| Marketing your product Nan | ne: | Project: | |
|---|--------------------|---|------------------|
| Audience: 1) 3) Who are the passengers? | Station design: | | Basic floor plan |
| 2) 4) | | | |
| Value propositions: 1) | | | Train lines |
| Use these sections to ider possible options that each passenger type might like. Who will likely use the station? | | Simplified aerial view of the floorplan. What can be put in different areas to please different passenger needs (identified value propositions on the left) | Train lines |
| Not all will make it into the final design | | | |
| 4) | | Use this section to create a design that wows the passengers and hopefully connects to the history of Darlington as the first railway to | wn. |
| | View of main desig | gn (entrance or inside):: | YOU BE? |