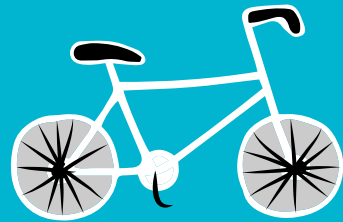


LET'S FALL IN LOVE WITH PUBLIC TRANSIT



Objective:

Encourage Public to use Public Transport which makes a positive difference to everyday life in Chennai

Promote Active lives in Chennai community and build a affordable, sustainable and Environment friendly Transport network.

Discovery

Insights Based on the research

Commute from

- Mature Market Place
 - Users with great reception of Technology
 - Powerful Phones
 - Tech Literacy
- Immature Market Place
 - Challenging Technology and Low literacy
 - Poor Network Connectivity

People in Public Transit

- Congestion
- Ill/Good Mannered
- Lack of Cleanliness
- Shouting in Phones
- Annoyance
- Pushy
- Personal Spaces Invaded
- Loud music
- Dizziness

Areas

- Urban
- Rural
- Semi Urban

Location Intelligence

- Street Geometry
- Building Geometry
- Traffic Condition
 - Speed profiles for road segments

Flow of Money

- Increasing Standards
- Car has become a necessity
- Easy Car Loans

Technology

- | | |
|----------------------|---------------------------------------|
| GPS Accuracy | Smart Phone |
| Network Connectivity | Video Conferencing |
| Network Speed | Online Shopping |
| Device | Door to Door magic by Ola / Uber |
| Battery Life | More better options to getting around |
| App Version | Driverless cars (Upcoming) |
| Operating System | |
| Screen Size | |
| Map | |
| Routing Engine | |

Public Transport becoming unattractive option

- Going to Gym
- Socialize with friends
- Shop for Groceries
- Movies (Night Show)

Basic Questions with which i started the research

How can we design for everyone, everywhere

What contexts need to be considered

What would be the perfect Commute

How might we better understand the users requirements in accessing the public transit

How might we remove the need for the Cab entirely

Reasons for not taking the Public Transit

Public Transport takes time

Commuting to work require a 30 min drive on my car but on public transport, the same trip could take upto twice as long

Run more Buses and Schedule morer Express Trains

Public Transit - Dealing with more People

Deal with people shouting on cell phones, Throwing Garbage on the floor, Food particles and drinks on the seat, Bearing different perfumes etc

Focussing on the positive side: Chance to meet varied diversity people, different culture, norms, ways of living. Spend time with the nature, Countless Friendship, New Stories.

Late Night Unavailability

Much of the transit is scheduled between 9 and 6 for the office workers. Public transit frequency is less on the weekends and for the people going out, mass transit is often absurdly inconvineant

Night Service buses can be made avaiable ata reasonable price

Reasons for not taking the Public Transit

Running Late

If we happen to miss the train, we might have to wait an hour or longer for the next one. Research shows that commuters can wait 10 mins on an average.

Positive Front: Accessing public transport like train helps us to deal with Rush hour traffic.

Lack of access to all places

Remote places are not connected. This problem will also happen in the sophisticated public transit networks. We cannot completely rely on Bus/Train to travel to airports. We have to take multiple shuttles to travel to Gate.

Lack of Communication in the wait times

Delay due to traffic, Emergency, Mechanical Failure

Missed Trip due to wrong real time information

Common Personas to craft User Journey



SOFTWARE PROFESSIONAL

Jackson - 23 Yrs | Sales Manager

Jackson always uses his phone to check if there are any cabs available near his house. Jackson always think that the cab is more reliable than catching bus. He never consider the option of using Public transit. He rarely uses his bike to commute



I always want to stick with my usual route which i am conversant with.

Goals

Want to save the driving time

Requires fastest means of transport to tackle his busy schedule

He likes making new friends in car Pooling

Motivation

Enjoys the time savings and convenience of the journey

Prefers the comfort of the car pooling over the Public transit

Has lots of passion to travel in different model cars

Frustrations

ETA not accurate

Long Waiting Time

Negotiate with the driver for the pickup location

TOURIST

Mathew - 35 Yrs | Business Analyst

Mathew is new to the city and observing ppl accessing bikes and cars cars around the city for travel. Although Mathew owns a bike, He is interested to travel in public transit to explore places.



I want to roam this city reliably and Painlessly. Want to interact with people socially through my Journey

Goals

- Prefers Cost effective mode of getting arround that allows him to be spontaneous
- Want to socialize with people
- Prefers to travel on all means of transport to explore the city

