

TASK 3

CASE STUDY – Improving Public Transportation System

Phase	Activities	Findings and Solutions
Scope	Define project objectives, goals, and constraints. Identify key stakeholders and set project boundaries	Improve the reliability, efficiency, and user-friendliness of the public transportation system. Constraints: Budget limitations, existing infrastructure, and stakeholder requirements.
Empathize	Conduct interviews with commuters, observe public transportation usage, and gather feedback from city residents	Commuters face issues such as overcrowded buses/trains, inconsistent schedules, and lack of real-time information.
Define	Analyse the gathered data to identify key pain points and user needs.	Problem Statement: Commuters need a reliable, efficient, and user-friendly public transportation system that addresses issues of overcrowding, scheduling, and real-time information.
Ideate	Brainstorm and generate a wide range of potential solutions to address the identified problems.	Solutions include implementing real-time tracking apps, increasing the frequency of buses/trains during peak hours, and introducing dedicated lanes for public transport.
Prototype	Develop prototypes of the proposed solutions, such as a real-time tracking app and a redesigned bus/train schedule	Created a prototype app that provides real-time tracking of buses/trains, schedules, and alerts for delays. Also, proposed a new schedule with increased frequency during peak hours.
Test	Conduct usability testing with target users to gather feedback on the prototypes and identify areas for improvement.	Users found the real-time tracking app helpful but suggested adding features like route planning and fare information. The new schedule was well-received, but some areas still experienced overcrowding
Implement	Refine the solutions based on user feedback and develop the final product. Launch the solutions and monitor their impact on the public transportation system	Implemented the real-time tracking app with additional features like route planning and fare information. Adjusted the schedule further to address overcrowded areas. Monitored user satisfaction and system efficiency improvements.