

Marketing your product

Name:

Project:

Audience:

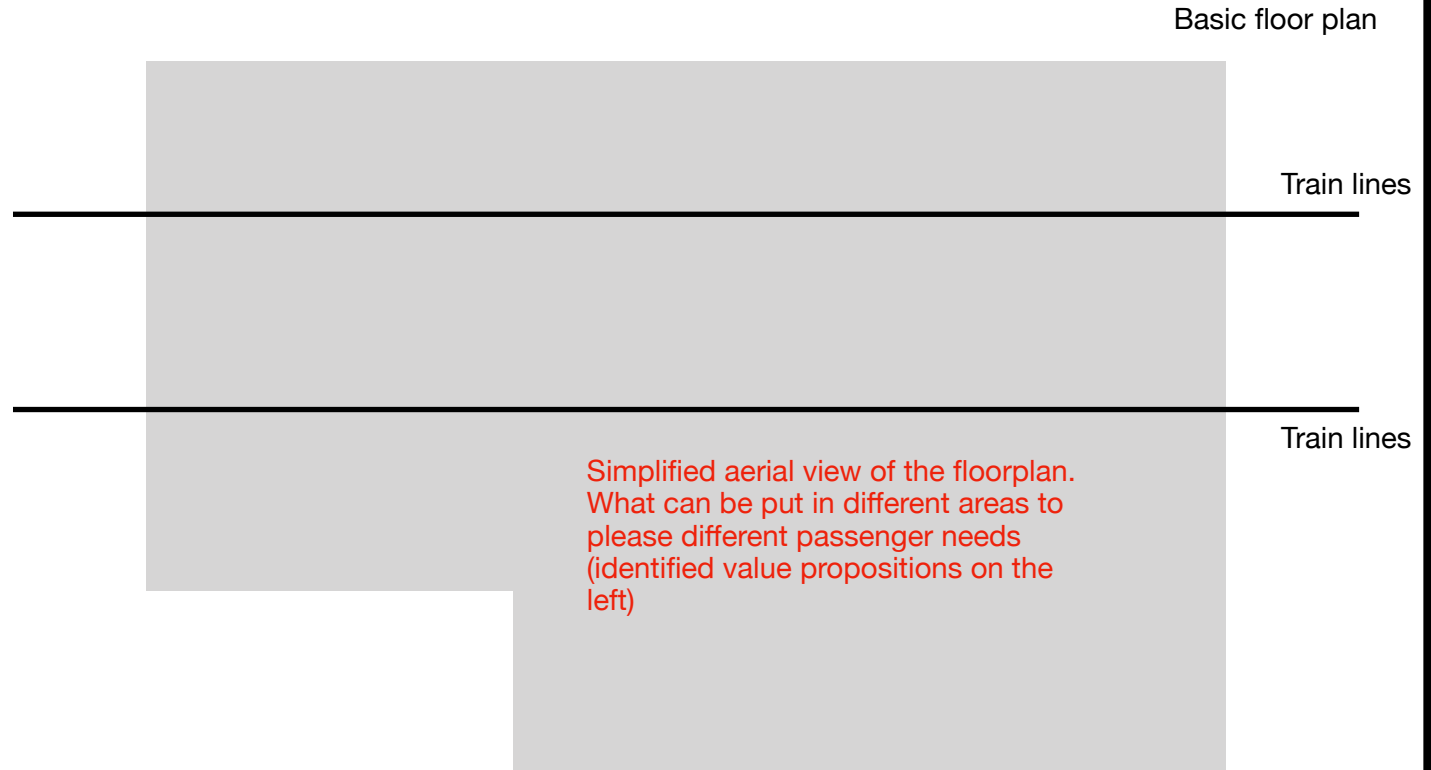
- 1) 3)
Who are the passengers?
- 2) 4)

Value propositions:

- 1)
- 2) *Use these sections to identify possible options that each passenger type might like. Who will likely use the station?*
- 3) *Not all will make it into the final design*

- 4)
- View of main design (entrance or inside)::

Station design:



Use this section to create a design that wows the passengers and hopefully connects to the history of Darlington as the first railway town.

WHO WILL YOU BE?