Transport for Cairo

مواصلات للقاهرة

TfC PASSENGER INFORMATION

FOR CLEARER, KINDER, ACCESSIBLE & MORE SEAMLESS PASSENGER JOURNEYS

PRACTICE PORTFOLIO

Q1 | 2025

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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 Urban Mobility Lab (UML)
We provide consulting and project management services and produce actionable research, policy papers and training programs.

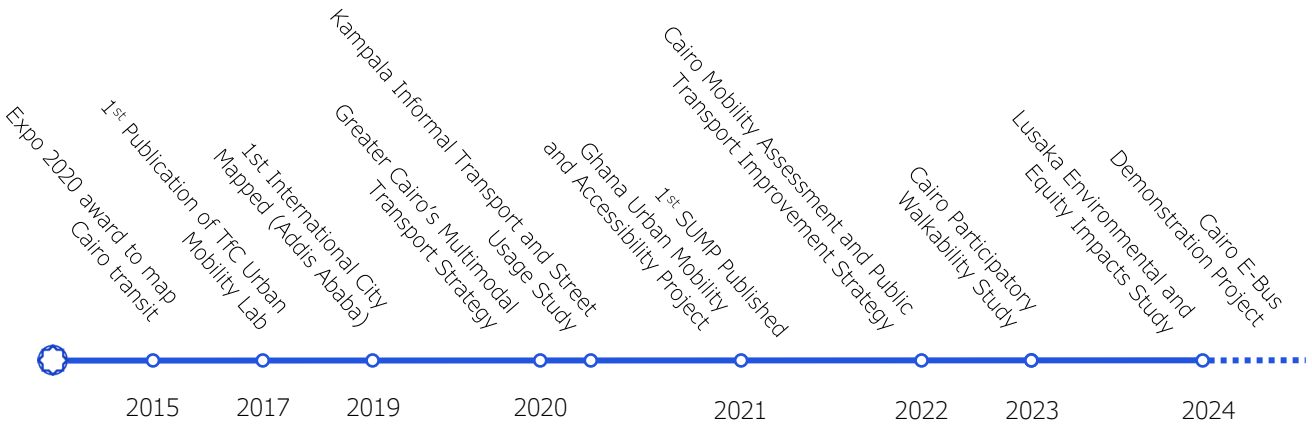
TfC Tech
We develop digital tools, RouteLab, to facilitate data collection and management in data-poor environments.

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?

TfC PASSENGER INFORMATION

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 DESICISONS** 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

OUR SERVICES

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 jounrney. 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.

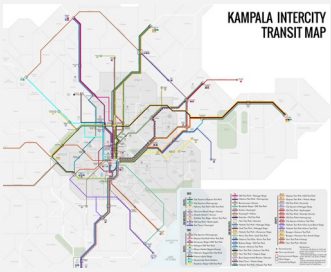
Cairo Metro Green Line 3

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.

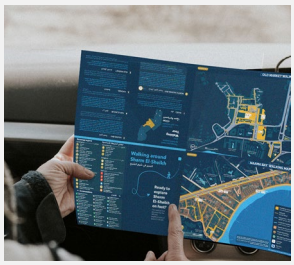
Cairo Metro Green Line 3 Signage

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 s an initiative to support the Sharm Green City Project and in branding Sharm El Sheikh to be an environmentally sustainable tourist destination.

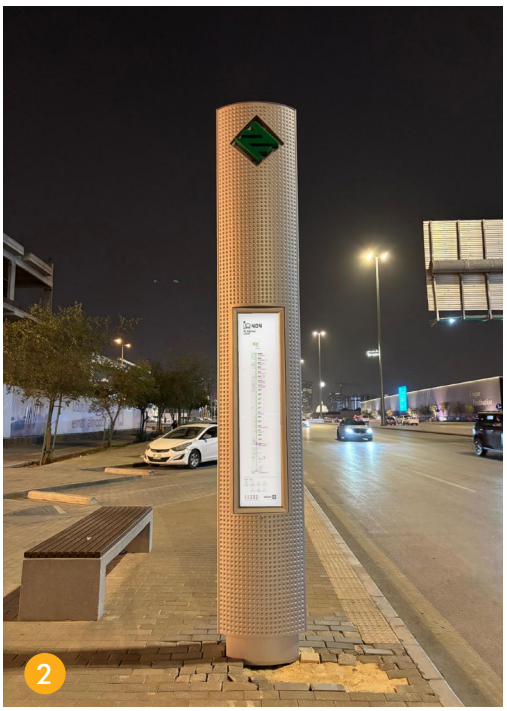
Transit Map Design Capacity Building (2016)

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.


دليل التذاك
العاشر من رمضان
10th of Ramadan
مركز المدينة
City Center
الروبيكي
El-Robaikey
حدائق العاصمة
Hadayek Al-Assema
مطار العاصمة
Capital Airport
كاتدرائية الميلاد
Nativity Cathedral
القيادة الإستراتيجية
Octagon
المدينة الرياضية الدولية
International Sport City
العاصمة المركزية
Central Capital
AROUND YOU
ARTS & CULTURE CITY
الأماكن المحيطة
مدينة الفنون والثقافة
SPORTS CITY COMPLEX
WIZARAT DISTRICT
PRESIDENTIAL PALACE
CENTRAL BUSINESS DISTRICT
NEW CAPITAL
GERMAN INTERNATIONAL UNIVERSITY
EGYPT UNIVERSITY OF INFORMATICS
UNIVERSITIES OF CANADA IN EGYPT
400 m
Streets
الشوارع
Around You
حولك
TRANSIT STOPS
محطات النقل العام
Arts & Culture City Station
محطة مدينة الفنون والثقافة
Key
مفتاح
Compass
بوصلة
Contact Channels
Mobility Cairo
19549
Text Us on Whats App
MobilityCairo.com
وسائل التواصل

WHAT DO PASSENGER INFORMATION SYSTEMS TYPICALLY INCLUDE?

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



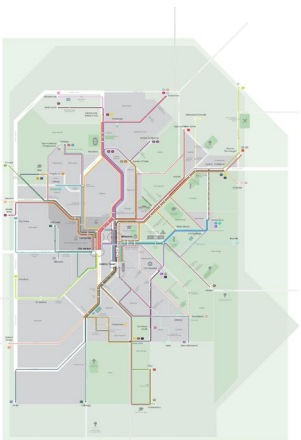
Bus Station Line Maps created for Riyadh Public Transport (2024-2025)

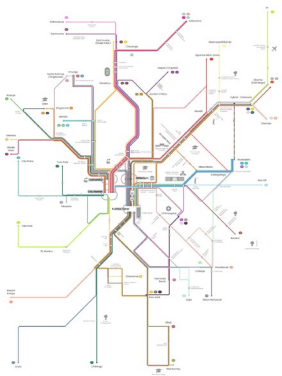
A typical passenger or network information system provides essential guidance to help users navigate the public transport network with ease.

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

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.

