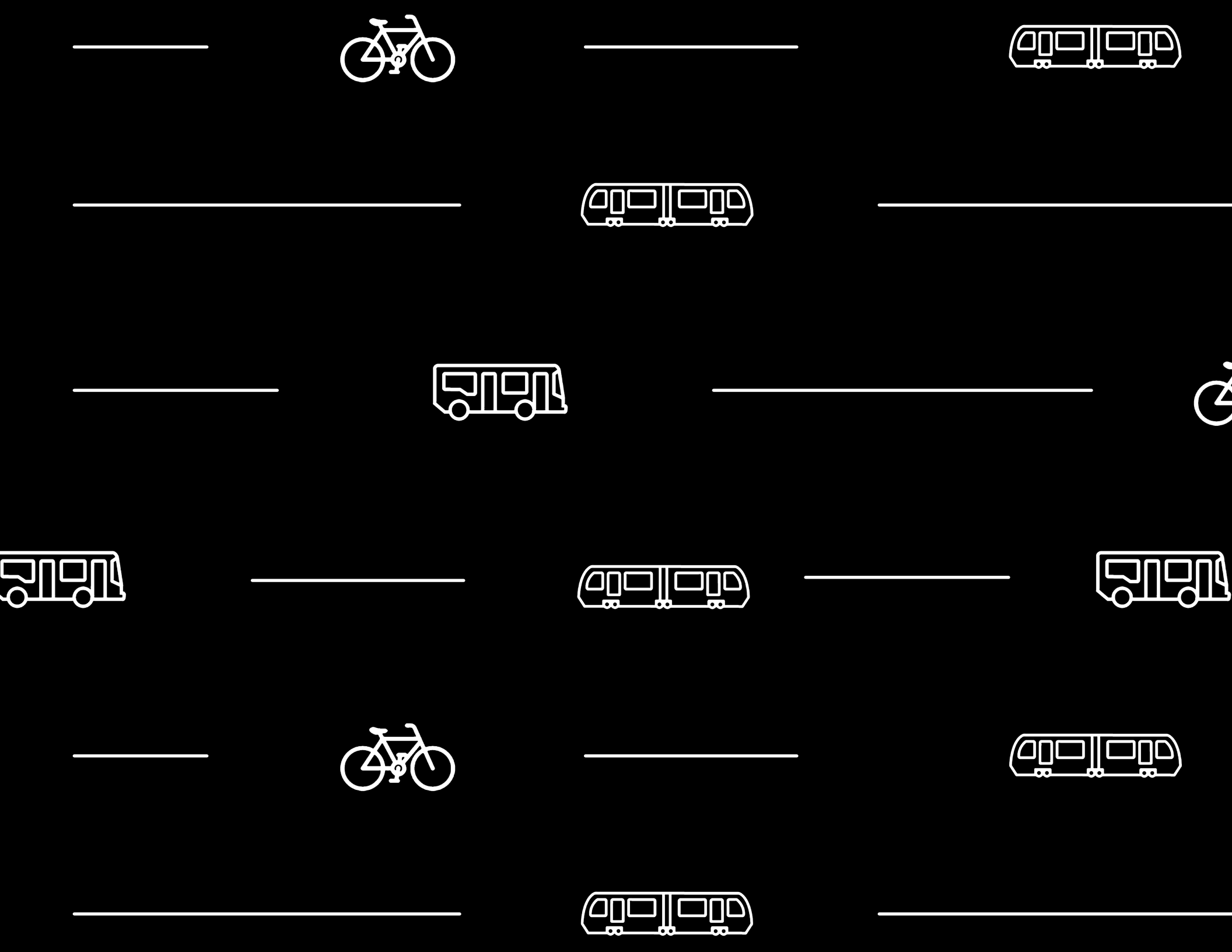
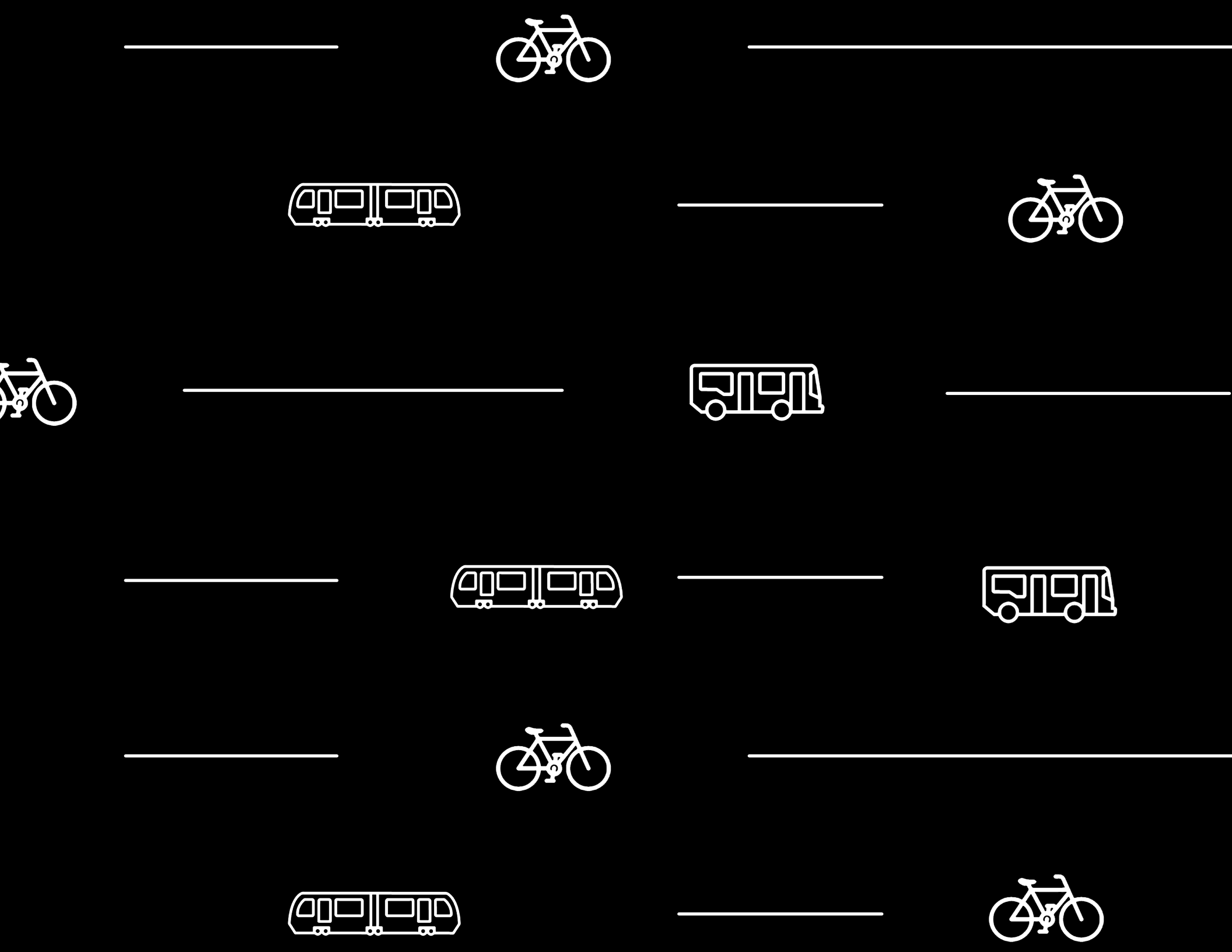
SCADpro x

Deloitte.





Onward Bound: Embarking on a Transit Adventure

In our mission to reimagine public transportation in Los Angeles, our team aimed to transform the customer experience, making public transportation a convenient, safe, and enjoyable choice. Los Angeles, known for its vibrant and dynamic atmosphere, has faced transportation challenges, leaving residents and visitors longing for an improved transit system. To address this need, our project focused on creating a compelling campaign, forming partnerships, and developing a comprehensive app to increase ridership.

The main objective of our project was to establish an environment where choosing public transportation is the preferred option for Angelenos, encouraging a shift away from personal vehicles towards a more sustainable and efficient transit system. By adopting a customer-centric approach, we aimed to address the concerns and difficulties faced by riders, elevating their experience to new levels.

To accomplish this ambitious goal, our team employed a multidisciplinary process that integrated insights from urban planning, design thinking, user experience design, branding, and technological innovation. Through extensive research, data analysis, and collaboration with stakeholders, we gained a deep understanding of the needs, desires, and aspirations of LA riders. Armed with these insights, we developed a comprehensive strategy that utilized creativity and innovation to reshape the entire public transportation ecosystem.

This process book will take you through our journey, unveiling the significant milestones, pivotal decisions, and intricate details of our transformative campaign and service blueprint. You will witness the evolution of our ideas, the challenges we faced, and the innovative solutions we created.

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Our Team

Our team was formed of students from ten countries and eight different majors, each bringing a unique set of skills and a diverse range of knowledge.

Sarah Collins
SCADpro Professor

Vitaly Kuceba
Co-Project Manager

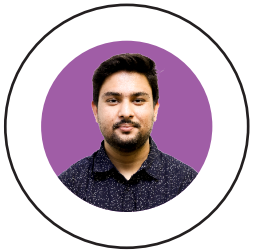
Negar Khalili
Co-Project Manager
UX Design/Research Lead

Tomas Pacera
Illustrator

Bego Benjumeda
Visuals & Process Book

Ashkan Mansoori
Research

Chloe Macasaet
Research & Presentation



Harshil Desai
Ideation Lead & Presentation Manager

Shivam
UX Design & Graphics

Rhea Agarwal
UX Design & Graphics

Lyndsey Baik
Presentation & Research

Ace Meng
Graphics & Copywriter

Rutu Shah
Visuals & Process Book

Hayley Bilik
Copywriter & Presentation

Jelena Reljic
Physical Presentation & Events

The Challenge

Reimagining How LA Riders Interact with Public Transportation

5.4 %

A small fraction of residents currently utilize the system

- Limited public transportation options
- Lack of inter-agency mode connection
- Absence of seamless travel journey mobile app

The Ask

Transforming the customer experience through a compelling campaign and service blueprint that makes choosing public transportation convenient, logical, and fun.

Project Timeline

Week 1

- Introduction
- Project Kick-Off

Week 2

- Background Research
- Identifying the Design Problem
- Competitive Analysis
- Field Observations
- Persona Development
- Brainstorming and Ideation

Week 3

- User Interviews
- Idea Selection
- First Check-In Presentation

Week 4

- User Interviews
- Competitive Analysis Cont.
- Feedback Processing

Week 5

- Expert Interviews
- Finalizing Concepts
- Visual Implementation
- Midterm Presentation

Week 6

- Feedback Processing
- User Survey
- Expert Interviews
- Research Analysis

Week 7

- Concept Scoping
- Research Analysis
- Persona Refinement
- UI Design Choices
- Second Check-In Presentation

Week 8

- Feedback Processing
- Finalizing UI Design
- Prototyping
- Framework
- User Journeys

Week 9

- Feedback Implementation
- Finalizing Solutions
- Visuals and Prototypes

Week 10

- Final Presentation
- Final Deliverables
- Process Book

Strategies

In our solution development process, we have carefully identified and crafted four key strategies that have played a pivotal role in shaping our focus area. These strategies were not the solutions themselves, but rather essential guiding principles that have directed our approach.

The first strategy involves developing a digital solution that not only aids navigation but also enhances the overall user experience. By leveraging technology, we aim to provide metro users with a seamless and intuitive journey.

The second strategy focuses on launching a campaign to increase awareness and improve perceptions. Through targeted initiatives, we seek to highlight the benefits and advantages of using the metro system, thereby attracting more riders and enhancing public perception.

The third strategy involves incorporating art experiences into the user journey, thereby adding an element of creativity and delight to the metro experience. By integrating artistic installations and experiences, we aim to make each ride a memorable and enjoyable one.

Finally, our fourth strategy revolves around forging partnerships with renowned organizations such as Google, Lego, and Adobe. Through these collaborations, we aim to create sponsorship opportunities in stations, buses, and bus stops. These partnerships will not only inspire the creation of unique artwork but also enhance credibility, loyalty, and trust among riders.

By embracing these strategies, we are confident in our ability to transform the LA Metro into a dynamic and captivating transportation system that benefits both the riders and our esteemed partners.

01 Digital Solution

to aid navigation and enhance the user experience

02 Campaign

to increase awareness and improve perceptions

03 Art Experiences

to enhance the overall journey for metro users

04 Partnerships

increases credibility, loyalty and trust

02

Research

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Secondary Research

Understanding The Evolution.

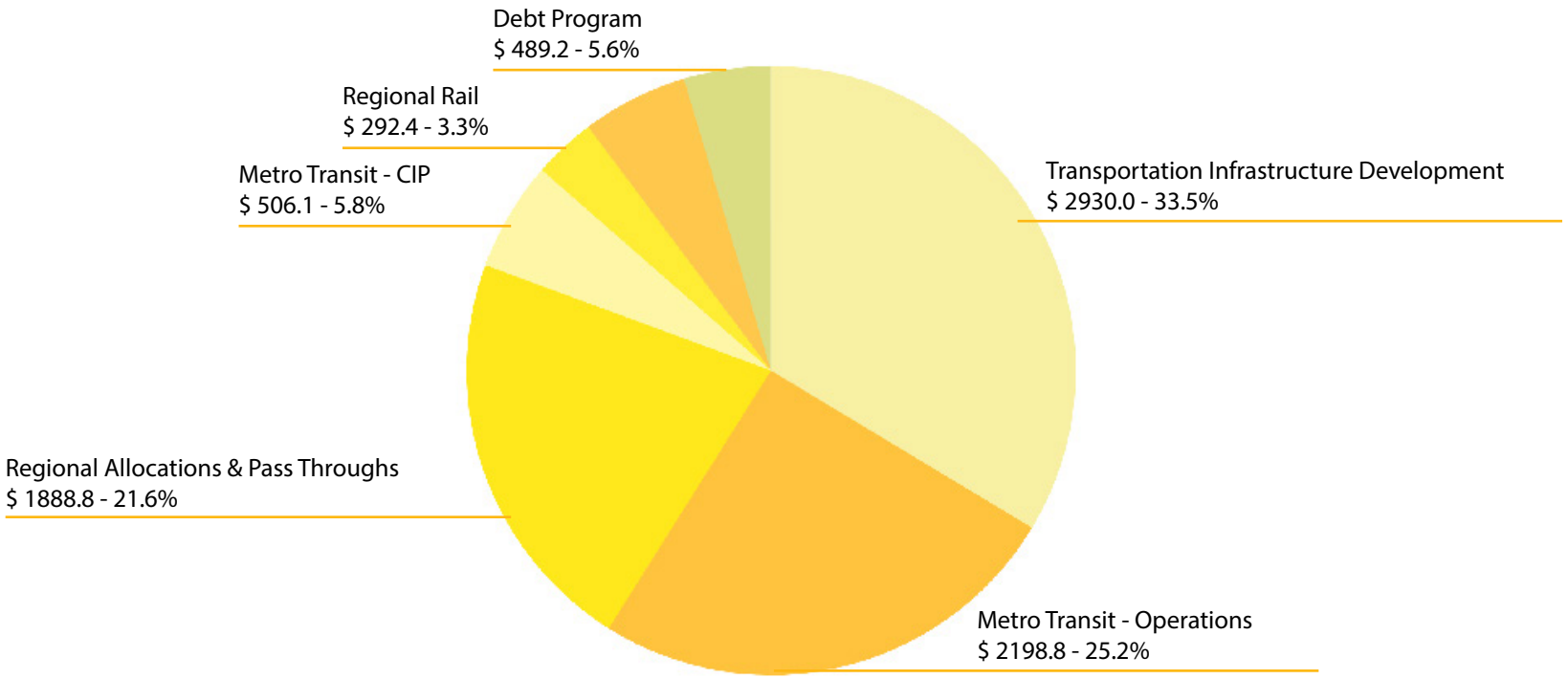
The secondary research involves exploring incentives, competitive analysis, metro online observations, and mobile applications, etc. This area of research provides valuable insights for improving efficiency, user experience, and sustainability.

It helps identify strategies to encourage ridership, assess performance against other transportation modes, gather customer feedback, and enhance convenience through mobile applications. Overall, thorough secondary research informs decision-making and drives overall performance enhancements for the Metro system.

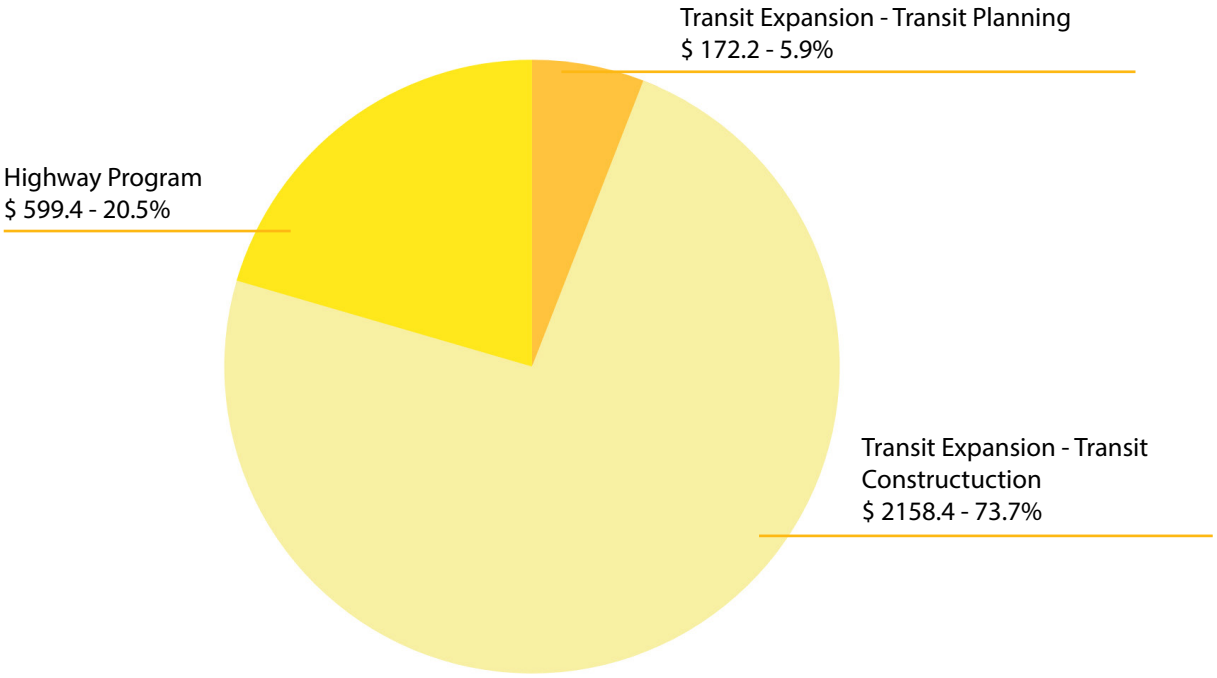
Areas of Investigation

- LA Metro Budgeting
- Mobile App Competitive Analysis
- LA Metro's Current Incentives Research
- Incentives by Different Industries
  - Tech Industry
  - Education Industry
  - Food Industry
- Incentives by Different Modes of Transportation
- Transportation Systems by Country
- Common Features
- Online Observation

LA Metro Budgeting



FY23 Adopted Budget - $2,930 ($ in Millions)



Summary of Expenditure

Mobile App Competitive Analysis Chart

0 — Poor implementation
5 — Excelent implementation

	INCENTIVE BASED		NAVIGATION				
Mobile App Competitive Analysis	Get Miles	MoveSpring	MOOVIT	Navitime	MapWay	CityMapper	Waze
Navigation within the App (Ease of Use)	5	5	5	3	5	4	5
Real Time Updates	3	2	5		3	5	5
Incentives	4	4	0	2	0	0	0
Availability of Information	4	5	3	4	5	4	5
Integration with Apps & Services	5	4	2	4	0	4	5
Payment Option				2		3	
Multilingual Support	0	2	0	3	5	5	5
Social Features	2	5	0	0	0	0	5
UI Design	5	5	4	4	4	5	3
Accessibility	0	0	0	4	2	0	5
Customer Rating	4.3 | 4.7	3.9	4.4 | 4.7	4.5 | 4.7		4.7 | 4.9	4.4. | 4.9
Downloads & Ranks	1M+	100K+	100M #6	#53	1K+	10M+ #13	100M+ #2

NAVIGATION			TRAVEL				
Transit	One Bus Away	TFL	RIDE	LIME	UBER	LYFT	AGILEMILE APPS/GA
4	4	2	3	5	5	5	3
3	5	3	5	4	5	3	5
0	0	0	0	3	3	3	3
4	4	2	4	5	5	5	5
0	0	0	5	0	5	4	3
0	5	0	5	4	3	3	
0	0	5	0	0	0	0	5
0	0	0	0	0	0	5	0
5	2	4	4	5	4	4	2
0	0	5	0	5	0	5	0
4.4 | 4.6	2.7 | 4	4.7 | 4.8	3 | 4.1	4.8 | 4.9	4.6 | 4.8	4 | 4.9	4.5
50 K+ #5	1M+	1M+	10K+	10M+ #19	500M+ #1	50M+ #4	1K+

Mobile App Competitive Analysis

GetMiles

The Get Miles homepage is well-organized with clear call-to-action buttons for app download, sign-up, and service information. It uses a green color scheme to emphasize eco-friendliness. The user-friendly navigation menu provides easy access to benefits, app details, pricing, and a blog. The benefits section highlights saving money on gas, reducing emissions, and earning rewards.

The "How it works" section offers a step-by-step guide with visuals. Pricing is straightforward, and the blog provides additional resources. The mobile-responsive design ensures accessibility. Customer testimonials and media mentions enhance credibility. More prominent call-to-action buttons on the homepage are suggested for increased sign-ups and app downloads.

MoveSpring

Move Spring is a dynamic fitness application designed to motivate and track your physical activity. Whether you're walking, running, or engaging in various workouts, Move Spring keeps you on track and helps you achieve your fitness goals. With its intuitive interface, you can easily log your activities, set personalized challenges, and compete with friends or colleagues for added motivation.

The app provides detailed insights into your progress, including step count, distance covered, and calories burned. Stay connected with a supportive community, earn rewards, and celebrate your achievements as you embark on a healthier and more active lifestyle with Move Spring.

MOOVIT

The Moovit app is a public transport journey planner that provides users with real-time information on available public transport options, schedules, trip planning, navigation, and crowdsourced reports to help them find the easiest and most efficient routes.

The app collects real-time data from private and public transport operators and users via crowdsensing to provide accurate information on public transport. Users can report misleading or missing data, but the app does not have the technology to predict potential delays caused by unexpected traffic jams or road closures.

The app offers gamification features such as a point-level system, which allows users to build their reputation in the community and gain motivation for using the app. The app does not allow users to buy single tickets, but in some countries, users can purchase public transport tickets. According to Google Trends, Los Angeles ranked second in the top 100 biggest cities with the most searches for the Moovit app in 2020, 2021, and 2022.

Navitime

Navi Time is a convenient and efficient navigation application that simplifies your travel experience. Whether you're commuting to work, exploring a new city, or planning a road trip, Navi Time has got you covered. With its user-friendly interface and accurate real-time GPS tracking, you can easily find the best routes, avoid traffic congestion, and reach your destination hassle-free.

The app provides turn-by-turn directions, voice guidance, and alternative route suggestions to ensure smooth navigation. You can save your favorite locations, access recent searches, and even explore nearby points of interest such as restaurants, gas stations, and landmarks.

Navi Time also offers offline map support, allowing you to navigate even without an internet connection. With Navi Time, getting from point A to point B has never been easier or more reliable.

Mobile App Competitive Analysis

MapWay

Map Way is a feature-rich platform that provides users with comprehensive route information. With Map Way, users can access detailed and up-to-date data on various transportation routes, allowing them to make informed decisions about their journeys. The platform offers real-time updates, ensuring that users have the latest information on routes, schedules, and any potential delays or disruptions. This real-time feature enables users to plan their trips more efficiently and adapt to changing circumstances on the go. Additionally, Map Way offers navigation assistance, guiding users through their chosen routes with step-by-step directions and maps.

Users can download maps and route information in advance, ensuring they have access to it even without an internet connection. This offline functionality is particularly useful in areas with limited or no network coverage. Map Way also integrates seamlessly with other apps and services, allowing users to combine transportation information with other functionalities, such as ride-hailing or food delivery.

Lastly, the platform enables users to save favorite routes and set up alerts for specific routes or transport services. This feature helps users stay updated on changes or disruptions to their preferred routes. Map Way offers a solution for users seeking reliable and user-friendly transportation guidance and assistance.

CityMapper

City Mapper is a comprehensive transportation app that offers a range of useful features. One notable feature is its ability to send push notifications and alerts to users regarding any disruptions, delays, or changes in their planned routes or modes of transportation. This ensures that users stay informed and can make necessary adjustments to their travel plans. The app also allows users to save their favorite and frequently used places, making it convenient to access these locations quickly. City Mapper provides step-by-step navigation, offering real-time departure and arrival information for various transportation options. It also supports multimodal transport, allowing users to compare costs and travel times across different modes of transportation.

This feature helps users make informed decisions about the most efficient and cost-effective ways to reach their destinations. Offline access is available, enabling users to download maps and route information in advance, ensuring they have access to it even without an internet connection. Additionally, the app allows users to connect their social media accounts to share their estimated time of arrival (ETA) and trip details with friends or family, providing them with live journey tracking updates.

Lastly, City Mapper displays nearby transit stops and stations on a map, making it easy for users to locate and access public transportation options in their vicinity.

Waze

Waze is a highly regarded navigation app that offers a range of beneficial features. One of its key functionalities is providing real-time traffic updates, allowing users to stay informed about current road conditions and potential delays. This feature enables users to plan their routes accordingly and avoid congested areas. Additionally, Waze offers alternative routes for travel, providing users with options to optimize their journeys and save time. The app also allows for navigation customization, allowing users to personalize their preferences, such as avoiding tolls or highways.

Waze incorporates social features that enable users to connect with friends and share their routes, estimated arrival times, and locations. This fosters a sense of community and enhances the overall user experience. Moreover, Waze provides information about nearby points of interest, including gas stations, restaurants, and parking lots. This feature assists users in locating essential amenities and enhancing their overall travel experience. With its real-time traffic updates, alternative routes, navigation customization, social features, and information about nearby points of interest, Waze offers a comprehensive and user-friendly navigation solution for drivers.

Transit

Transit Tracker is a versatile platform that shares similarities with OneBusAway but operates in various cities and regions. It offers users real-time information on buses, trains, and other public transportation options. With Transit Tracker, users can stay informed about the current status and locations of these services, ensuring they have up-to-date information for their travel plans. The platform also includes trip planning features, allowing users to conveniently plan their journeys and access schedules and routes for different transportation services. This functionality enables users to effectively navigate public transportation systems and make informed decisions about their routes and timings.

Additionally, Transit Tracker provides alerts for service disruptions or delays, keeping users aware of any changes that may impact their travel. This feature allows users to adjust their plans accordingly and minimize inconveniences caused by unexpected disruptions. With its comprehensive real-time updates, trip planning capabilities, and service alerts, Transit Tracker serves as a valuable tool for users seeking reliable and efficient transportation information in different cities and regions.

Mobile App Competitive Analysis

One Bus Away

One Bus Way is a comprehensive platform that offers real-time information about buses and trains in the user's area. Through this service, users can stay updated on the current status and locations of public transportation options.

One Bus Way also provides trip planning features, allowing users to conveniently plan their journeys and view scheduled arrivals and departures for nearby transit stops. This functionality enables users to efficiently organize their travel and make informed decisions about their transportation options. Additionally, One Bus Way offers alerts for service disruptions or delays, keeping users informed of any changes that may affect their travel plans. This feature ensures that users are aware of any potential disruptions and can adjust their schedules accordingly.

To further enhance the user experience, One Bus Way allows users to save favorite routes and stops, making it easy to access frequently used transportation information with just a few taps. This personalized feature saves time and streamlines the process of finding relevant information. With its real-time updates, trip planning capabilities, service alerts, and convenient favorites feature, One Bus Way provides users with a reliable and efficient tool for navigating public transportation systems.

TFL, Transport for London

TFL, or Transport for London, is the government body responsible for managing the transportation network in the Greater London area. With its extensive reach and influence, TFL oversees various modes of public transportation, including the iconic London Underground, buses, trams, river services, and even the city's cycling infrastructure.

TFL's primary objective is to ensure the smooth functioning of London's transportation system, providing safe, reliable, and accessible options for both residents and visitors. Through constant innovation and technological advancements, TFL strives to improve the efficiency, sustainability, and overall experience of traveling in one of the world's most vibrant and bustling cities.

