



# COMMUTENITY

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DESIGNING FOR SERVICE

NOVEMBER 1, 2010

# ORIGINAL HUNT STATEMENT

Examine the process of boarding the bus  
with the intent to make this process:

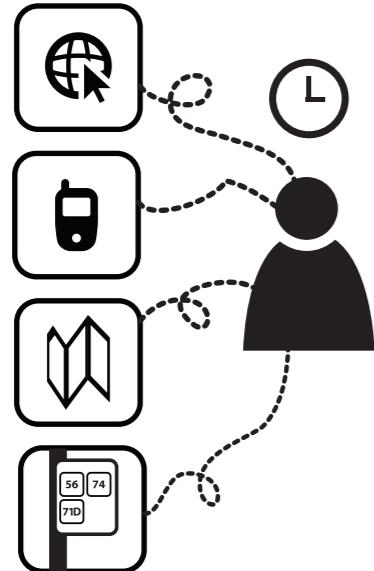
faster (for the other riders)

more efficient (for the bus driver)

less stressful (for the passenger boarding)

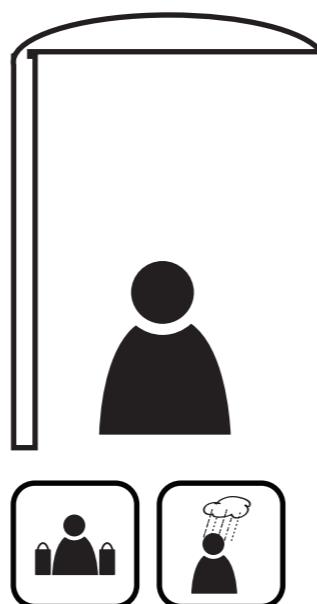
# CUSTOMER JOURNEY MAP

1



ESTABLISH ROUTE

2



WAIT FOR CORRECT BUS

3



BOARD BUS

# PORT AUTHORITY MISSION STATEMENT

Deliver outstanding transportation services which connect people to life.

*Port Authority website, 10/30/2010*

# PORt AUTHORITY VISION STATEMENT

Become America's premier public transportation company.

*Port Authority website, 10/30/2010*

# PORT AUTHORITY CURRENT RIDERSHIP

Average Weekday Passengers – 228,719

- Bus: 195,853
- Light rail: 25,270
- Mon Incline: 1,764
- ACCESS: 5,832

*2009 calendar year*

# PORT AUTHORITY CURRENT RIDERSHIP

Average Saturday Passengers – 101,815

Average Sunday/Holiday Passengers –  
58,926

2009 total ridership - 67,163,320

*2009 calendar year*

# PORT AUTHORITY CURRENT INITIATIVES

Rider Rewards turns your weekly or monthly Port Authority pass into a valuable coupon you can redeem at a variety of local businesses. You just show them your pass, and they'll show you the savings.

# PORT AUTHORITY CURRENT INITIATIVES

Transit Surveys via SMS and web; the first 5,000 respondents receive a coupon to McDonald's, plus an opportunity for another prize.

# INTERVIEWS

3 non-student riders

3 student riders

1 PAT driver

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## Wholesale Port Authority

[www.OutletShirts.com](http://www.OutletShirts.com) All Styles & Colors, Save 40% Free Shipping Avail. Port Authority

Sponsored link

### Port Authority eyes massive service cuts

Jul 21, 2010 ... Port Authority today will unveil a plan to cut transit service by 35 percent, eliminate 48 routes and raise the one-way fare for some riders ...  
[www.post-gazette.com/pg/10202/1074071-147.stm](http://www.post-gazette.com/pg/10202/1074071-147.stm) - Cached

### The Port Authority is miserably failing riders

Oct 18, 2010 ... I read with disgust that the Port Authority has dropped its plans for a premium fare increase ("Port Authority Drops Plans for Premium Fare: ...  
[blogs.sites.post-gazette.com/.../22408-the-port-authority-is-miserably-failing-riders](http://blogs.sites.post-gazette.com/.../22408-the-port-authority-is-miserably-failing-riders) - Cached

### Port Authority hopes to bring rapid bus transit to East End

Sep 21, 2010 ... Having concluded there is little hope of extending light-rail service to Oakland, the Port Authority is trying to marshal support for major ...  
[www.post-gazette.com/pg/10264/1089089-147.stm](http://www.post-gazette.com/pg/10264/1089089-147.stm) - Cached

### Remaking the Port Authority

Jun 22, 2010 ... After decades of relative inaction, local and state transit officials have the difficult task of navigating the Port Authority of Allegheny ...  
[www.post-gazette.com/pg/10173/1067236-109.stm](http://www.post-gazette.com/pg/10173/1067236-109.stm) - Cached

### Stop bashing the Port Authority

Sep 2, 2010 ... It's time to stop bashing the Port Authority. Without it, Pittsburgh and Allegheny County would be sunk. Dead in the water. Immobile. ...  
[www.post-gazette.com/pg/10245/1084354-109.stm](http://www.post-gazette.com/pg/10245/1084354-109.stm) - Cached

### Port Authority schedule changes take effect today

Apr 4, 2010 ... Port Authority officials are taking it as a good sign that riders have descended like locusts on its schedule racks. ...  
[www.post-gazette.com/pg/10094/1047835-147.stm](http://www.post-gazette.com/pg/10094/1047835-147.stm) - Cached