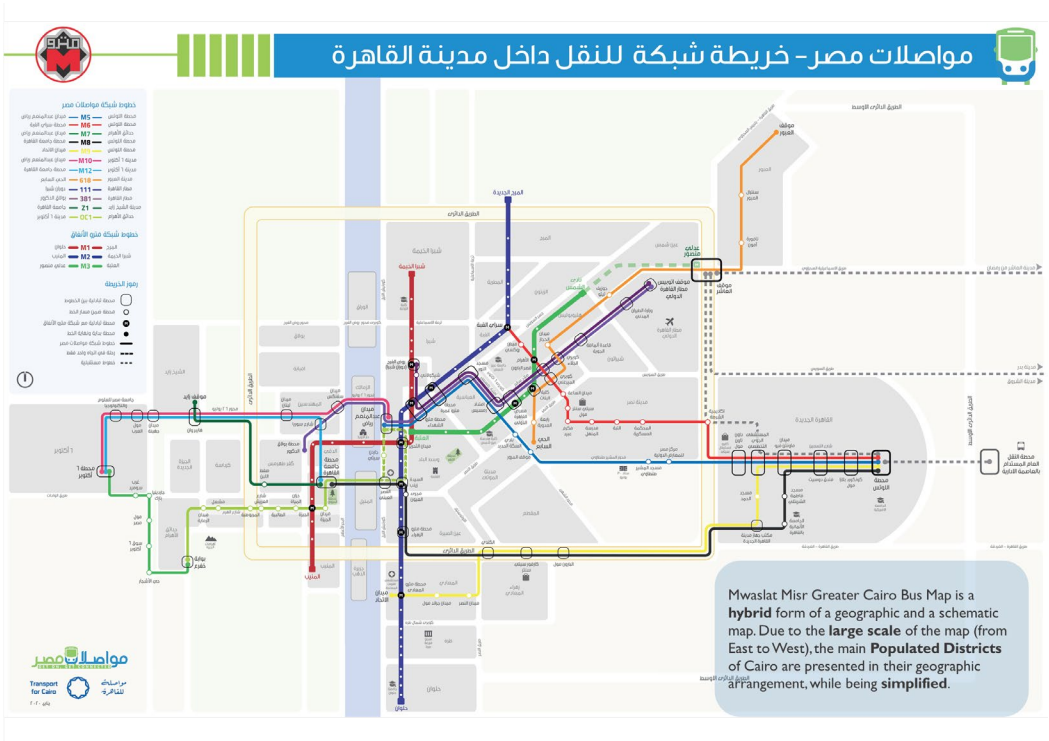
Hybrid 1

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.



1

Geographic

Schematic

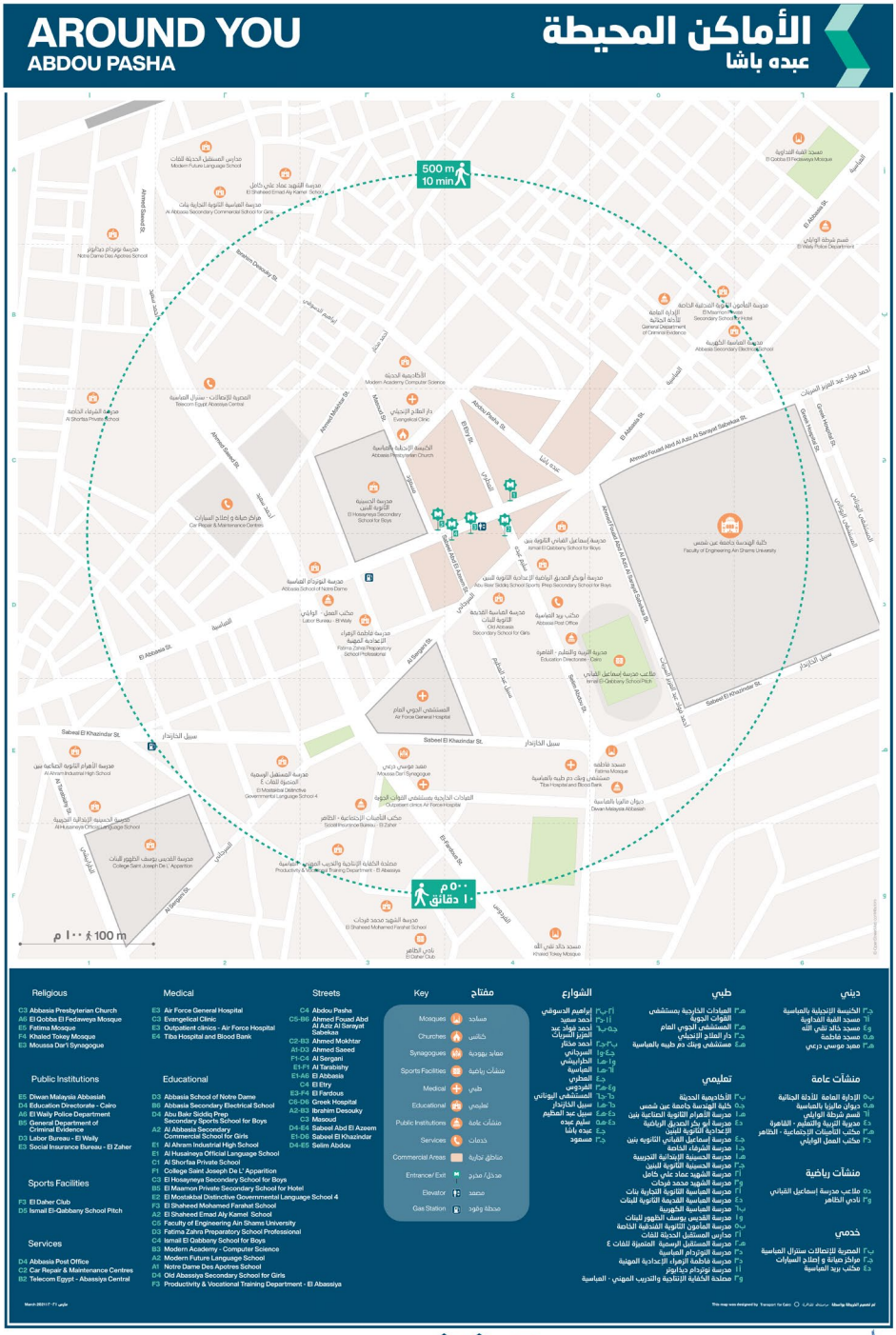
Static Line Maps showing the stations across the Green Line 3 with connecting points of interests, metro & Light Rail Transit (LRT) lines

2

Geographic

Schematic

Bilingual **Neighborhood Map** presented inside Abdou Pasha Green Line 3 Metro Station in Cairo



