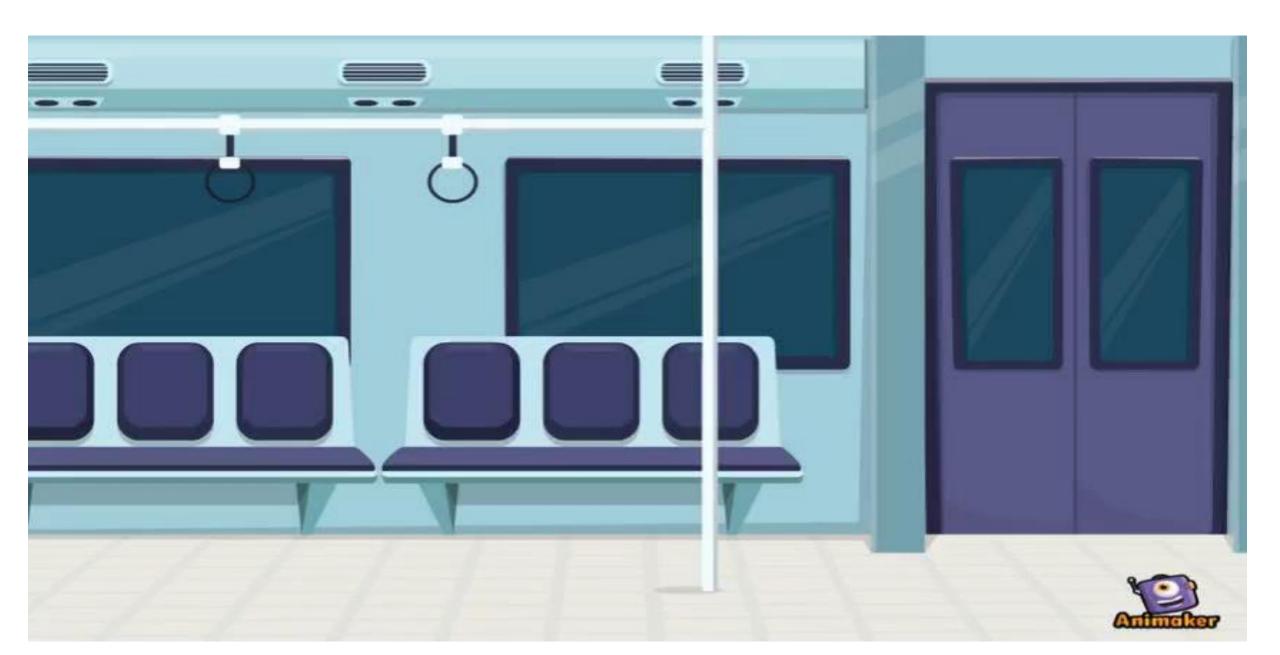


Team

- André Rodrigues Developer
- João Henriques Manager & User Research
- Luís Loureiro Design



