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| POV: Improving Public Transportation in a City |  |  |
| User | **Need** | **Insight** |
| Daily travelers in a busy city | a reliable and efficient public transportation system | Current public transportation services are often overcrowded unreliable, and lack convenience |

How might we reduce overcrowding during peak hours on buses and trains?

How might we enhance the accessibility of public transportation for individuals with disabilities, ensuring a more convenient way to travel to and from a certain place?

How might we create a more seamless and convenient payment system for public transportation, making it easier for daily commuters in a busy city to access and use public transportation services?

How might we improve the safety and security measures on public transportation vehicles and stations, ensuring a secure commuting environment for daily commuters in a busy city?

How can we prioritize sustainability by reducing emissions and promoting eco-friendly transportation options, thereby addressing the need for a greener and more environmentally friendly public transportation system in a congested city?