3

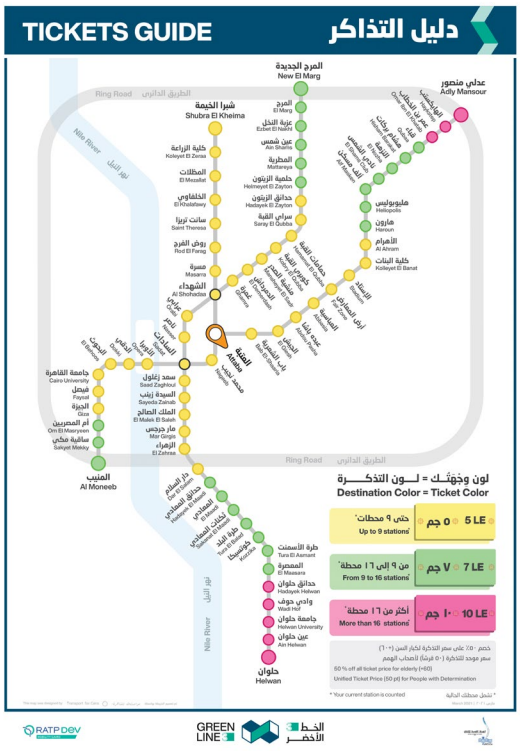
Geographic

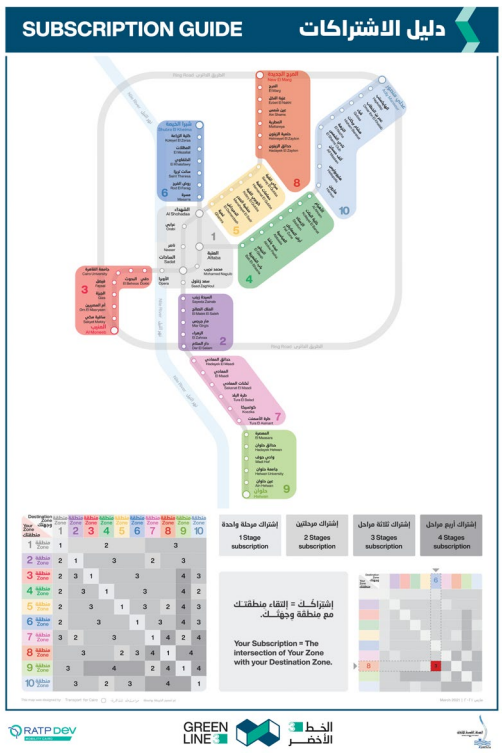
Schematic

NETWORK INFORMATION SYSTEMS

TfC PASSENGER INFORMATION

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





4

Geographic

Schematic

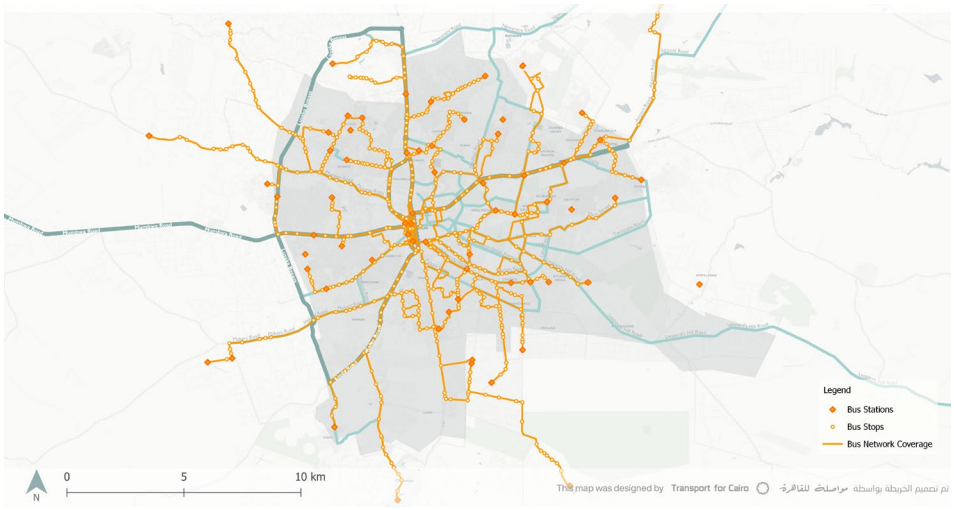
More Works	Client	Year
Greater Cairo and New Cairo Internal *MM* Bus Networks	Mwasalat Misr	2019
Cairo Metro Line 3 Maps	RATP Dev Mobility Cairo	2021
Capital Express (LRT) Maps	RATP Dev Mobility Cairo	2022
Riyadh Bus Network Pilot Project	RATP Dev	2025
Cairo Monorail Multimodal Maps	Orascom & Arab Contractors JV	On-going


Lusaka
Transit
Map

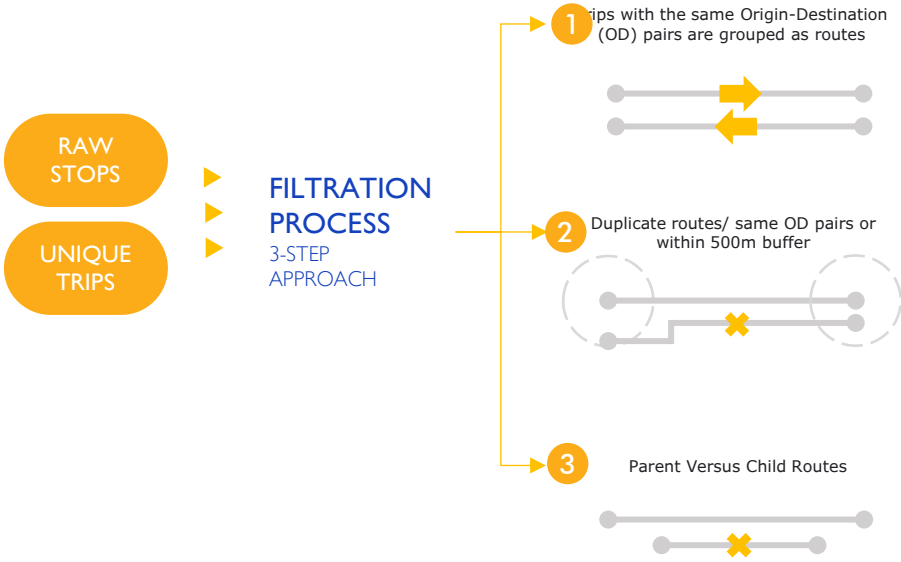
DATA TO MAPS: SHOWCASING PARATRANSIT NETWORKS

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)