Video



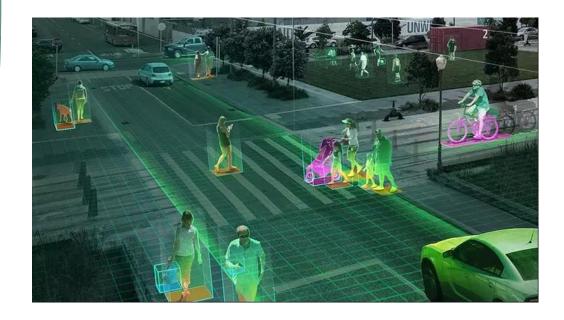


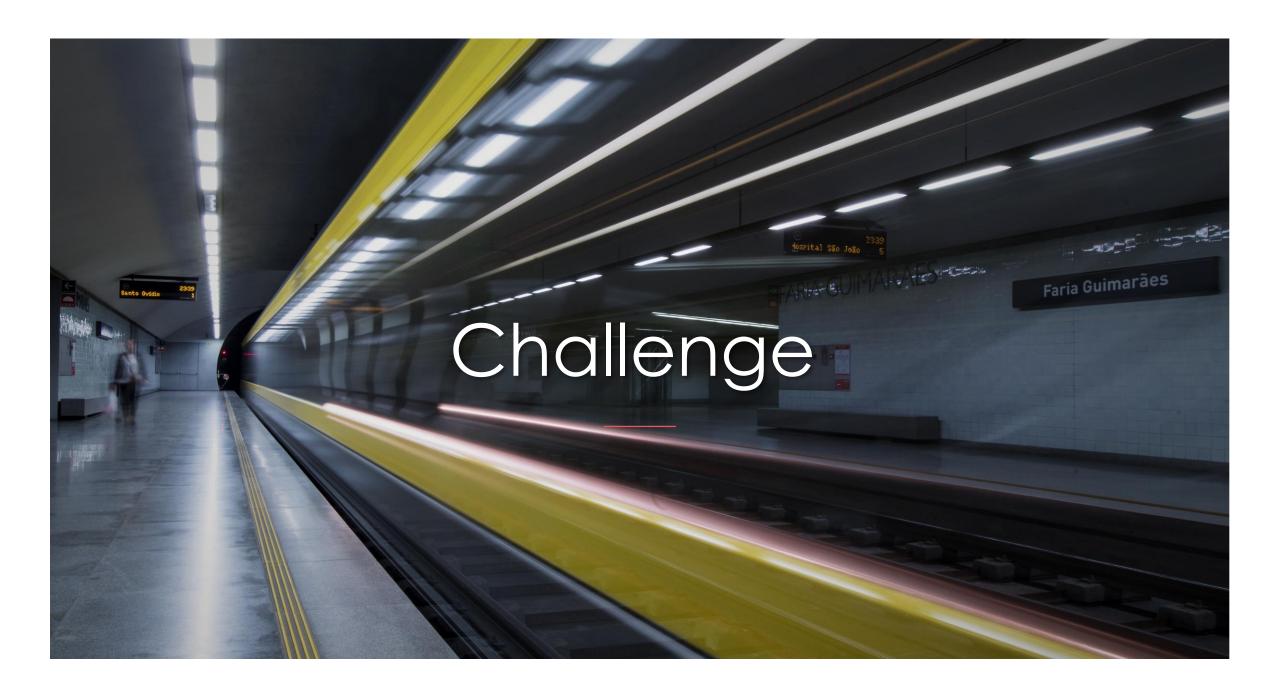
Solution

- Combine thermal cameras and screens placed in the area with access control equipment
- Identify customers with red/green boxes surrounding them
- Use shame factor to persuade people from travelling without a valid ticket

