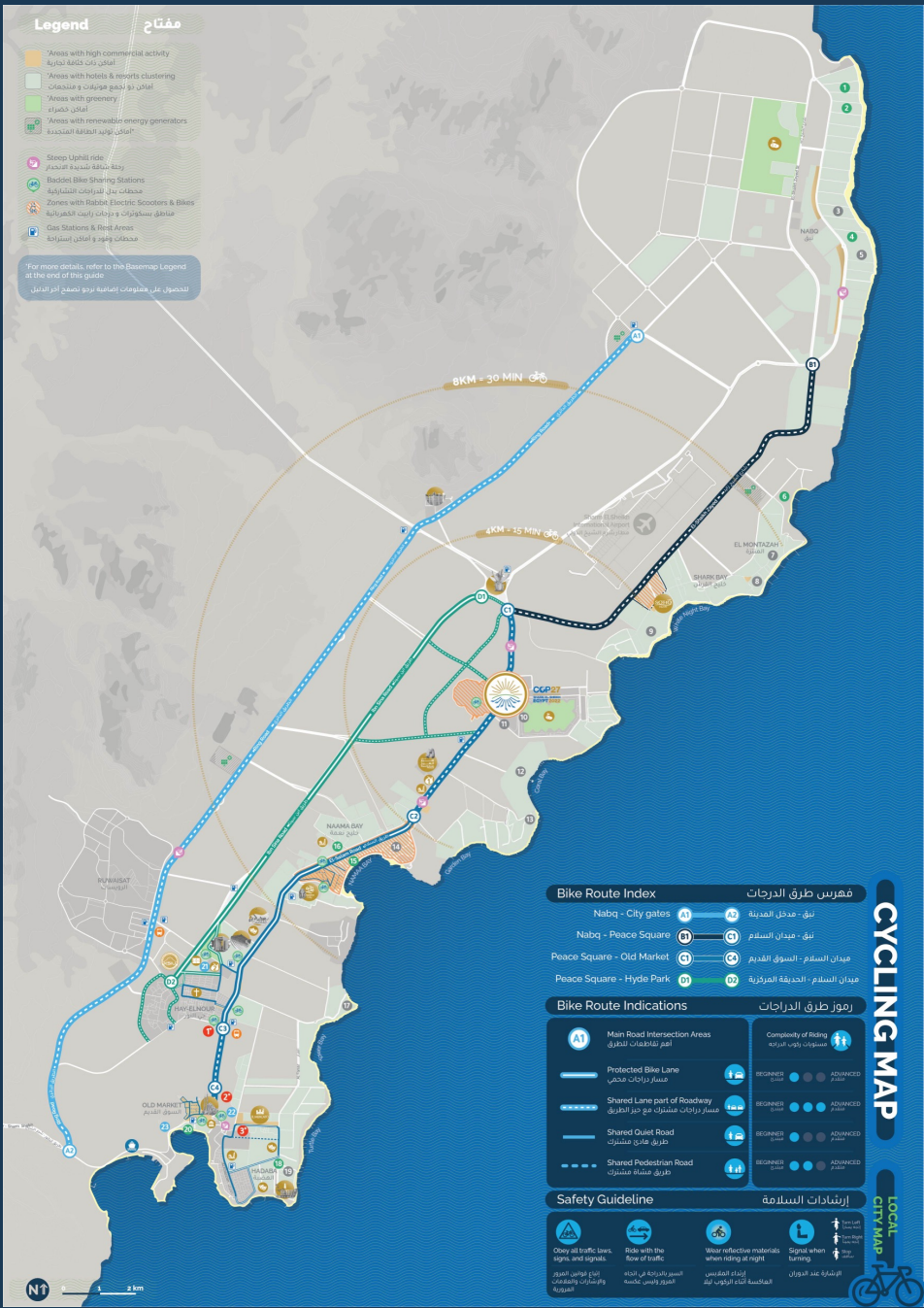


Bilingual **Multi-Modal Map** showing the different ACTA bus routes that operated during the time of the COP27, including highlighting interchanges where bike-shares and scooters exist.