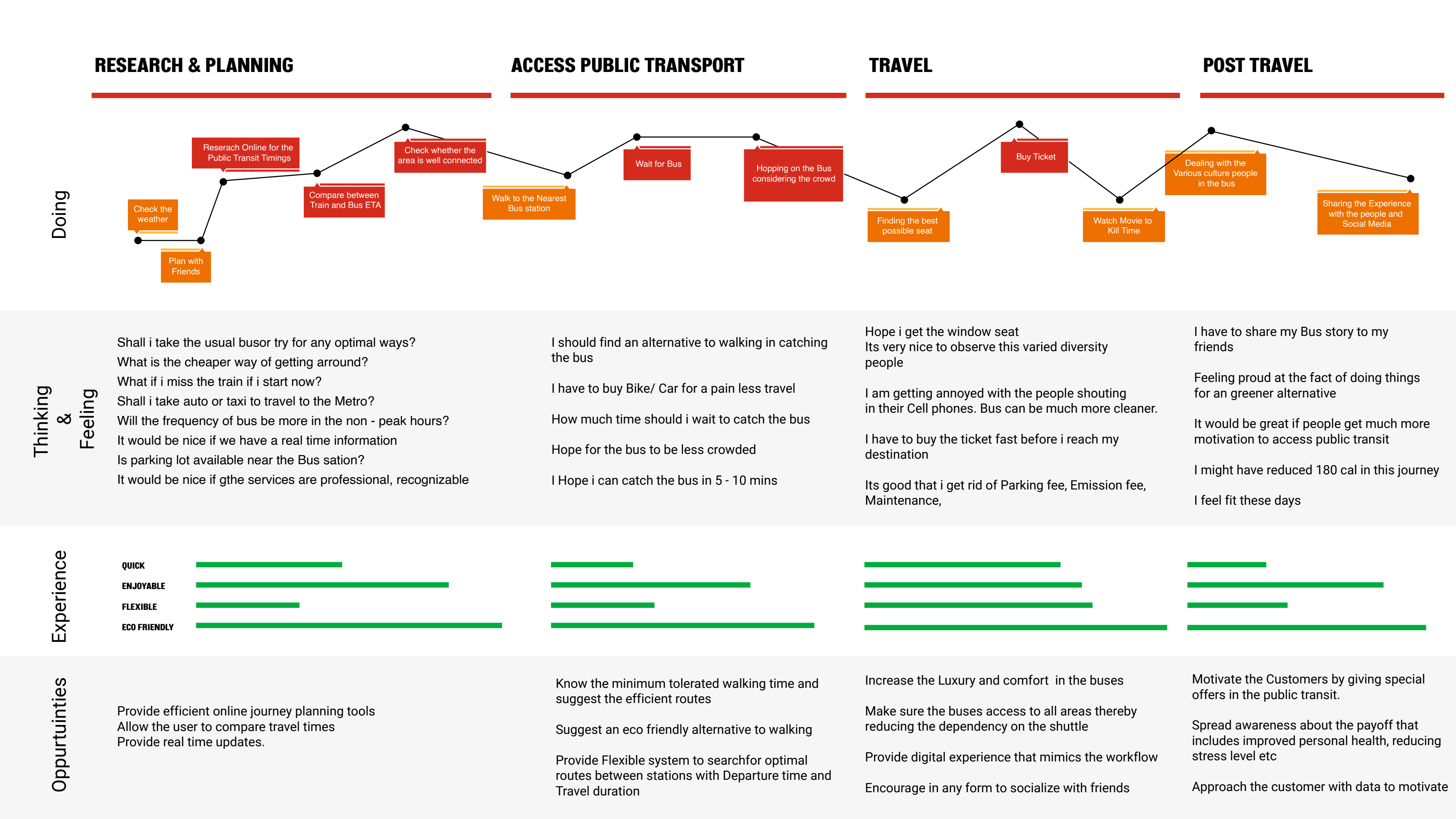
Motivation

- Loves to do thngs for an greener alternative
- Prefers a safe way to commute

Frustrations

- Traffic Congestion
- Long waiting time
- Pollution

	RESEARCH & PLANNING	SELECT A PRIVATE CAB	BOOK CAB	TRAVEL	POST TRAVEL
Doing					
Thinking & Feeling	<p>What is the easiest way to get around to work?</p> <p>Public transit always waste my time</p> <p>I don't want to make the wrong choice</p> <p>I want my journey simple &reliable</p> <p>I want to make friends during the course of my journey</p>	<p>I want to get an optimum price</p> <p>I want to avoid the surge charges</p> <p>The prices are fluctuating more often and it is affecting my decision making</p> <p>Am i sure about the trip advantages / consequences.</p>	<p>Am I getting the genuine offer/coupon code.</p> <p>Booking a cab/one touch booking is very flexible& user Friendly.</p> <p>I want to browse across variable offers.</p> <p>Looking for new plane numbers to grab the “First Time User” offers.</p>	<p>Map notification the driver’s position is more user friendly and transparent.</p> <p>In accurate GPS location leading to co ordinating the pickup location is affecting the user experience.</p> <p>Happy with the driver optional route.</p>	<p>It’s good that I got some time with office activities.</p> <p>Let me plan my day now with this pleasant ambience</p> <p>It’s nice not taking the pressure of driving in congested roads.</p>
Experience	<p>QUICK</p> <p>ENJOYABLE</p> <p>FLEXIBLE</p> <p>ECO FRIENDLY</p>				
Oppurtuinties	<p>Equip your customers with the advantages of public transport</p> <p>Push notifications communication a clear value proposition.</p>	<p>Make your customers aware about the ”Go Green alternative”</p> <p>Make your customer into better more survey traveler</p> <p>Suggest an alternative in terms of surge pricing</p>	<p>Suggest the cheaper way of commuting to work.</p> <p>Show / notify the genies offers.</p>	<p>Arm the customers with metro timing which is quicker than car.</p> <p>With the real time transit updates, notify the customer the time savings with the public transit.</p>	<p>Help for customer to show the journey experience digitally.</p> <p>Proactively help people deal with the `refunds</p>



SOLUTION

Phase 1- Perfecting the quality of public transport

Areas should be well connected with roads

BUs fare should be cheap and provide relatively good service. People should be rewarded for using Public Transport