RIDE

The RIDE Technologies App is a cutting-edge mobile application designed to revolutionize the way people navigate and experience transportation. This innovative app integrates various modes of transportation, including ridesharing, public transit, and micro-mobility options, into a single platform, providing users with a seamless and efficient journey planning experience. With the RIDE Technologies App, users can easily compare different transportation options, find the most convenient routes, and book rides or tickets with just a few taps on their smartphone.

The app also offers real-time updates on transit schedules, traffic conditions, and estimated arrival times, empowering users to make informed decisions and save valuable time.

Additionally, the RIDE Technologies App prioritizes sustainability by promoting eco-friendly transportation choices, encouraging shared mobility, and providing insights into carbon emissions. With its user-friendly interface and forward-thinking features, the RIDE Technologies App is shaping the future of transportation, making commuting more convenient, efficient, and environmentally conscious.

LIME

Lime is a user-friendly platform that enables users to easily find and rent bikes or scooters in their local area. Through the Lime app, users can access a map that displays the locations of available bikes and scooters nearby. This feature helps users quickly identify the nearest options for their convenience. To unlock the chosen bike or scooter, users simply need to scan a QR code using their phone, streamlining the rental process.

Lime also offers real-time information on the battery level and location of the bike or scooter. This feature allows users to make informed decisions by ensuring they have access to the necessary information before selecting their preferred mode of transportation. With Lime, finding and renting bikes or scooters is made efficient and hassle-free, providing users with a convenient and sustainable way to navigate their surroundings.

Mobile App Competitive Analysis

UBER

Uber is a convenient transportation service that enables users to request a ride from a nearby driver using their smartphone. Through the Uber app, users can easily locate drivers in their vicinity and view their real-time location as well as the estimated time of arrival. One of the key features of Uber is its upfront pricing, which provides users with estimated fares before they confirm their ride. This transparency allows users to make informed decisions about their transportation options.

Additionally, Uber offers a seamless payment experience by allowing users to pay for their ride directly through their phone, eliminating the need for cash transactions. After the completion of a ride, users have the opportunity to rate their driver and provide feedback, ensuring a feedback loop that helps maintain service quality and driver accountability. This feedback system promotes a sense of trust and allows Uber to continuously improve its service based on user experiences.

LYFT

Lyft, as a transportation platform, places a strong emphasis on affordability and community. In addition to providing traditional rides, Lyft also offers ride-sharing services and rental cars, expanding its range of options to cater to diverse transportation needs. By offering these additional services, Lyft aims to provide users with more flexible and cost-effective choices. Another notable feature of Lyft is its commitment to giving back to the community.

The platform provides a donation option, allowing users to contribute to local charities and causes. This feature enables Lyft to actively participate in supporting and strengthening the communities in which it operates. By incorporating this donation feature, Lyft provides users with an opportunity to make a positive impact through their transportation choices, promoting a sense of social responsibility and community engagement.

Agile Mile/APPS GA

The website offers a comprehensive solution for corporate transportation management and reducing carbon emissions. It features a well-designed homepage that highlights the benefits of the AgileMile platform, including cost savings, sustainability, and improved employee satisfaction.

The user-friendly navigation menu provides easy access to different sections such as features, solutions, and pricing. The "Features" section showcases real-time tracking, automated reporting, and safety alerts. The "Solutions" section explains various use cases, including corporate shuttles, ridesharing, and electric vehicle management. The transparent "Pricing" section offers options based on organizational size and needs.

The website includes customer testimonials and case studies for added credibility. While it is mobile-responsive and visually appealing, adding more images or infographics could enhance engagement. The modern design, blue and green color scheme, and concise language convey trust, reliability, and sustainability.

Social media links and a contact form are provided for further engagement. However, additional information on the company's mission, values, and environmental contributions could be beneficial.

LA Metro's Current Incentives Research

Current incentives

This step involves gathering information on the current incentive programs offered by LA Metro. The aim is to understand the existing programs and identify gaps that need to be filled. This will help in developing new incentive programs that are more effective in attracting ridership and improving the overall public transit experience.

Local public transit services in LA

The aim is to understand the competitive landscape and identify areas where LA Metro can improve its incentive programs to attract more ridership.

Other industries of different focus area

This will help in understanding incentive programs in different industries and will also help in creating partnerships with other industries to create more effective incentive programs for ridership.

LIFE

- Offers discounts on passes or 20 free rides, 90 days free for new users
- Students K12-Fareless transit for public schools, lucky winner reward program
- Disability upto 80% off
  Senior citizen Upto 80% off for colleges enrolled (very few)
  college students-Upto 80% off
- EZ pass monthly pass for local travel on 23 different transit carriers, reduced for Senior/ disabled

TAP Card

Students, seniors, and people with disabilities can get discounted fares with a TAP card.

Free Transfers

Riders can transfer between different lines or modes of transit within a two-hour period at no extra cost.

Reduced fares

The LIFE (Low-Income Fare is Easy) program provides reduced fares for qualifying low-income riders.

Bike Share

Metro Bike Share offers discounts to TAP cardholders, allowing them to participants in various transit incentive programs.

Free Pass

LIFE new users get 90 days free pass. The lucky winner of the K-12 program gets a gift card.

Metro Rewards Program

This is an additional incentive for employees who rideshare a minimum of eight days a month for three months consecutively.

Destination Discounts

This provides discounts and exclusive offers to riders who use the TAP transit card. The program partners with local businesses to offer rewards such as discounted movie tickets or free museum admission.

Incentives by Different Industries

Tech

The tech industry in LA is growing rapidly, and many tech companies offer innovative incentive programs to attract and retain employees. Researching incentive programs in this industry can help identify new ideas that can be adapted to LA Metro's needs, as well as potential partnership opportunities with tech companies like mobile service providers, OTT platforms to offer joint incentives.

MaaS Models

With MaaS, public transit systems can provide passenger apps that support mobile ticketing. Riders can plan a trip across the city using multimodal transport options, charting a path from bus, tram and subway routes to bikes and moving walkways. This gives people the ability to access and pay for different mobility options from one interface and pay portal, while IoT devices gather all the data that makes such a system possible.

Entertainment

The entertainment industry is a major part of LA's identity and culture, and many entertainment companies have significant influence and resources. Due to LA's renowned Hollywood building and other acting schools, it is a major hub for performing and watching different types of arts. Researching incentive programs in this industry can help identify new ideas that appeal to LA's diverse population and can help build partnerships to offer joint incentives, such as discounts on entertainment tickets with a valid Metro pass.

Food

With many Metro rides lasting for extended periods, it's common for riders to get hungry during their journeys. Researching incentive programs in the food industry can help identify new ideas for discounts or promotions on food and beverages that can be enjoyed by riders before, during, or after their Metro rides. This can include partnerships with local cafes, food trucks, or restaurants to offer special deals for Metro riders, or the creation of food and beverage vending machines at Metro stations for convenient snacking on the go.

Educational

The educational industry in LA includes numerous colleges and universities, as well as K-12 schools and educational programs. The college students being one of our larger target audiences, could help with how we can encourage them to use metro. Looking into this can help identify new ideas for student discounts or other incentives to encourage the use of Metro for transportation.

Tech Industry

T-Mobile

T-Mobile's "T-Mobile Tuesdays" program provides a way for companies to offer free gifts and discounts to customers on a regular basis. This type of program could be incorporated into LA metro by partnering with local businesses to offer free or discounted products and services to riders.
LA metro could offer free coffee or discounted meals at local restaurants to riders who use the system on a particular day.

Google Assistant

Google Assistant's "Your News Update" program provides personalized news briefings to users, which could be a useful tool for keeping riders informed about news and events related to the metro system.
LA metro could incorporate a similar program that provides riders with information about service disruptions, delays, and other important updates depending on their specific route.

Apple

Apple's "Apple Card Daily Cash" program provides cash back on every purchase made with the Apple Card, which could be a useful incentive for riders to use a loyalty card or mobile app to pay for their metro rides.

Mastercard

LA metro could partner with a credit card company or mobile payment provider to offer cash back or other rewards to riders who use their service to pay for metro rides.

Facebook

Facebook's "Community Boost" program offers training and resources to small businesses and entrepreneurs to help them grow and succeed. LA metro could partner with Facebook to find these businesses located near metro stations, helping to support the local economy and encourage ridership.

Apple

Amazon's "Prime" program offers free and fast shipping, exclusive deals, and access to streaming services for a monthly fee. LA metro could partner with Amazon to offer discounts or free rides to Prime members who use the metro.

Education Industry

LinkedIn Premium

LinkedIn offers a premium subscription service that provides users with additional features, such as the ability to see who has viewed their profile, access to additional job search tools, and the ability to send InMail messages to other LinkedIn members. LA Metro can collaborate with LinkedIn to provide free premium accounts to its special customers.

Kahoot

Allows teachers and students to create their own games and quizzes, which can be a motivating factor for some users. Being able to customize their own games and quizzes can help students take ownership of their learning and feel more engaged.

Brainly

Features leaderboards that rank users based on their contributions to the platform. Users who rank high on the leaderboards can earn badges and recognition for their achievements.

Duolingo Streaks

Duolingo is a language-learning app that rewards users with a streak for consecutive days of completing lessons. The longer the streak, the more valuable the rewards, such as bonus points, achievements, and even a free week of Duolingo Plus. METRO STREAKS??

Lingoda

Lingoda is an online language school that offers live classes with native-speaking teachers. It uses a system of points to incentivize learners to attend classes regularly and offers rewards such as free classes and discounts for reaching certain milestones.

Canva

Canva could offer a discount on their graphic design services to LA Metro riders who use their platform to create marketing materials for their businesses.

Food Industry

Chipotle

Chipotle's "Chiptopia" program rewarded customers with free food after a certain number of visits. This program was unique because it allowed customers to earn rewards without having to spend a certain amount of money.

Shake Shack

Shake Shack's "Shack App" allows customers to order ahead and skip the line, as well as earn points for each purchase. However, the unique aspect of this program is that customers can redeem their points for exclusive experiences, such as a private tour of the Shake Shack kitchen. They also offer unique incentives such as free menu items for reaching certain point levels, early access to new menu items.

Starbucks

Starbucks' "Starbucks Rewards" program is similar to other loyalty programs, but the unique aspect is the ability for customers to earn "Gold" status, which includes exclusive benefits such as free refills on brewed coffee and a personalized Gold Card.

Domino's Pizza

Domino's "Piece of the Pie Rewards" program allows customers to earn points for each order, but the unique aspect is the ability to earn a free pizza for every 60 points earned, regardless of the size or toppings. You have to redeem these points before the end of a certain number of days.

Panera Bread

Panera Bread's "MyPanera" program allows customers to earn rewards such as free pastry or coffee, but the unique aspect is the ability to earn "Surprise Rewards" which are personalized to each customer's ordering habits and preferences.

McDonald's

McDonald's has a reward system called "McCafé Rewards" that offers customers a free McCafé drink after they purchase five. Additionally, McDonald's has also launched limited-time promotions such as "Free Fries Friday" where customers can receive a free medium fries with any purchase of $1 or more made through the app on Fridays.

Trejo's Tacos

This restaurant offers a "Taco Points" program, where customers can earn points not just for their purchases, but also for engaging with the restaurant on social media, referring friends, or participating in special events. These points can be redeemed for free food, merchandise, and other rewards.

Sugarfish

Sugarfish is a high-end sushi chain that offers a unique loyalty program called "Trust Me Rewards". Customers earn stamps for each sushi meal they purchase, and once they reach a certain number of stamps, they are rewarded with a free omakase meal (a chef-selected sushi experience).

Cafe Gratitude

Cafe Gratitude is a vegan restaurant chain that offers a "Gratitude Rewards" program. Customers earn points not only for purchases, but also for completing wellness challenges such as practicing yoga or meditation. Points can be redeemed for free food, workshops, and retreats.

Incentives By Different Modes Of Transportation

01

New York

MTA eTix Reward (loyalty program allows customers to earn points for every dollar spent on eTix mobile tickets.

02

Chicago

CTA's Ventra Card Rewards program allows riders to earn points for every ride they take on the CTA system. Points can be redeemed for discounts at local businesses or for free rides on the CTA system.

03

Houston

METRO Lift paratransit customers automatically receive Q-card. It entitles you and up to one assistant to ride free.

04

Los Angeles Transportation

LADOT offers a program called "Car Free Fridays" that encourages commuters to choose alternative transportation options on Fridays.

05

Santa Monica Big Blue Bus

It offers a program called "Ride and Win" where riders can enter to win prizes such as gift cards and passes by simply riding the bus and submitting a code found on their ticket.

06

Foothill Transit

"Transit Rewards" program where riders can earn points for riding the bus, referring friends, and participating in promotions. Points can be redeemed for prizes such as free passes and gift cards.

Incentives By Different Modes Of Transportation

07

Burbank Bus

Riders who take 20 trips within a month can receive a free pass for the following month.

08

Lyft

Lyft's reward program has partnership with Delta and Hilton, the latter of which redeem points for luxurious stays frequently, such as the Conrad Maldives and Conrad Koh Samui.

09

Uber

Earn a point for every eligible dollar you spend on rides and Uber Eats, and earn rewards every 500 points. Plus, get 2x points on UberX and 3x points for Uber Black trips.

Transportation Systems by Country

Singapore

Land Transport Authority (LTA): LTA offers a "Travel Smart Rewards" program that provides rewards to commuters who travel outside of peak hours. The program includes cash incentives and discounts at local merchants, as well as prize drawings for riders who consistently travel outside of peak hours.

Tokyo, Japan

Tokyo Metro offers a "Metro Club" loyalty program that provides rewards to riders who use their IC card to pay for fares. The program includes discounts at local businesses and the opportunity to earn points that can be redeemed for free rides and other rewards.

Suica and PASMO Cards: Reloadable smart cards that offer discounts on fares and can be used on various modes of transit.

Commuter Pass: Provides unlimited rides on specified routes for a fixed period of time (e.g. one month).

Discounts for round-trip tickets: Riders can get a discount when they purchase a round-trip ticket.

Seoul, South Korea

Seoul Metropolitan Subway: Seoul Metropolitan Subway offers a "Culture & Tourism Pass" program that provides discounts and free entry to museums, art galleries, and other cultural attractions to riders who use the subway to get there. The program aims to encourage ridership and promote cultural tourism in the city.

Delhi Metro

Smart Card Discounts: Riders can get discounts on fares by using a smart card.

Group Discount: Groups of 25 or more riders can get a discount on fares.

Reduced fares for students: Students with a valid ID card can get discounted fares.

Dubai Metro

Nol Card: A reloadable smart card that offers discounted fares and can be used on various modes of transit.

Gold Class: A premium class that offers a more comfortable ride with fewer passengers and additional amenities.

Women and Children Only Cars: Dedicated cars for women and children to ensure a safe and comfortable ride.

Moscow, Russia

Moscow Metro offers a "Active Citizen" program that provides rewards to riders who participate in surveys and provide feedback on the metro system. The program includes discounts at local businesses, as well as the opportunity to influence future improvements to the metro system.

Troika Card: A reloadable smart card that offers discounted fares and can be used on various modes of transit.

Free rides for frequent users: Riders who take more than 50 rides in a calendar month can get a free ride for each additional ride.

Discounts for large families: Families with three or more children can get discounted

Singapore

Singapore transportation system is used by 2.1 million passengers per day. The base fare ranges between $1.10 and $1.90, offering free travel for children under 7 years old and 15% discount for low-wage adult workers. Navigating around the station is easier due to clear signage, legible and large text, new and improved icons and sharp color contrast, encouraging better readability There is assistance provided to commuters who wear hearing aids to communicate effectively with station service staff. The Platform seating has arm support and backrest to support the elderly and commuters with mobility difficulties.

Ez-Link Card: Ez-Link Card is an electronic transportation card that offers cheaper public transportation dealsincludes rewards system. It can be used for vending machine.

Hong Kong

Hong Kong transportation system is used by more than 5 million people each weekday. They offer an *Octopus Card* that can be used for traveling, shopping or dining. The transportation system consists of 10 different lines. It is clean, efficient, cost effective and extensive. The base fare for a one way ticket: $4.50 ($0.58 USD). It is known for being punctual and having 99.9% on time performance.

Value capture system: functions as part of a vertically integrated business that, through a "rail plus property" model, controls both the means of transit and the places passengers visit upon departure.

London, UK

Transport for London (TfL): TfL offers a "Hopper fare"program that allows riders to take unlimited bus and tram journeys within one hour for the price of a single fare. The program makes public transportation more affordable for riders who need to make multiple stops on their journey.

Common Features

By conducting a comprehensive competitive analysis of public transportation systems across various countries, we gained valuable insights into the recurring patterns of qualities and features that are most commonly observed. These include cleanliness, affordability, punctuality, convenience, technological advancements, inclusivity, and the level of crowdedness during rush hours. Through this rigorous analysis, we were able to identify and recognize the prevailing attributes that contribute to successful public transportation systems worldwide. This in-depth exploration provided us with a comprehensive understanding of the key factors that drive user satisfaction and efficiency in such systems.

Cleanliness

1

The interiors of the train system is well maintained and incredibly clean - promotes passenger population

Affordability

2

Transit cards are available for the public and can be utilized to get the best deals for payment.
Such as: Pasmo(JP), Suica(JP), Octopus(HK), and Ez-Link card(SG) - gives you options to apply for a daily route pass
Special deals/Free rides depending on age range

Punctuality

3

The system has a 99.9% on time performance

Convenience

4

Extensively cover a range of major commercial, retail, popular tourist attractions, and business districts.
Transit cards: gives the user the ability to handle transactions easily, refillable at the station or via phone applications, with apple pay, you can slide your phone or watch on the system and you can walk right through.

Tech Advanced

5

Optimize tech screens within the interiors of the train and around platforms to showcase way-finding and information of stops to effectively build awareness and avoid passengers to get lost and confused during their journey.

Inclusive

6

Modern technology is implemented to consider the needs of those with disabilities and for the older population.
Such as:
HES(Hearing Enhancement System)
Multilingual features - announcements, language signage, maps

Rush Hour

7

Early morning or evening rush hours is too crowded - causing stress, anxiety, and is typically avoided by riders.

Online Observation Insights

Rider Experience

- Stations are wide and most seem to be clean
- Fares: relatively accessible
- Ambassadors on site to add layer of security
- Phone service in tunnels and underground works great, especially for safety purposes.

Pain Points

- Safety and welfare: floor trip hazards (sticky/ slippery/old floors)
- Safety/Social: not enough security
- Wayfinding: can be confusing, there are unclear maps inside and outside wagons
- Not enough lines that get to and from the beach
- Frequency of trains ranged from 12-20 min
  No unified app

Insights

Wayfinding can be confusing due to the random placement of maps in stations and wagons and the lack of interactivity, and customization.

There is no unified app to make planning, ticket purchasing, navigation, and the riding experience manageable and logical.

There is a lack of using technology and sensory cues which are important factors in creating a holistic look and feel of the transportation system.

SWOT Analysis

S

Strengths

- Assistance of Metro Ambassadors
- Fares & Metro Transit Pass Subsidy
- Metro Micro

W

Weaknesses

- Lack of safety measures and security
- Dull branding and design
- Lack of interactive features
- Confusing user journey

O

Opportunities

- Developing an application
- Better marketing and campaign
- Electric microbuses
- Implementing better wayfinding
- Creating proximity and enhancing user access
- Implementing gamification

T

Threat

- Competitors
- Electric Cars
- Pandemics and Work/ Study From Home
- Rising Unhoused Population

Primary Research

Understanding The Evolution.

Primary research is vital for understanding the underlying evidence from the current state of the public transportation systems. It involves field observations, surveys, and user and expert interviews. Field observations provide real-time insights, surveys gather quantitative data, and interviews offer qualitative insights.

This research is significant as it provides direct information on strengths, weaknesses, and opportunities for improvement. The findings guide evidence-based decision-making and targeted enhancements, aiming to create a more efficient and user-centric public transportation experience.

Areas of Investigation

- In-Person Observation
- User Survey
- User and Expert Interviews

Insights from In-Person Observations of Marta

While we conducted a thorough online observation of LA Metro, we recognized the need for an in-person observation from Marta in Atlanta. This decision was made to gain deeper insights into the challenges and pain points experienced by riders and to identify potential solutions. By directly experiencing the system and engaging with riders, we aimed to better understand their needs and develop more effective strategies to address them. This hands-on approach enabled us to gather valuable information and enhance our ability to provide meaningful solutions for riders.

Insights

The wayfinding system does not show a hierarchy of information to the riders and it either shows too much or too little info.

The impression that the metro can leave on the rider is determined by whether or not the service/ system will address important human needs such as safety and security. This can affect people's willingness and unwillingness of using public transportation in the future.

Having the purchasing power of driving a car or getting an Uber/ Lyft easily persuades riders to not use public transportation in order to reach their destination with peace of mind.

User Survey

Survey Goals

To efficiently gather quantitative data on the pain points and potential improvements in Los Angeles' public transportation system, we conducted a targeted user survey exclusively for LA residents. This approach allowed us to collect a substantial amount of data within a short timeframe. By analyzing the survey responses, we gained valuable insights into the specific challenges faced by users and identified opportunities for enhancement. This data-driven approach enabled us to prioritize improvements and explore new possibilities to create a more user-centric and effective public transportation experience in Los Angeles.

50
Responses

"How does the public transportation in LA make you feel?"

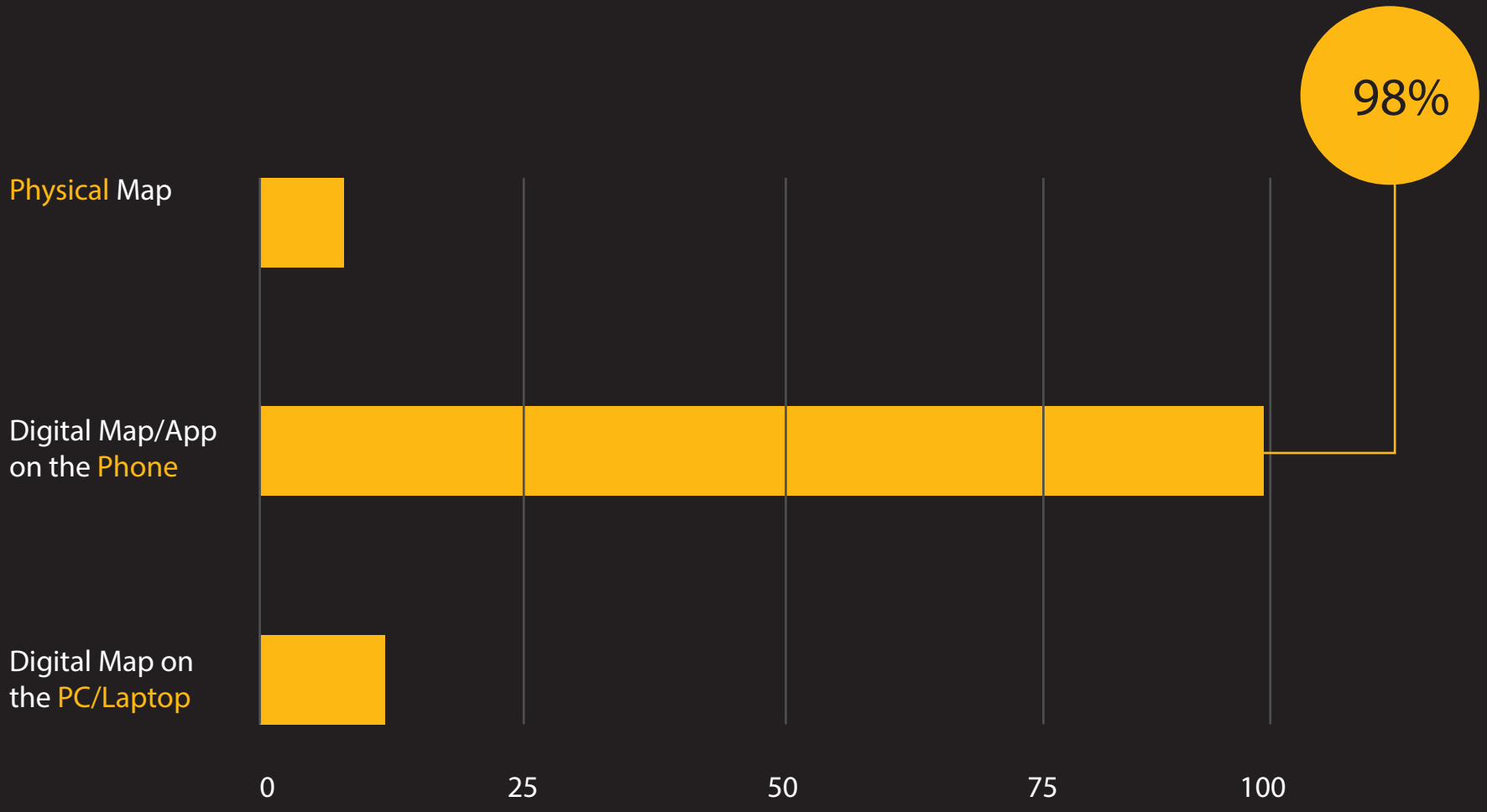
In our survey, we delved into the participants' emotions by asking them how the public transportation in LA made them feel. This enabled us to assess the current positive or negative aspects of their experiences and identify areas for improvement to create an ideal user experience. Participants expressed feelings of nervousness, anxiety, unsafety, and fear, which emerged as the most commonly used words. This highlighted the importance of addressing these concerns and creating a sense of security and comfort within the transportation system. By understanding these predominant emotions, we tailored our efforts to alleviate these concerns.

Nervous
Anxious
Unsafe
Scared

Survey Results

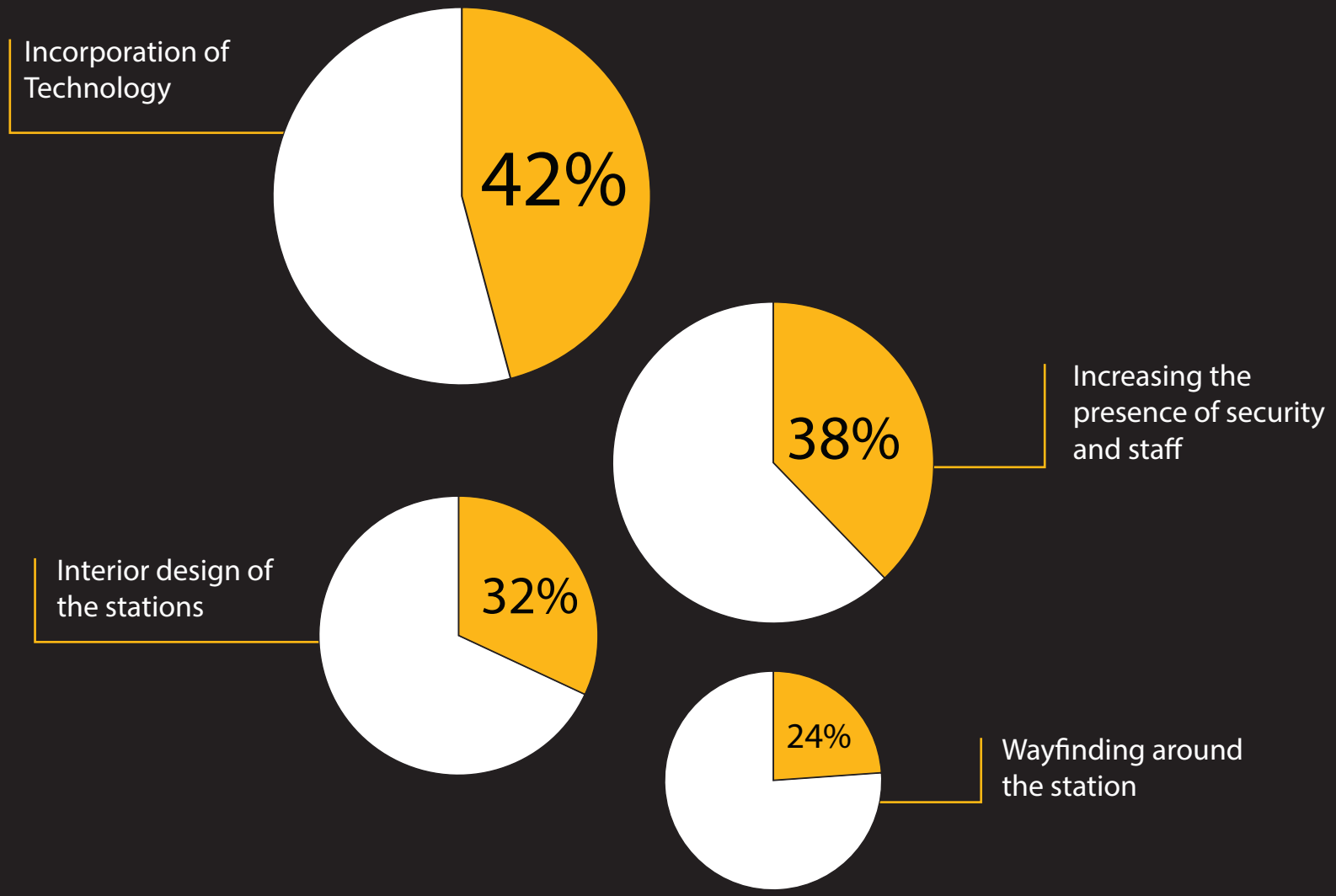
"What navigation tools do you use to go to places?"