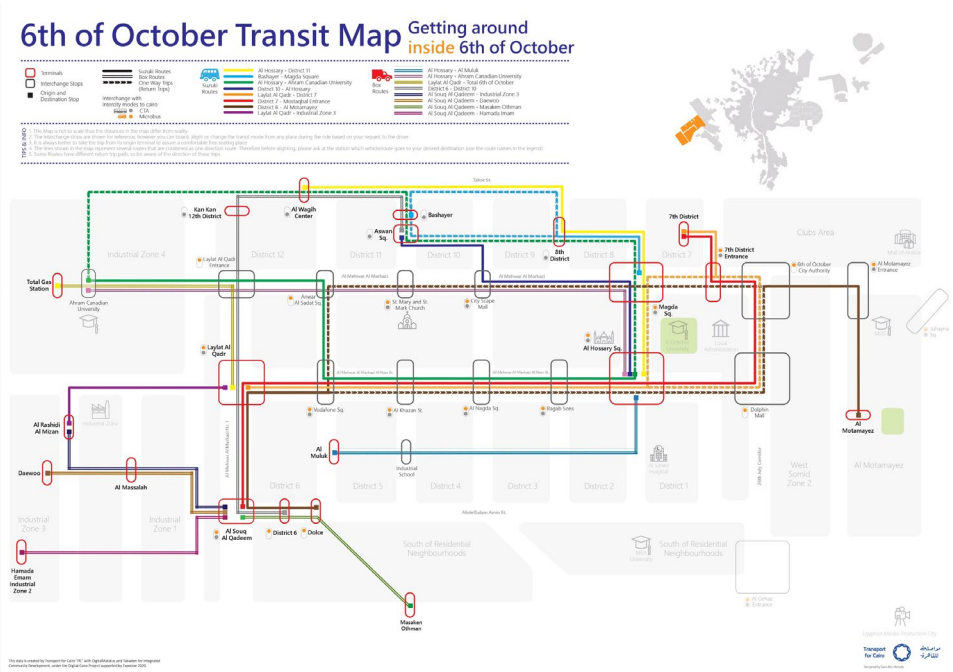
To produce these maps, a developed methodology to abstract and process complex datasets through a three-step filtration approach.

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

Geographic

Schematic

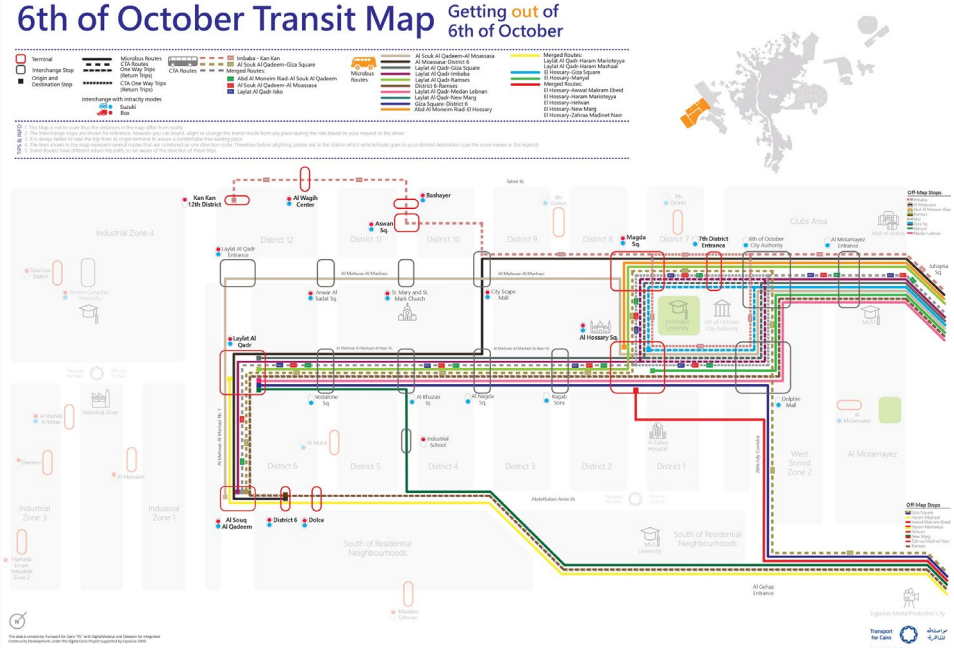
6th of October Public Transit Map (Formal and Informal modes)



Geographic

Schematic

6th of October Public Transit Map (Formal and Informal modes)



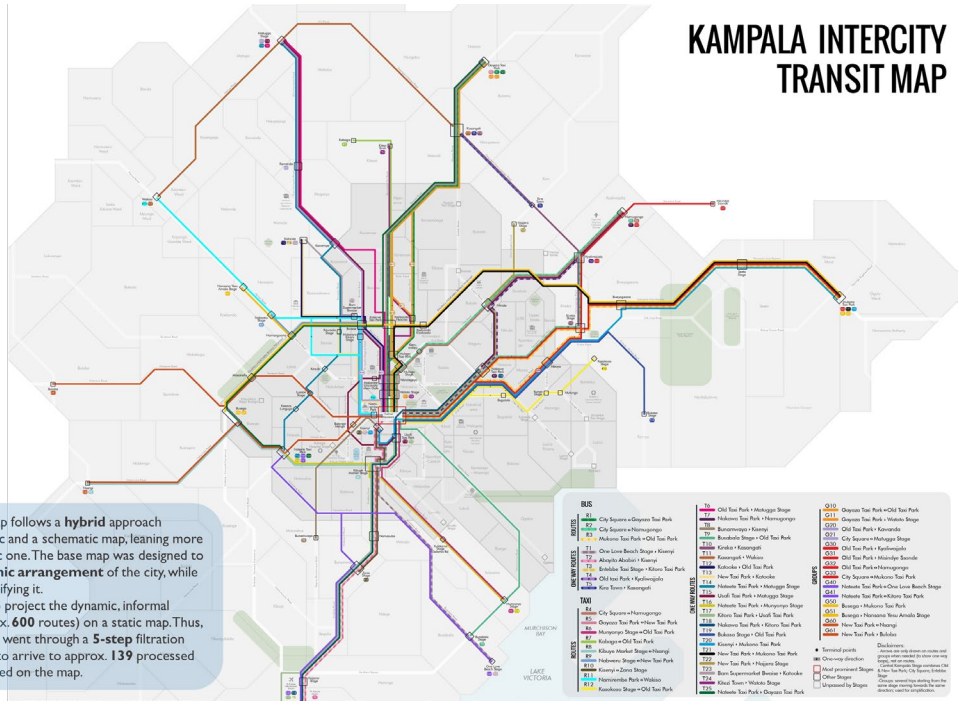
Kampala Transit Maps represent inter and intracity informal bus routes in Kampala

Geographic

Schematic

Kampala Public Transit Map (Buses and Taxi Vehicles)