Buses should be clean, comfortable, and should provide good service

Easy to read transportation map, timetable etc

Enhance the trust by eliminating frustrations due to lack of availability, bus coming too late too often etc

Access Bus stops

Special Vehicles/Cabs /Autos should be available to the Bus stop / Stations with relatively low fares

Public Transport service should ideally be connected to hop on /Hop Off

Business card sized transport maps can be given

Large parking lots should be available that allow more people to access the station

Good Marketing to increase the awareness

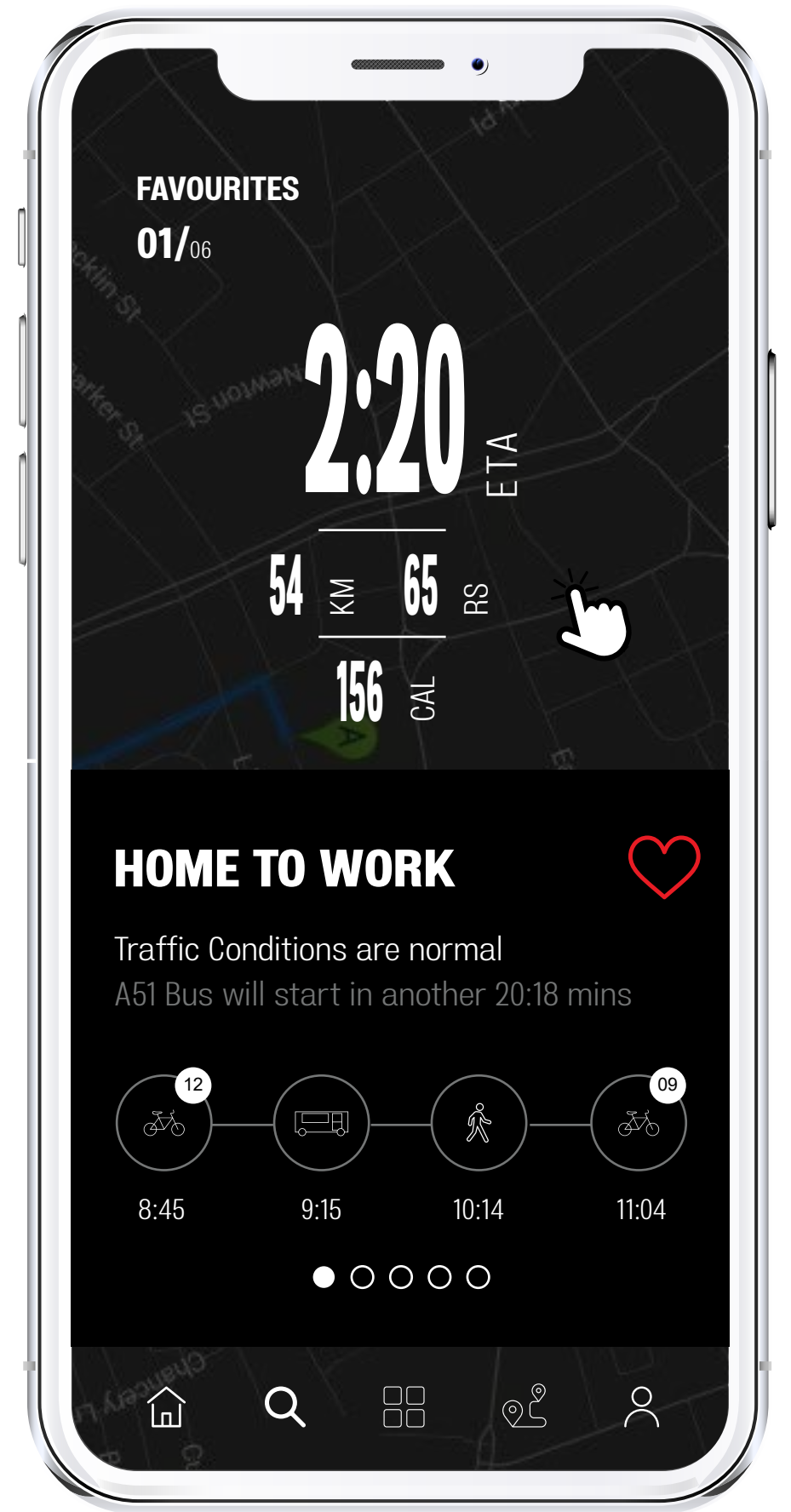
Buses should have enough capacity to accommodate people