We asked a question to gain insights into users' preferred navigation tools.The results revealed a significant preference, with 98% of respondents indicating their reliance on digital maps/apps on their smartphones. This emphasized the necessity of a digital solution for LA Metro, as the system lacked a robust offering in this regard when we initiated the project. These findings guided our focus on developing an effective digital solution to enhance the user experience.


98%
Physical Map
Digital Map/App on the Phone
Digital Map on the PC/Laptop
0
25
50
75
100

"How do you think the public transportation in LA can be improved?"

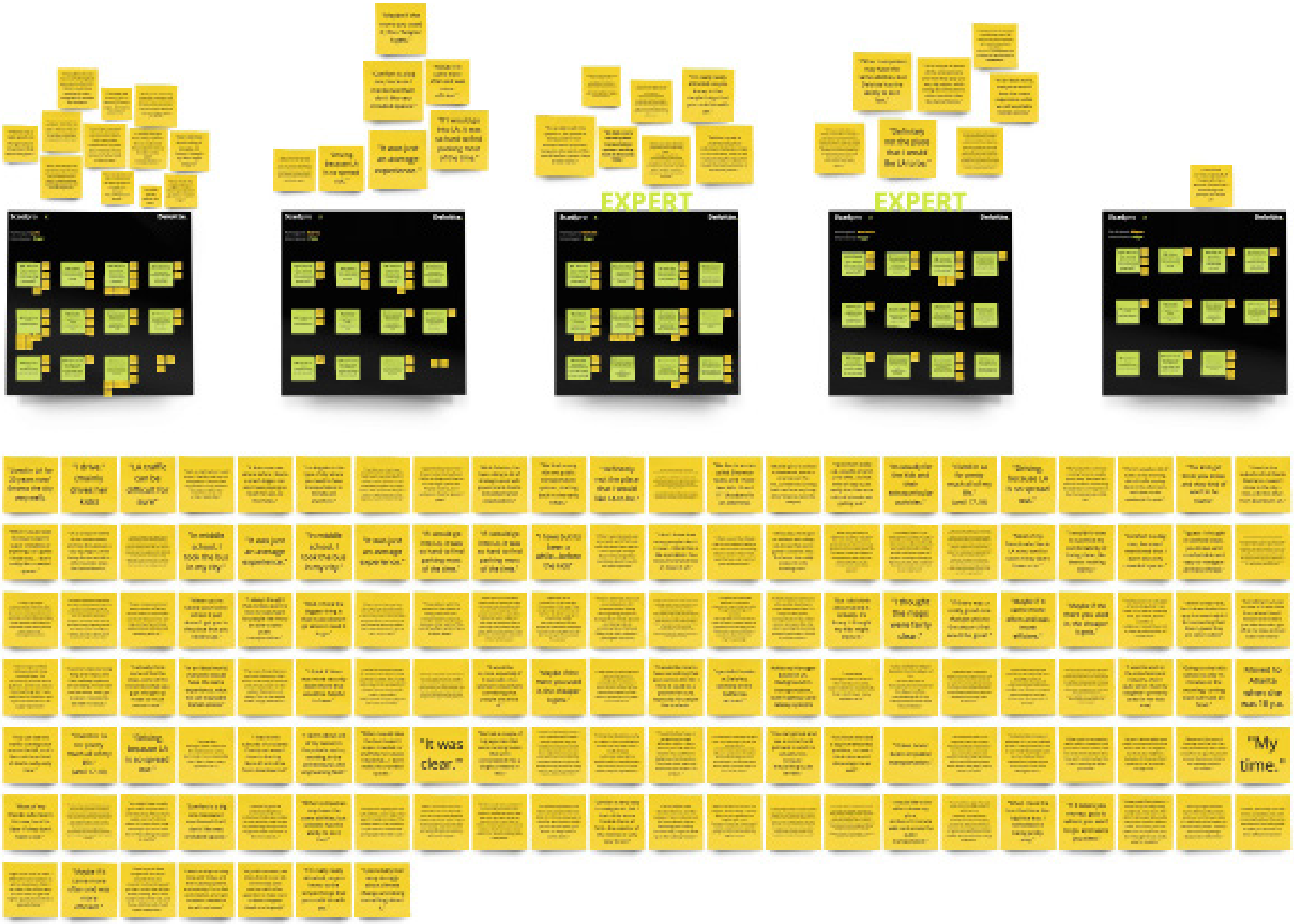
In the survey, we inquired about the areas that users believed could be improved within the LA public transportation system, seeking their perspectives on potential solutions to address their challenges. Notably, the incorporation of technology, heightened security measures, improved station design, and enhanced wayfinding emerged as prominent themes from the responses. These insights guided our focus on key areas for enhancing the overall user experience.


Incorporation of Technology
42%
38%
Increasing the presence of security and staff
Interior design of the stations
32%
24%
Wayfinding around the station

User and Expert Interviews

In our primary research, interviews played a pivotal role as a means to collect qualitative data and gain profound insights into the thoughts and emotions of our target audience. By engaging in user interviews, we sought to understand the perspectives of both LA metro riders and non-riders, aiming for a comprehensive understanding of how the user experience can be enhanced to attract new riders. Additionally, we conducted interviews with transportation specialists and advisory managers to benefit from their expertise in the field of transportation and infrastructure. These interviews allowed us to gather diverse perspectives and ensure a well-informed approach to improving the LA public transportation system.

To conduct effective interviews, we developed tailored discussion guides for both users and experts. This ensured consistent information gathering while focusing on specific areas requiring deeper insights. Following the interviews, we organized the data through affinity mapping, allowing us to identify patterns and generate meaningful insights. This process facilitated a comprehensive understanding of the research findings and informed our subsequent actions and decision-making.


EXPERT
EXPERT
"It was clear."
"My time."

Interview Key Insights

> I personally feel strongly concerned about climate change and doing something about it that it is what I consider to be the moral imperative of this generation.

Demonstrating how commuters' actions make a difference can inspire them to choose public transportation as their preferred mode of travel.

Interview Key Insights

> In places like Europe, it's (public transportation) so normalized. But in LA, I feel like people care so much about their reputation to where they don't want to be seen taking the bus.

The public transportation system in LA is often judged by residents based on hearsay and the opinions of others.

Interview Key Insights

> (When using public transportation, what is important to me is) Having access to any type of technology that I can have in my place. I would love not to have an obstruction of connection.

By providing commuters with digital tools to control their transportation options, they can feel even more empowered to choose public transportation.

Interview Key Insights

> “I will make sacrifices to use public transportation if it saves me money, gets to where I want to go, and saves me time”

If commuters perceive that they will benefit from using public transportation, they are willing to make trade-offs and sacrifices in order to do so.

Interview Key Insights

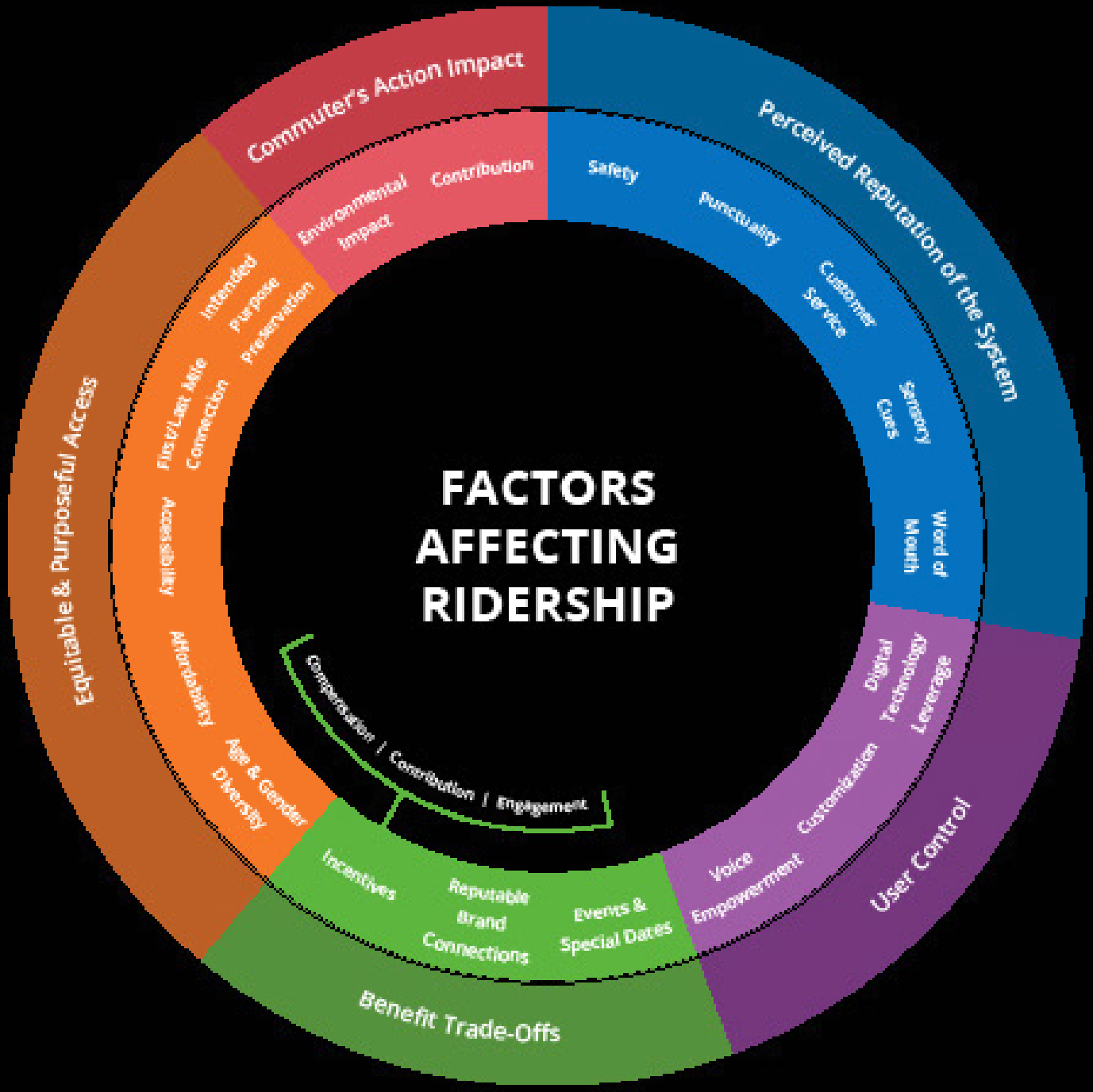
> We have a big homelessness problem, and I think that would discourage me to use public transportation.

Commuters desire a transportation system that offers equal access to a positive travel experience for everyone, regardless of their background or identity, while adhering to its intended purpose.

Framework

Our team has relied on this meticulously crafted framework, derived from extensive research findings, as an essential compass throughout the ideation and conceptualization process. It has served as a valuable tool, ensuring that our concepts and ideas remain aligned with the critical elements identified through comprehensive research. This framework is visually represented in the form of a chart divided into an inner and outer circle. The outer circle serves to highlight the key insights that shape our understanding, while the inner circle encompasses the intricate interplay of subcategories and factors that profoundly influence ridership.

By adopting and embracing this structured framework, we have been able to develop a solution that precisely addresses the key insights while taking into account the nuanced factors that significantly impact ridership. This structured approach has provided our team with unparalleled clarity and unwavering direction, guiding us toward a successful outcome.


FACTORS AFFECTING RIDERSHIP
Commuter's Action Impact
Environmental Impact
Contribution
Perceived Reputation of the System
Safety
punctuality
Customer Service
Sensory Cues
Word of Mouth
Digital Technology Leverage
Customization
Voice Empowerment
User Control
Benefit Trade-Offs
Incentives
Reputable Brand Connections
Events & Special Dates
Equitable & Purposeful Access
Intended Purpose Preservation
First/Last Mile Connection
Accessibility
Affordability
Age & Gender Diversity
Compensation | Contribution | Engagement

Framework Explanation

Perceived Reputation of the System

The perceived reputation of a transportation system is influenced by its qualities, such as safety measurements ensuring passenger security, punctuality, and the quality of customer service. Sensory cues in the station and wagon design and wayfinding and other factors like public opinions also play a role. Recognizing the importance of these factors allows transportation systems to actively enhance their reputation by prioritizing safety, punctuality, customer service excellence, and user-friendly station design. Engaging with public feedback further contributes to a positive reputation. Overall, these efforts cultivate trust and satisfaction among passengers.

User Control

Human beings value a sense of control, and transportation systems can enhance user experiences by leveraging digital technology, customization, flexibility, and adaptability. Empowering users with voice, enabling them to share feedback and ideas with the system, is also crucial. By incorporating these factors, transportation systems can create an environment where users feel empowered and in charge of their rides, fostering a positive user experience and strengthening overall satisfaction.

Benefit Trade-Offs

While public transportation may not offer the same level of comfort as driving one's own car, users are willing to make sacrifices if they perceive certain benefits and value in the transportation system. Factors such as events, special dates, reputable brand associations, and incentivization can encourage users to choose public transportation. Incentives can take the form of compensating riders for system disruptions, rewarding their feedback contributions, and fostering overall engagement. By recognizing and addressing these factors, public transportation systems can attract and retain users by providing tangible value and creating a positive user experience.

Equitable & Purposeful Access

To ensure a successful public transportation system, it's crucial for riders to perceive it as inclusive and accessible to people of all ages and genders. Affordability and easy accessibility are also key factors, with convenient connections to main stations and efficient first and last mile connections. Equally important is maintaining the system's intended purpose of facilitating efficient travel between locations, rather than becoming a makeshift residence for vulnerable populations.

Commuter's Action Impact

When riders can witness the tangible impact they make on the environment, their city, neighborhood, and the public transportation system itself, it motivates them to use the system more frequently. These impacts can be categorized into two sections: environmental effects and the rider's contribution through sharing ideas and feedback with the transportation system. By emphasizing these positive outcomes, such as reduced carbon emissions and improved community connectivity, public transportation systems can inspire riders to actively engage and embrace regular usage, keeping a sustainable and mutually beneficial relationship between riders and the system.

Personas

Creating personas that encompass both current and potential public transportation riders in LA was crucial in our development process. These personas allowed us to identify the unique pain points, needs, and desires of different types of riders. By understanding their specific requirements, we were able to devise solutions that addressed a wide range of areas, aiming to enhance the overall user experience. Through this approach, we strived to cater to the diverse needs of LA's ridership and deliver tailored solutions that meet their expectations and improve their journey on public transportation.

Senior

AGE
71

GENDER
Male

MARITAL STATUS
Widower

SALARY
Pension

OCCUPATION
Retired Veteran

Joseph

"Although I face challenges with my mobility and vision, the occasional frustrations of using public transport deter me from cherishing precious moments away from home with my grandchildren on weekends."

Bio

Joseph is a 71-year-old retired veteran. He can walk short distances with his prosthetic leg but usually uses a wheelchair. As he got older, he started to experience vision loss. Joseph's daughter is concerned about him using his car because of that. Despite these challenges, Joseph loves spending weekend time away from home with his grandchildren.

Needs

1. Requires a home that is fully accessible to accommodate his physical disability.
2. Reliable transportation for medical appointments, errands, and social activities.
3. Social connections and support groups for mental health and wellbeing.

Wants

1. Connectivity and easy access to meet his family.
2. To meet like-minded individuals while traveling.
3. To live independently and comfortably in Los Angeles.

Frustrations

1. Frustrated about losing his independence.
2. He has to travel far to receive medical treatments and services.
3. He requires more assistance but doesn't want to burden his children.

Marketing Specialist

AGE	GENDER	MARITAL STATUS	SALARY	OCCUPATION
53	Female	Married, 1 grown-up child	85.000$	Full-time Marketing Specialist

Alisa

"Every day, I find myself consumed by frustrations on public transport. The unreliability, delays, and crowdedness create a stressful experience that hinders my ability to start and end my workday smoothly."

Bio

Alisa is full-time marketing specialist whose daily commute using public transportation is far from ordinary. Having a 9 to 5 schedule requires her to have a reliable transportation method that is not only on-time but is also safe, especially since she has to leave early in the morning to get to work on time. On top of that, Alisa also looks for a transportation method that makes her journey home easy and bearable after a long day of work. Despite having the financial stability and the means to drive to work, Alisa wants to be away from the stress of navigating through the congestions and crowded streets of Los Angeles.

Needs

1. To feel safe during her early morning rides and rides back home
2. To have access to real-time updates on different transportation modes
3. Being able to report the safety -related issues to Metro and its staff

Wants

1. Location share with the people that she trusts
2. To have a good internet and cellphone connection that would not keep her from being updated on her work and having calls while commuting

Frustrations

1. Having the time estimate of the time that it takes for her to get to station
2. Managing to arrive at work looking put-together and professional especially when she has to walk or when there is bad weather condition

University Student

AGE	GENDER	MARITAL STATUS	SALARY	OCCUPATION
22	Male	Single	15.000$	Full-time student & Server

Charlie

"The limited options, costly alternatives, and time constraints leave me frustrated, hindering my ability to fully enjoy my free time and allocate enough hours to studying."

Bio

Charlie is a Junior at USC. He works as a server at night at a restaurant and commutes to school and work using a bike, scooter, bus, or metro, since he doesn't have a personal vehicle. He pays for an Uber ride back home when it's raining or late at night, but it is costly. On the weekends, he likes to meet his friends to go hiking or volunteering, however this doesn't happen often since he has limited free time. He is concerned about his free time, and time allocated to studying.

Needs

1. Safe and reliable bike lanes and routes to commute to school and work
2. Real-time bus and train schedule information to help him plan his trips more efficiently and avoid waiting unnecessarily

Wants

1. Increased options for bike and scooter sharing programs to make it easier to travel short distances
2. Better integration of different modes of transportation, such as bike racks on buses and trains

Frustrations

1. Limited options for transportation during bad weather or late at night, which forces him to rely on costly Ubers
2. Unsafe or poorly maintained bike lanes, which puts him at risk of accidents or injuries

Food Blogger

AGE	GENDER	MARITAL STATUS	SALARY	OCCUPATION
31	Female	Single	80.000$	Human Resources Associate

Claire

"Navigating the world of food and social media on public transport can be quite a challenge. From checking schedules to lugging around my essentials, it's a constant juggling act."

Bio

Claire is a food blogger and big foodie. She spends most of her day visiting new restaurants and trying out new cuisines for her Instagram followers. She also works as a part-time social media manager for a restaurant chain. She uses public transportation to commute to work and for her food adventures.
On a typical day, Claire wakes up early and checks her schedule to plan her route for the day. She uses the LA Metro app to check train and bus schedules and plan her trip accordingly. She usually carries a small backpack with a camera, notebook, and essentials such as water, snacks, and sunscreen.

Needs

1. A comfortable and safe commute, especially when carrying expensive camera equipment
2. The ability to purchase and reload her TAP card easily

Wants

1. A way to easily find new food spots
2. Better connectivity between different transportation modes
3. An app that integrates public transit schedules and real-time updates with restaurant recommendations
4. Food events and pop-ups hosted near public transportation stations

Frustrations

1. Crowded buses and trains make it difficult to find seating comfortably
2. Poor lighting and limited seating makes it challenging to write blog posts or reviews during commutes
3. Limited food options near stations, making it challenging to grab a quick bite during her busy schedule

Biomedical Technologist

AGE
35

GENDER
Female

MARITAL STATUS
Married

SALARY
96.000$

OCCUPATION
Biomed Technologist

Sophia

"it allows me to explore LA's vibrant music culture and avoid parking hassles during weekend outings, the occasional frustrations and challenges can test my patience."

Bio

Sophia is a dedicated Biomedical Technologist who is passionate about her work. She spends most of her weekdays at the lab, conducting experiments and analyzing data. She commutes to work using public transportation during weekdays, but drives her car on weekends. Sophia enjoys going to concerts and events around LA to explore the music culture in the city. To avoid the hassle of finding parking spaces, she prefers using public transit to travel to these events. Sophia's husband also joins her during these outings, and they spend their free time discovering new and exciting places.

Needs

1. Integration of different modes of transportation, such as bike-sharing and ride-sharing services, to make it easier to get to and from public transit stops
2. A way to quickly and efficiently plan her route to events using public transportation

Wants

1. Discounts or perks for frequent public transportation users, such as free or discounted event tickets
2. Climate-controlled transit vehicles, especially during hot summer months
3. A way to purchase tickets for events through public transit apps

Frustrations

1. Difficulty finding parking near public transportation stops or stations
2. Overcrowding or long wait times for public transit during peak hours
3. Poor communication or lack of information regarding delays or changes to public transportation schedules

Young Family

AGE
34 & 36,
2 & 7

GENDER
Female

MARITAL STATUS
Married

SALARY
$60,000 and
$20,000

OCCUPATION
Businesswoman & stay at home parent, and aspiring actress

Davis Family

"The frustrations of limited options and the need for more flexibility to explore museums or playgrounds outside our neighborhood without relying on a car can be challenging for our family."

Bio

Sarah and Paula Davis are married with two children, Liam, 5, and Genesis 2. Sarah owns a coffee shop, and she often uses a vehicle for work to meet vendors and run errands. They walk Liam to school, but Paula wants to be able to take the kids to a museum or playground outside of their neighborhood without using the car.

Needs

1. Sarah: to stay connected while commuting.
2. Paula's: an affordable commuting method that is reliable and kid-friendly.

Wants

1. Sarah: expanding her business to different parts of the city
2. Paula: to raise happy, healthy children connect with other stay-at-home moms in the area, and build a community.

Frustrations

1. Sarah: daily stress of running a business,
2. Paula: the limited social opportunities available to stay-at-home moms

Low-Income Housekeeper

AGE
37

GENDER
Female

MARITAL STATUS
Single, two-kids

SALARY
25.000$

OCCUPATION
Part-time housekeeper

Maria

"Public transportation poses frustrating challenges, but I persevere as a dedicated housekeeping contract assistant, working hard to provide for my children."

Bio

Emily is a dedicated housekeeping contract assistant who travels to different neighborhoods in the city using public transportation. She is a single mother who works hard to provide for her two children. Emily's workday starts at 6:00 AM when she catches the bus to her first job location. She works diligently to complete all of her cleaning jobs, ensuring that her clients are satisfied with her work.

Needs

1. Real-time bus tracking and schedule information to plan her trips more efficiently
2. Reliable and frequent bus services

Wants

1. Convenient routes that connect different neighborhoods in the city
2. More eco-friendly buses to reduce the city's carbon footprint
3. Better lighting and ventilation on buses and at bus stops

Frustrations

1. Delays and overcrowding on buses, making her late to jobs
2. Limited routes that require multiple transfers, adding to her commute time and cost
3. Lack of access to public transit during late evenings and early mornings, limiting her job opportunities

White Collar Worker

AGE
45

GENDER
Male

MARITAL STATUS
Married

SALARY
125.000$

OCCUPATION
Full-time Senior Partner

Shawn

"I remain steadfast in my commitment to reducing my carbon footprint and inspiring others to make a positive impact on the environment."

Bio

Shawn is a driven individual who is passionate about making a positive impact on the environment. As a result, he has made a conscious decision to commute to work using public transportation. He recognizes that this choice can be challenging due to the unreliable punctuality performance and lack of accessibility of LA's public transportation system. Nevertheless, he is committed to reducing his carbon footprint and setting a good example for others.

Needs

1. Environmentally sustainable transportation options such as electric or hybrid buses and trains.
2. Adequate security measures to prevent crime and ensure safety.
3. Convenient and affordable parking options for commuters who choose to drive to transit stations.

Wants

1. Improved environmental impact of public transportation
2. Increased availability of clean energy vehicles of public transportation

Frustrations

1. Delays and unexpected route changes causing to miss important meetings and appointments
2. Limited accessibility to public transit stops and stations in his area
3. Lack of communication regarding public transportation schedules and real-time updates.

Olympics Traveler

AGE
27

GENDER
Male

MARITAL STATUS
Male

SALARY
60.000$

OCCUPATION
Nutritionist

Ito

"I was worried that it will be hard to navigate because of the language barrier."

Bio

Ito is a recent university graduate from Tokyo who has embarked on an exciting journey with five friends to attend the LA 2028 Summer Olympics and experience the vibrant nightlife. After a long 10 1/2-hour flight, during which Ito and his buddies caught up on some much-needed sleep, they arrive in the United States bursting with energy.

Needs

1. Reliable transportation to get to and from the Olympic Games venues
2. Affordable transportation options to minimize travel expenses
3. Safe and secure transportation options, especially when traveling at night

Wants

1. Convenient transportation that minimizes travel time and maximize time enjoying the Olympic Games
2. Sustainable transportation options that align with his environmental values
3. Unique experiences and local culture
4. Convenient and safe nightlife in LA

Frustrations

1. Unreliable transportation schedules or delays that can cause him to miss games or events
2. Stops might be too far from the venues
3. It might be complicated to learn how the LA transportation system works

03

Ideation & Concept Development

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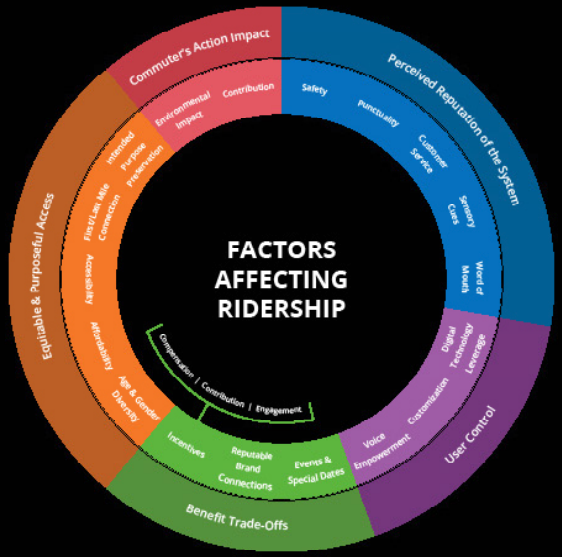
Idea Generation

Harnessing our creative power as SCAD students, our team conducted numerous brainstorming workshops and ideation sessions to generate ideas across various topics such as app design, station design, wayfinding, incentives, and more. After an intensive ideation process, we carefully scoped and refined our ideas into three main categories which we presented in our midterm presentation: digital solutions, campaigns, and art and design experiences. This process brought us one step closer to the final deliverables, aligning our ideas with the direction requested by Deloitte.

App
Card
Assistance
OTHER
Station Design/Wayfinding
Games
Bus Design
Revamping Identity
Station Shopping/Kiosk
Art/Design
Incentives
AR
Vertiports &
autonomous vehicles
Presentation
physical and digital

Framework Ideas

To illustrate the alignment between our 14 ideas and the framework, we developed a visual representation. Each idea was represented by a colored dot corresponding to the specific section of the framework it addressed. Additionally, the detailed information about these ideas was shared with the Deloitte team in the form of a digital spreadsheet and table, forming part of our final deliverables. This visual representation and accompanying documentation enhance clarity and facilitate effective communication, ensuring that our ideas are seamlessly integrated into the overall framework for a comprehensive solution.



