

Road Transport & ITS





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The increased in urbanisation, population and car ownership place ever greater stresses on the road transport network. The challenge is to respond effectively to this in order to improve the efficiency of the transport system and avoid any negative impacts on travel time, air pollution and fuel consumption.

Part of meeting this challenge is in understanding human behaviour and how this influences the control of the roads and traffic. We apply our expertise in human factors and control rooms to this question.

The use of intelligent transport technologies is key to improving traffic management. Often the weakness of these systems is in the interface with a human operator in the control room. The benefit of our input is in improving this interaction based on what information should be presented, when and how.

CCTV is critical part of the network monitoring system for both managing traffic flow and for security. We help our clients get the maximum benefit from these by ensuring that their design is optimised for the human operator.

We apply our insight into human behaviour to the people using the road network. This applied research has covered variable messaging

signs, the delivery of network status information, emergency information and access to road vehicles including buses.

The road network is part of a multi-modal transport system which is often confusing and complex to the user. Our human-centered approach can maximise the effectiveness of these systems.

CCD are experts in the ergonomic design of control rooms and centres. We use a multi-disciplinary team of Ergonomists, Architects and Designers to deliver effective operational environments that work for the operators.

We have over 30 years experience in applying our knowledge of people and behaviour to the design of buildings and systems for the road network.

Some of our clients:

- Transport for London
- Highways Agency
- Siemens Mobility
- Mouchel
- Aecom
- London Buses
- Jacobs

Contact us to discuss how we can help you...



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