

## Proposal for New Emoji: Elevator / Stairs

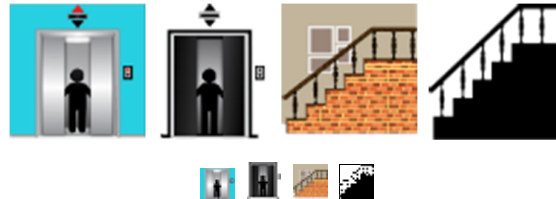
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11/15/2018

### Abstract:

This is a proposal for the inclusion of two new 'vertical transportation' emojis – an elevator and a flight of stairs.

These emojis are not currently on the Unicode emoji list and they would fill a gap in the range of travel emoji that people use on a regular basis.



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CLDR short name:

Elevator

Stairs

CLDR keywords:

Elevator | Lift | Hoist

Stairs | Staircase | Steps

Sort location:

We recommend that these emoji sit under the 'travel and places' category, in between the aerial tramway and the rocket.

Introduction:

It is estimated that 60% of the world's population will be living in urban areas by the year 2030<sup>1</sup>.

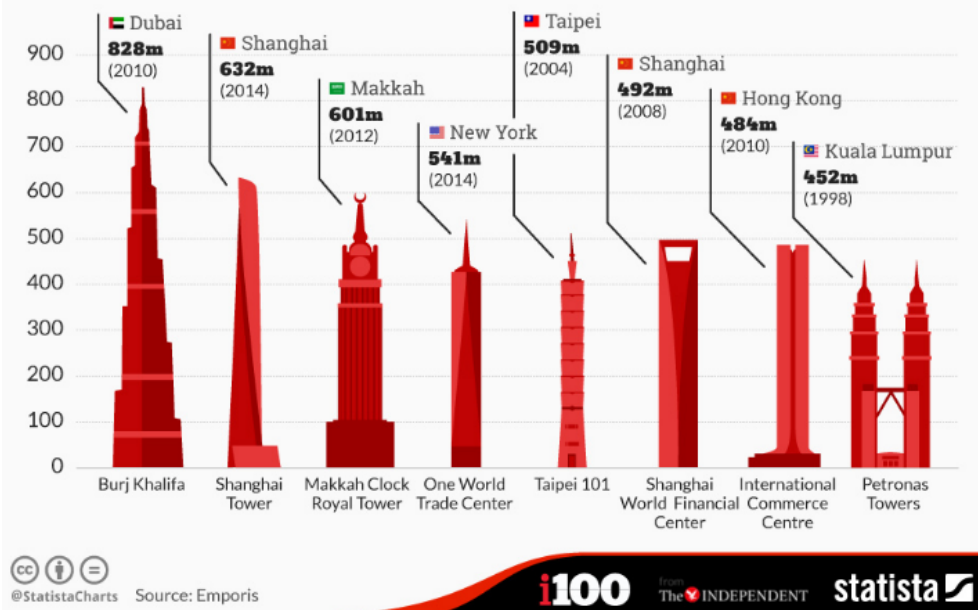
As a result of this, buildings are growing taller and taller. The Burj Khalifa in Dubai is currently the world's tallest structure at 828 metres, but it is estimated that the Kingdom Tower in Saudi Arabia will top 1000 metres in height when it has been completed. For comparative purposes, in 1930 the tallest tower was the 283 metres tall Bank of Manhattan<sup>2</sup>.

<sup>1</sup> <http://www.un.org/ga/Istanbul+5/bg10.htm>

<sup>2</sup> <https://www.citylab.com/design/2012/08/there-limit-how-tall-buildings-can-get/2963/>

## One World Trade Center is the world's fourth tallest building

The tallest buildings worldwide (in metres)



With the increase in urbanisation and the growth of smart cities, as well as an aging global population, elevators are seen as more important than ever as a way to get around. The humble staircase is also taking prominence, with architects focusing on active design in buildings in order to encourage physical activity and reduce carbon footprint<sup>3</sup>.

With all of this in mind, this is why we believe an elevator and stair emoji complement each other and would be a valuable, long-standing addition to the current emoji set.

### Factors for inclusion:

#### Compatibility:

We are not aware of any images of elevators or stairs currently used on any of the major platforms, however we still believe these emojis would be an excellent feature.



#### Expected usage:

We are going to compare usage of each emoji with 'ambulance', a sample reference emoji that would sit in the same category and has medium-range popularity.