#01 Metro Gold Ad Campaign

#02 Safety-Inspired Art Installations

#03 Athlete Meet and Greet

#04 Your Gold Medal Route Reference

#05 AI Generated Art

#06 Partnership with Google

#07 Female-Only Train Coach/After 9pm Car

#08 Partnership with Adobe

#09 Themed Buses Based on Route

#10 Olympic Games Tourist Experience

#11 Partnership with Autio

#12 High Traffic/Volume Times Incentives

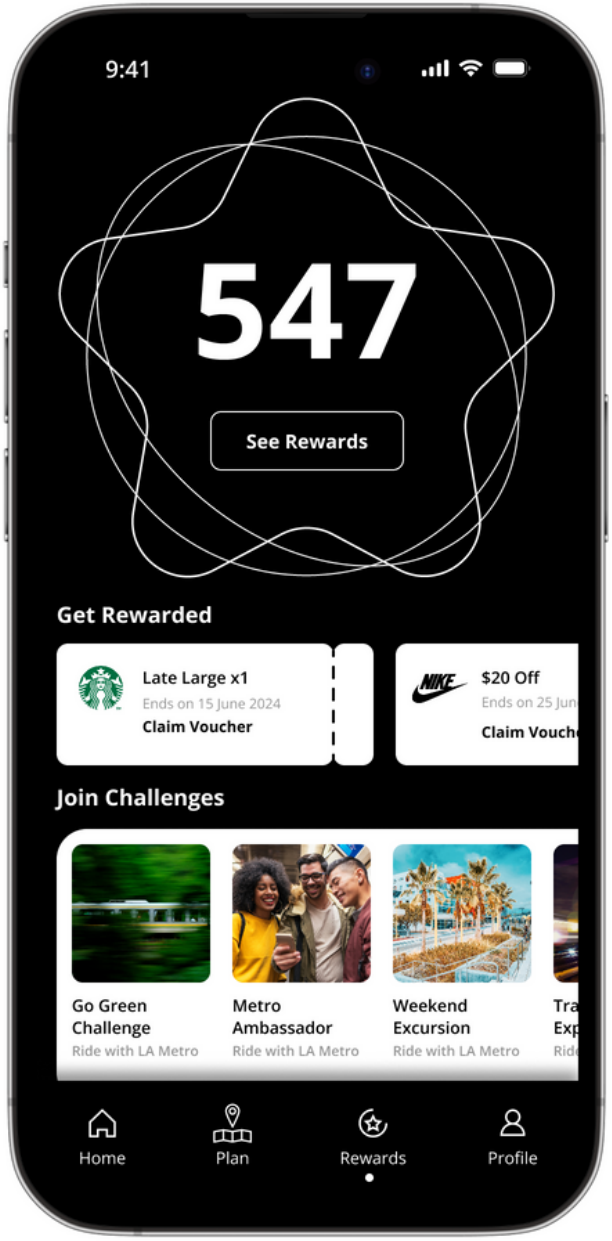
#13 App

#14 Lego Partnership

Digital Solutions

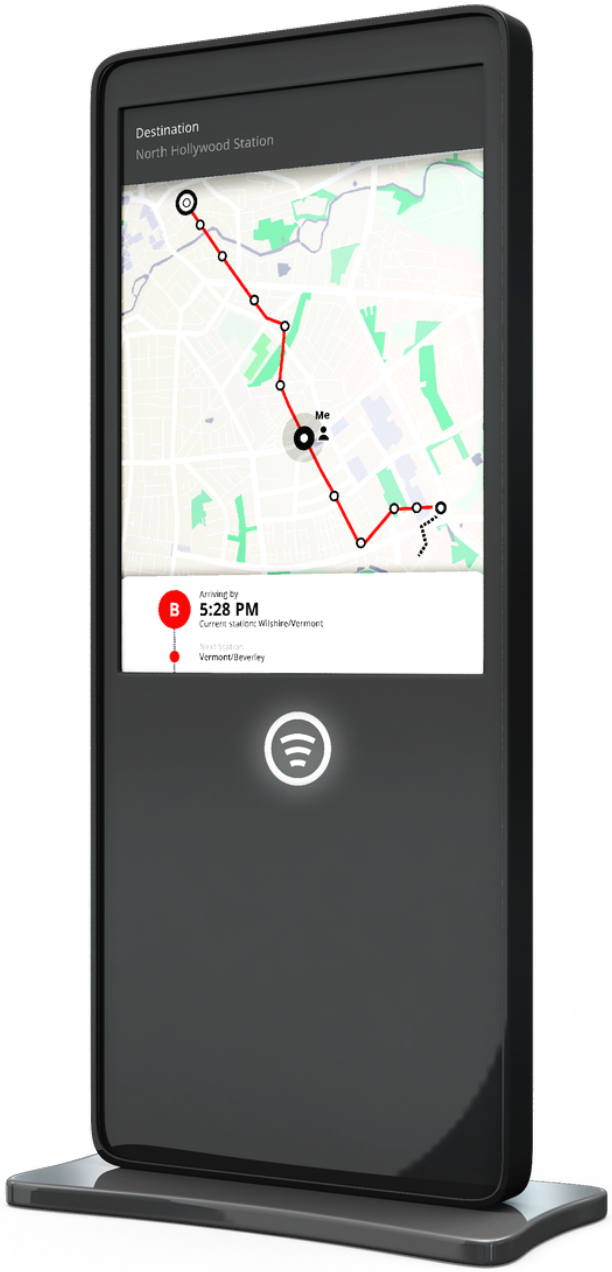
Based on the insights derived from our comprehensive primary and secondary research, it became evident that the integration of technology and the implementation of digital solutions would play a pivotal role in improving the LA public transportation system. Our findings highlighted a clear gap in the current state of technology within the system, and users expressed a strong desire for digital advancements. To address this need, our team embarked on designing a comprehensive digital solution. We developed a cohesive digital design system encompassing an intuitive mobile app, interactive digital kiosks, and the utilization of NFC (Near Field Communication) technology to enhance connectivity of the payment method. By embracing technology and innovative design, we sought to create a future-ready transportation ecosystem that enhances the overall rider experience and encourages greater adoption of public transportation.

The app is designed with the primary objective of enhancing user experience and convenience. It empowers riders with real-time information, personalized journey planning, and seamless ticketing options, enabling them to have greater control over their transportation choices. Users can plan their rides based on their preferences, choose from various transportation modes, and benefit from special incentives tailored to their needs. By offering these features, the app aims to provide a user-centric experience that not only simplifies the process of using public transportation but also motivates and incentivizes riders to choose sustainable transportation options. The app also allows users to create profiles, enabling them to have their information in one place. This not only enhances convenience for the riders but also provides valuable data for LA Metro to analyze and understand user patterns and usage of the system. This data-driven approach helps in optimizing the public transportation system and tailoring it to better serve the needs of the riders.


9:41
547
See Rewards
Get Rewarded
Late Large x1
Ends on 15 June 2024
Claim Voucher
$20 Off
Ends on 25 Jun
Join Challenges
Go Green Challenge
Ride with LA Metro
Metro Ambassador
Ride with LA Metro
Weekend Excursion
Ride with LA Metro
Home
Plan
Rewards
Profile

Digital Solutions

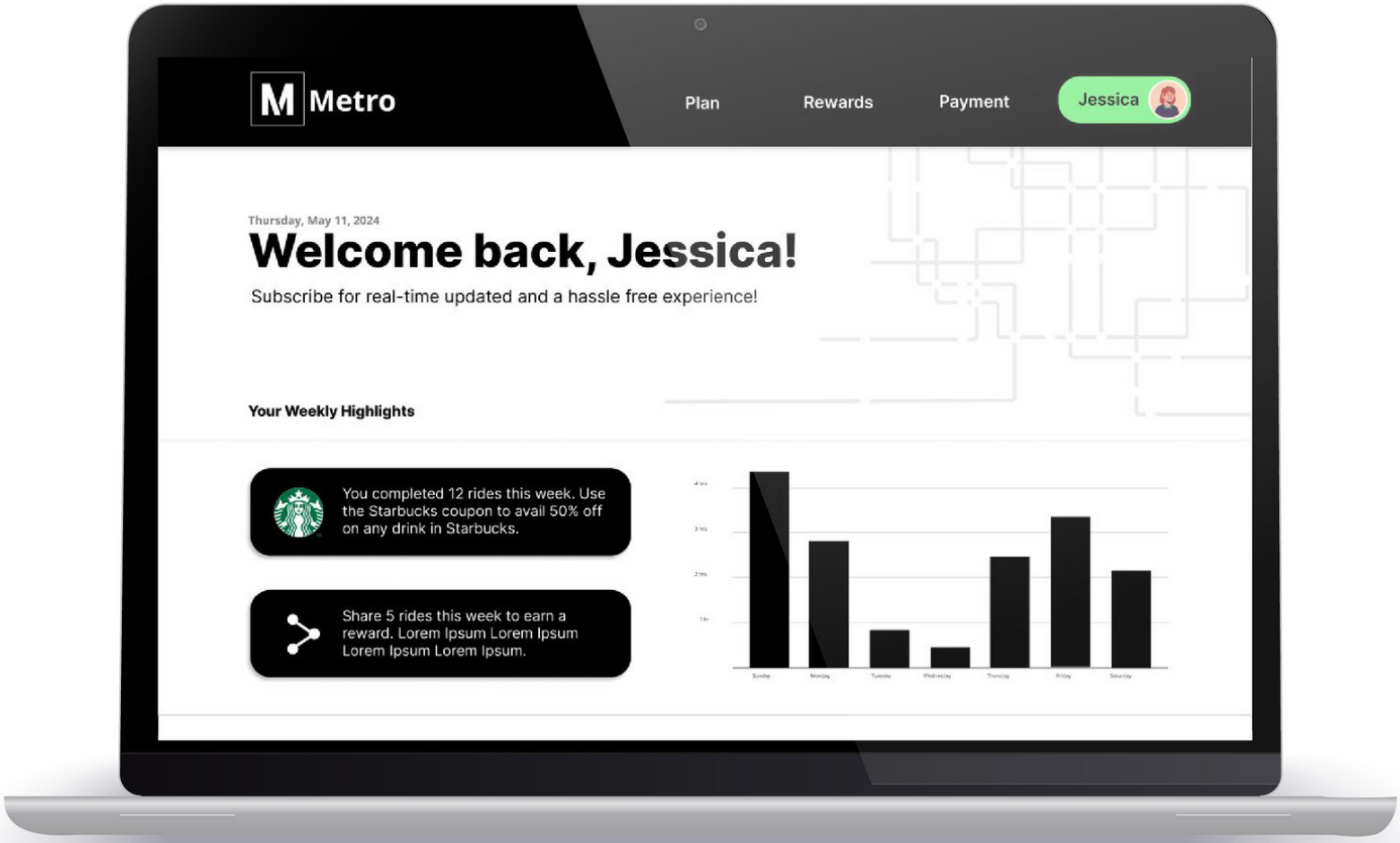
Our goal was to leverage NFC technology to create a seamless and efficient experience for riders. To achieve this, we envisioned a new form of the LA Metro card—a circled badge that can be easily attached to a rider's phone for accessibility and visibility. This integration allows riders to effortlessly access stations, board vehicles, and make transactions, eliminating the need for physical tickets and reducing waiting times. Additionally, the rider's profile information is linked to their NFC card, enabling them to scan it at digital kiosks within stations. This provides personalized route suggestions, directions, and a range of other features, enhancing the overall user experience. By making public transportation more accessible and convenient, we aim to encourage greater usage and attract new riders to the system, ultimately contributing to the growth and success of the LA Metro.


Destination
North Hollywood Station
Me
B
Arriving by
5:28 PM
Current station: Wilshire/Vermont
Next station:
Vermont/Beverley

Digital Solutions Design Choice #1

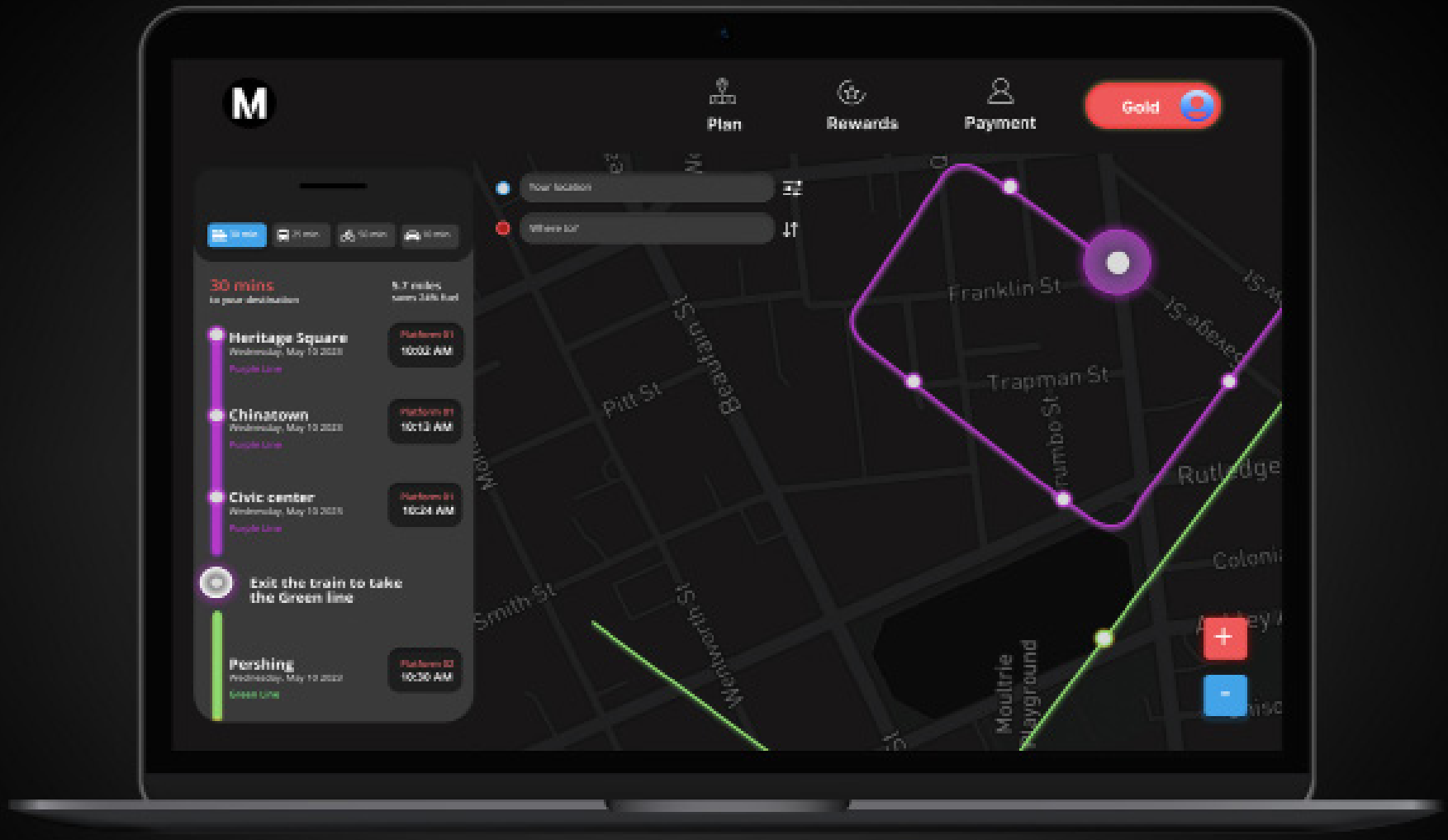
During our research and design process, we carefully considered the options of creating a website or an app, exploring various UI design approaches for both formats.

For our first design choice, we explored prioritizing simplicity and utilizing visual elements to establish a strong human connection with users. This design concept revolved around captivating photography that beautifully captured the essence of public transportation and its power to bring people together. By incorporating visual storytelling, we aimed to create an emotional bond with users, an aspect that is often challenging to achieve through other means. The minimalist visual elements ensured ease of navigation, while bold typography and intuitive design choices maintain a clear and concise message. Overall, this design approach's simplicity, coupled with its focus on forging an emotional connection, made it a compelling choice for our project, fostering an engaging and user-friendly experience for all.


Metro
Plan
Rewards
Payment
Jessica
Thursday, May 11, 2024
Welcome back, Jessica!
Subscribe for real-time updated and a hassle free experience!
Your Weekly Highlights
You completed 12 rides this week. Use the Starbucks coupon to avail 50% off on any drink in Starbucks.
Share 5 rides this week to earn a reward. Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum.

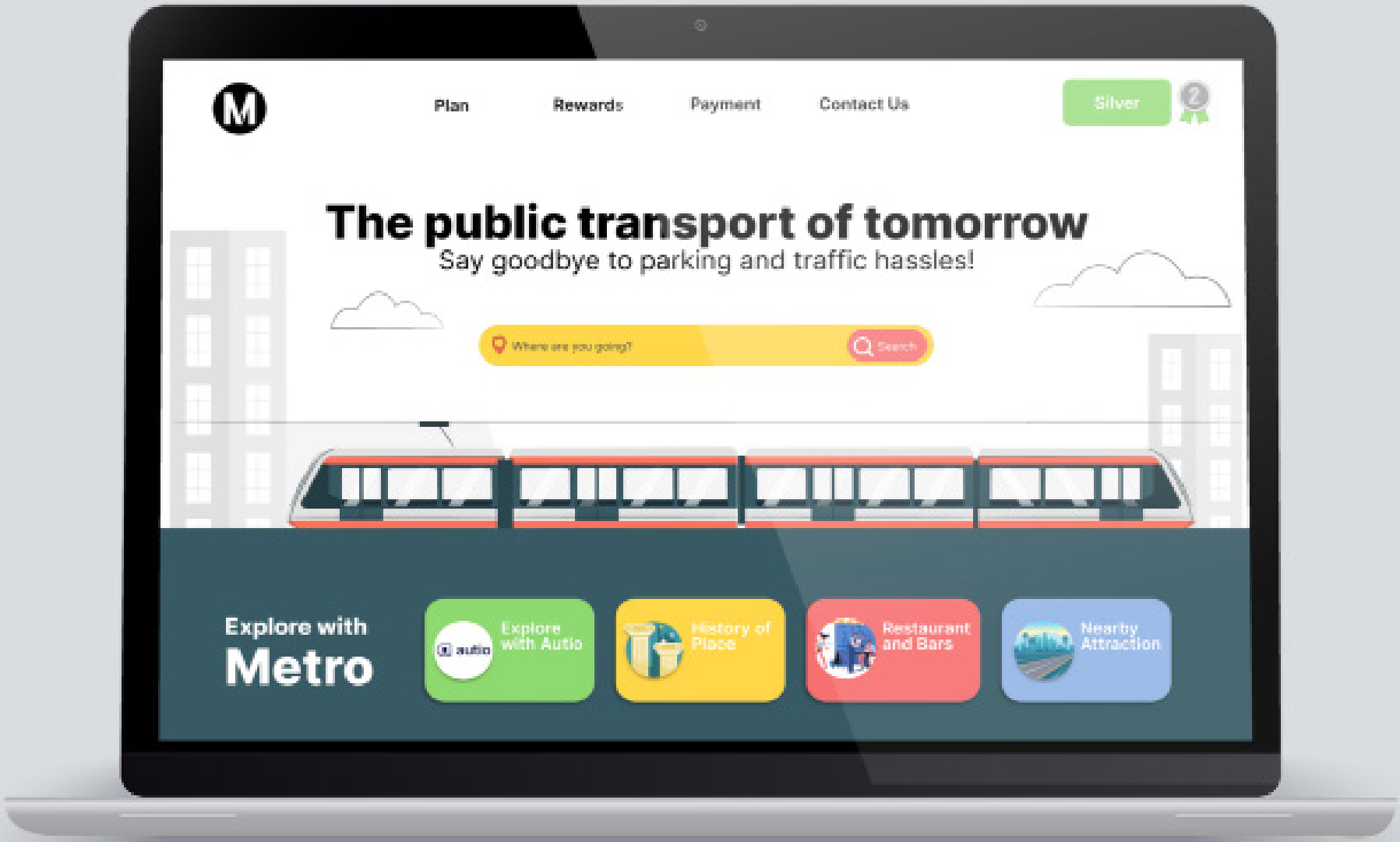
Digital Solutions Design Choice #2

Drawing inspiration from the iconic black and white graphics of the LA Metro branding, this design option exudes sophistication with a sleek dark mode interface. The predominantly black background and crisp white text create a visually striking contrast. Thoughtful pops of color are strategically incorporated to inject vibrancy and prevent the design from feeling overly stark. This design showcases the app or website as the central hub for all things related to LA public transit, serving as a reliable source of information for users, including details on rewards and exclusive deals tied to Metro rides. Its attention to detail and seamless integration make it a compelling choice for elevating the user experience and establishing the app or website as an indispensable resource for Metro commuters.


Plan
Rewards
Payment
Gold
30 mins
Heritage Square
Chinatown
Civic center
Exit the train to take the Green line
Pershing
Franklin St
Trapman St
Pitt St
Beaufain St
Smith St
Moultrie Playground

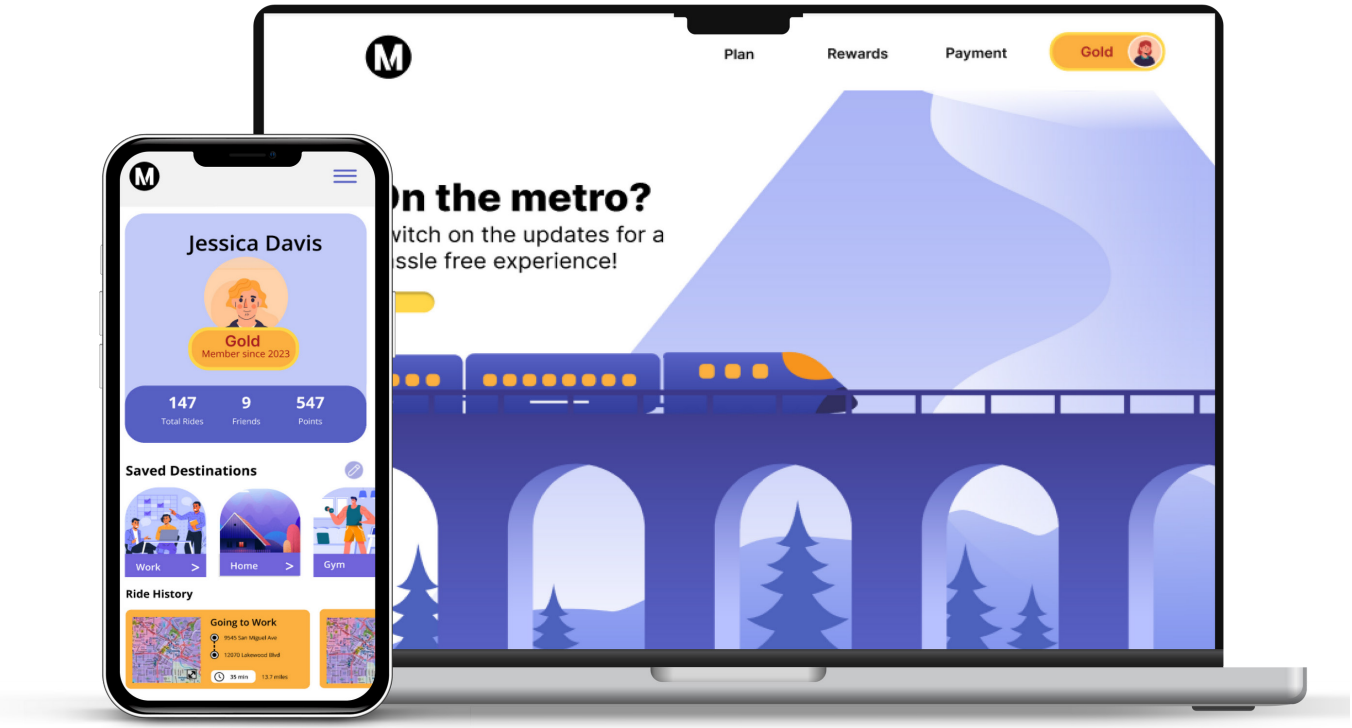
Digital Solutions Design Choice #3

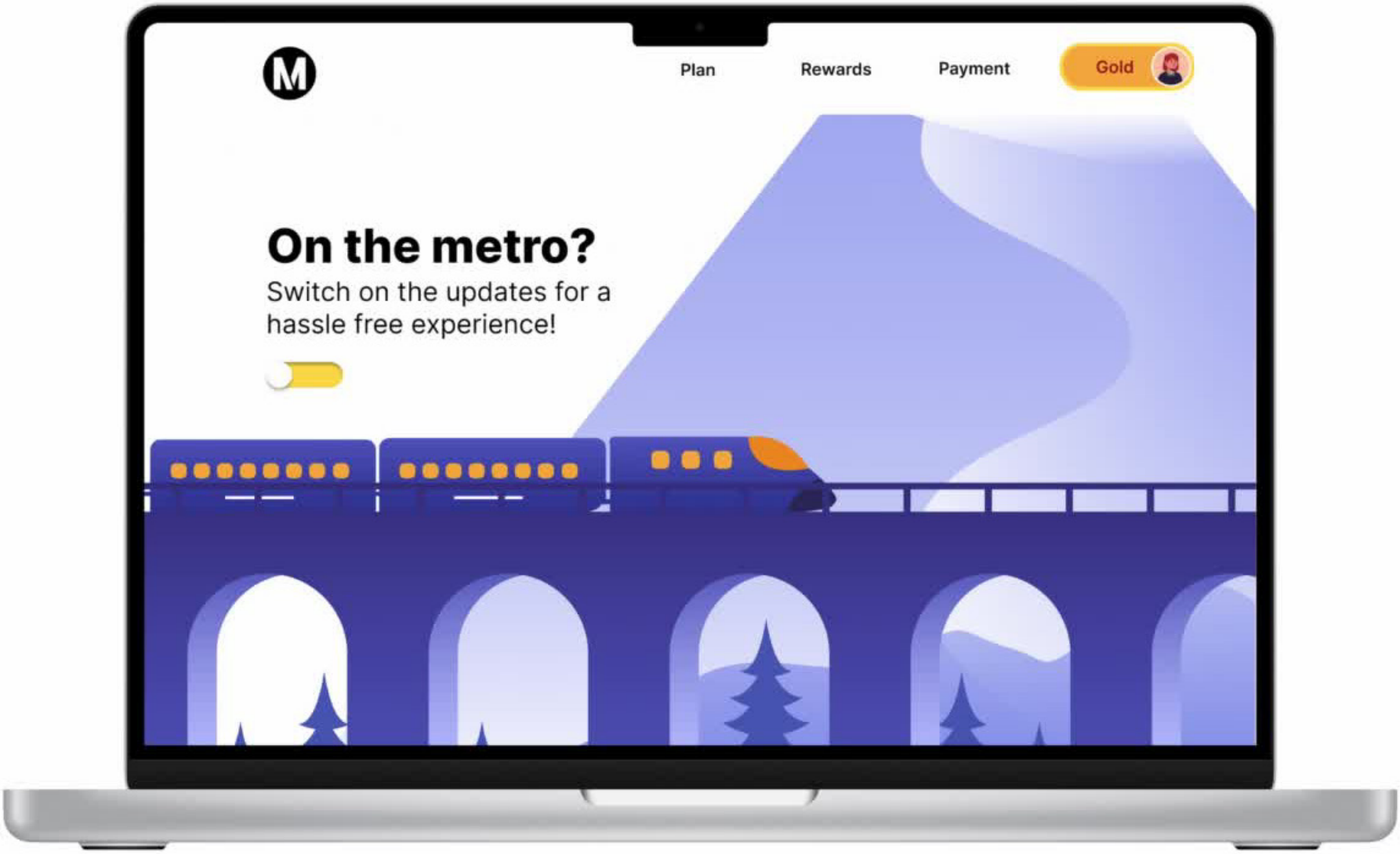
Our third design is a visual delight, exuding a playful and vibrant aesthetic that instantly captivates users. The use of bold primary colors adds a cheerful and energetic vibe without sacrificing maturity. The incorporation of vector-style illustrations brings a whimsical charm, effectively conveying the idea that using Metro can be a delightful and enjoyable experience. This design shines a spotlight on the positive aspects of the incentive program, carbon footprint reduction meter, and fare deals, showcasing its substance along with its impressive style. With its unique blend of aesthetics and functionality, this design stands out as a remarkable choice that will leave a lasting impression on users.


Plan
Rewards
Payment
Contact Us
Silver
The public transport of tomorrow
Say goodbye to parking and traffic hassles!
Where are you going?
Search
Explore with
Metro
Explore with Autio
History of Place
Restaurant and Bars
Nearby Attraction

Digital Solutions Design Choice #4

Our fourth design choice encapsulates the dynamic and lively spirit of Los Angeles, incorporating playful illustrations and bold graphics. This design is centered around the concept of gamification, aiming to make commuting a more engaging and enjoyable experience for users. By leveraging interactive elements and game-like features, we created a sense of excitement and motivation for riders to actively participate in the transportation system. The vibrant visuals and captivating graphics not only capture the essence of Los Angeles but also evoke a sense of fun and energy, making this design an excellent choice for enhancing user engagement and creating a positive commuting experience.