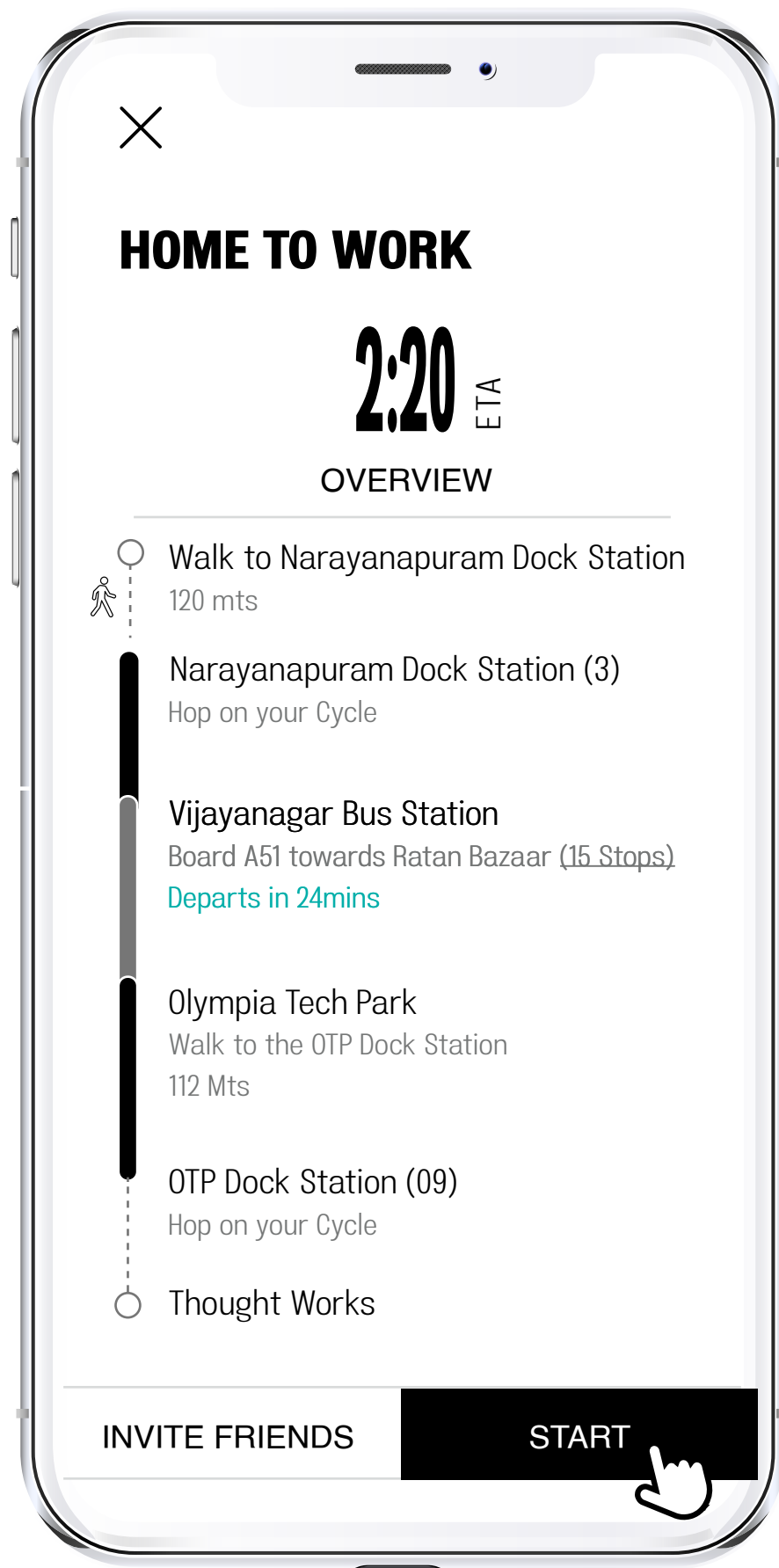
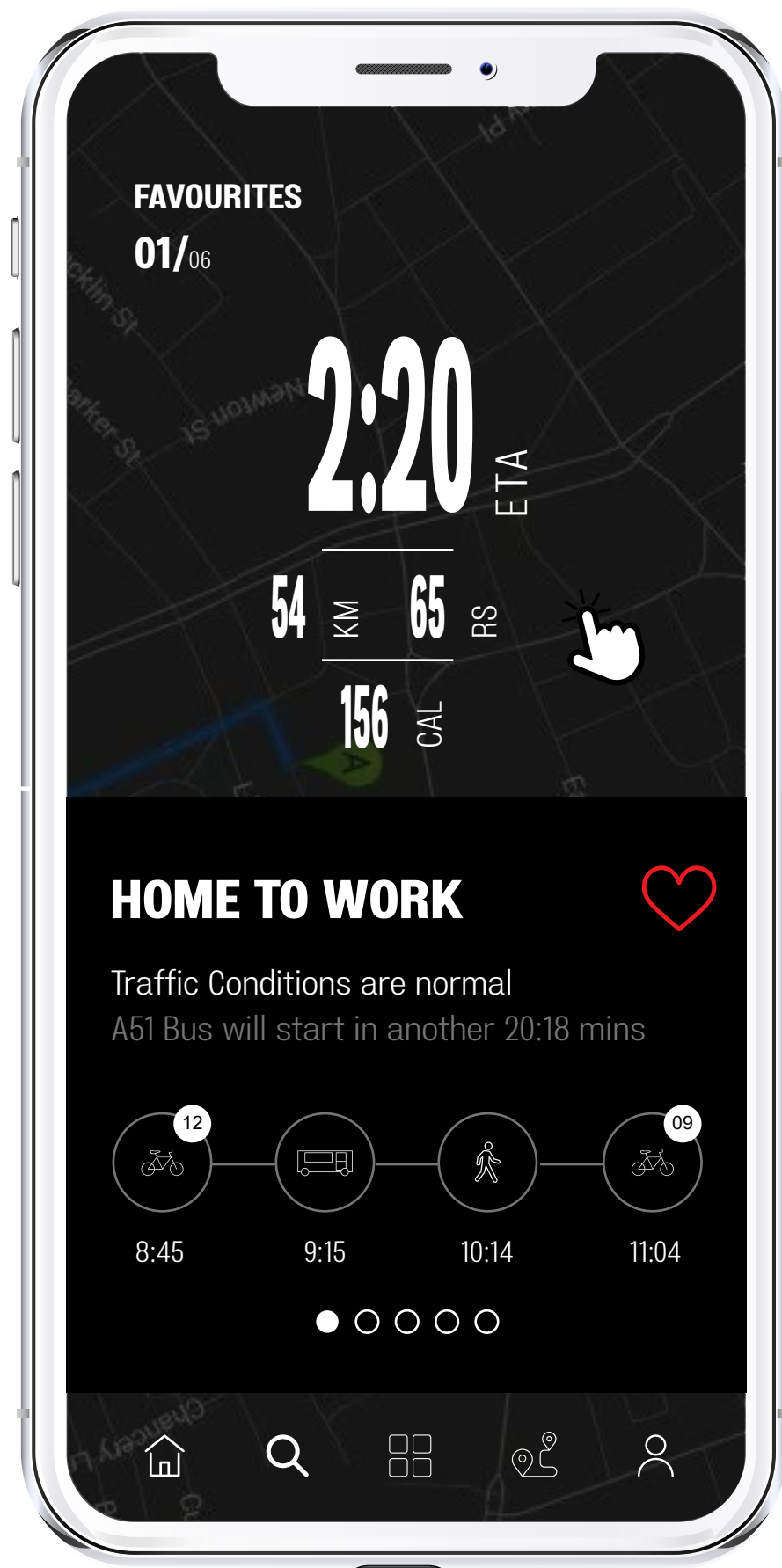
Services should be frequent. People always try the one that is readily available