<sup>3</sup> <https://www.designcouncil.org.uk/news-opinion/10-great-examples-active-design>



Elevator

Google search

elevator  

**All** Images Videos News Shopping More Settings Tools



About 166,000,000 results (0.35 seconds)

ambulance  

**All** Images News Videos Maps More Settings Tools



About 115,000,000 results (0.36 seconds)

Bing search

 elevator 

**All** Images Videos Maps News | My saves

12,100,000 Results Date ▾ Language ▾ Region ▾

 ambulance 

**All** Images Videos Maps News | My saves

12,200,000 Results Date ▾ Language ▾ Region ▾

‘Ambulance is searched for more than ‘Elevator’ on Bing, but only by 100,000 results.

YouTube search

 elevator 

About 9,310,000 results

About 4,570,000 results

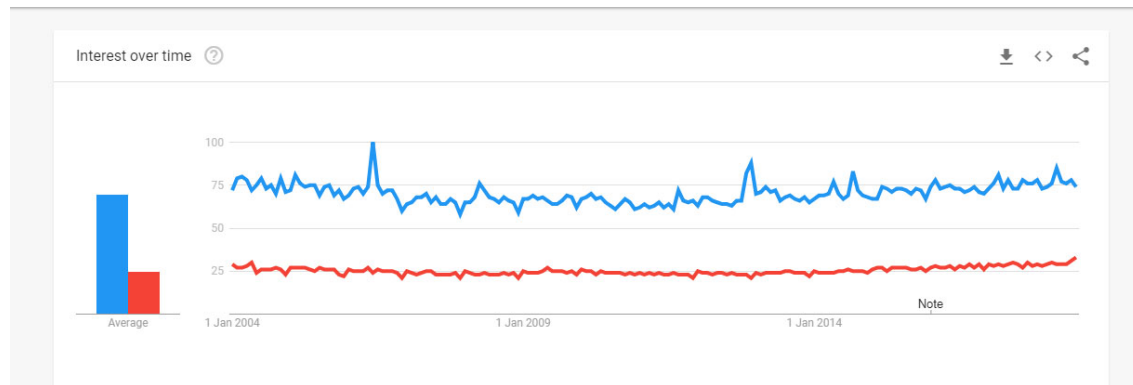
### Google Trends (web)

● Elevator  
Topic

● Ambulance  
Topic

+ Add comparison

Worldwide ▾
2004 – present ▾
All categories ▾
Web Search ▾



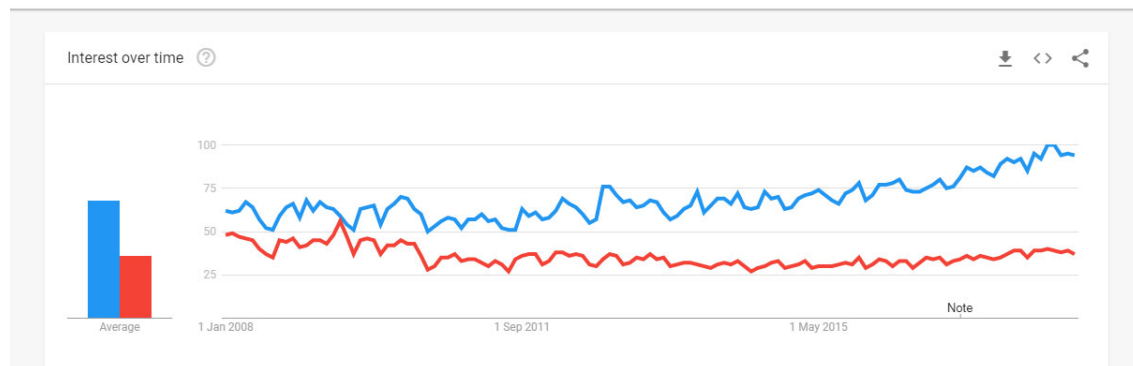
### Google Trends (image)

● Elevator  
Topic

● Ambulance  
Topic



+ Add comparison

Worldwide ▾
2008 – present ▾
All categories ▾
Image Search ▾





Stairs

Google search

stairs  

All Images Shopping Maps Videos More Settings Tools



About 567,000,000 results (0.52 seconds)

ambulance  

All Images News Videos Maps More Settings Tools



About 115,000,000 results (0.36 seconds)