Consequence → increased revenue





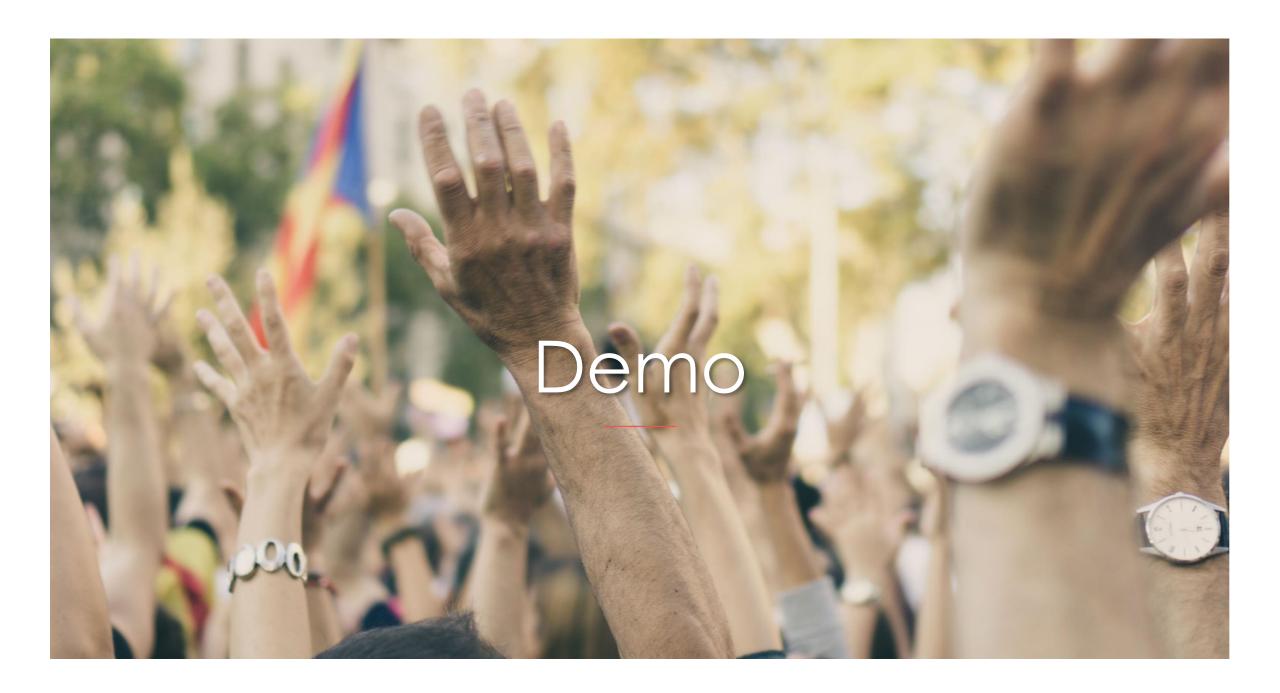


Challenge

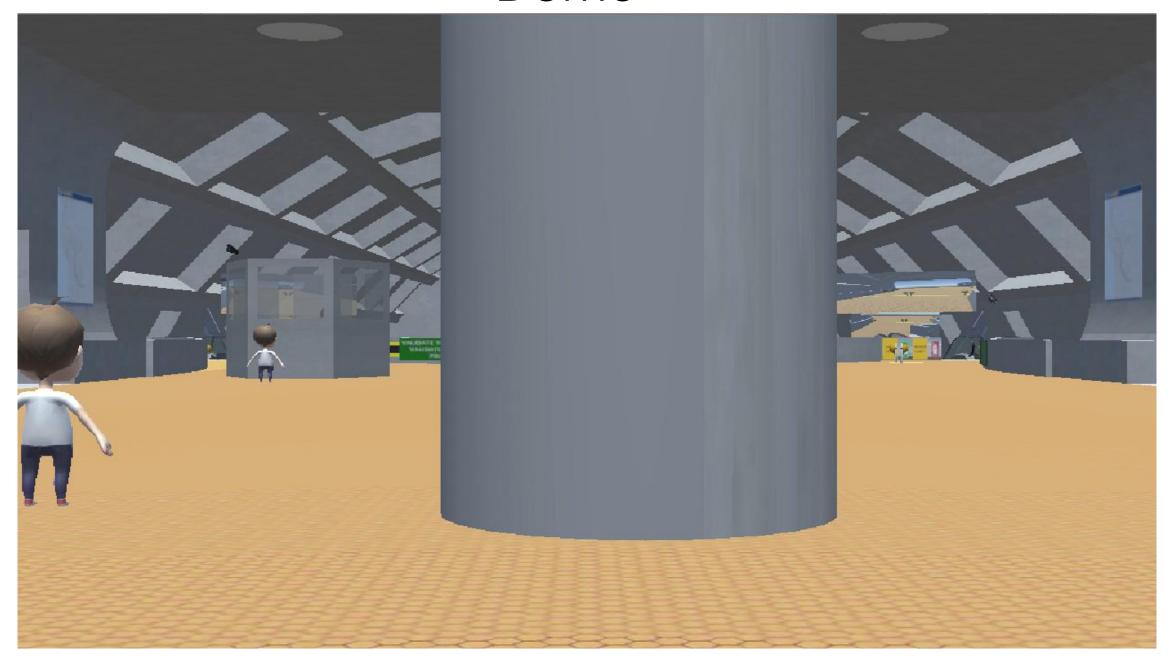




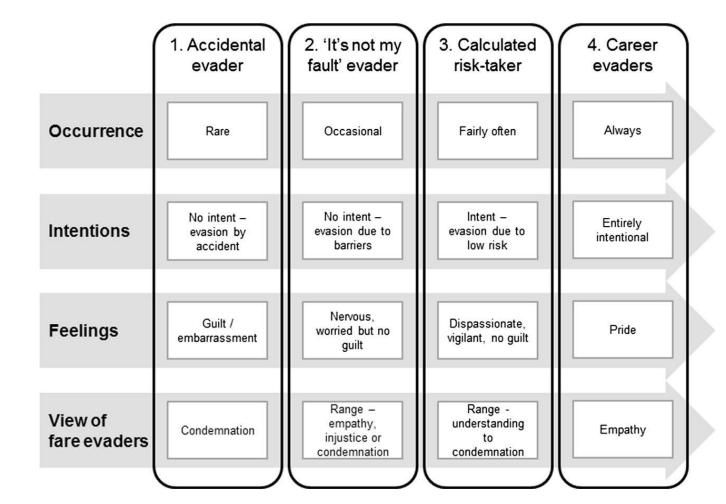
- About 20% of the Metro of Porto customers travel without a valid ticket
- Implement a control access system in 14 underground stations
- ► Keep the no-physical barriers design
 - ▶ "open"
 - easily accessible
 - allow free circulation



Demo





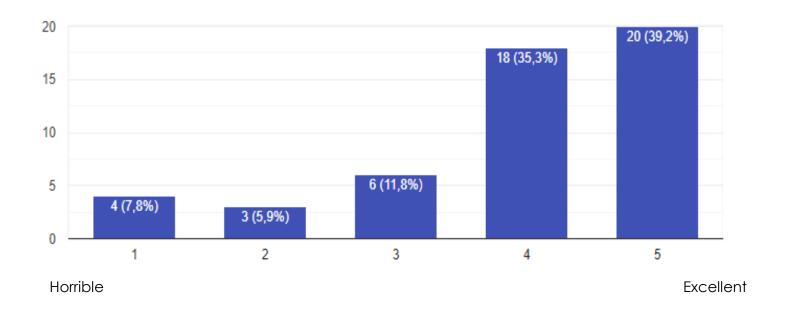


Initial User Research

What \ \	Who <	30 years old	Middle age	> 60 years old
Without paying	27		6	4

User Research

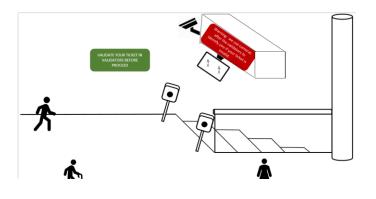
Field Observation How would you feel if you knew you were being monitored to validate your ticket?