Bilingual **Cycling Map** mapping the different cycling routes that exist in Sharm Elsheikh as well as the bike-sharing stations in the city



Geographic



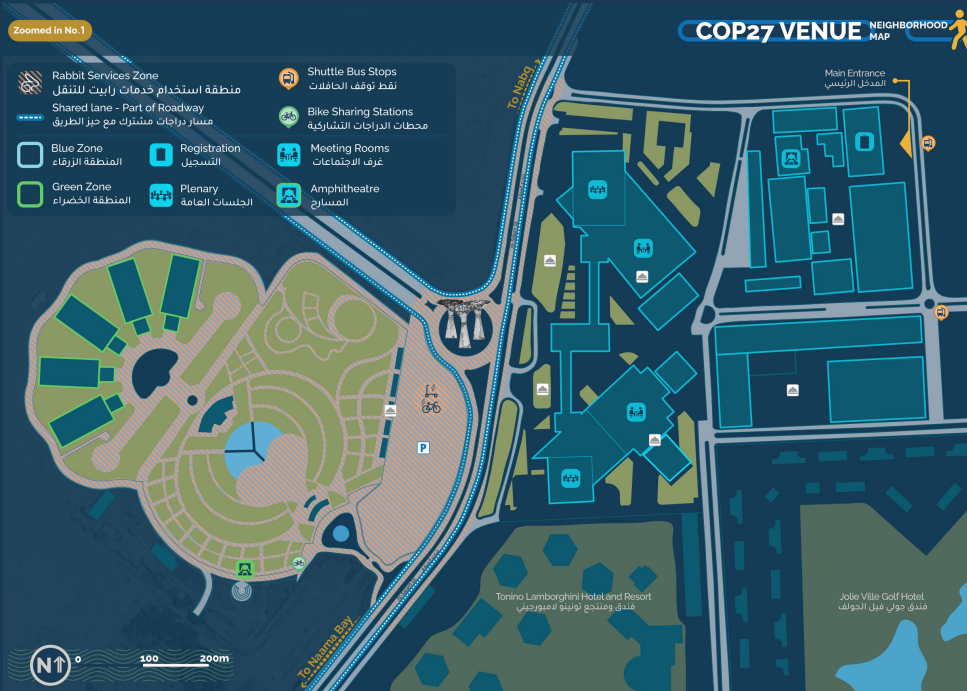
Schematic



INFORMATION/TRAVEL GUIDES

TfC PASSENGER INFORMATION

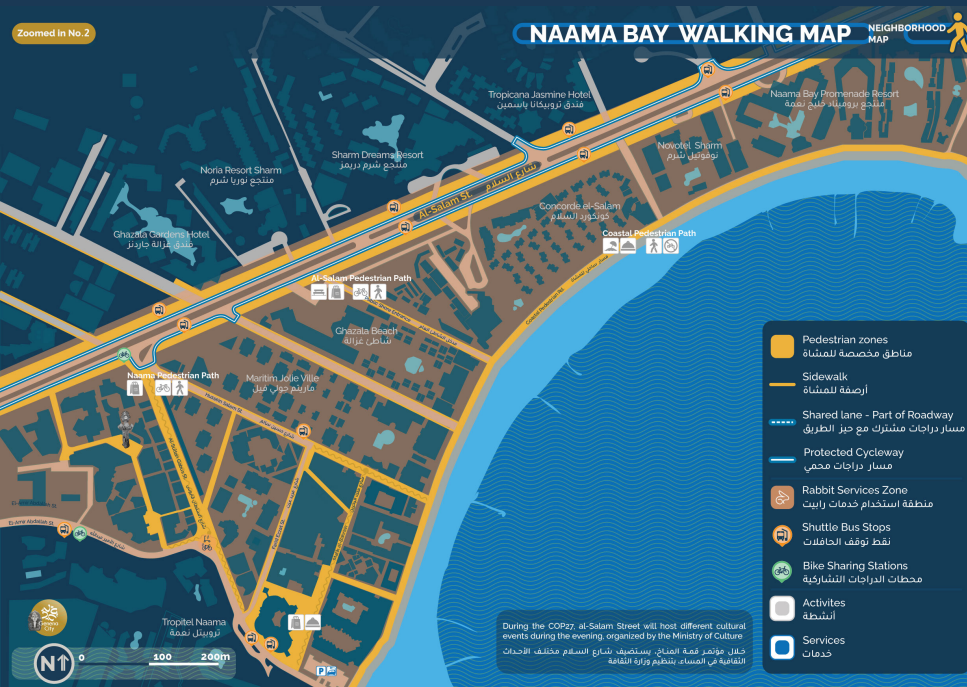
Bilingual **Walking Maps** guiding delegates within & towards the COP27 venues, as well as tourist sites in Sharm El Sheikh.