Bing search

 stairs 

All Images Videos Maps News | My saves




12,100,000 Results Date ▾ Language ▾ Region ▾

 ambulance 




All Images Videos Maps News | My saves

12,200,000 Results Date ▾ Language ▾ Region ▾

YouTube search

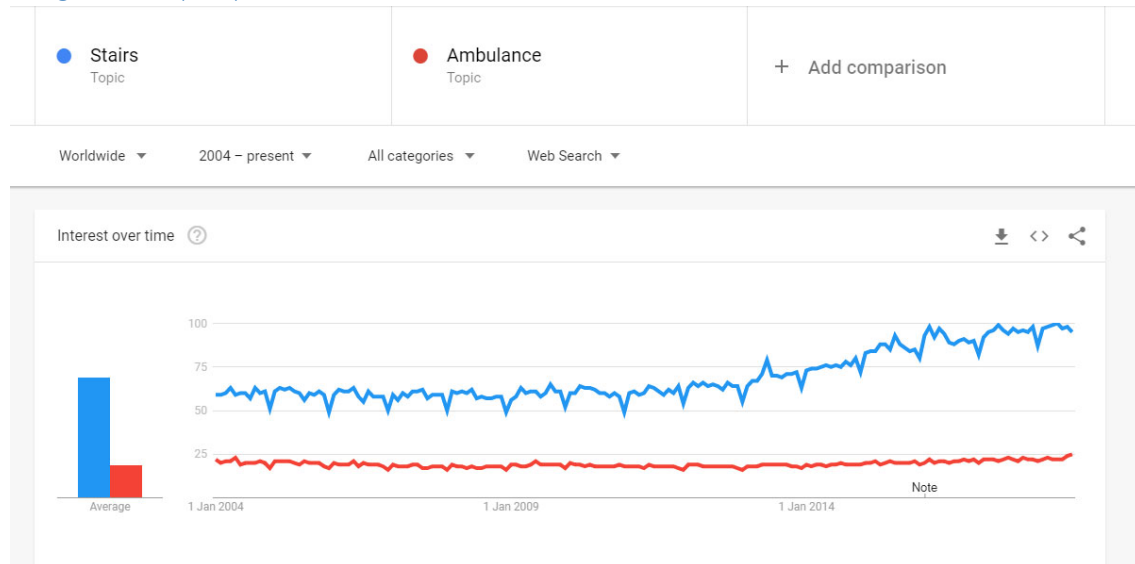
  YouTube<sup>GB</sup> stairs 

About 6,980,000 results

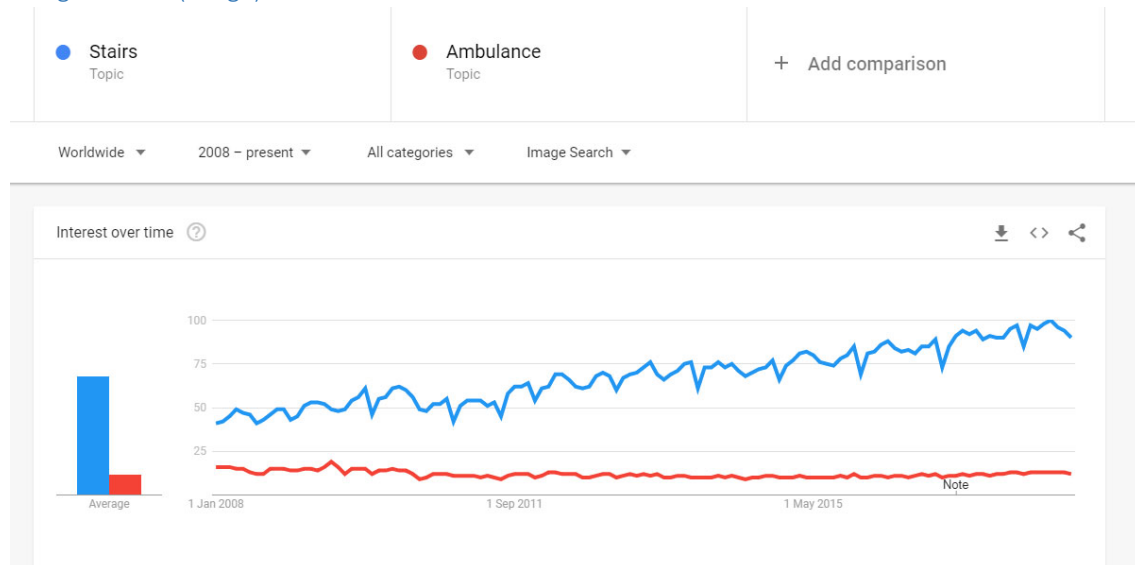
  YouTube<sup>GB</sup> ambulance 

About 4,570,000 results

## Google Trends (web)



## Google Trends (image)



Multiple uses/use in sequences:

These emoji do not have to be used on their own. They could be used with a combination of emojis to signify different things.