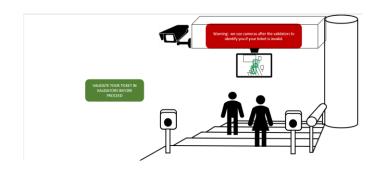
User Research

Survey





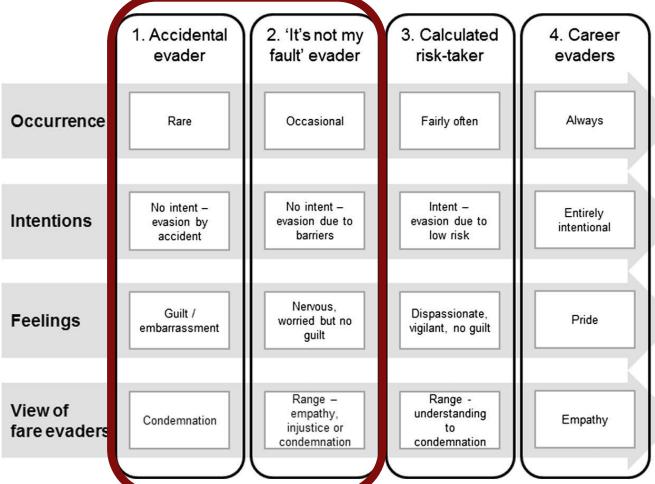




User Research

Storyboards

Target users



User Research

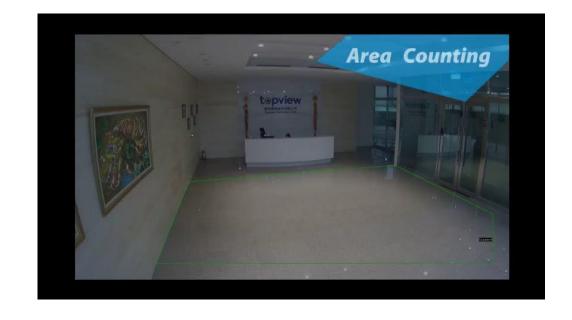
Detailed description of the solution

Thermal cameras filming the area with access control equipment



Detailed description of the solution

- Screens displaying what cameras are capturing
- Specific Regions of Interest (ROI) are drawn by the system to easy identify customers



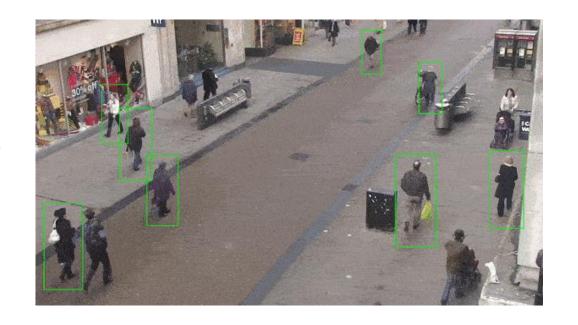
Detailed description of the solution

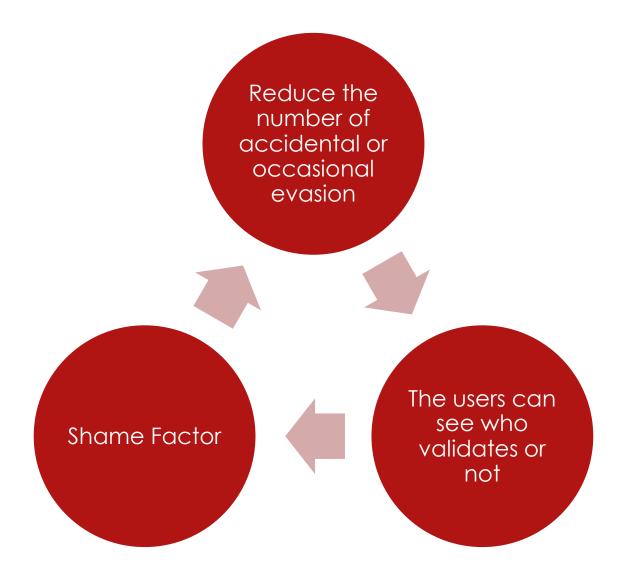
- ► The system identifies when a customer enters the ROI
- ▶ If there's no validation occurring in the closest equipment, the customer is an invalid one



Why this works?

- Human detection systems
- Thermal makes humans easy to detect
 - Even if the humans try to hide his body with an object





Why this works?