Geographic



Schematic





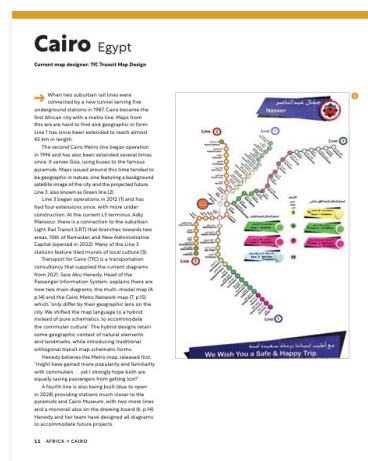


CAPACITY BUILDING

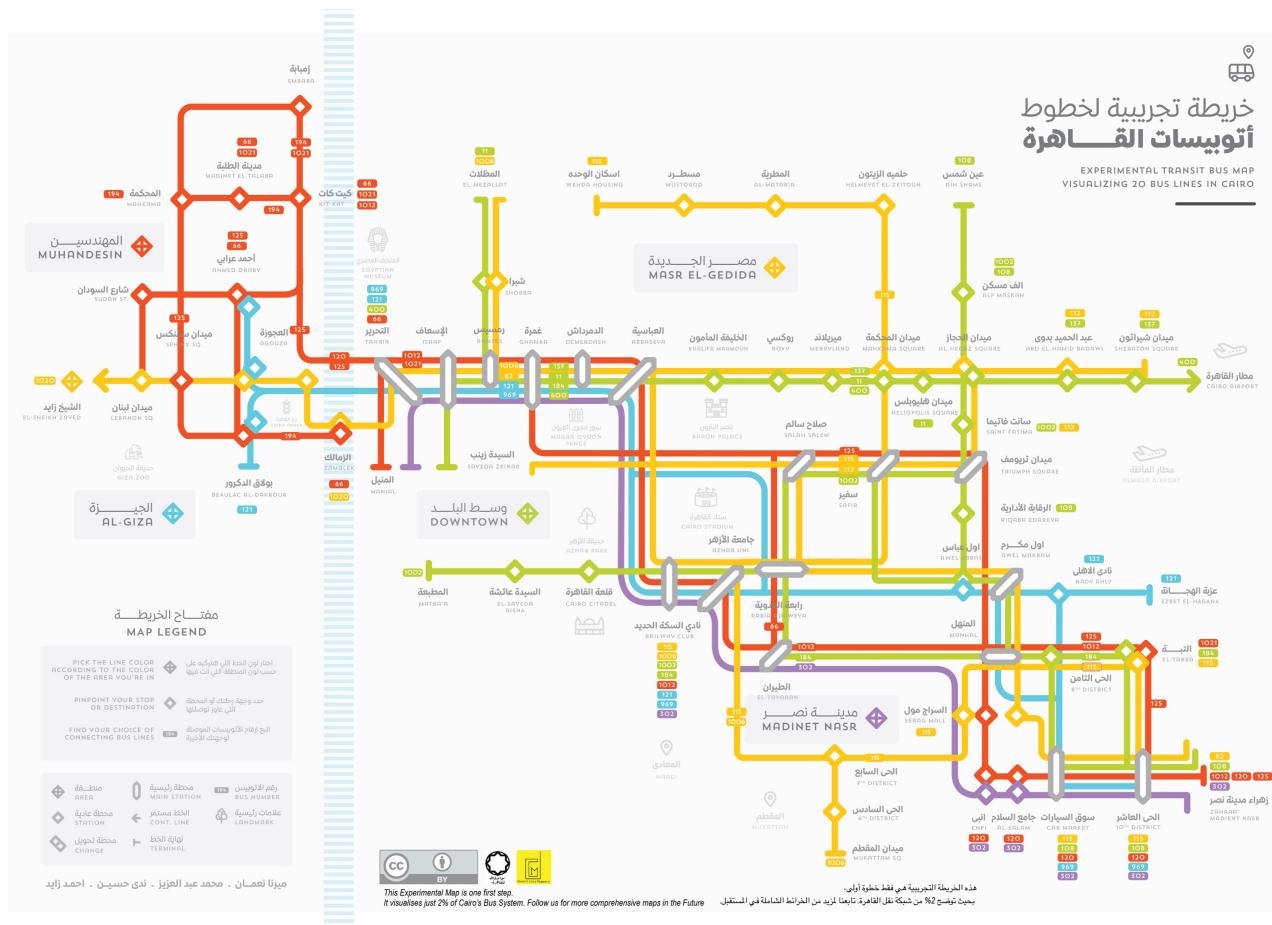
TfC PASSENGER INFORMATION

Beyond delivering projects, TfC is committed to building local capacity in transport communication and design. In our first design education workshop back in 2016, we mentored students through the creation of 3 network information maps for bus lines across Cairo.

TfC's design work has also been internationally recognized recently in 2024, including being featured in the acclaimed book "Iconic Transit Maps: The World's Best Designs", which highlighted our visual storytelling and approach to mapping and visualizing one of the most iconic maps now in the city.



TfC featured maps in the 'Iconic Transit Maps' book by Mark Overden (2024)



Transport
for Cairo



مواصلات
للقاهرة

CONTACT

info@transportforcairo.com
4, 160 Rd, Maadi, Cairo, Egypt 11728