**Improving Public Transport with Design Thinking**

1. **Empathise:**The first stage of any design thinking process involves designers seeking to understand and empathise with the needs of the users by conducting research, interviewing users and gathering data to gain insights into the users’ needs, challenges and behaviours.
2. **Define:**The second step in the design thinking process is the define stage. In this stage, designers define the problem they want to solve based on the insights they have gained from research.

# Ideate:The ideate stage involves brainstorming as many ideas as possible to solve this particular problem. Below are some of my ideas

# Prototype:The penultimate stage of the design thinking process is where designers create low-fidelity prototypes to test and refine ideas, using these to gather feedback from users and stakeholders.

# Test:The fifth and final stage of the design thinking process is testing. This is when designers test their prototypes with users to gather as much feedback and insights as possible to refine and improve their ideas.

1. **Challenges: These challenges are the absence of previous transportation planning studies, lack or absence of transportation data**
2. Decarbonisation:Reducing greenhouse gas emissions from transport has been a policy priority for nearly a decade, since the passage of the UK Climate Act, and arguably before

### Air quality:Diesel vehicles are reported to kill 38,000 people prematurely each year due to the failure to meet official limits in real driving conditions

### Electrification:Electrification of transport is not only a strategy for tackling climate change and cleaning the air; it is also a strategy for motor manufacturers to sell a whole new generation of vehicles, a strategy for new entrant manufacturers to overtake existing suppliers and establish leadership positions in a global industry, and a strategy for electricity suppliers to supplant oil companies. The stakes could hardly be higher

### Infrastructure:Most infrastructure projects are also transport projects, and most infrastructural shortcomings relate to transport infrastructure provision