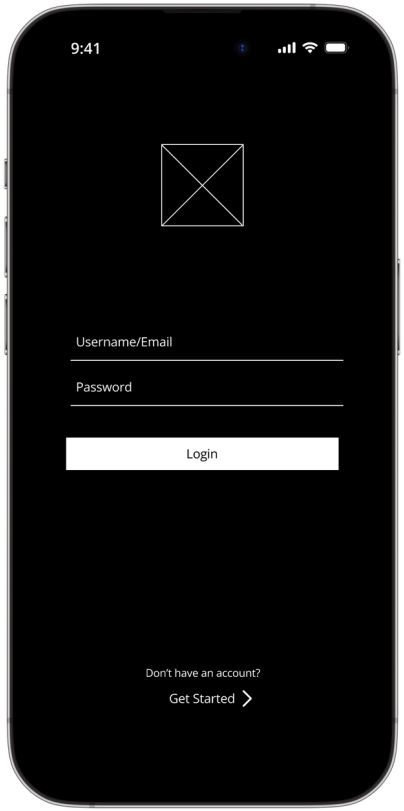


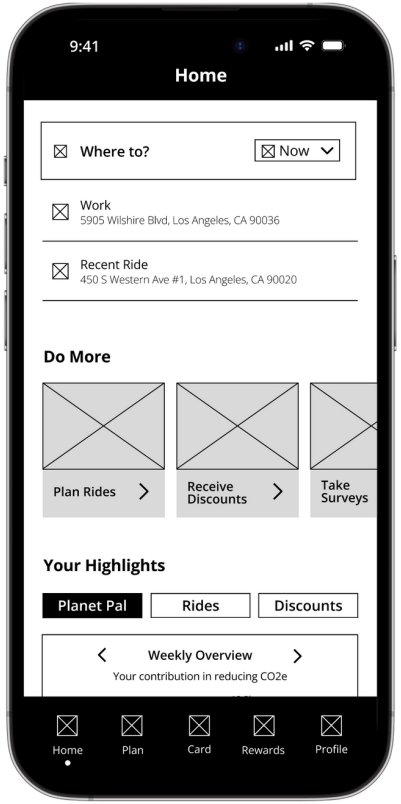

Plan
Rewards
Payment
Gold
On the metro?
Switch on the updates for a hassle free experience!

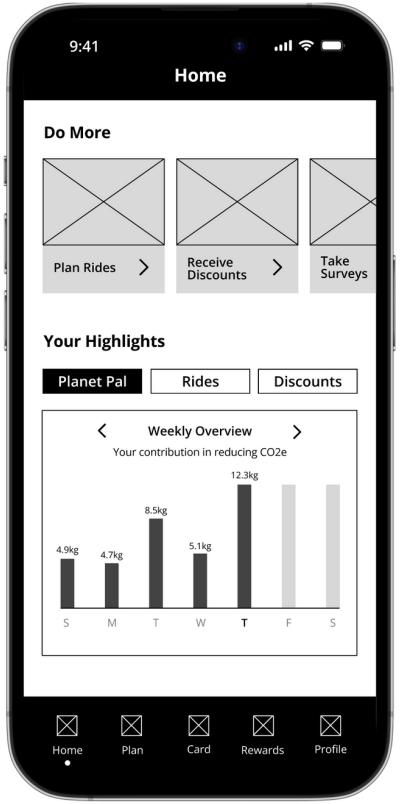
Digital Solutions Wireframe

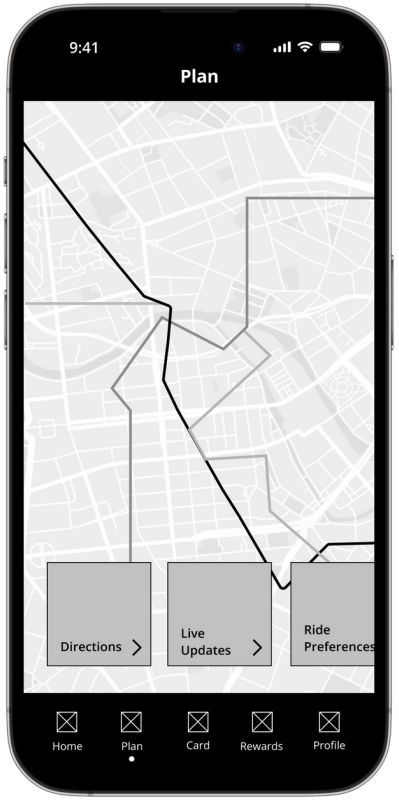
Upon Deloitte's selection of the app as the preferred platform, based on our research findings, we proceeded to focus our efforts on designing the LA Metro app. The decision to prioritize the app over the website was driven by factors such as user preferences, ease of access, and the potential for a more immersive and personalized user experience. Our wireframes, therefore, align specifically with the app's interface, capturing its unique features and functionality.

Wireframes play a vital role in the design process, allowing us to visualize and conceptualize the layout, features, and functionality of the LA Metro app. Our wireframe serves as a grayscale blueprint, outlining the key components and their placement on the screen. However, it is important to note that these wireframes do not depict the final UI design of the app. Prioritizing user experience, our wireframe ensures that the app's content is logically organized, enabling users to navigate effortlessly and locate the information they seek. By providing a clear and concise representation of the app's features and functionality, our wireframe acts as a guide for development, ensuring meticulous consideration and optimization of every design aspect to enhance the user's overall experience.

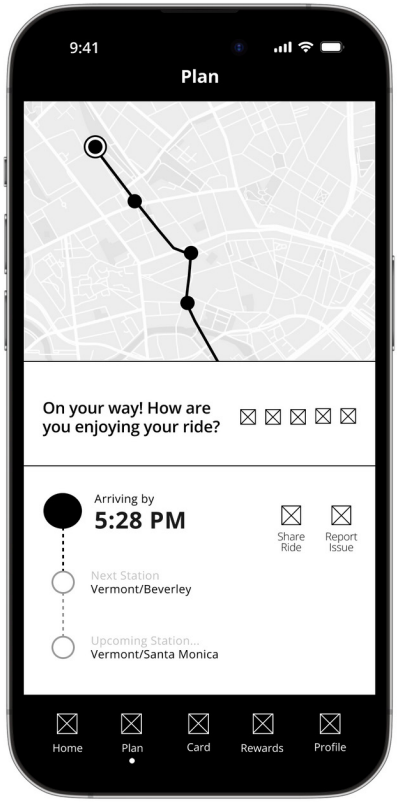

9:41
Username/Email
Password
Login
Don't have an account?
Get Started

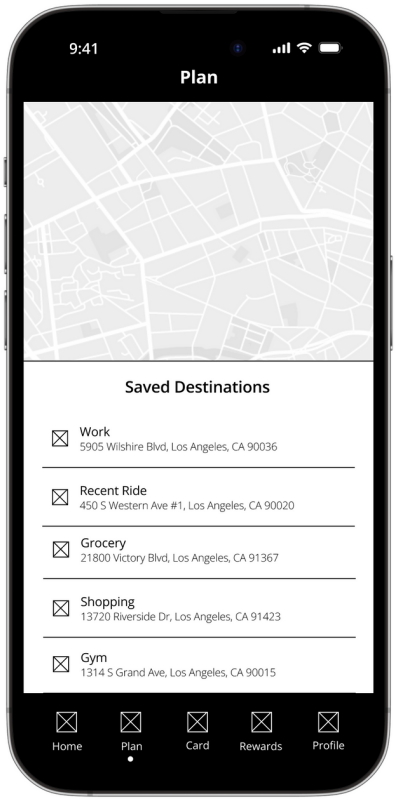

9:41
Home
Where to?
Now
Work
5905 Wilshire Blvd, Los Angeles, CA 90036
Recent Ride
450 S Western Ave #1, Los Angeles, CA 90020
Do More
Plan Rides
Receive Discounts
Take Surveys
Your Highlights
Planet Pal
Rides
Discounts
Weekly Overview
Your contribution in reducing CO2e
Home
Plan
Card
Rewards
Profile

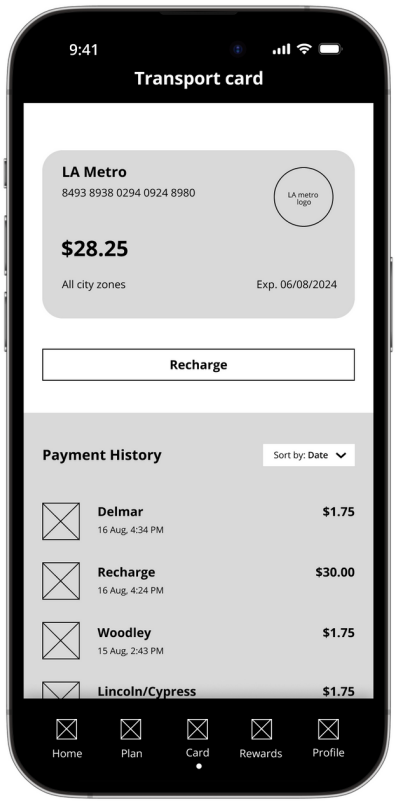

9:41
Home
Do More
Plan Rides
Receive Discounts
Take Surveys
Your Highlights
Planet Pal
Rides
Discounts
Weekly Overview
Your contribution in reducing CO2e
4.9kg
4.7kg
8.5kg
5.1kg
12.3kg
S
M
T
W
T
F
S
Home
Plan
Card
Rewards
Profile

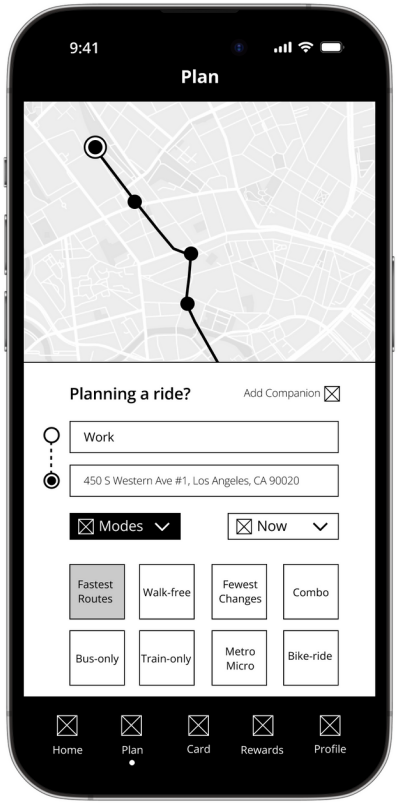

9:41
Plan
Directions
Live Updates
Ride Preferences
Home
Plan
Card
Rewards
Profile

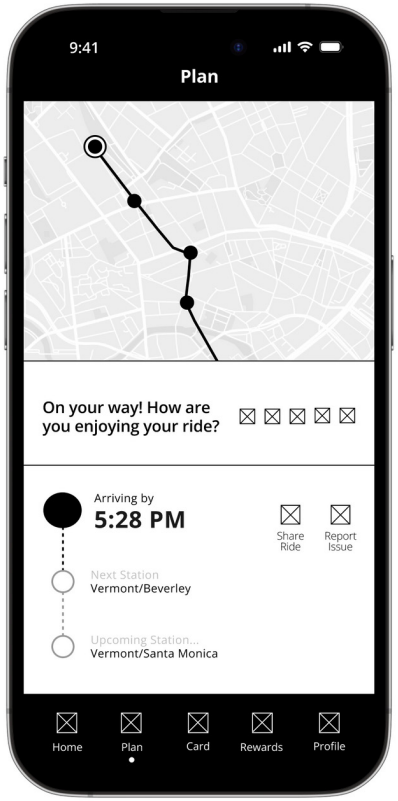
Digital Solutions Wireframe



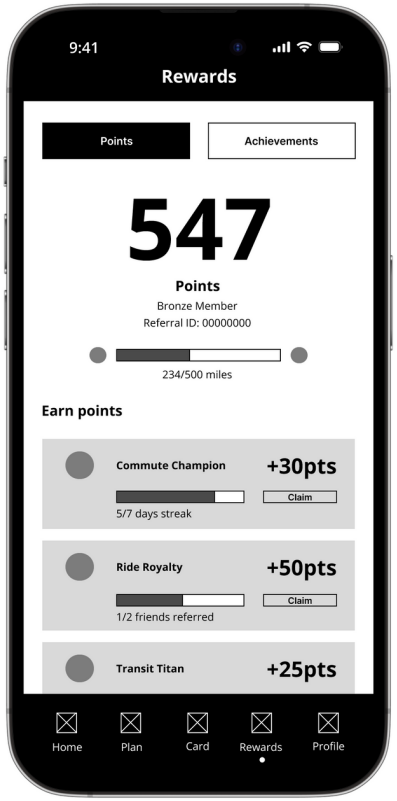


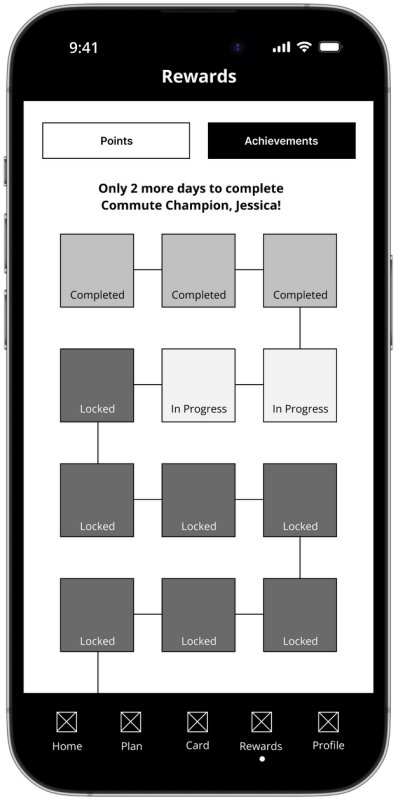

9:41
Transport card
LA Metro
8493 8938 0294 0924 8980
LA metro logo
$28.25
All city zones
Exp. 06/08/2024
Recharge
Payment History
Sort by: Date
Delmar
16 Aug, 4:34 PM
$1.75
Recharge
16 Aug, 4:24 PM
$30.00
Woodley
15 Aug, 2:43 PM
$1.75
Lincoln/Cypress
$1.75
Home
Plan
Card
Rewards
Profile

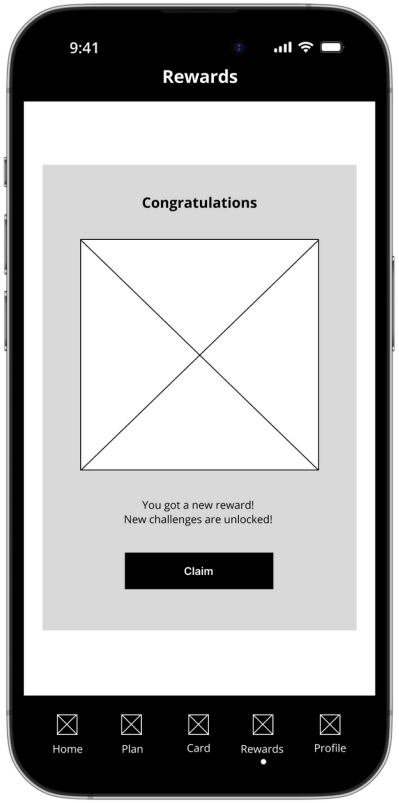

9:41
Plan
Planning a ride?
Add Companion
Work
450 S Western Ave #1, Los Angeles, CA 90020
Modes
Now
Fastest Routes
Walk-free
Fewest Changes
Combo
Bus-only
Train-only
Metro Micro
Bike-ride
Home
Plan
Card
Rewards
Profile

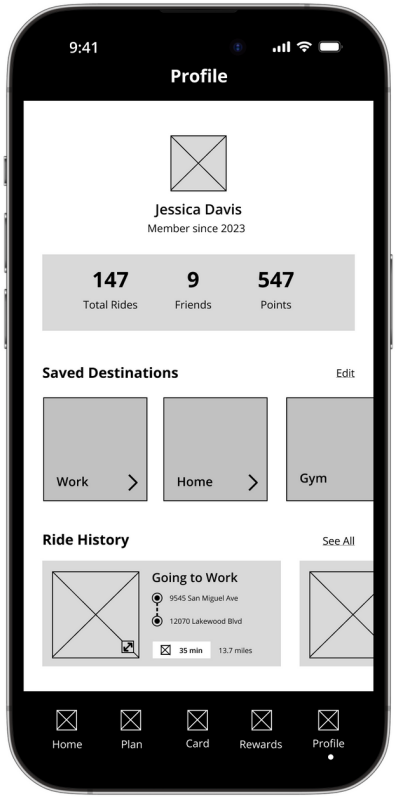

9:41
Plan
On your way! How are you enjoying your ride?
Arriving by
5:28 PM
Share Ride
Report Issue
Next Station
Vermont/Beverley
Upcoming Station...
Vermont/Santa Monica
Home
Plan
Card
Rewards
Profile

Digital Solutions Wireframe








9:41
Profile
Jessica Davis
Member since 2023
147
Total Rides
9
Friends
547
Points
Saved Destinations
Edit
Work
Home
Gym
Ride History
See All
Going to Work
9545 San Miguel Ave
12070 Lakewood Blvd
35 min
13.7 miles
Home
Plan
Card
Rewards
Profile

T- Mobile
09:41
Ready to ditch traffic and arrive stress-free?
Plan your route with LA Metro and enjoy the ride!

Campaign

We have developed two compelling campaign proposals that aim to promote LA Metro and resonate with its passengers. Both campaigns focus on highlighting the convenience, reliability, and sustainability of public transportation in a city with a highly mobile population. By emphasizing these benefits, we can drive awareness and increase ridership among our target audience.

The first campaign, titled "Get On Board," is positioned for success due to its clever tagline and inclusive messaging. The tagline itself, "Get On Board," is memorable and effectively communicates the campaign's message. It invites everyone to join in and experience the benefits of public transit, regardless of their age, background, or lifestyle. This campaign is designed to target various audiences, including tourists arriving at LAX. Through captivating content on social media, airport ads, and transit and outdoor advertisements, we aim to engage different segments of the population. For our younger audience, we're incorporating Metro Streaks into our filters, offering interactive experiences and games.

The second campaign proposal revolves around the tagline "Say Goodbye To..." This campaign focuses on the negative aspects of driving while highlighting the advantages of using LA Metro. By addressing common frustrations such as traffic congestion, parking hassles, and high gas prices, we position public transportation as an attractive alternative. This campaign will be promoted through targeted digital ads on social media and mobile apps, as well as tactical ads in high-traffic areas. The "Say Goodbye To" campaign can also be expanded to address environmental and social issues, broadening its impact and relevance.

These campaign proposals aim to communicate the benefits of LA Metro while targeting specific audiences and leveraging various advertising channels. By delivering impactful messaging and engaging content, we anticipate increased awareness, ridership, and overall satisfaction with the public transportation system in Los Angeles.

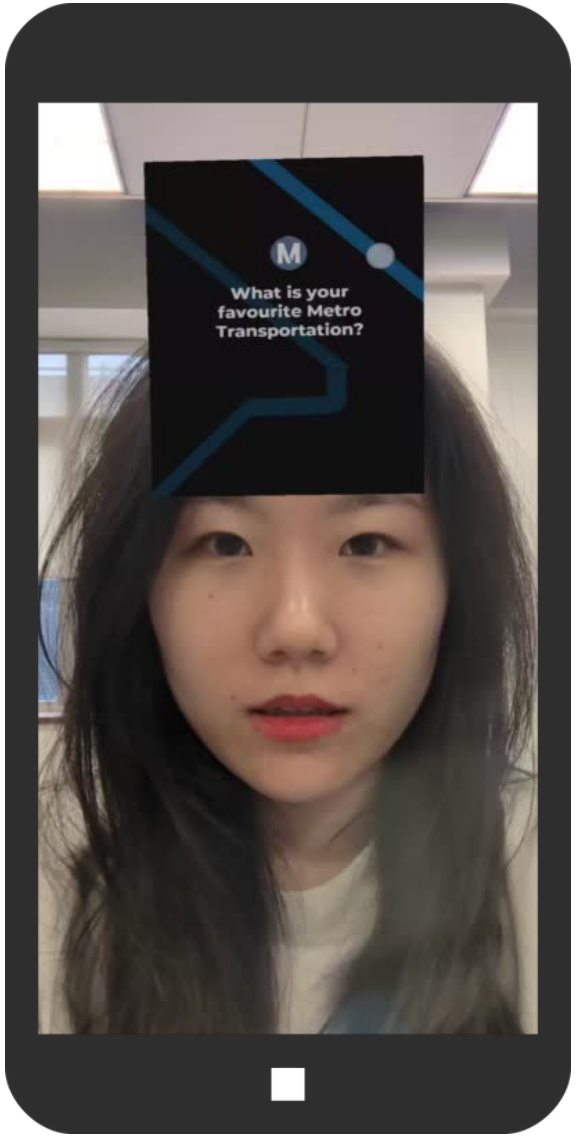
Metro
GET ON BOARD
& Ditch the Stress
with Los Angeles Public Transportation
– A Safe and Comfortable Ride

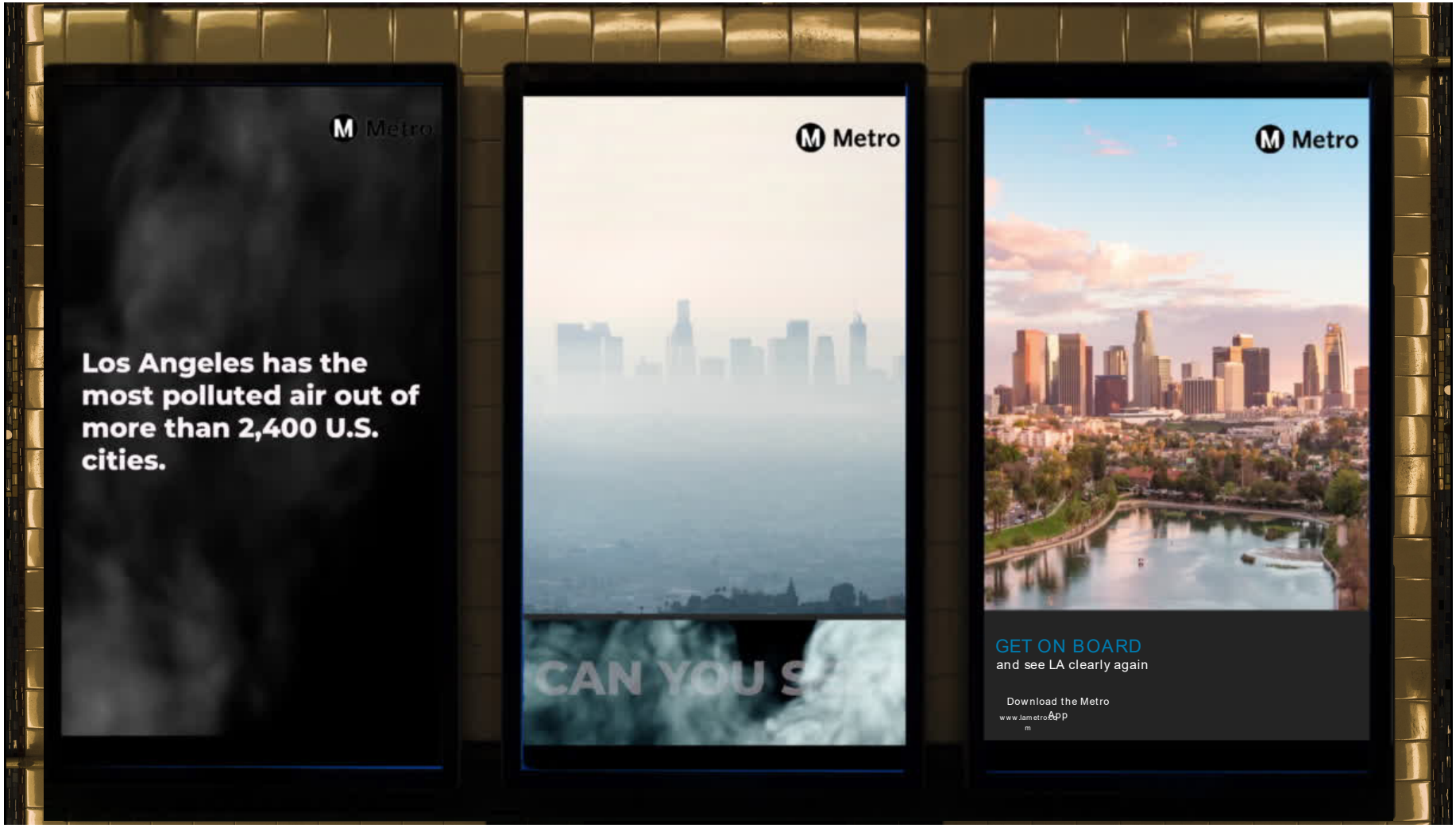
Campaign

SAY GOODBYE
to Traffic Jams
LA Metro MicroTransit Gets You There Faster
#StayOnTrackWithLAMetro

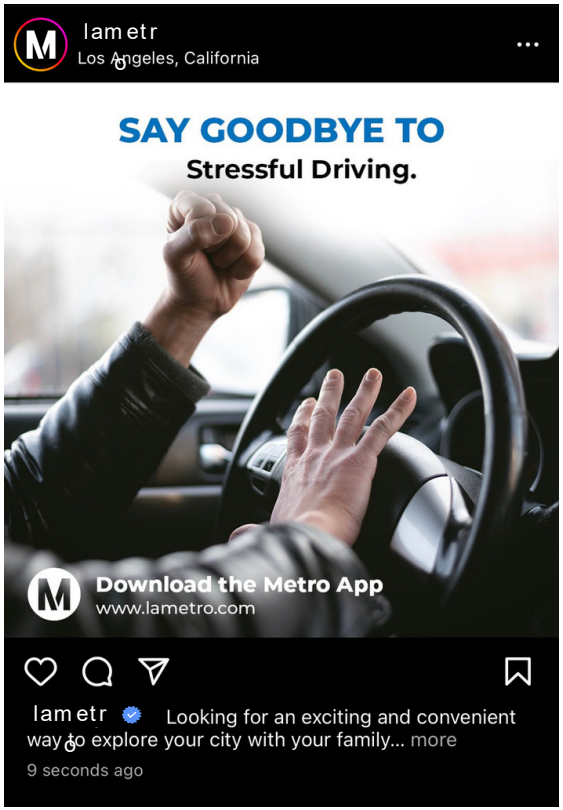
Metro
GET ON BOARD
And Discover L.A.'s Hidden Gems
www.lametro.com
Arrival Information
88:88

Campaign

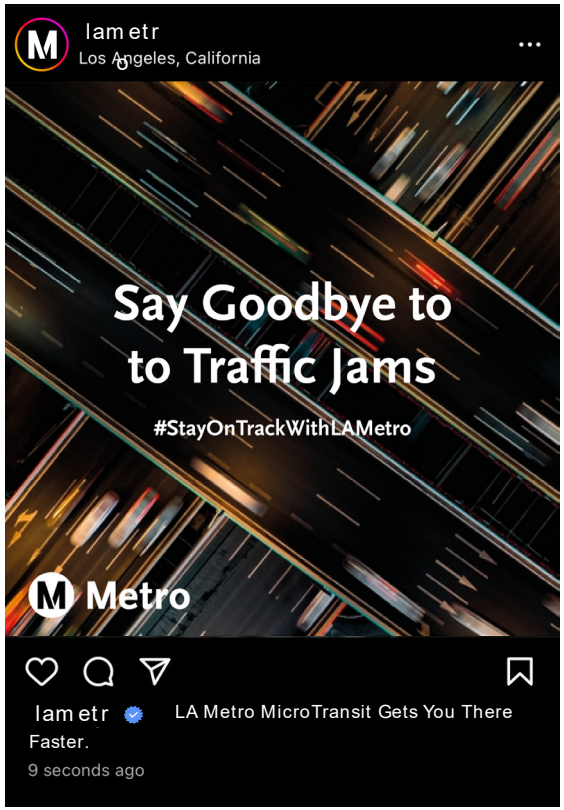


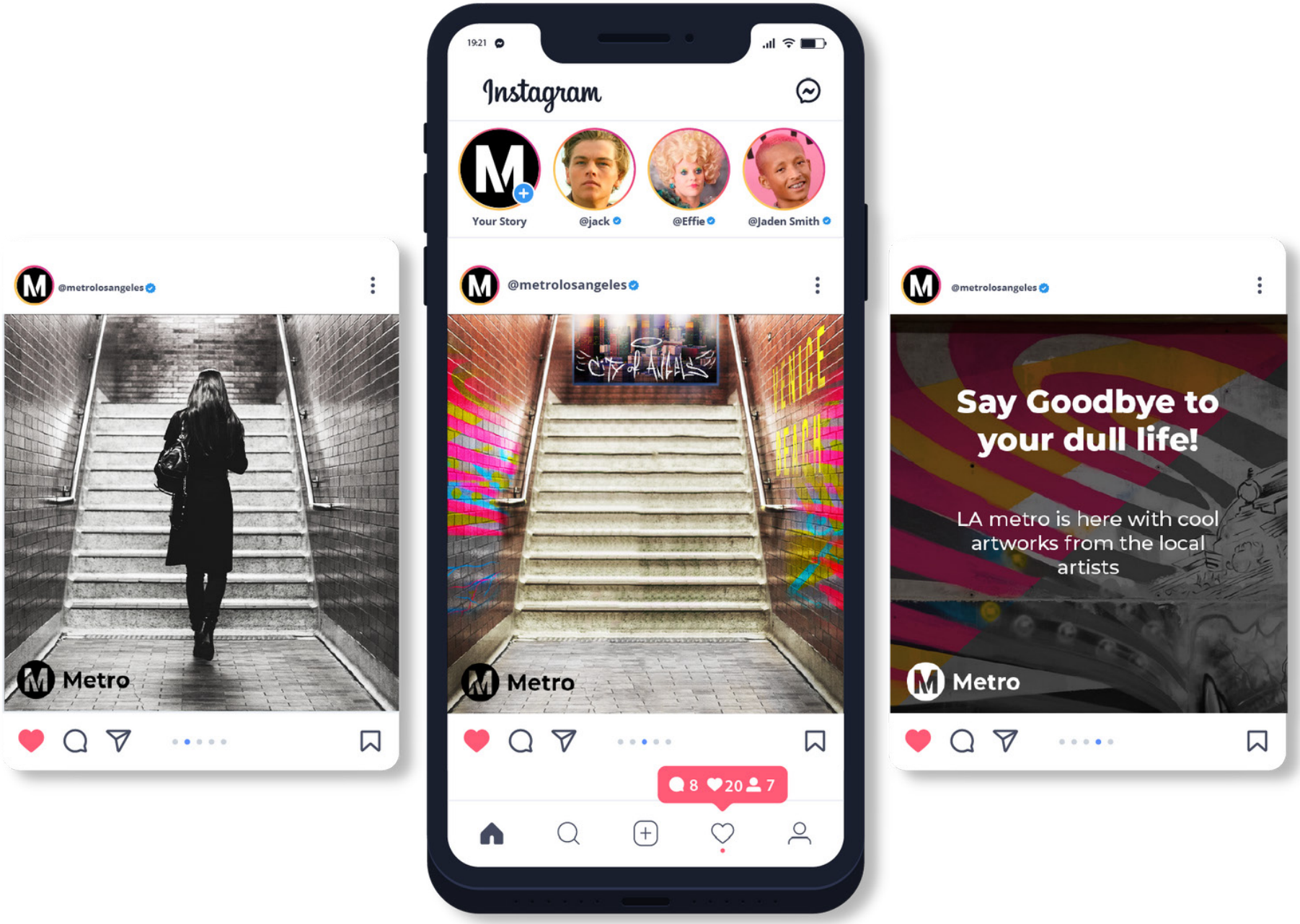

Metro
Los Angeles has the most polluted air out of more than 2,400 U.S. cities.
Metro
CAN YOU S
Metro
GET ON BOARD
and see LA clearly again
Download the Metro App
www.lametro.com

Campaign


lametro
Los Angeles, California
SAY GOODBYE TO
Stressful Driving.
Download the Metro App
www.lametro.com
lametro Looking for an exciting and convenient way to explore your city with your family... more
9 seconds ago

lametro
Los Angeles, California
SAY GOODBYE TO
parking tickets
PARKING VIOLATION
Metro
#StayOnTrackWithLAMetro
lametro Because parking is so fun.
9 seconds ago


lametro
Los Angeles, California
Say Goodbye to
to Traffic Jams
#StayOnTrackWithLAMetro
Metro
lametro LA Metro MicroTransit Gets You There Faster.
9 seconds ago


19:21
Instagram
Your Story
@jack
@Effie
@Jaden Smith
@metrolosangeles
Metro
8 20 7
@metrolosangeles
Metro
@metrolosangeles
Say Goodbye to your dull life!
LA metro is here with cool artworks from the local artists
Metro

Partnership

Our proposal suggests that LA Metro collaborate with various business partners to explore sponsorship opportunities within the Metro system. These partnerships would involve incorporating inspiring artwork that goes beyond traditional promotional posters or ads, adding visual appeal to the Metro experience. As we prepare for the Olympics, these artistic collaborations would enhance the overall rider experience and create meaningful partnerships that benefit both the sponsor and LA Metro.