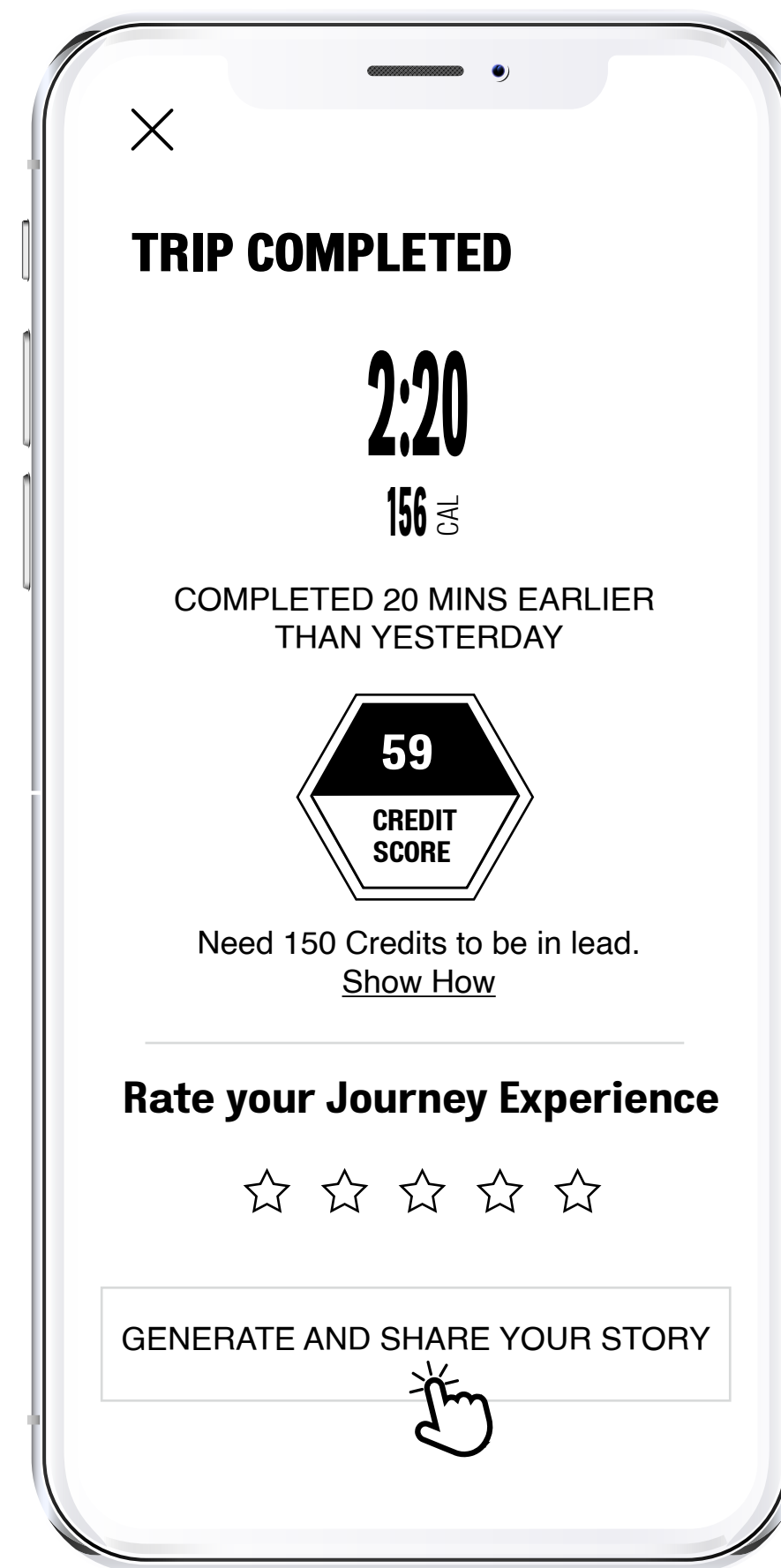
Services should be professional.