For example, elevator could be used with the megaphone emoji to signify an 'elevator pitch'



Elevator could be used with the musical note emoji to signify 'elevator music'



Elevator could be used with one of the shoe emojis to signify 'elevator shoes'



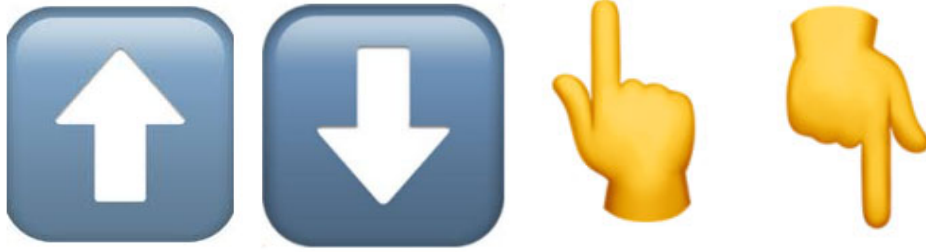
The brain emoji could be used alongside the stairs emoji to signify 'staircase wit' – the English translation of the French phrase 'L'esprit de l'escalier'.



The angel emoji or smiling face with halo could be used alongside the stairs to signify 'Stairway to Heaven' (the Led Zeppelin song)



The elevator and stair emojis could all be used with the up and down arrows or pointing hands to signify direction of transport



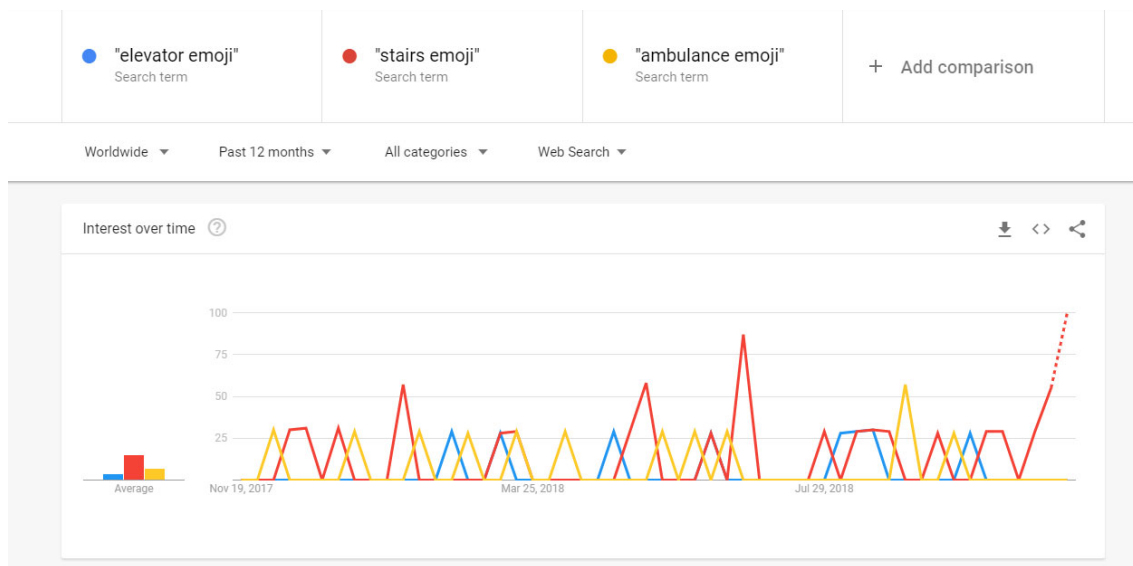
### Breaking new ground:

We believe that these emojis represent something new and different. Although transportation emojis currently exist, these primarily represent movement on wheels, instead of the vertical transportation that elevators and stairs provide.

### Frequently requested:

Although not as large a demand as there has been for emojis like the taco emoji in the past, there has still been a healthy demand for an elevator and stairs emoji.