One of our proposed partnerships is with Lego, offering numerous advantages such as strong visual impact, an engaging attraction, and a broad international target audience. Through this partnership, we envision temporary installations and signage at stations and bus stops that embrace the Lego theme. Additionally, we propose the installation of customized Lego-themed seating inside trains, creating a unique and shareable experience for riders.

Our second partnership proposal involves collaborating with Google to bring inspiring artwork to Metro stations. By showcasing Google's brand and supporting public art, LA Metro would benefit from enhanced aesthetics and thought-provoking installations. These artworks would serve as points of interest for riders, highlighting LA's vibrant art scene.

Lastly, we propose a partnership with Adobe and local artists to create stunning artwork for display in Metro stations, bus stops, and vehicles. Leveraging Adobe's Creative Suite, this collaboration would provide a platform for local artists to share their stories and convey information about their communities. These installations would serve as both beautiful additions to the Metro system and educational tools for riders.

Overall, these partnership proposals aim to transform the Metro system into an immersive and visually captivating experience, leveraging the strengths and creative visions of respected brands and local artists.

LEGO
LEGO
LEGO

Partnership

Expo/Crenshaw

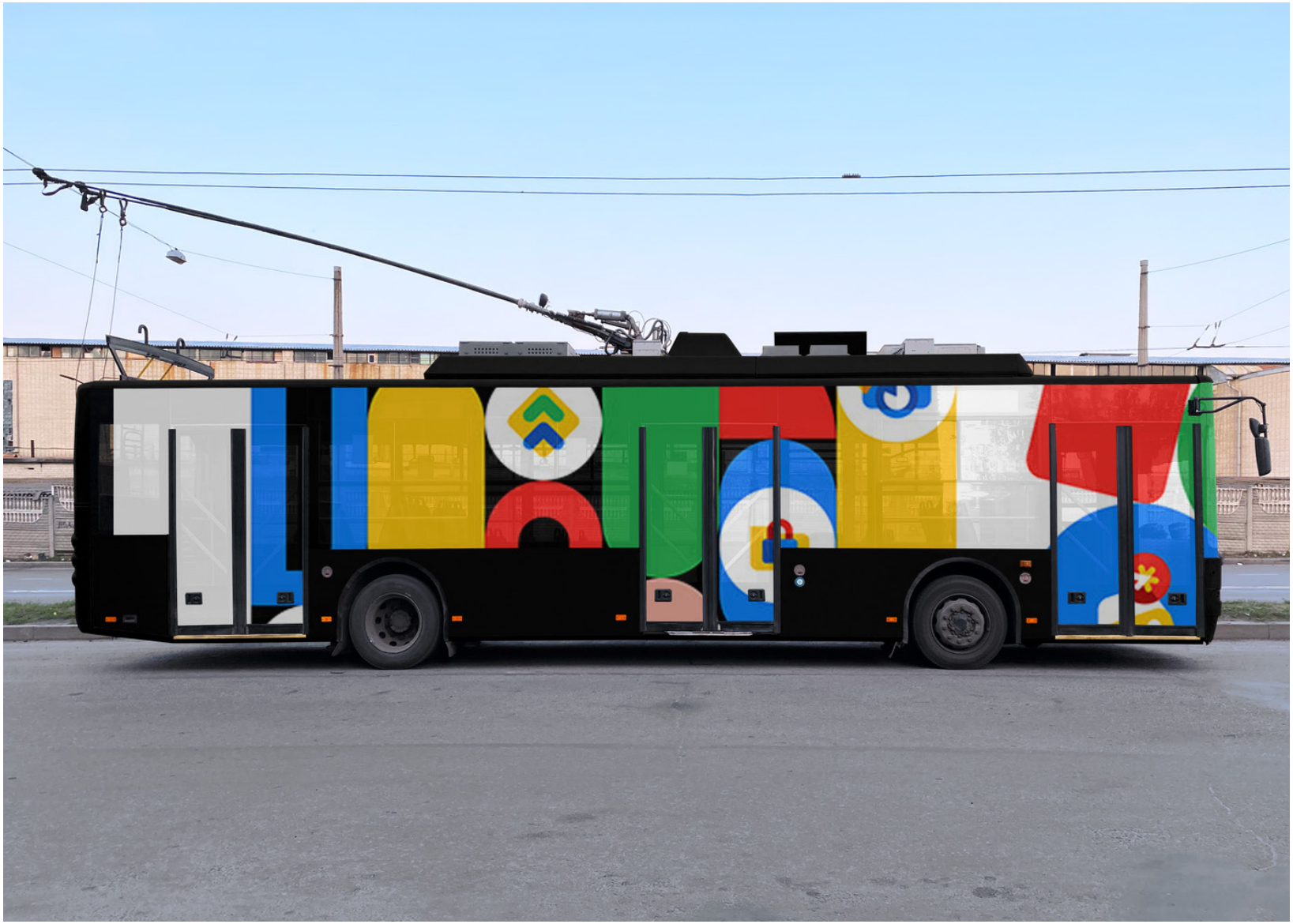
Partnership

LA METRO PROJECT
SEASON 1
Metro
GET ON BOARD
Ride with Metro

Partnership

LEGOLAND®
CALIFORNIA RESORT

Partnership



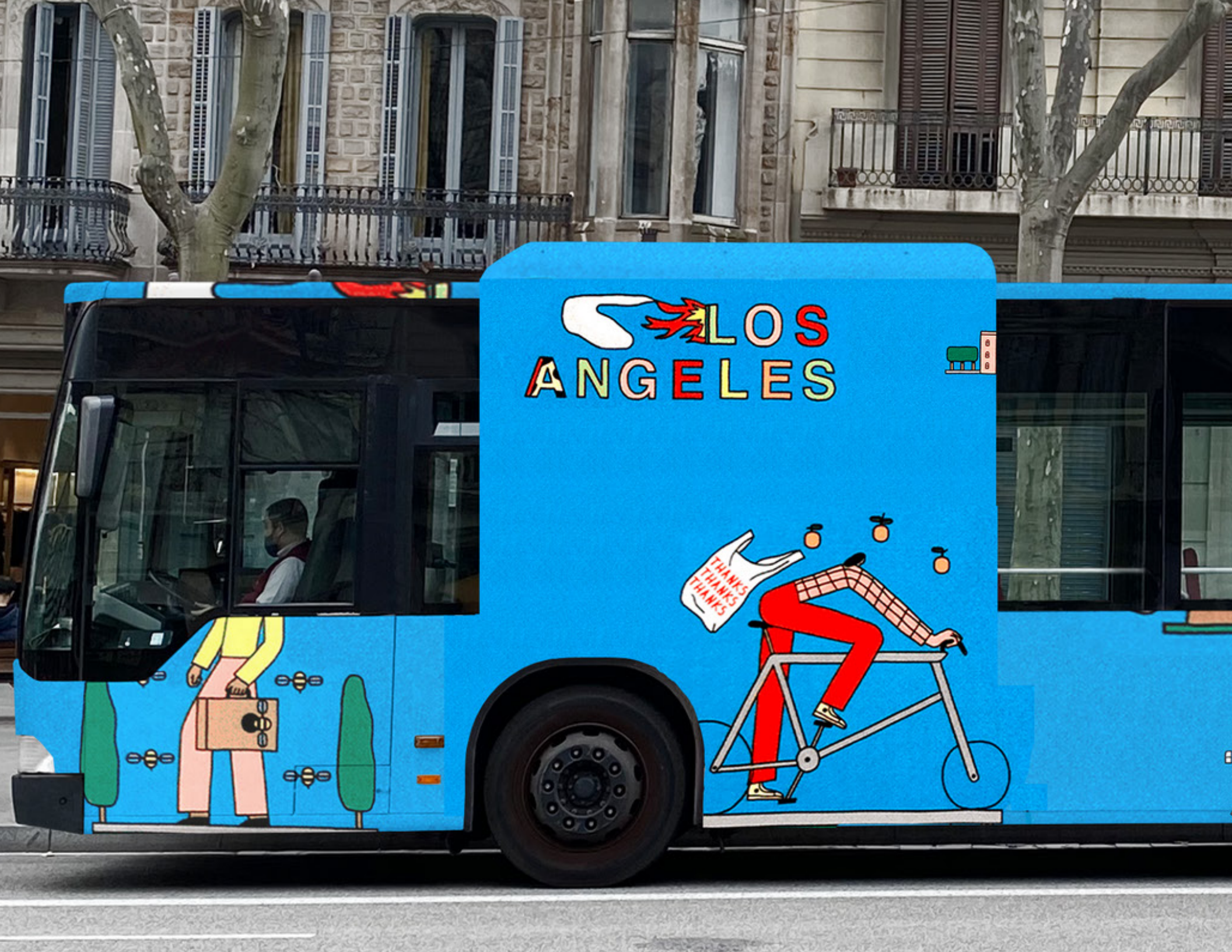
Main NB & Rose NS
Metro

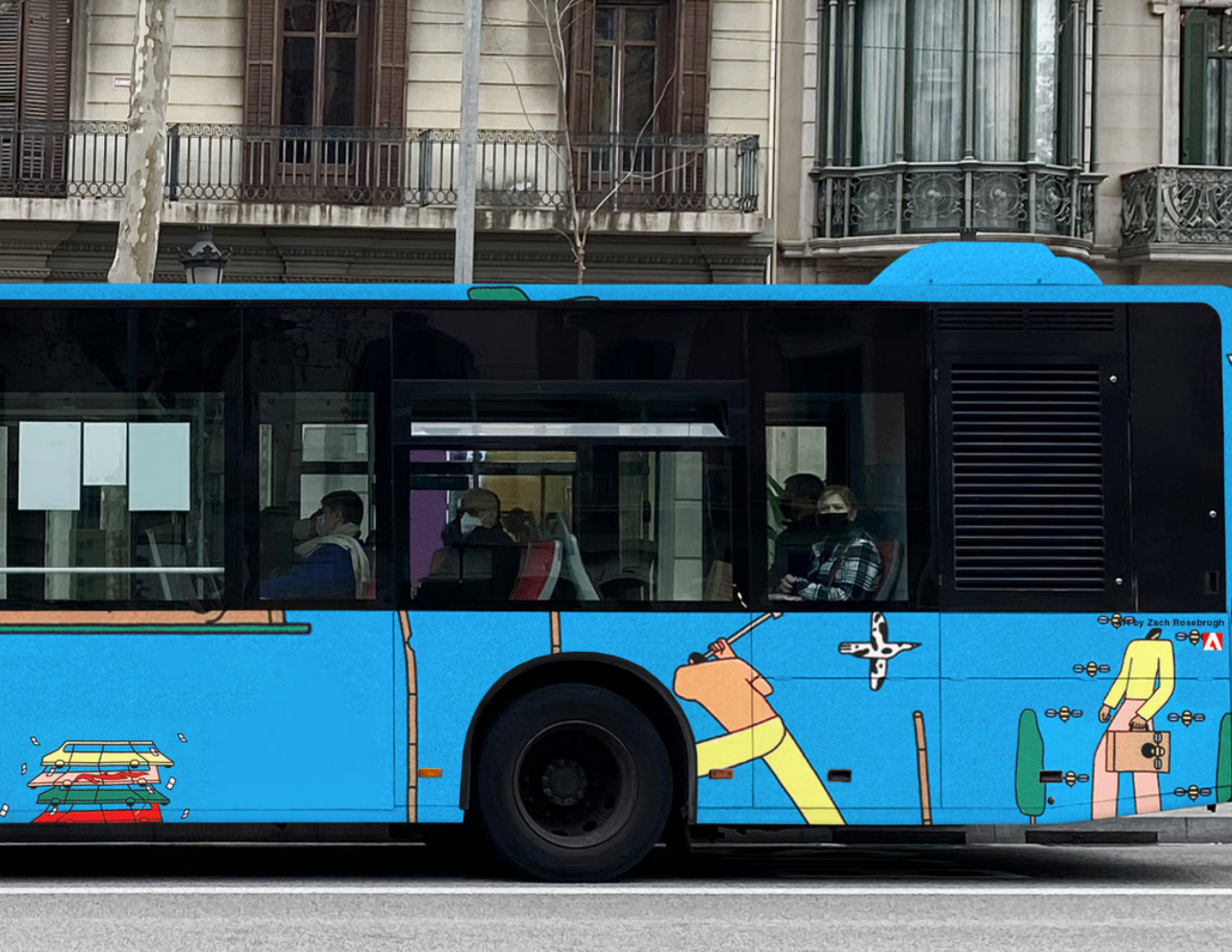
Partnership

LA
28
x
Google

Partnership

Flower
2019
Harshil Desai
India, 1995-
Photography
Adobe


LOS
ANGELES
THANKS
THANKS
THANKS


Art by Zach Rosebrugh

05

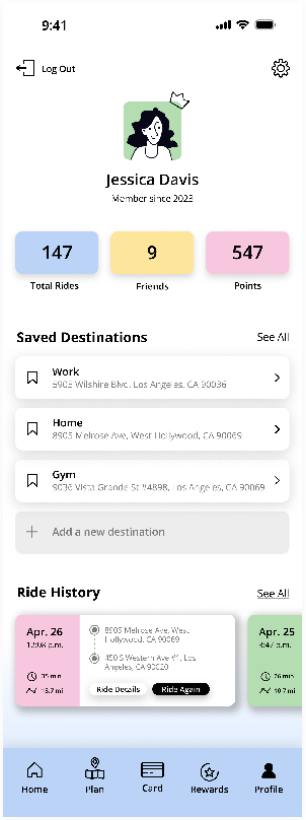
Final Deliverables

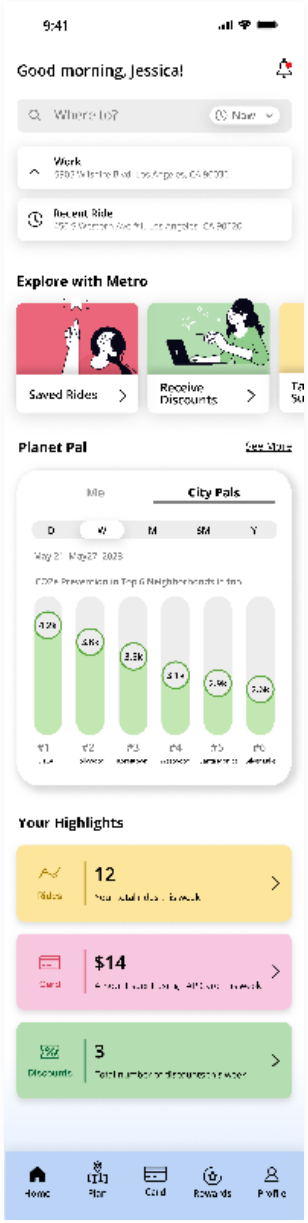
App	98
Partnership	108
Persona Matrix & User Journey	114

App Design

Home Page

The home page serves as a central hub, offering various options and functionalities to users. It enables the initiation of rides and provides access to enticing features. One notable feature is Planet Pal, an interactive data visualization tool that showcases users' environmental impact and identifies the neighborhoods where they make the most significant contributions. Additionally, the home page prominently displays rider highlights, which include important statistics such as ride count, TAP card spending, and discounts received. These highlights aim to motivate users and encourage their continued engagement with the public transportation system.


9:41
Log Out
Jessica Davis
Member since 2023
147
Total Rides
9
Friends
547
Points
Saved Destinations
See All
Work
Home
Gym
Add a new destination
Ride History
See All
Apr. 26
Apr. 25
Ride Details
Ride Again
Home
Plan
Card
Rewards
Profile


9:41
Good morning, Jessica!
Where to?
Now
Work
Recent Ride
Explore with Metro
Saved Rides
Receive Discounts
Planet Pal
See More
Me
City Pals
Your Highlights
12
$14
3
Home
Plan
Card
Rewards
Profile

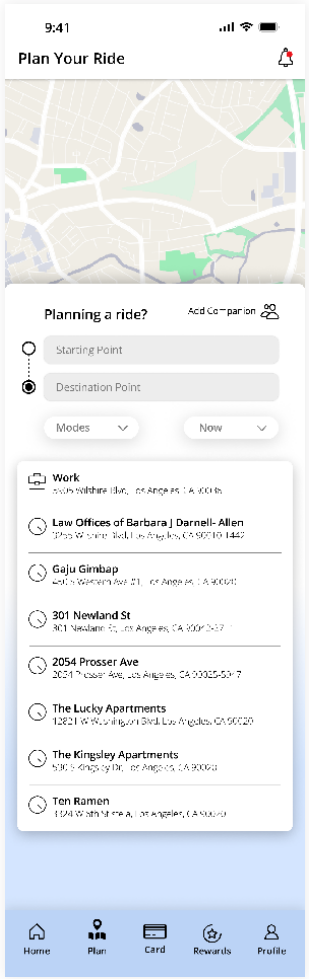
9:41
Good morning, Jessica!
Where to?
Now
Work
Recent Ride
Explore with Metro
Saved Rides
Receive Discounts
Planet Pal
See More
Me
City Pals
70.21 lbs
413 mi
CO2e Prevented/Day
Your Highlights
12
$14
3
Home
Plan
Card
Rewards
Profile

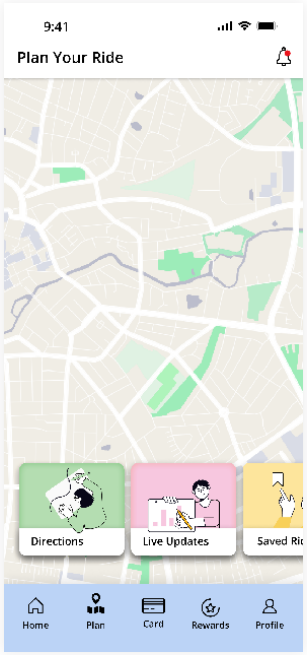
App Design

Plan Section

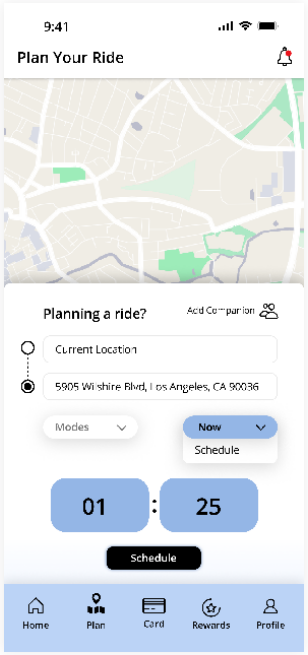
In the "Plan" section, we have integrated user-friendly features that aim to enhance riders' experience with our app. Users are provided with intuitive options to input their starting and destination points, along with the ability to apply filters for transportation modes, allowing them to personalize their search results. Moreover, we understand the importance of accommodating mobility preferences, which is why our app includes filters specifically designed to identify routes that minimize walking distances.

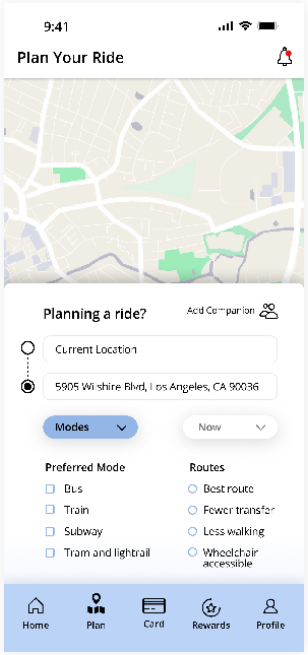
To ensure maximum convenience, our app offers scheduling flexibility. Users have the freedom to obtain directions for immediate or future rides, empowering them to make informed decisions based on their specific needs. By incorporating these versatile features, we strive to deliver a tailored and seamless experience for our users. We prioritize meeting the diverse needs and preferences of riders, whether it's customizing transportation modes, minimizing walking distances, or planning ahead.

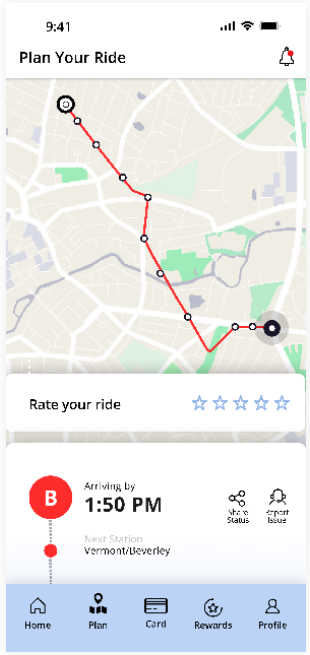




9:41
Saved Rides
Work
Law Offices of Barbara J Darnell- Allen
Gaju Gimbap
301 Newland St
2054 Prosser Ave
The Lucky Apartments
The Kingsley Apartments
Ten Ramen
Home
Plan
Card
Rewards
Profile


9:41
Plan Your Ride
Planning a ride?
Add Companion
Current Location
5905 Wilshire Blvd, Los Angeles, CA 90036
Modes
Now
Schedule
01
25
Schedule
Home
Plan
Card
Rewards
Profile


9:41
Plan Your Ride
Planning a ride?
Add Companion
Current Location
5905 Wilshire Blvd, Los Angeles, CA 90036
Modes
Now
Preferred Mode
Bus
Train
Subway
Tram and lightrail
Routes
Best route
Fewer transfer
Less walking
Wheelchair accessible
Home
Plan
Card
Rewards
Profile


9:41
Plan Your Ride
Rate your ride
B
Arriving by
1:50 PM
Next Station
Vermont/Beverley
Home
Plan
Card
Rewards
Profile

App Design

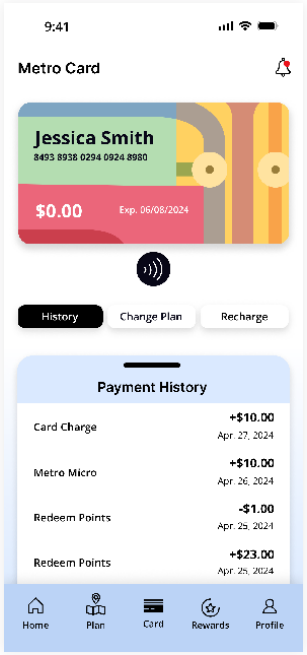
Cards & Payments

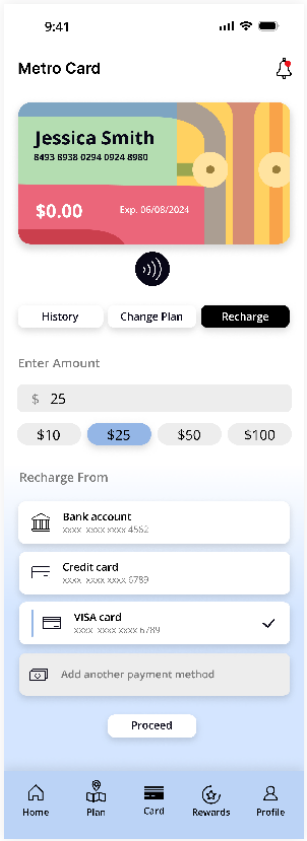
The “Card” section serves as a digital wallet within our app, providing users with a seamless and visually engaging payment experience. This section offers a range of convenient features to enhance the payment process.

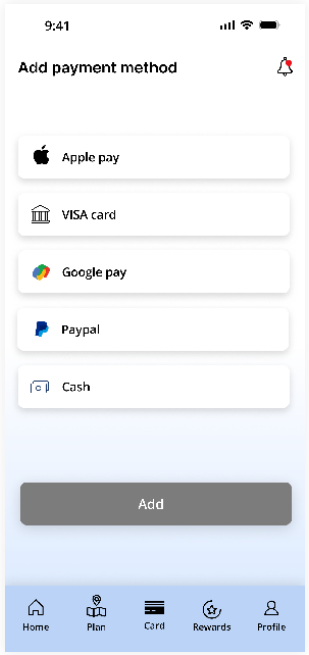
Users can access their transaction history, which promotes transparency and enables them to keep track of their expenses. Additionally, they have the option to customize their card type and plan selection according to their preferences and needs. This customization feature ensures flexibility and caters to individual requirements

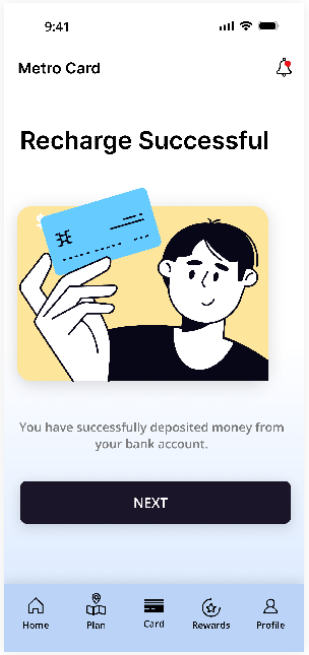
.

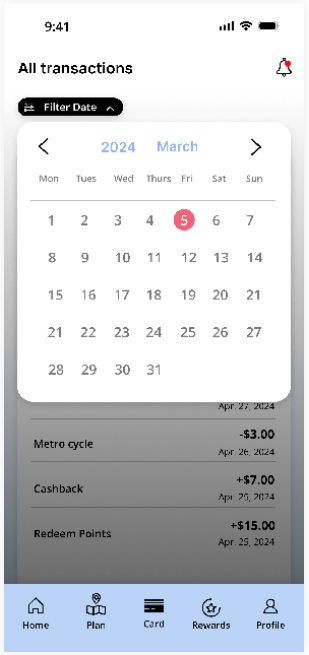
One of the key advantages of the “Card” section is its ability to facilitate easy charging on the go. Users can conveniently add funds to their digital wallet, allowing for quick and hassle-free transactions while using the app. Overall, this section aims to provide users with a user-friendly, efficient, and visually appealing payment experience within our app.