KAMPALA INTERCITY TRANSIT MAP



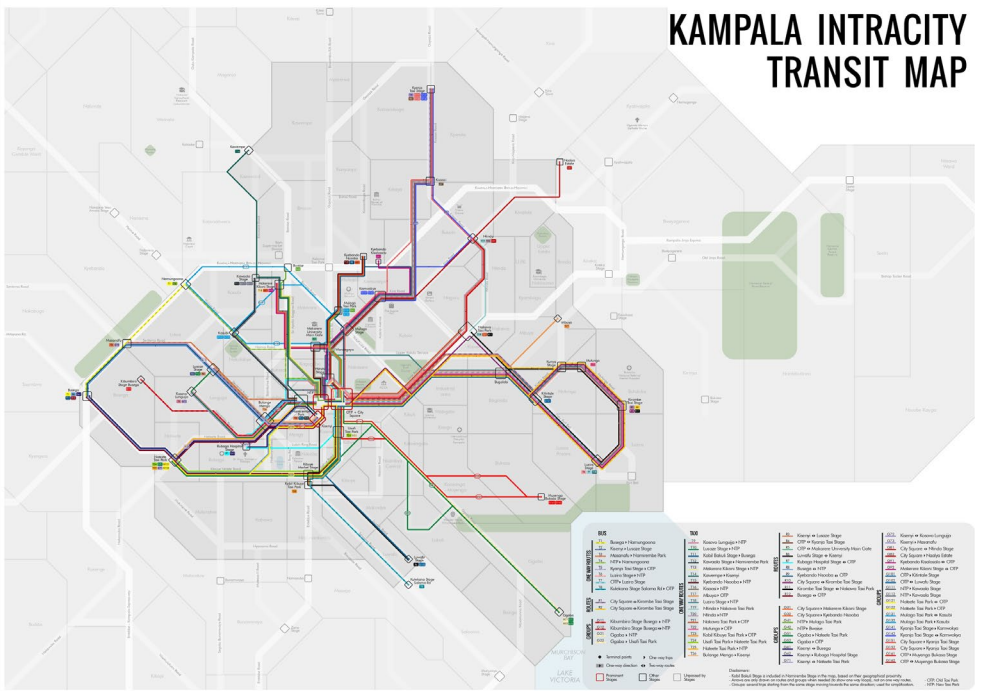
The Kampala Bus Map follows a **hybrid** approach between a geographic and a schematic map, leaning more towards a geographic one. The base map was designed to follow the **geographic arrangement** of the city, while abstracting and simplifying it.
The challenge was to project the dynamic, informal network (with approx. **600** routes) on a static map. Thus, all routes of the map went through a **5-step** filtration process, enabling us to arrive to approx. **139** processed routes to be presented on the map.

Geographic

Schematic

Kampala Public Transit Map (Buses and Taxi Vehicles)