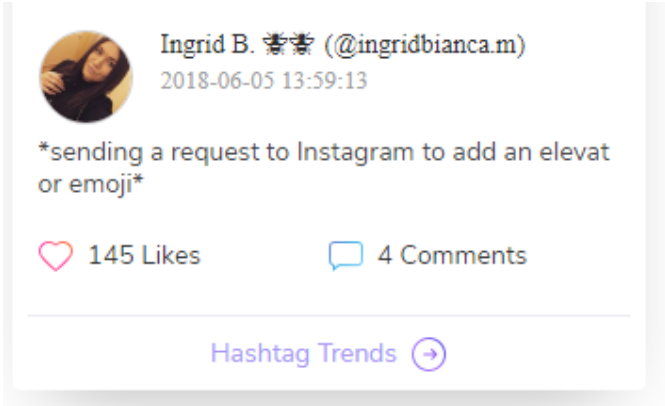
Here you can see web trend results for 'elevator emoji' and 'stairs emoji' and how they compare with 'ambulance' emoji.



Here are some of the demands that have been made for these emoji.







\*elevator emoji\* 🚪



7:57 PM - 19 Feb 2014

6 Retweets 119 Likes



2 6 119



GEDINA (@iamgedina)

8 Days 15 Hours Ago

Singing sweet melodies! 🎵 And I need an elevator emoji!

62 Likes

9 Comments

Hashtag Trends ↻



**Emma Fern** @EmmaFernDude

They don't have stairs emoji or an elevator emoji. But they have this shit 📍 🚪 🚶 🧭

13 Feb 14

copy & paste +upvote -downvote



**thackiswack** • Follow

Historic East Village

thackiswack There isn't a stairs emoji 🚶♂️

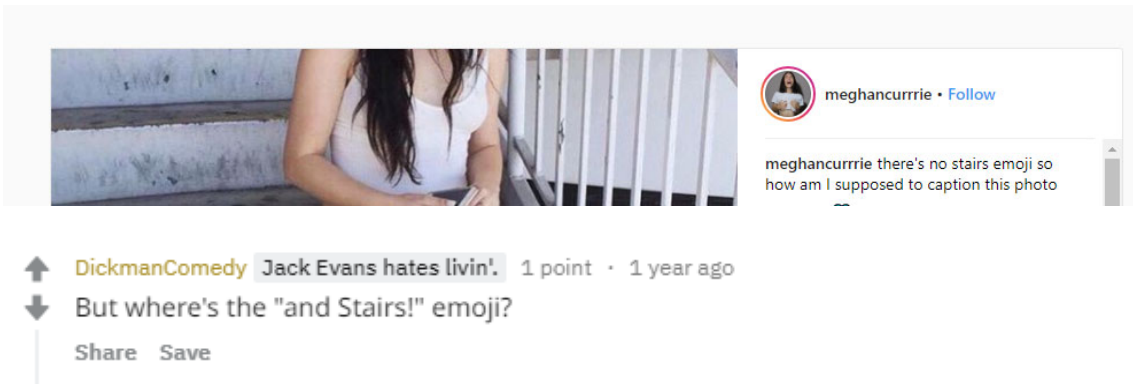
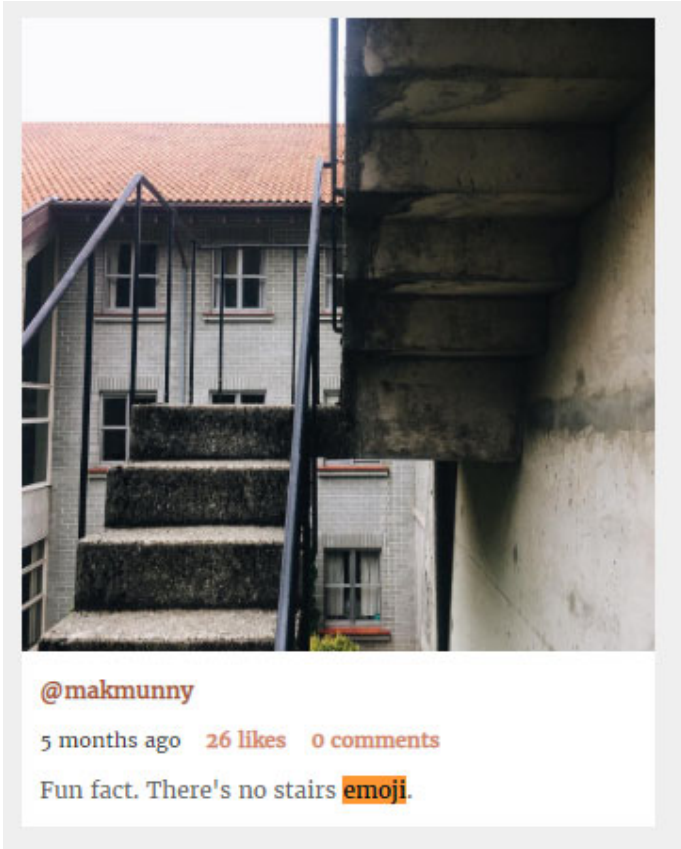
thackiswack •