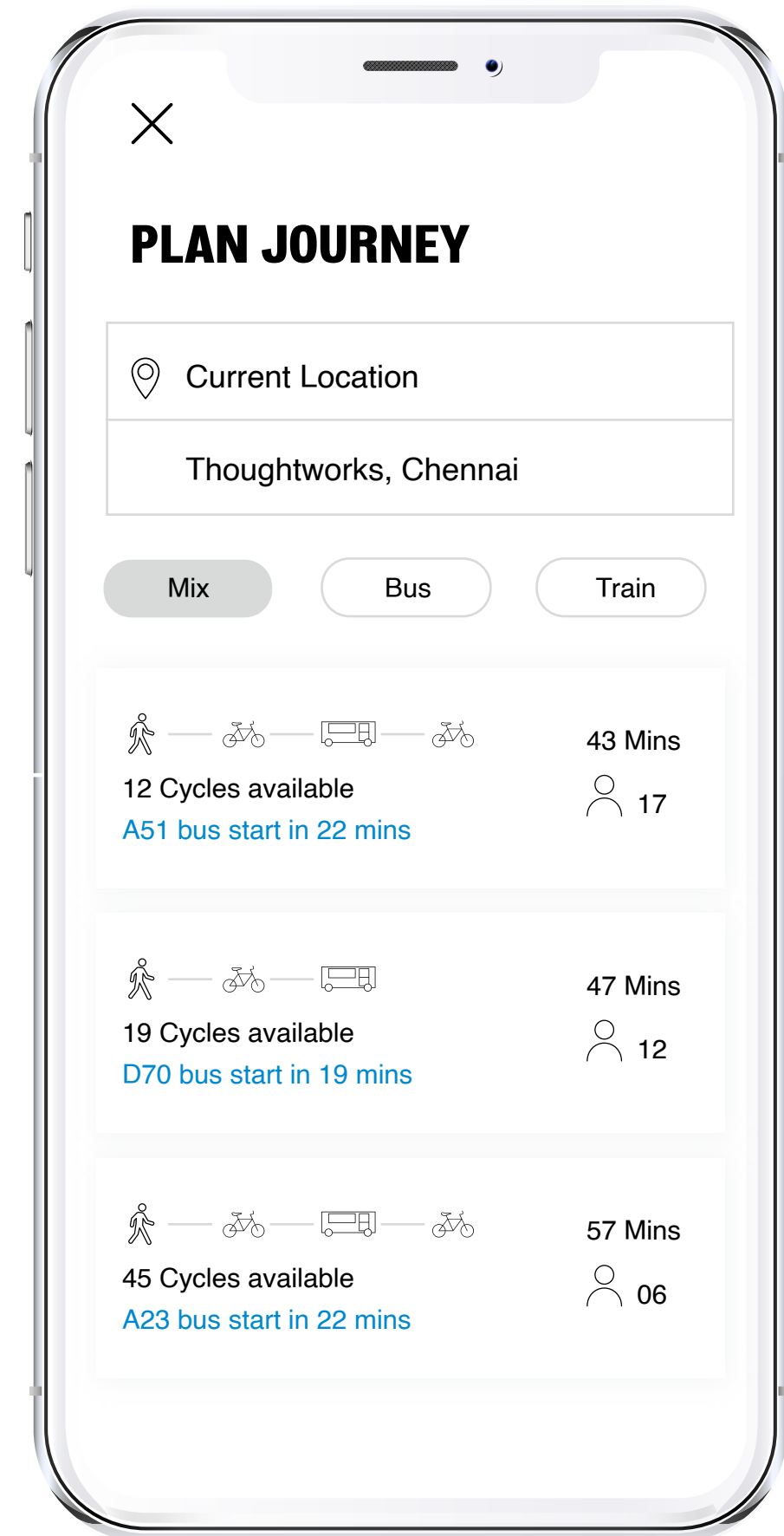
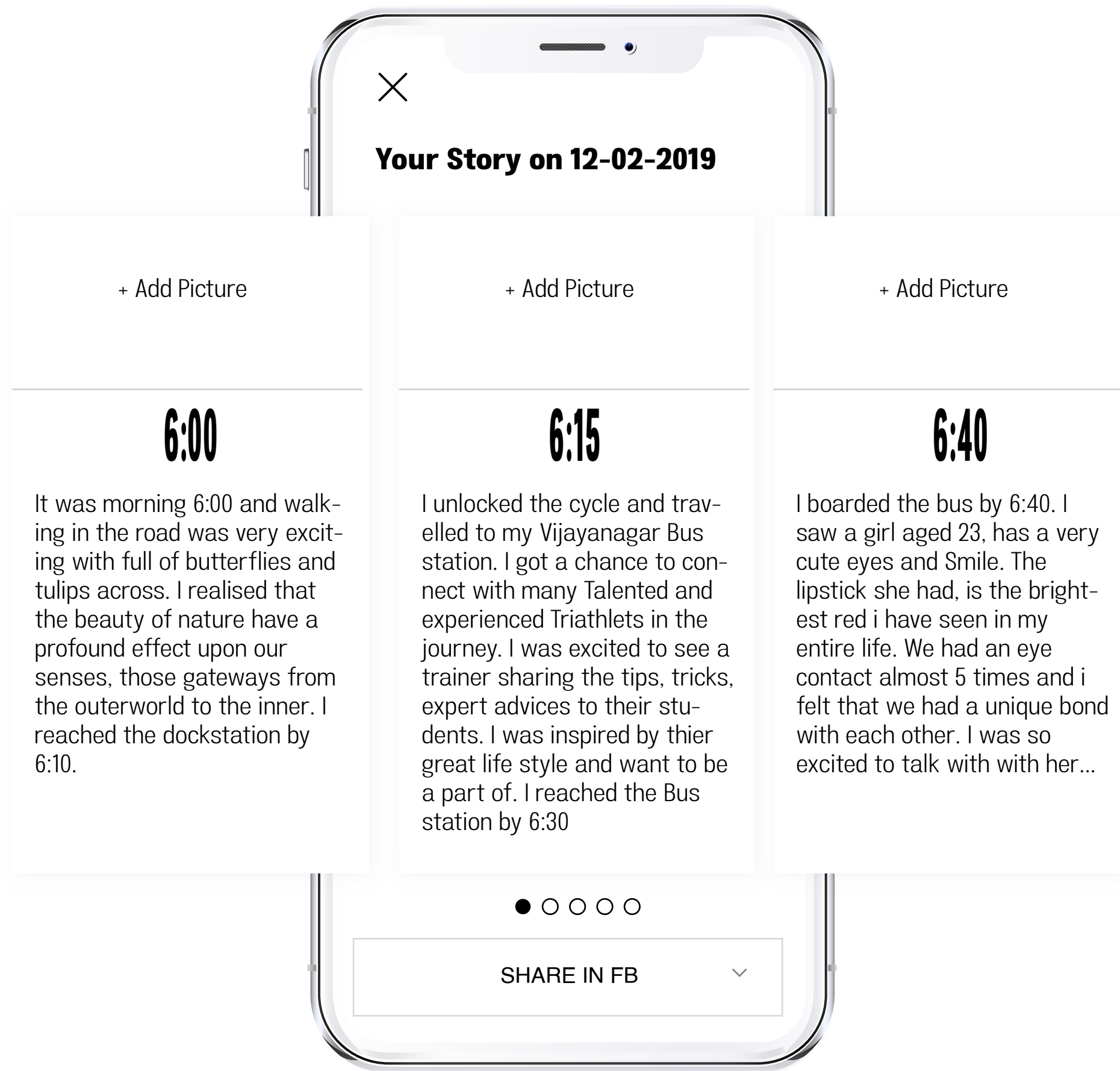
SOLUTION