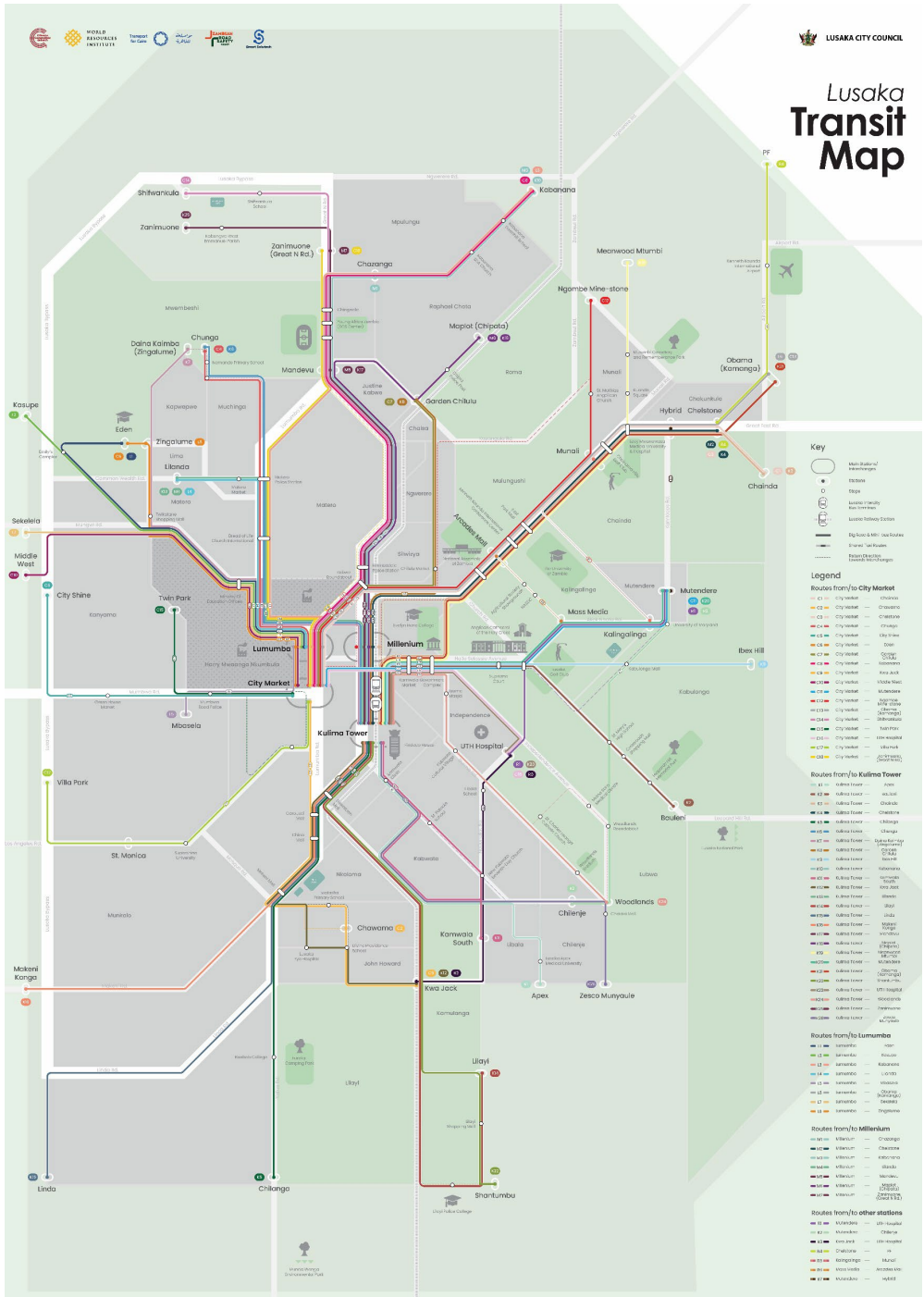
KAMPALA INTRACITY TRANSIT MAP



Lusaka Transit Maps represent intracity informal bus routes in the city

Geographic

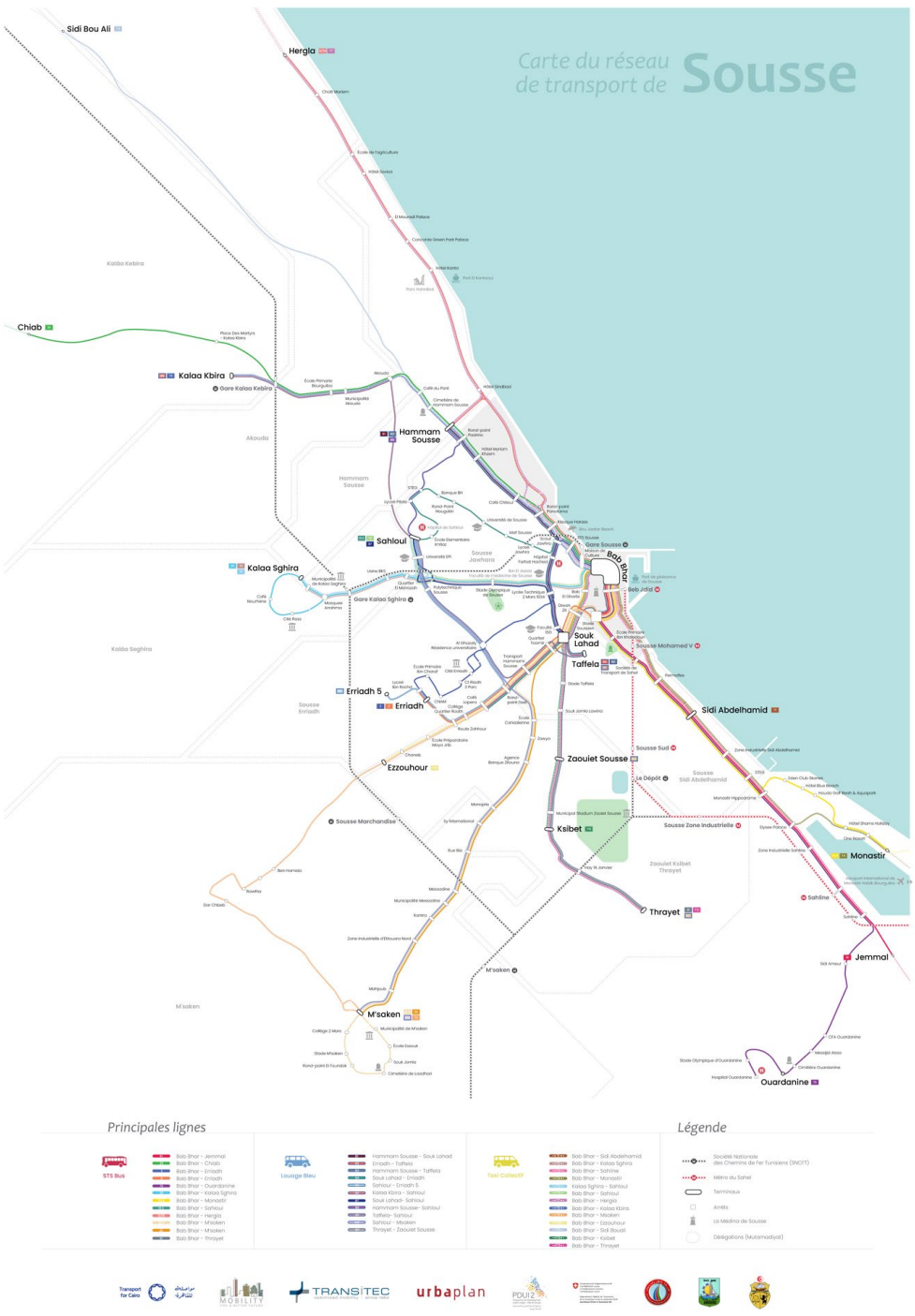
Schematic



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

Geographic

Schematic

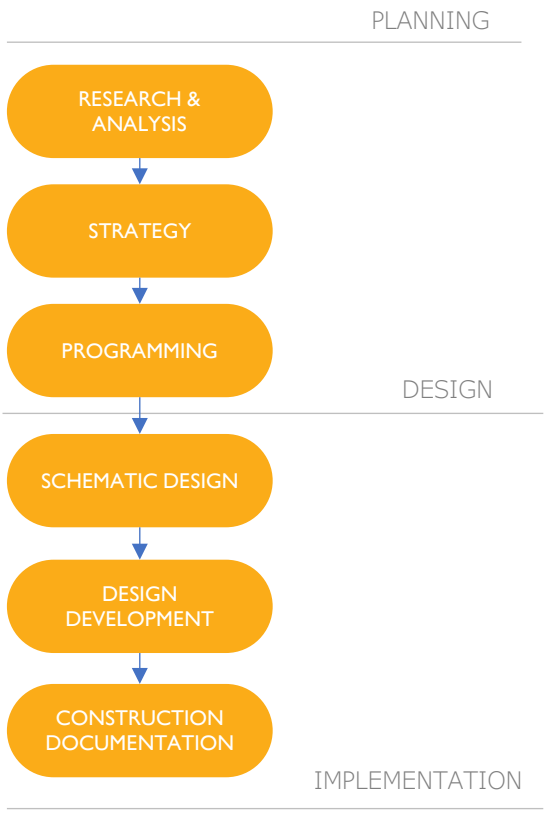



To Green Line 3
الأخضر ٣
جامعة القاهرة
Adly Mansour - Rod El Farag Corr. / Cai

A DESIGN PROCESS

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

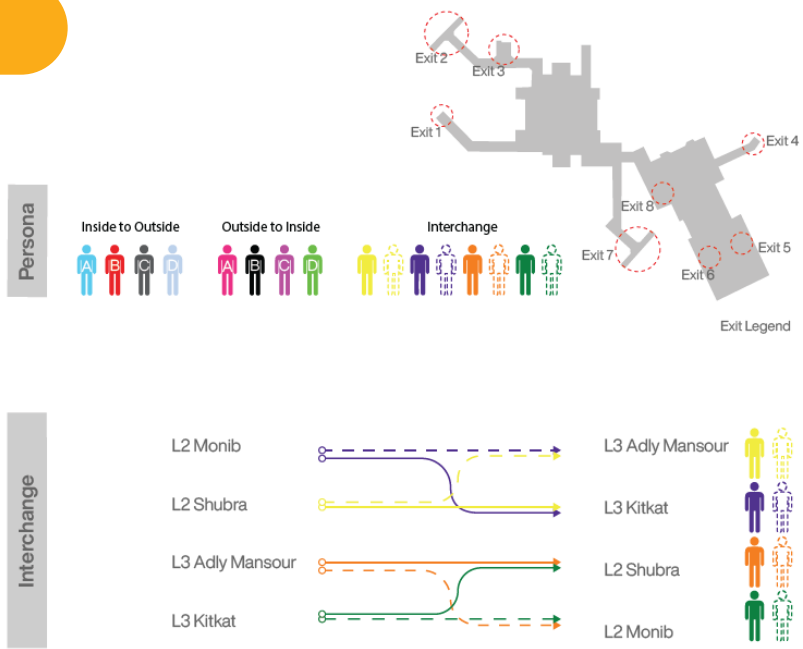
From assessing passenger circulation flows and user needs to defining signage strategy, typology, and message hierarchy, our team leads both the strategic and creative process. We translate findings into schematic design concepts, then refine and develop final layouts, materials, and specifications in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