**hyeoneybun** • Follow

Rowan University

hyeoneybun There's no stairs emoji?





neeho2 commented on Using only emoji, what is your favorite movie? · r/AskReddit · Posted by u/etymologynerd

neeho2 2 points · 2 months ago  
👤 - 👤 = 👤  
👤 - 👤 = 👤  
👤+👤=👤👤👤👤👤.....👤👤👤  
Can't get it can ya  
Reply Share ...

mmpb 2 points · 2 months ago  
Step brothers

neeho2 5 points · 2 months ago  
Yup! 🙄 Could've been SO much easier with a stairs emoji 😊  
Reply Share ...

 **gashi - GASHI**  
They don't got stairs emoji  
3 monat vor



23 likes / 0 comments / 5 months ago  
There's no stairs **emoji**

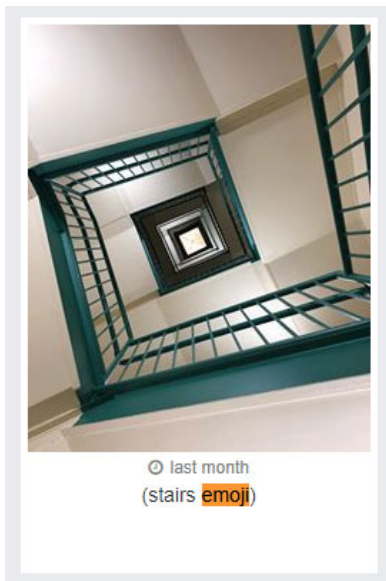


Image distinctiveness:

These emoji are recognisable and do not resemble any emoji currently in use.

Completeness:

There are two groups of emojis that these emoji could complete the set of, the transport set of emoji (under travel and places) and the technological group of emoji (under objects).

We would recommend that the elevator and stairs emoji sit with the transport set of emoji. These emoji would complete the set well and as the transport set of emoji focus on wheels, these emojis bring a new element and dimension of travel to the group.



### Factors for exclusion:

#### Overly specific:

The elevator and stairs emojis are not overly specific as they can not only be used to represent themselves and different variants of elevator and stairs (for example, passenger elevators, goods elevators, platform elevators), but also have other multiple uses (for example, in reference to an 'elevator pitch').

#### Open-ended:

The elevator and stairs emojis would not be adding to a group of many elevator and stairs emojis<sup>4</sup>.

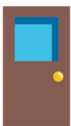
#### Already representable:

The mobile signal emoji is frequently used as a substitute for a stair emoji as the signal bars look like stairs. However some people do not believe that this emoji does resemble a flight of stairs and with the increasingly availability of Wi-Fi in private and public places, there is the risk that this emoji could soon become obsolete.



Although there is a door emoji, we believe that an elevator emoji would stand alone as its own emoji.

A door has a completely different purpose to an elevator. Whereas an elevator takes you up and down to different floors in a building, a door takes you from one room to another, or from outside to inside (or vice versa).



Although there is a mountain cable way emoji, we believe that an elevator emoji would stand alone as its own emoji.

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<sup>4</sup> See '[Multiple uses](#)'

Although a mountain cableway is used to transport people from one level to another it is done in a very different way. Elevators are used to transport people from one level to another in a building, whereas a mountain cableway is used to transport people up and down mountains.

The two also look visibly different:



Logos/brands/signage etc:

This is not applicable as the elevator and stairs emojis are open to all and are not confined by logos or branding<sup>5</sup>.

Transient:

As shown by the Google trends charts above, elevators and stairs have been in use for several centuries and will continue to be.

If anything, their use will continue to grow over the next few years with the rapid growth of urbanisation.

Faulty comparison:

We believe this to be non-applicable to this group of emojis.

Exact image:

The elevator and stairs emoji do not require exact images.

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<sup>5</sup> Although we are submitting this proposal as an elevator maintenance and installation company, the emojis do not contain our branding.