Phase 2- Ease the ways to access Public Transport. Digitize
and promote Bicycle sharing









SOLUTION

Phase 3- Create a Hub and be an enabler for Social Change.

Leader Boards, Marathons, Communicating with specific Data

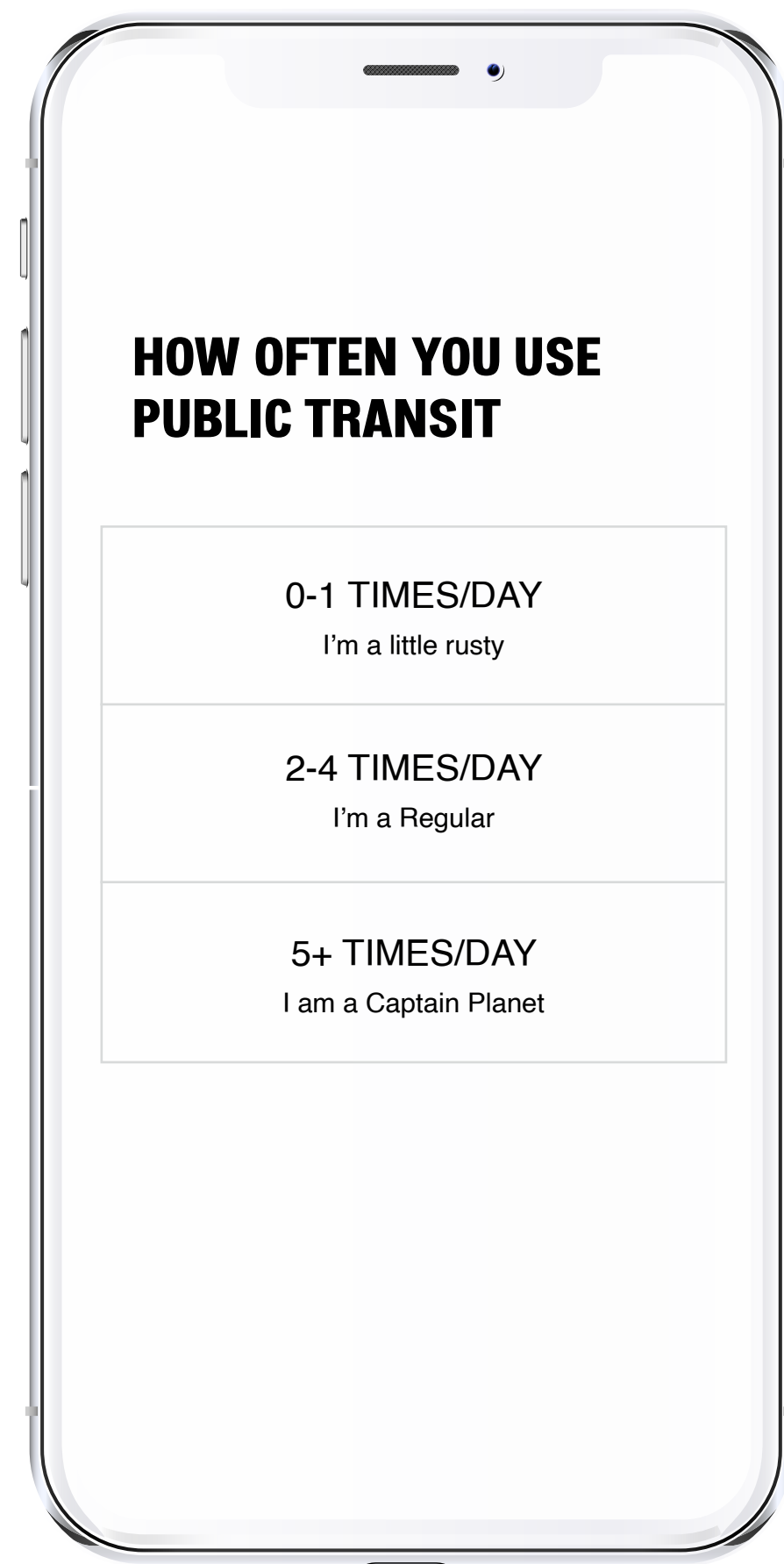
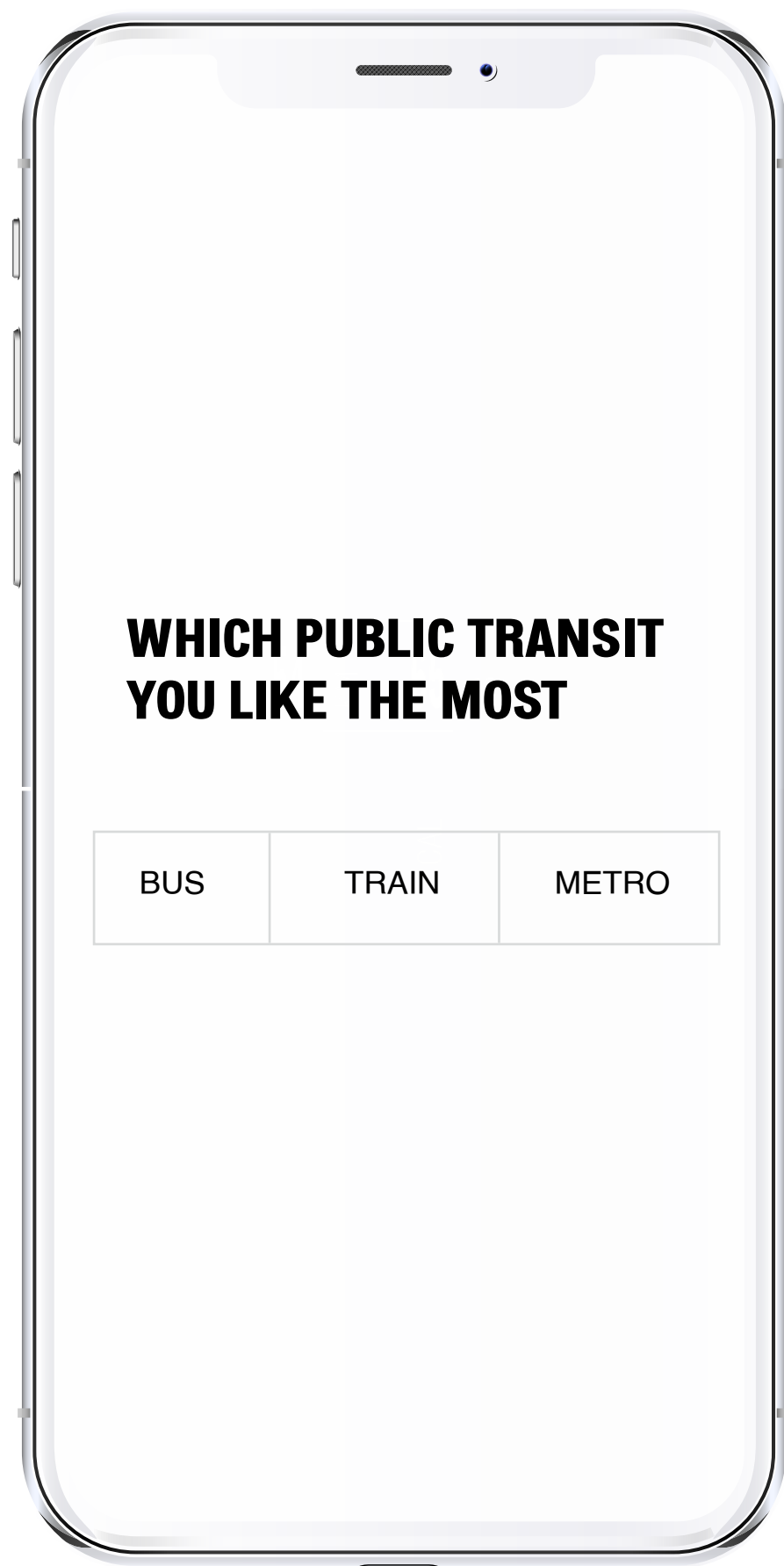
Eg For Data:

1 Bus = 55 cars with 1 Occupant

3 to 8 people on Public transport = Cut the Green house gas to the Half

1 Own vehicle = 4 times public vehicle

Walking in between public transport a day increase your mental health and physical well being by 20%





Thank
you