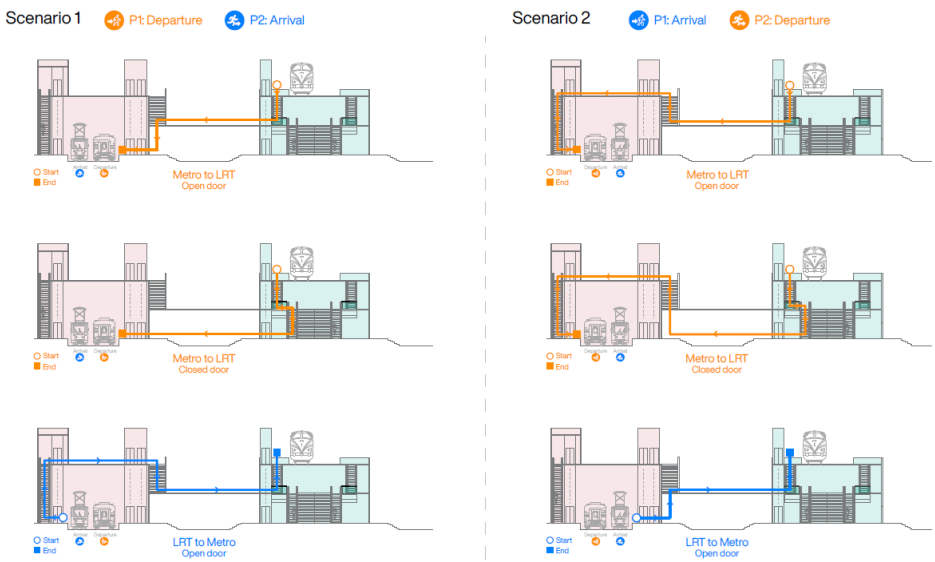
Accepted design proposal out of the 3 proposed designs during the signage proposal for Attaba & Adly Mansour Interchanges For GL3 & LRT (2022)

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



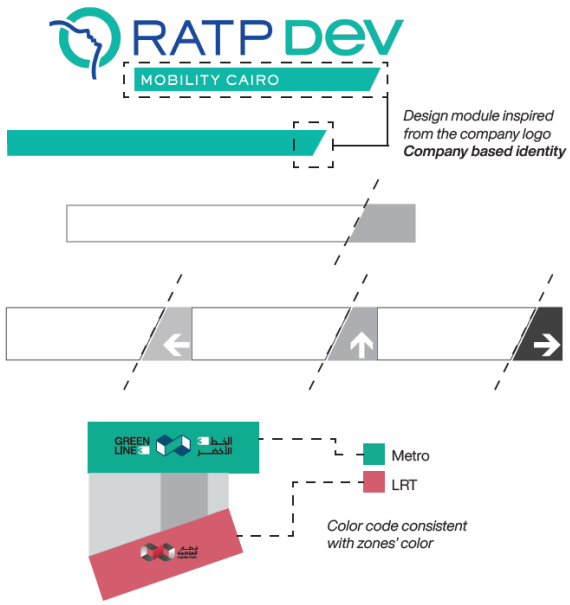
User Persona diagrams developed during the research & analysis phase for Attaba station (2022)



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

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

SHCEMATIC DESIGNS

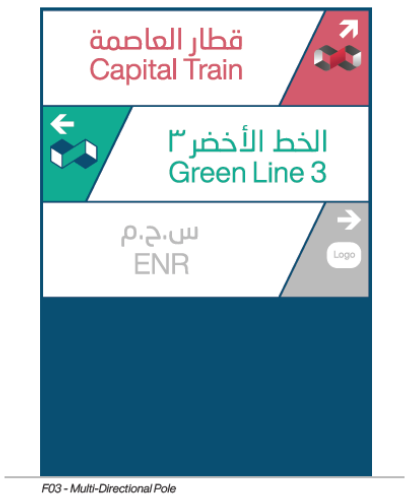


Schematic concept design proposal 1/3 for the wayfinding systems for RATP-Dev Mobility Cairo.

DESIGN DEVELOPEMENT

Directional

Identificational



Orientation

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


Walking around
Sharm El-Sheikh
السير في شرم الشيخ
Ready to explore Sharm El-Sheikh on foot?
Find walking tour itineraries for the different neighborhoods of Sharm El-Sheikh.
Basemap legend
مفتاح الخريطة الأساسية
Landmarks
معالم
Commercial
تجاري
Religious
ديني
Services
خدمات
Accomodations
اقامات
Walking Tour
Things you need to know before your
Zoomed in No.3
Zoomed in No.2
Sharm Sports Club Hotel
Nora Resort Sharm
Sharm Dreams Resort
Rehana Sharm
Sunset Oasis Resort
Sanafir Nama
Coral Sea Sensatori Resort
Sharm Inn Amphoras
Sharm Grand Plaza Hotel
Sharm Dreams Vacation Club
Sharm Dreams Vacation Club Extension
Sharm Dreams Vacation Club Extension 2
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Sharm Dreams Vacation Club Extension 100

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

Carbon footprints of the different sustainable modes available in Sharm Elsheikh

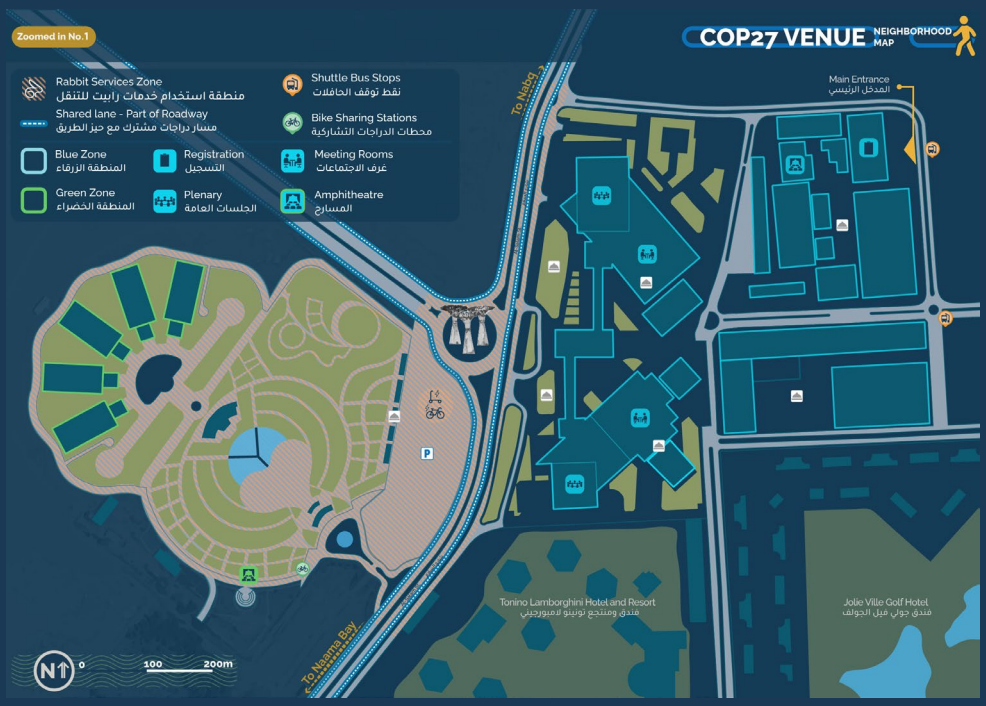
Bilingual **Multi-Modal Map** showing the different ACTA bus routes that operated during the time of the COP27, including highlighting interchanges where bike-shares and scooters exist.