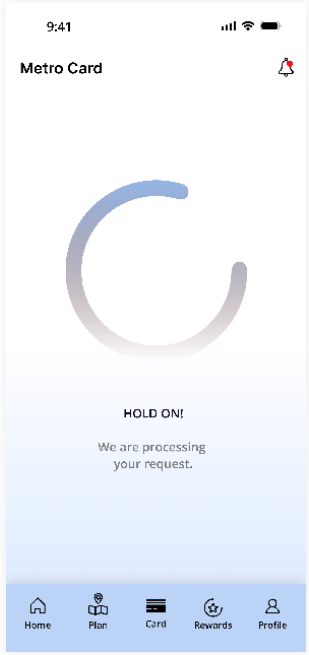




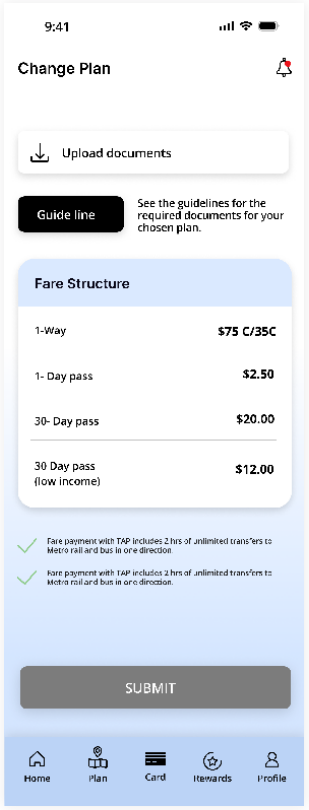

9:41
Add payment method
Apple pay
VISA card
Google pay
Paypal
Cash
Add
Home
Plan
Card
Rewards
Profile

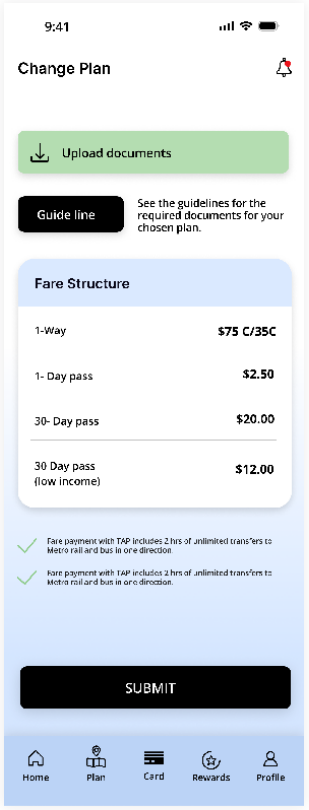

9:41
Metro Card
Recharge Successful
You have successfully deposited money from your bank account.
NEXT
Home
Plan
Card
Rewards
Profile

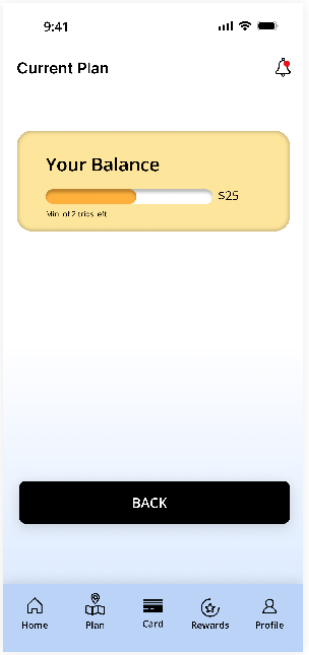

9:41
All transactions
Filter Date
2024
March
Mon
Tues
Wed
Thurs
Fri
Sat
Sun
Metro cycle
-$3.00
Cashback
+$7.00
Redeem Points
+$15.00
Home
Plan
Card
Rewards
Profile

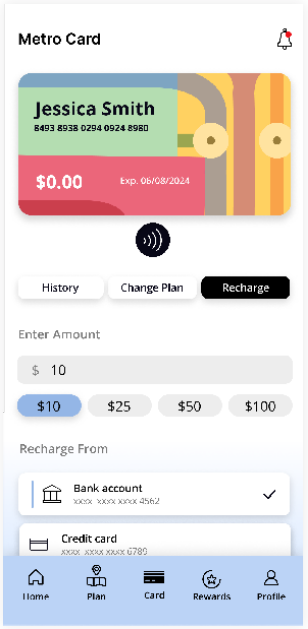

9:41
Metro Card
HOLD ON!
We are processing your request.
Home
Plan
Card
Rewards
Profile

App Design


9:41
Change Plan
Upload documents
Guide line
See the guidelines for the required documents for your chosen plan.
Fare Structure
1-Way
$75 C/35C
1- Day pass
$2.50
30- Day pass
$20.00
30 Day pass (low income)
$12.00
SUBMIT
Home
Plan
Card
Rewards
Profile

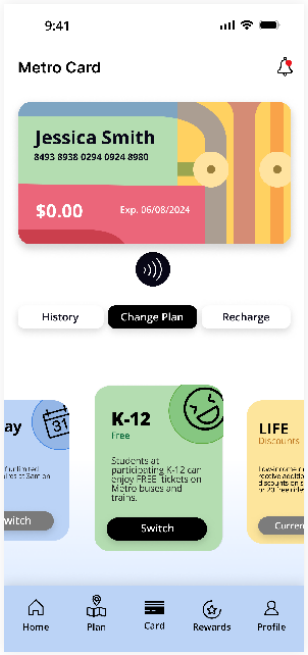

9:41
Change Plan
Upload documents
Guide line
See the guidelines for the required documents for your chosen plan.
Fare Structure
1-Way
$75 C/35C
1- Day pass
$2.50
30- Day pass
$20.00
30 Day pass (low income)
$12.00
SUBMIT
Home
Plan
Card
Rewards
Profile


9:41
Current Plan
Your Balance
$25
BACK
Home
Plan
Card
Rewards
Profile


Metro Card
Jessica Smith
$0.00
History
Change Plan
Recharge
Enter Amount
$ 10
$10
$25
$50
$100
Recharge From
Bank account
Credit card
Home
Plan
Card
Rewards
Profile

9:41
Metro Card
Jessica Smith
8493 8938 0294 0924 8980
$0.00
Exp. 06/08/2024
History
Change Plan
Recharge
Senior
Switch
Home
Plan
Card
Rewards
Profile

9:41
Metro Card
Jessica Smith
8493 8938 0294 0924 8980
$0.00
Exp. 06/08/2024
History
Change Plan
Recharge
30 day
Switch
K-12
Home
Plan
Card
Rewards
Profile


9:41
Metro Card
Jessica Smith
8493 8938 0294 0924 8980
$0.00
Exp. 06/08/2024
History
Change Plan
Recharge
K-12
Switch
LIFE
Home
Plan
Card
Rewards
Profile

9:41
Metro Card
Jessica Smith
8493 8938 0294 0924 8980
$0.00
Exp. 06/08/2024
History
Change Plan
Recharge
LIFE
Discounts
Current Plan
Home
Plan
Card
Rewards
Profile

App Design

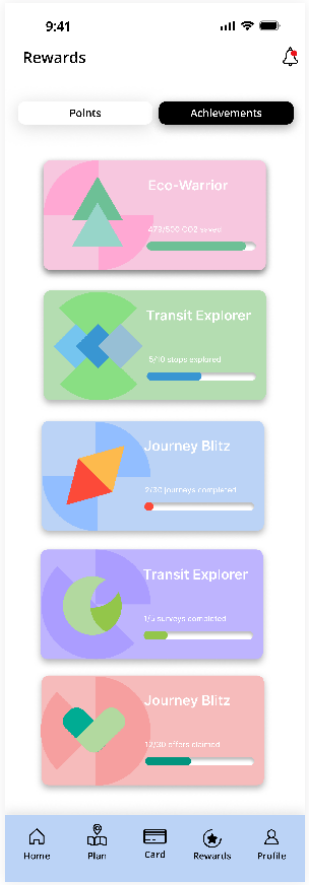
Rewards Page

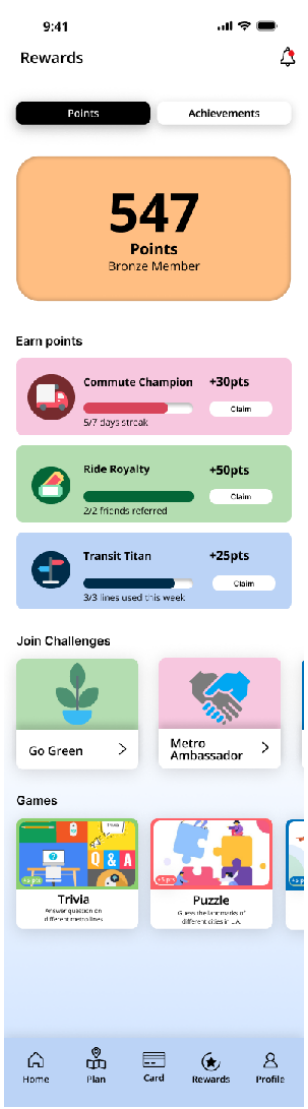
The “Rewards” section serves as the primary destination for rider incentives within our app. This section is divided into two sub-pages: “Points” and “Achievements.”

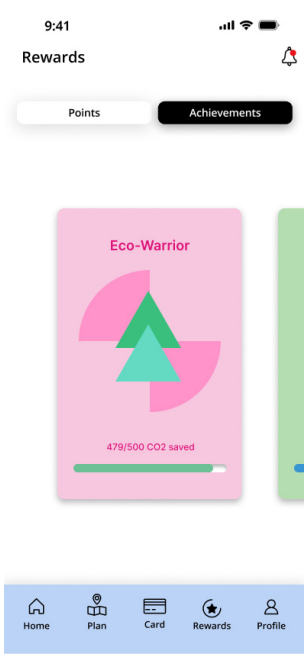
The “Points” sub-page prominently displays the accumulated points of users, providing them with a visual representation of their progress. These points are earned through various activities and competitions that promote increased usage of public transportation. By showcasing the points and encouraging participation, we aim to gamify the experience and motivate riders to actively engage with our app and utilize public transportation more frequently.

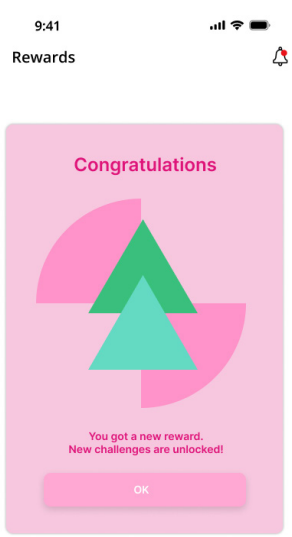
The “Achievements” sub-page is designed to celebrate milestones and foster continued engagement with both the app and public transportation. It acknowledges and rewards users for reaching specific milestones or accomplishing certain tasks related to their travel behavior. This recognition helps to create a sense of accomplishment and satisfaction, further motivating riders to choose public transportation as their preferred mode of travel.

Through the integration of the “Points” and “Achievements” sub-pages, our app aims to gamify the rider experience, provide motivation, and satisfy users’ desires for recognition and rewards. By promoting public transportation as a preferred mode of travel, we strive to encourage more individuals to embrace sustainable transportation options.


9:41
Rewards
Points
Achievements
Eco-Warrior
Transit Explorer
Journey Blitz
Transit Explorer
Journey Blitz
Home
Plan
Card
Rewards
Profile

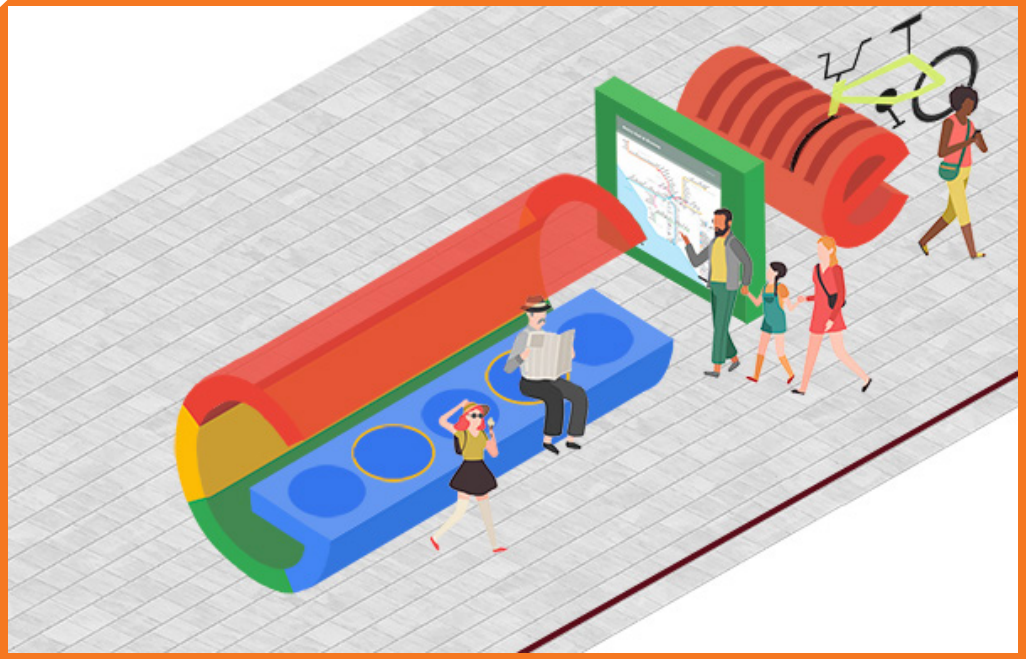

9:41
Rewards
Points
Achievements
547
Points
Bronze Member
Earn points
Commute Champion
+30pts
5/7 days streak
Claim
Ride Royalty
+50pts
2/2 friends referred
Claim
Transit Titan
+25pts
3/3 lines used this week
Claim
Join Challenges
Go Green
Metro Ambassador
Games
Trivia
Puzzle
Home
Plan
Card
Rewards
Profile


9:41
Rewards
Points
Achievements
Eco-Warrior
479/500 CO2 saved
Home
Plan
Card
Rewards
Profile


9:41
Rewards
Congratulations
You got a new reward.
New challenges are unlocked!
OK

Google

The partnership with Google is set to revolutionize the metro public transportation experience. Through innovative designs and technological expertise, the aim is to enhance the efficiency and convenience of commuting. By integrating user-friendly interfaces, real-time updates, and advanced mapping systems, our collaborative efforts will transform the way people navigate and interact with public transportation. Together with Google, we are creating a future where traveling by metro becomes a streamlined and enjoyable journey for all.



Bus Stop Design

- Waiting experience
- Map included at the stops
- Bike stands

COLOUR CITY

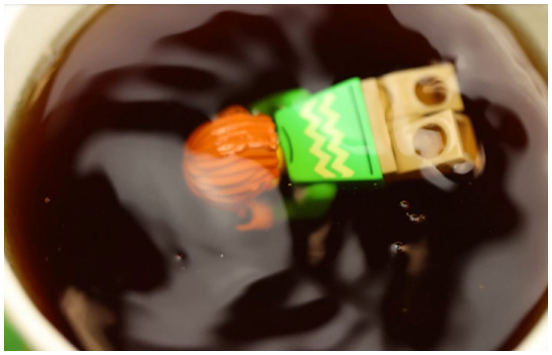
LA
2028
Vermont/
Beverly

Lego

The partnership with Lego is geared towards engaging families as the primary target audience. The objective is to showcase Lego-themed transit advertisements strategically placed at platform areas. These eye-catching advertisements will be complemented by compelling copy that not only promotes public transportation but also encourages active participation. By incorporating the beloved Lego brand into the campaign, the aim is to capture the attention and interest of families, enticing them to embrace and enjoy the benefits of utilizing public transportation services.

Lego Video

In our LEGO video, created by our talented team, we ingeniously showcase the journey of our LEGO man throughout his typical working day, artfully portraying the fruitful partnerships that enhance his experience. With meticulous attention to detail, we construct a LEGO city that comes alive, featuring prominent partnerships with the metro system, local businesses, and the innovative metro app. Our LEGO man seamlessly interacts with these partnerships, highlighting how they collectively improve the quality of his day. From the reliable metro transportation to the vibrant establishments offering rewards and incentives through the app, our video beautifully captures the collaborative efforts that make everyday life more efficient, enjoyable, and rewarding. Through the magic of LEGO, we bring these partnerships to life, inspiring viewers with the possibilities that arise when organizations work together for the benefit of the community. Here you can see a few still images of the video and the full video is provided as part of the final deliverables.



POLICE

Cafe
Tickets
NO.414

POLICE

Adobe

In the collaborative partnership with Adobe, the captivating advertising campaign is developed, uniting the creative forces of local artists. The objective is to showcase a wide array of artistic styles in order to reflect the diverse essence of Los Angeles as a city. By featuring the works of these talented artists, the campaign aims to highlight the vibrant and multicultural fabric that defines LA's identity. Through the infusion of various artistic expressions, the intention is to create a visually engaging and inclusive campaign that resonates with the diverse population of the city.

Adobe
Ricardo Ow

Metro
Adobe

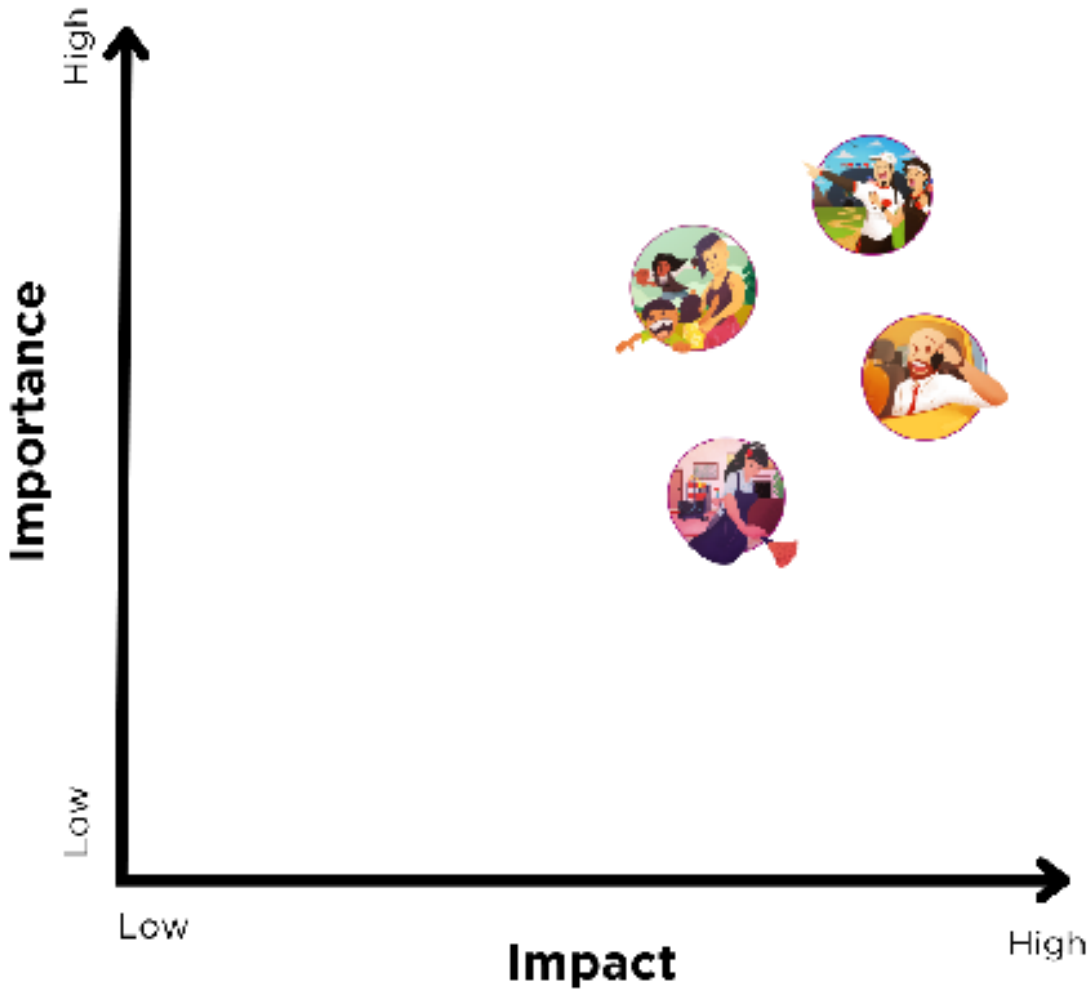
Persona Matrix & User Journey

Out of the nine personas we developed, we have chosen to present four that represent a diverse range of potential riders: Ito, The Olympic Traveler; The Davis Family; Maria, The Low-Income Rider; and Shawn, The White-Collar Worker.

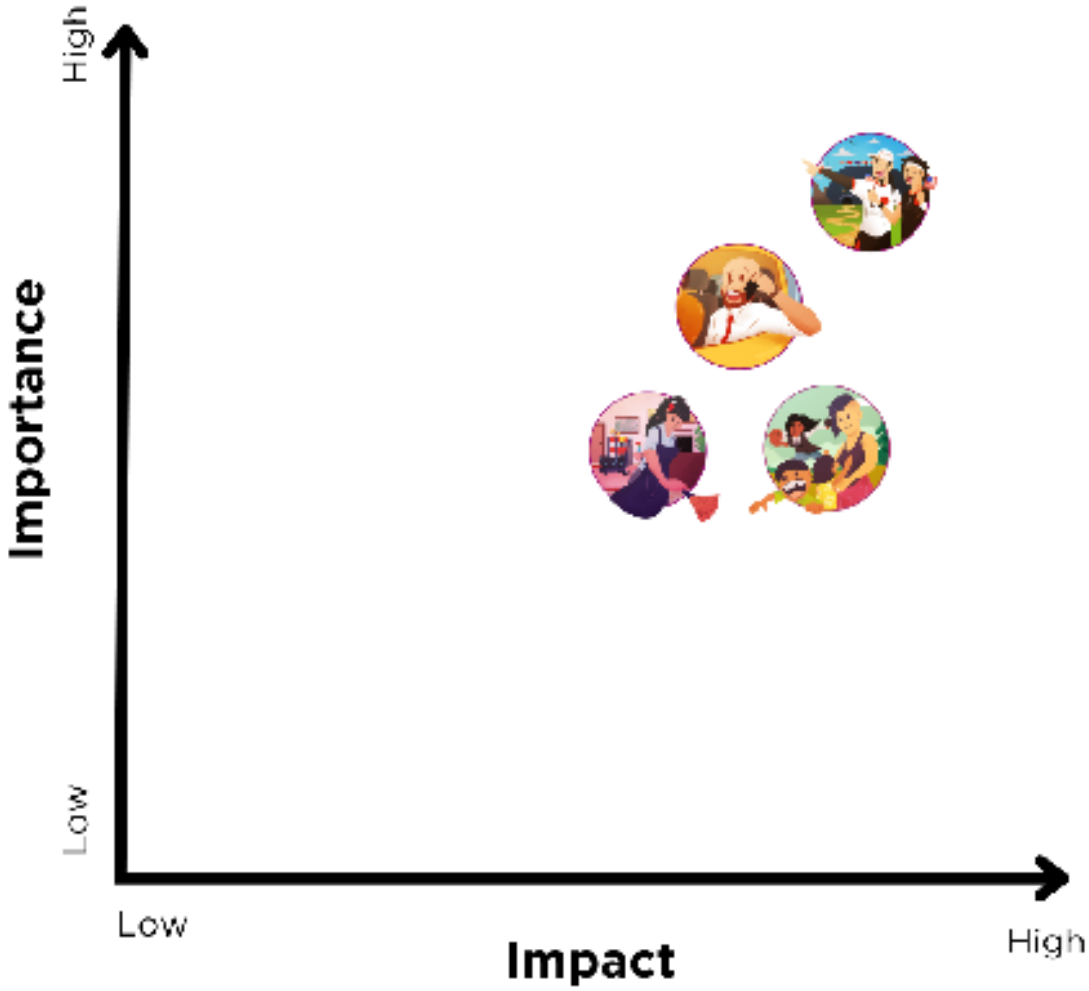
To evaluate the significance of key factors derived from the research insights framework, we developed a comprehensive set of five matrices. Each matrix represents one of the main categories: Image of the Transportation System (Perceived Reputation of the System), User Control, Benefit Trade-offs, Equitable and Purposeful Access, and Outcome of Contribution (Commuter's Action Impact). By utilizing these matrices, we measured the importance of each factor for riders and examined how these factors influenced their decision to use public transportation. This approach allowed us to gain valuable insights and tailor our strategies to enhance the overall ridership experience

To provide you with an immersive experience, we have created videos with voiceovers that depict the unique journeys of these personas. Although the videos are provided separately in the final deliverables, this process book includes still images that succinctly convey the stories of these personas. These visuals offer a glimpse into their experiences and perspectives.

