# Smarter shared path markings

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| To make shared paths safer, more enjoyable and more effective for all people using them, it is important that people engage in positive sharing behaviours. These can be encouraged through improved path design; however, budget and space aren’t always available. Markings are another way of encouraging these desired sharing behaviours, but there is currently no national suite of markings that Councils can employ on their shared paths. In a first for Waka Kotahi, this study describes an agile behavioural-based design process through which markings for key sharing behaviours were developed. The markings aimed to encourage four behaviours: Give others space; Slow down; Keep Left; and Communicate with other path users. The project timeline necessitated developing a process that could combine cognitive ergonomics, service design principles and stakeholder needs, in a rapid, iterative way. Six stages of design development and testing were undertaken: 1– a review of existing research; 2– An ideation Session, in which participants brainstormed designs, which were then categorised thematically and reviewed according to the design principles and needs described above; 3– an initial survey, from which the top three designs for each behaviour plus designs by Austroads were progressed, 4– a preliminary on-path trial, in which the designs were experienced on the ground on a shared path by people using different modes and rated for understandability and effectiveness, 5– a focus group, in which participants discussed positives and negatives of designs in more detail, leading to a second, improved iteration of marking designs, and; 6– a follow-up survey, in which the latest designs were tested and the top designs for each behaviour were selected. This study describes the design process and the progressive iterations of the designs themselves in detail, along with the final designs that will progress to a comprehensive on-path trial. |