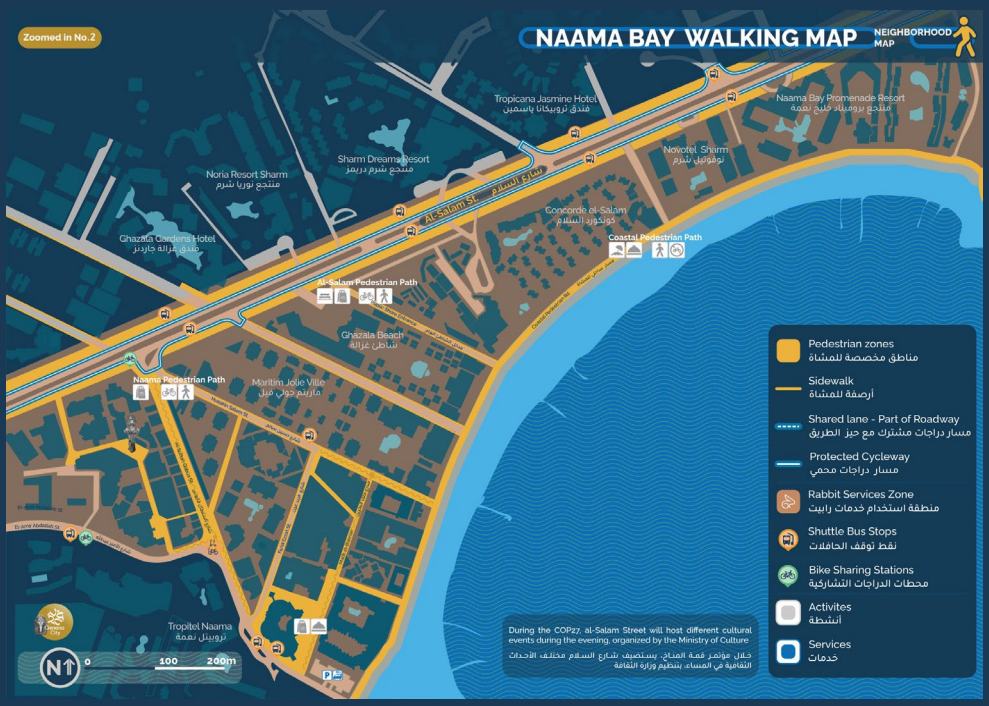
Geographic

Schematic

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

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



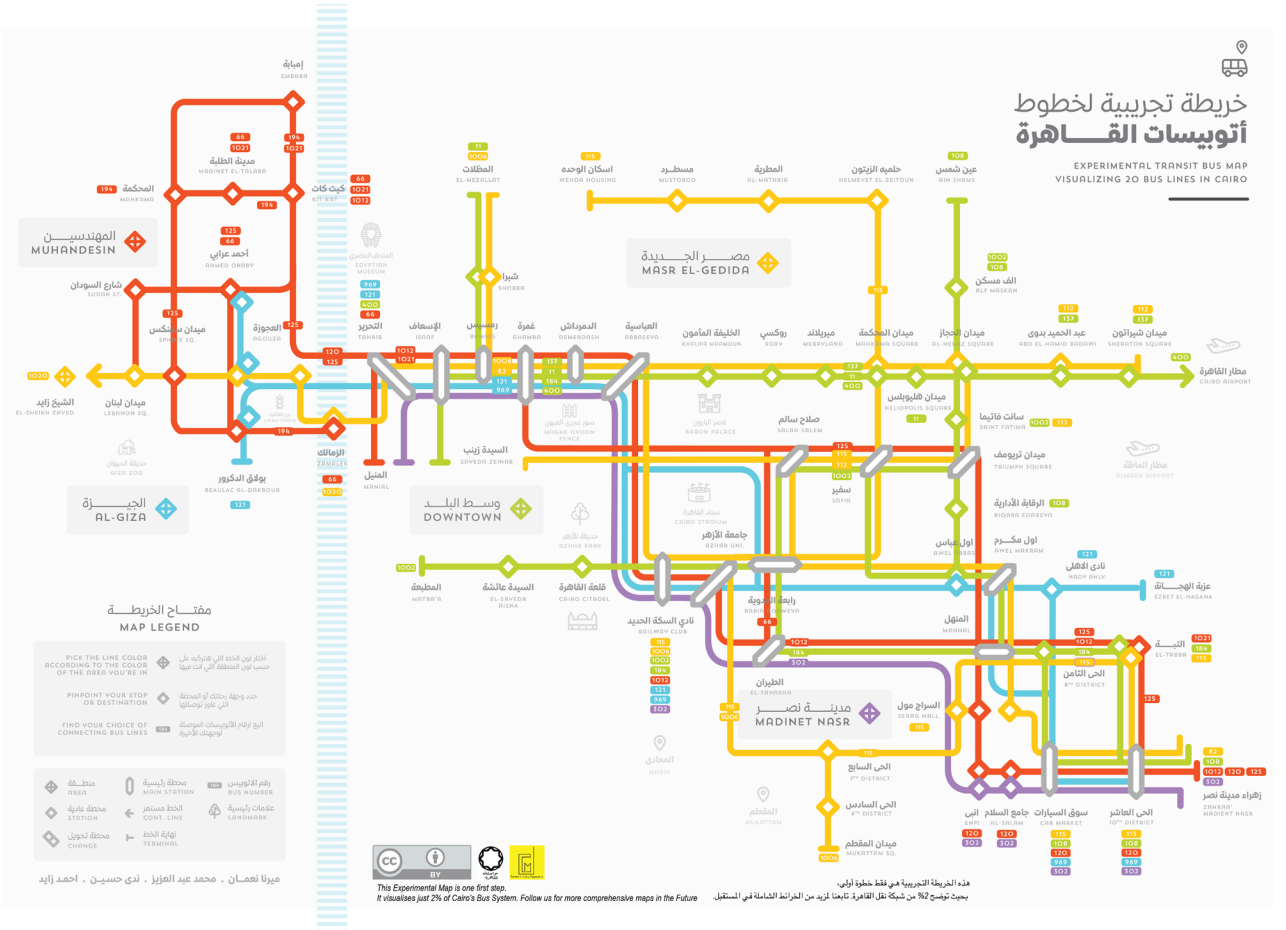



NYU ABU DHABI
CITIES
inat
TRANSIT MAPPING SYMPOSIUM
6th edition: Wayfinding, the art of influencing flows
Abu Dhabi – 2024 – Dubai
MEXICO CITY
METRO SYSTEM
Mexico Metro Map
RICHARD ARCHAMBAULT
Project Manager, Transit App
NYU ABU DHABI
CITIES
inat
TRANSIT MAPPING SYMPOSIUM
6th edition: Wayfinding, the art of influencing flows
Abu Dhabi – 2024 – Dubai
CAIRO METRO MAP
خريطة مترو القاهرة
Cairo Metro Map
MARIAM NADA
Environmental Graphic Designer, Transport for Cairo

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)



Transit map design proposal by Mirna Noaman, Mohamed Abdelaziz, Nada Hussein, Ahmed Zayed during the 'Transit Map Workshop' (2016)

Transport for Cairo

مواصلات للقاهرة

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