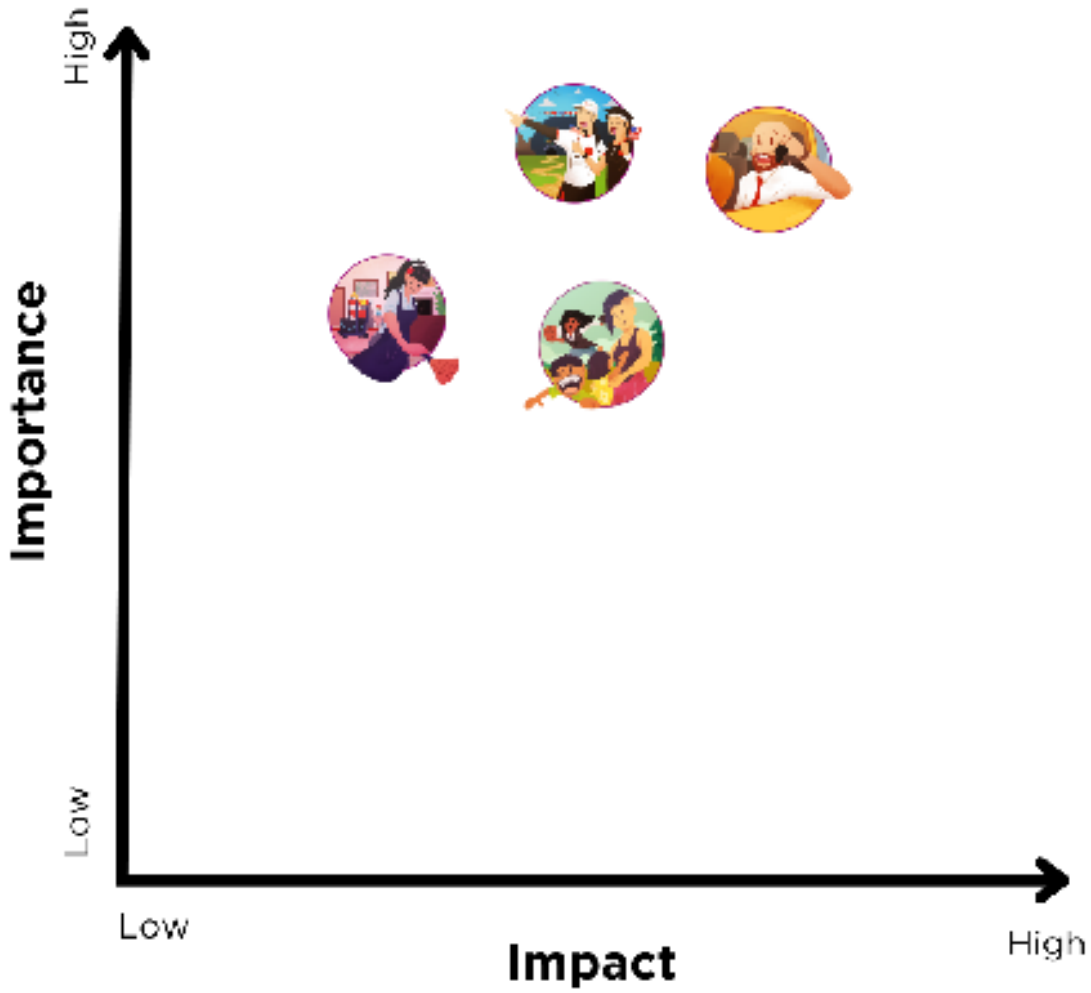
Image of the Transportation System



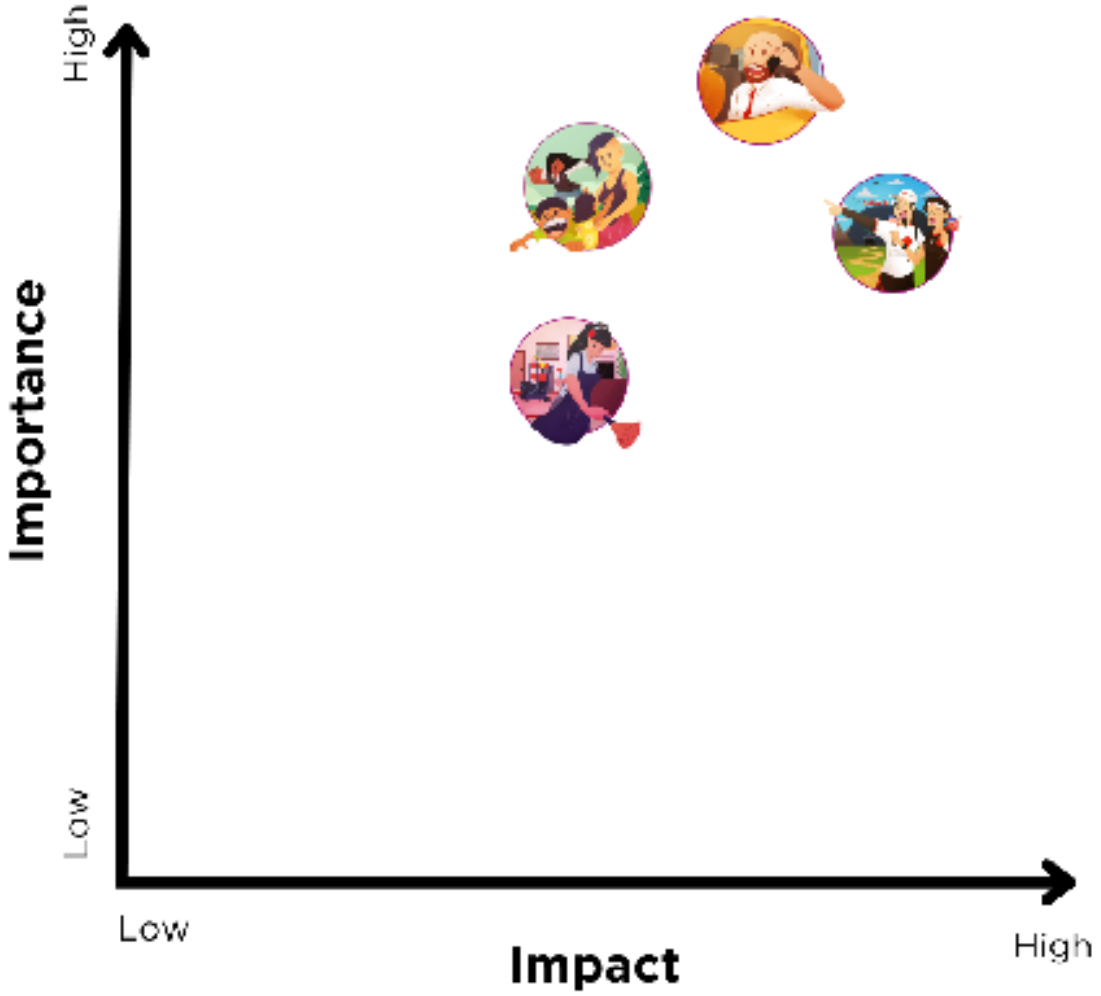
User Control



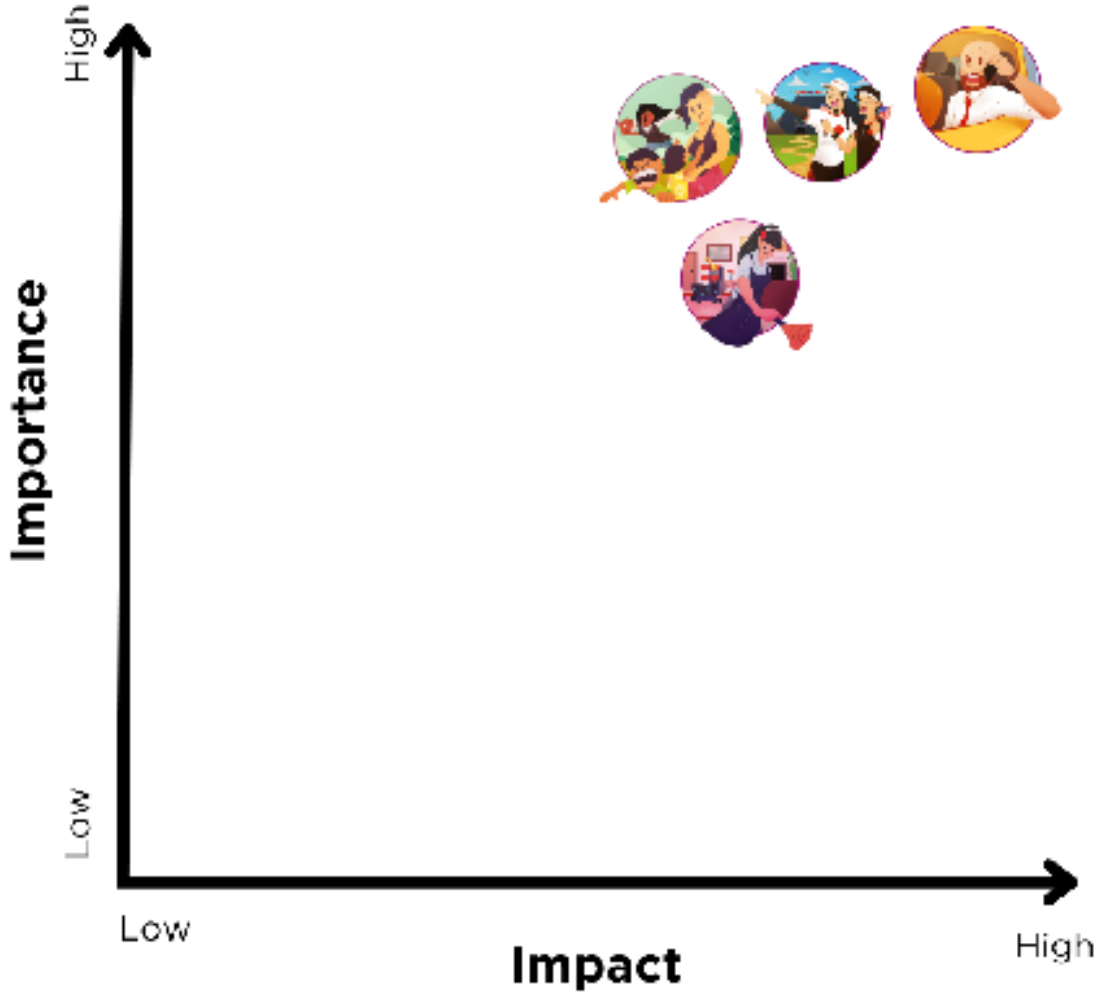
Benefit Trade-Off



Equitable and Purposeful Access



Outcome of Contribution

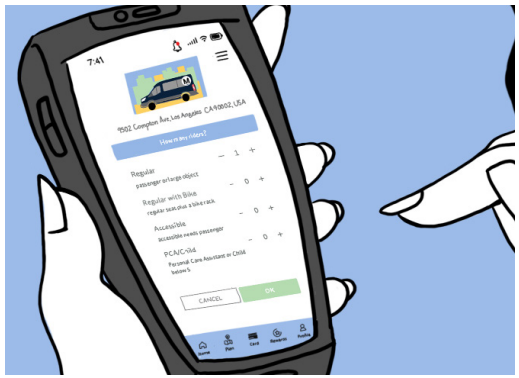


Maria's User Journey

01

Maria started off her morning with a cup of coffee as she leaves a note for her son Jorge to pick up his younger brother from school.

02

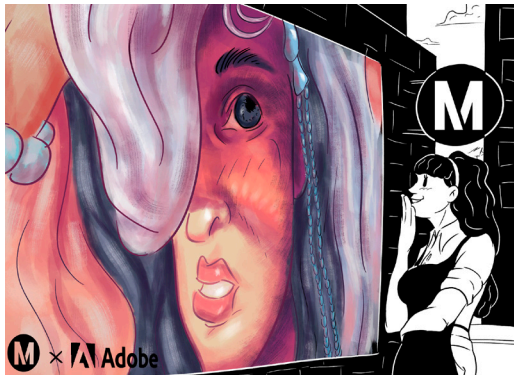


Her morning routine has improved due to the introduction of the new metro micro on demand ride service to her neighborhood. This way, she did not have to struggle to carry her cleaning supplies and walk far.

03

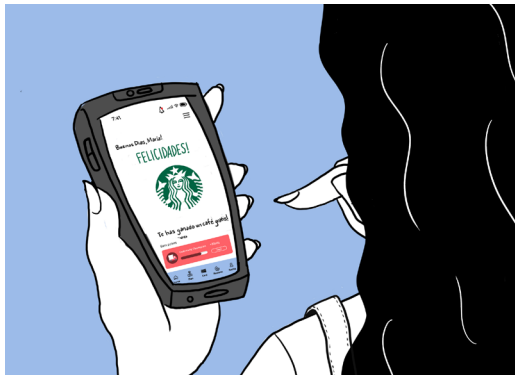
The metro micro picked her up right at her door step - providing a much needed upgrade from the much needed awkward bus ride where grumpy passengers would look at her for bringing a mop on board.

04



The highlight of her commute was seeing a mural sponsored by Adobe that captured the essence of her neighborhood and reflecting her Mexican Heritage

05



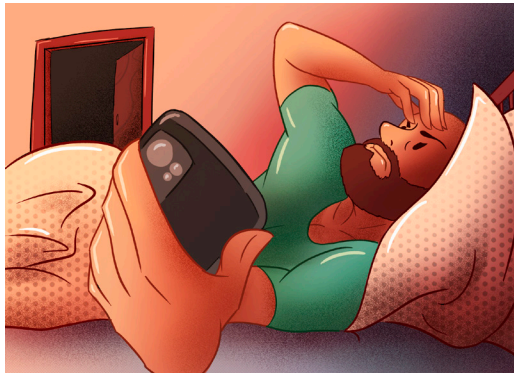
As she checked her metro rewards, Maria appreciated that it supported her native language. She had earned a complimentary Starbucks coffee.

06

Due to the convenience of the metro micro and reliable security alert button on the app, helped her feel secured even during her late night travels from home to work.

Shawn's User Journey

01

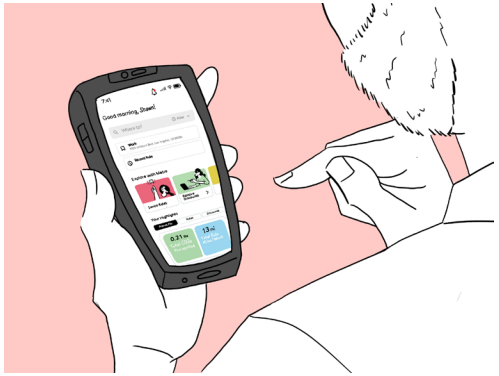


On a Monday morning, Shawn received a push notification on his phone notifying him an accident that had occurred on the freeway, in which doubles his commute time to get to work.

02

He left home and hurried to the station using his Tesla. He left his vehicle by the charging spots and is ready to embrace public transit.

03



He used the Metro App to assist him in his overall transit journey. He discovered the Planet Pal feature that showcased his environmental impact and sparked his competitive spirit.

04

During his commute with the metro, he marveled using the upgraded wifi on board, enabling him to handle emails on the go.

05

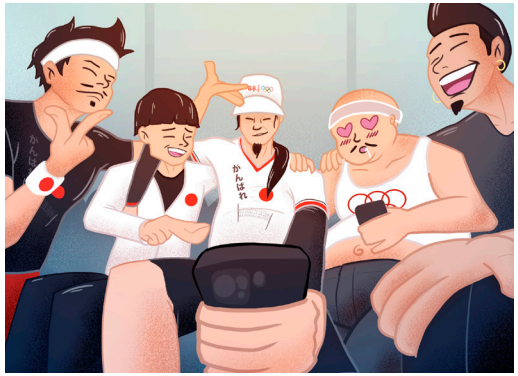
The walking distance to his office was a fairly short walk that gave him the freedom of being a pedestrian.

06

Shawn drove back home feeling fulfilled and is ready to embrace another morning taking the metro due to its convenience.

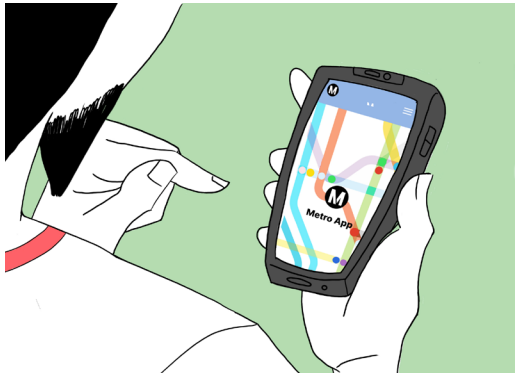
Ito's User Journey

01



Ito and his friends are traveling from Tokyo, Japan to experience the Olympics and the LA nightlife. He is the designated navigator of the group and has convinced his friends to take the Metro.

02



During their travel, they used the metro app in Japanese for their convenience and comfortability.

03

They found a restaurant in Little Tokyo, that was only a 16 minute train ride from their hotel in Hollywood.

04

After lunch, they were ready to head to the beach volleyball venue in Santa Monica. Ito finds that the metro app offers real time updates on congestion and wait times.

05

They enjoyed the thrilling volleyball match and decided to continue their fun day to go out for karaoke.

06

After karaoke, they received a notification from the metro app notifying them about the late night train schedule - helping them plan their night accordingly.

07

With the abundance of metro employee presence and on board safety, their journey back home was comfortable, ending their day delightfully.

Davis' User Journey

01

After a very rushed morning, Paula had to find a way to keep her kids Liam and Genesis entertained. She remembered their obsession with the daily passing Lego bus.

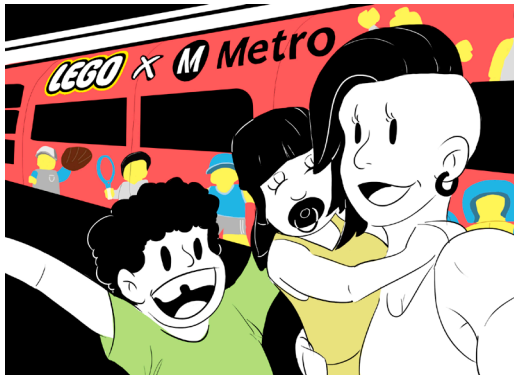
02

Despite the problem of their family car breaking down, Paula decided that it would be a great idea to take the Lego bus with the kids for their journey to Silver Lake Park.

03

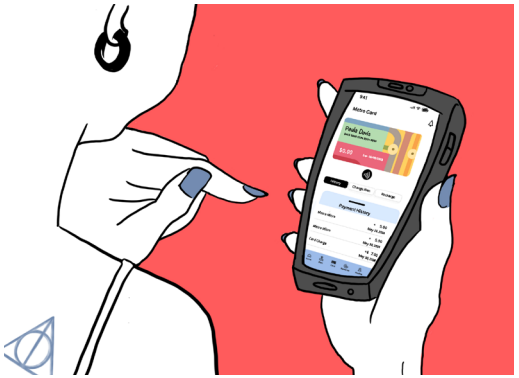
After the short bus ride, they arrived to the Lego themed station. The Lego themed vending machine captured Liam and Genesis's attention. Bringing so much excitement

04



As the excitement continued on, Paula decided to hop the kids on board with her on the Metro Lego train and took the cutest Instagram pictures.

05



After their amazing train ride, Paula booked a metro micro ride to pick them up from their next stop. The affordable fair allowed Paula and Liam to travel for $2.50 while Genesis rode for free.

06

They finally arrived to Silver Lake Park and enjoyed their quality time as a family.

Changes

Changes Implemented:

Reduced Color Palette: The initial UI design incorporated a broader color spectrum. To improve visual clarity and reduce potential overwhelm, the color palette was streamlined. This involved selecting a more limited set of colors that remained visually appealing while promoting focus on the core functionalities of the application.

Enhanced Consistency: Consistency plays a crucial role in intuitive user interfaces. Efforts were made to ensure consistent use of colors, fonts, and layout elements across all sections of the application. This promotes a sense of familiarity for users and simplifies navigation.

Expected Outcome:

These changes were implemented with the goal of creating a more user-friendly and efficient experience for SCADPRO users. A less cluttered UI with a consistent design language minimizes distractions and allows users to focus on their tasks more effectively.

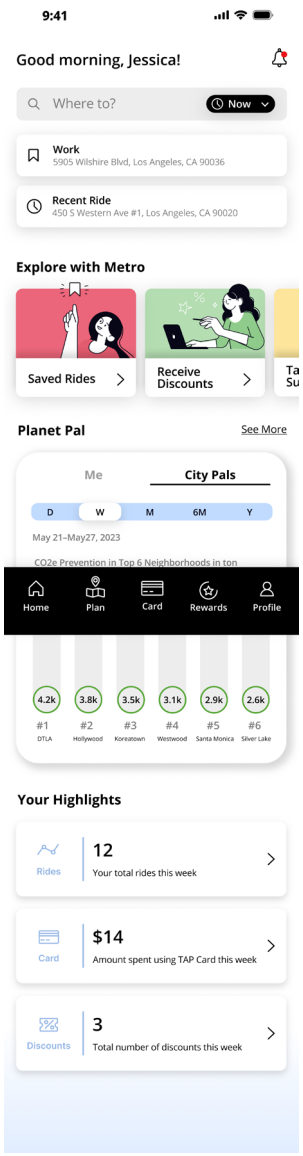
By streamlining the color scheme and emphasizing consistency, the refined UI is expected to:

Improve user focus and reduce cognitive load.
Enhance the overall usability and intuitiveness of the SCADPRO application.
Create a more aesthetically pleasing user experience.

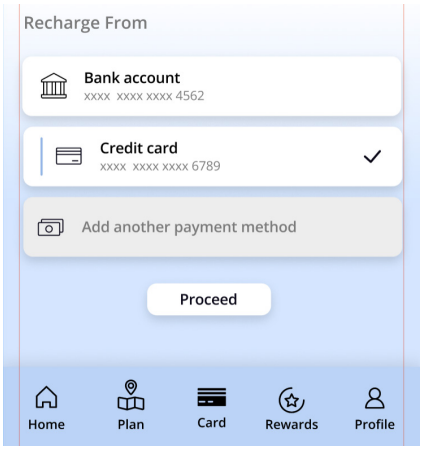
UI changes

BEFORE

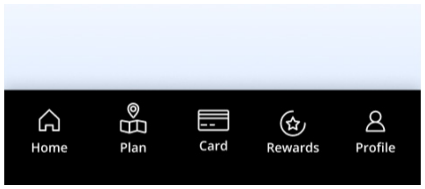
AFTER



BEFORE



AFTER



Navigation bar color changed to give it a more professional feel and to give it a contrast from the rest of the app. The light-blue gradient in the background was made lighter, for a cleaner look.

UI is more simpler now without an overload or colors that overwhelmed the users.

Thank You

Dear Deloitte Team,

We would like to extend our sincerest gratitude for the incredible opportunity to collaborate with you on a real-world problem. Working alongside your team has been an absolute honor, and we are immensely grateful for the valuable lessons and guidance you have provided us throughout the process. Your unwavering support, mentorship, and genuine investment in our success have been truly inspiring.

We would also like to express our deepest appreciation to SCAD, Professor Sarah Collins, and SCADamp. Their invaluable feedback and expertise have played a significant role in shaping our ideas and pushing us to new heights.

This experience has not only allowed us to gain practical knowledge but has also instilled in us a sense of confidence and excitement for future endeavors. We are sincerely grateful for the opportunity to work alongside such dedicated professionals, and we look forward to applying the skills and insights gained from this collaboration in our future endeavors.

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Discussion Guide

RESEARCH STATEMENT

This study aims to explore the experiences and perceptions of individuals who use or do not use the Los Angeles Metro system. The study aims to identify the factors that affect ridership and to identify areas for improvement in the system. Through the use of a discussion guide, this research will gather qualitative data from a diverse range of participants, including frequent users, occasional users, and non-users, to better understand their needs, preferences, and behaviors when it comes to using public transportation in Los Angeles.

RESEARCH PURPOSE

The purpose of this research study is to gain insights into the factors that influence ridership on the LA Metro system, including accessibility, convenience, safety, and affordability, and to identify opportunities for improvement in the system. Through qualitative data gathered via a discussion guide, this study aims to better understand the needs, preferences, and behaviors of a diverse range of users and non-users to inform future efforts to enhance the LA Metro system and improve the overall experience for its users.

RESEARCH OBJECTIVE

- Understand the factors that influence the decision to use or not use the LA Metro system.
- Explore the experiences and perceptions of individuals who use or do not use the LA Metro system.
- Identify areas for improvement in the LA Metro system, including safety, accessibility, convenience, and affordability.
- Gather qualitative data from a diverse range of participants to inform future efforts to enhance the LA Metro system.

ABSTRACT

Using a discussion guide, this study will gather qualitative data from a diverse range of participants to better understand their needs, preferences, and behaviors when it comes to using public transportation in Los Angeles. The study will identify the factors that influence ridership on the LA Metro system and identify opportunities for improvement in the system. The findings from this study can inform future efforts to enhance the LA Metro system and improve the overall experience for its users.

RESEARCH METHODOLOGY

This research study will use a qualitative research approach to gather data. Data will be collected using a discussion guide, which will be used to conduct in-depth interviews with a diverse range of participants. Participants will be recruited via convenience sampling, including online and offline methods. The study will aim to recruit participants who represent a diverse range of ages, genders, ethnicities, and socio-economic backgrounds to ensure a range of perspectives on the LA Metro system. Data will be analyzed using thematic analysis to identify coHemmon themes and patterns in participants' responses.

Hello, My name is … I am a student in ….. Thank you for sitting down with me and doing this interview. Our team is working on a project about enhancing the ridership experience for the LA Metro and also finding solutions for increasing the ridership for the LA Metro. We highly appreciate your participation in the research of this project. Your answers will stay anonymous. Do you have anything to add before we begin?

Make sure that they have signed the consent form and then start the recording

1. Would you mind introducing yourself to me?
    a. Age
    b. Gender
    c. Ethnicity
    d. Occupation/education
    e. Family size
2. Explain your main way of commuting to me.
    a. What time of the day?
    b. How long does it take anywhere?
    c. What are the main places that you go to?
    d. How often do you use this commuting method?
3. What do you think about your commuting method?
    a. What do you like/dislike about your commuting method?
4. Explain your main reasons and motivations behind using your main way of commuting.
5. Do you use public transportation?
    a. If they say yes:
        i. How frequently do you use public transportation
        ii. Where do you usually go using the public transportation
        iii. What does motivate you to use public transportation?
        iv. What type of public transportation did/do you use? (Bus, train, Metro Micro, etc.)
        v. Parking
        vi. Ticket purchase
        vii. Navigation
        viii. In-ride experience
    b. If they say no:
        i. Why you don't use public transportation?
        ii. If anything would motivate you to use public transportation, what it would be?
6. Have you seen people struggling to use public transportation in LA? (If yes, please elaborate)
    a. What were some of the things that you have struggled with using public transportation?
7. What have you seen or heard the people that you know mention about public transportation in LA?
8. Describe your non-negotiables to me when it comes to commuting and getting to a destination. (Things that you cannot sacrifice)
9. How do you think navigation/maps can be improved?
10. How would you like to see the different routes and lines differentiated?
11. If there was no constraint and you would be able to have an ideal public transportation system, what would be the features that you would like to have? (Explain in detail)

Index

Hello, My name is … I am a student in ….. Thank you for sitting down with me and doing this interview. Our team is working on a project about enhancing the ridership experience for the LA Metro and also finding solutions for increasing the ridership for the LA Metro. We highly appreciate your participation in the research of this project. Your answers will stay anonymous. Do you have anything to add before we begin?

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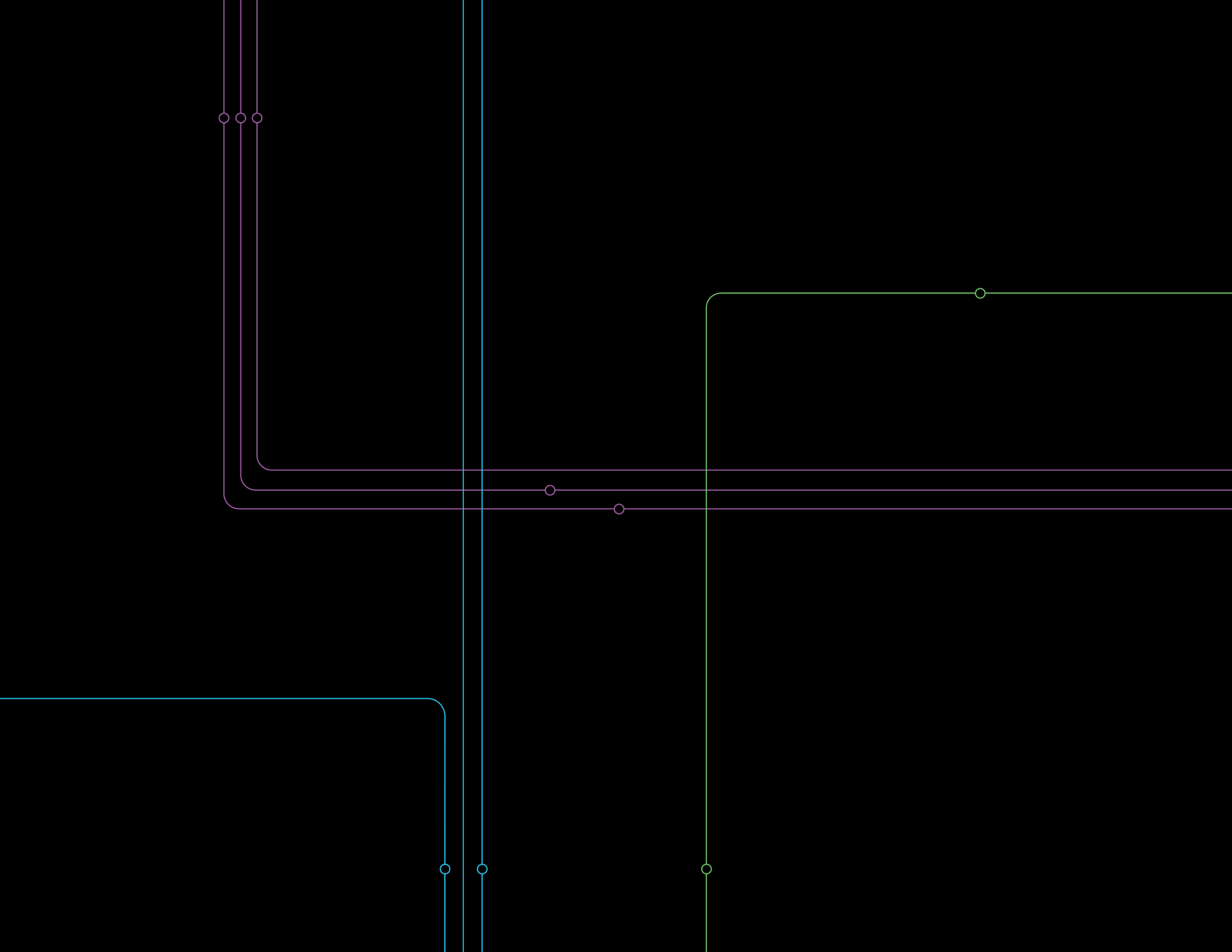
1. Would you mind introducing yourself to me?
    a. Age
    b. Gender
    c. Ethnicity
    d. Occupation/education
        i. Their career timeline
    e. Family size
2. Tell me about a time/day/project that you felt fulfilled and proud working for Deloitte.
3. How did you see public transportation in LA evolve?
    a. Challenges that it has faced
    b. What strategies have the LA metro used to increase ridership? Were they successful or not? Why?
4. What are some of the most innovative approaches to public transportation that you've seen or been involved with, and what makes them effective?
5. What are some of the roadblocks that LA public transportation systems face? (Different factors)
6. How tangible were the previous solutions that LA Metro has implemented? (Unconscious)
7. Why do you think Deloitte can help the LA Metro achieve its goals? What makes Deloitte stand out from other competitors? (Mission and how it aligns with LA Metro)
8. How do you balance the needs of different stakeholders in a public transportation system, such as commuters, city officials, and transportation providers?
9. Do you use public transportation in LA as a way of commuting?
    a. As a person who has background knowledge of public transportation, what are some of the strengths and weaknesses of the system?
    b. How would you compare your view of public transportation in LA to a user/rider (who doesn't have the background knowledge)
10. What is one of the most innovative examples that you have seen used by public transportation systems (can be in different countries or cities)?
11. In an ideal world where there are no constraints, how would you approach enhancing the public transportation system?
12. What are some areas that you think we can explore based on your experience?