### Port Authority: \$7 suburban fares possible

Jun 14, 2010 ... Fares on suburban commuter routes could rise to \$7 or more and service could be slashed 25 percent or more as the Port Authority tries to ...  
[www.post-gazette.com/pg/10165/1065451-147.stm](http://www.post-gazette.com/pg/10165/1065451-147.stm) - Cached

### A funding formula for failure at the Port Authority

Sep 8, 2008 ... In the Pittsburgh region, the Port Authority has cut service by a record 15 percent, laid off employees, raised fares and continues to ...  
[www.post-gazette.com/pg/08251/909752-147.stm](http://www.post-gazette.com/pg/08251/909752-147.stm) - Cached

### Port Authority riders bemoan planned cuts

Aug 20, 2010 ... James Love tells the Port Authority board during Thursday's hearing that one way of saving money might have been to make one schedule for ...  
[www.post-gazette.com/pg/10232/1081262-455.stm](http://www.post-gazette.com/pg/10232/1081262-455.stm) - Cached

# NOW THAT'S A GOOD QUESTION!

“All the locals groan when they start to see students moving in because they know the buses are gonna get crowded, there’s gonna be a lot of confusion, [laughs]; there’s a steep learning curve.”

# MANY LOCALS RELY ON PUBLIC TRANSIT

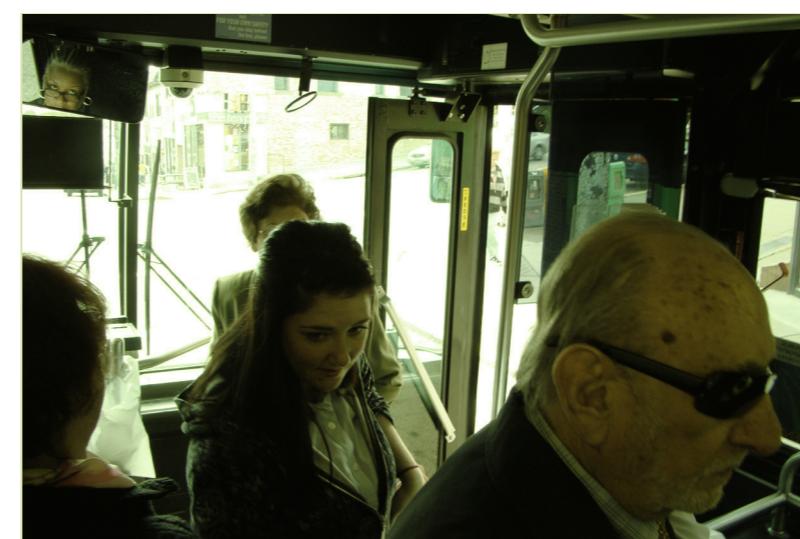
**“This is my only transportation.”**

# STUDENTS: WHEN TO SHOW PASS

“Depends on whether they have their hand on the box.”

“Somebody told me there was a logic to it, but then there isn’t.”

“They yell at you when you show them your pass and they don’t want you to.”



payment causes  
problems with boarding  
& exiting procedures

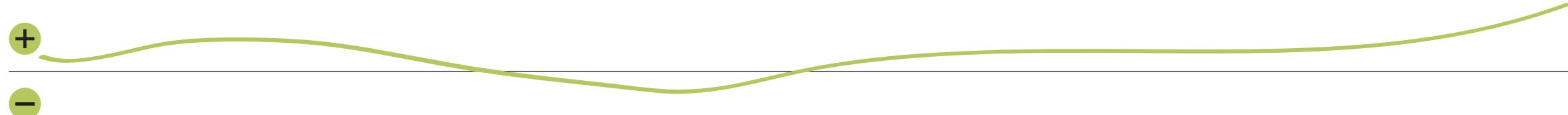


# crowding in the front of the bus

# CUSTOMER JOURNEY – LONG TIME RIDER

PLAN	WALK	WAIT	BOARD	SITUATE	RIDE	PREPARE TO DISEMBARK	EXIT
leaves the house at the same time to catch the bus to destination	walks to bus stop	waits for bus—chats w/regulars (people you know or see often) [waits short time]	boards bus, recognizes regular bus driver, knows whether to show pass	sits in first available seat or stands toward back door	talks with a friend who gets on a couple of stops later	gets ready to disembark when bus passes landmark	pulls cord moves to front knows whether to show pass, gets off bus

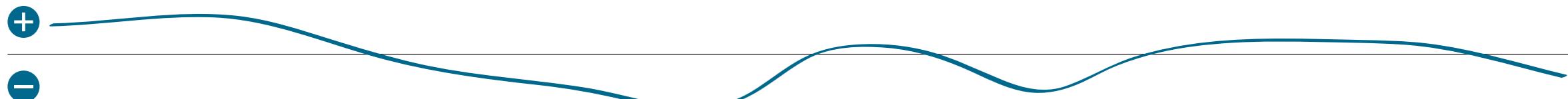
## EMOTIONAL RESPONSE



# CUSTOMER JOURNEY – STUDENT

PLAN	WALK	WAIT	BOARD	SITUATE	RIDE	PREPARE TO DISEMBARK	EXIT	
meets with friends and decides where to go (a member of the group looks up route or asks a friend)	walks to bus stop, talks with other students and friends	waiting time not necessarily built-in to trip plan, may wait as long as 20+ minutes, talks with friends to pass time	pulls out student id, flashes card to bus driver; is sometimes wrong and has to put card away	looks for an open row or area where the group can stay together	talks to friends or no one	looks for landmark, gets consensus from group in order to leave; might ask another unfamiliar rider	pulls cord moves to front	may not know whether to show pass; gets off bus

## EMOTIONAL RESPONSE



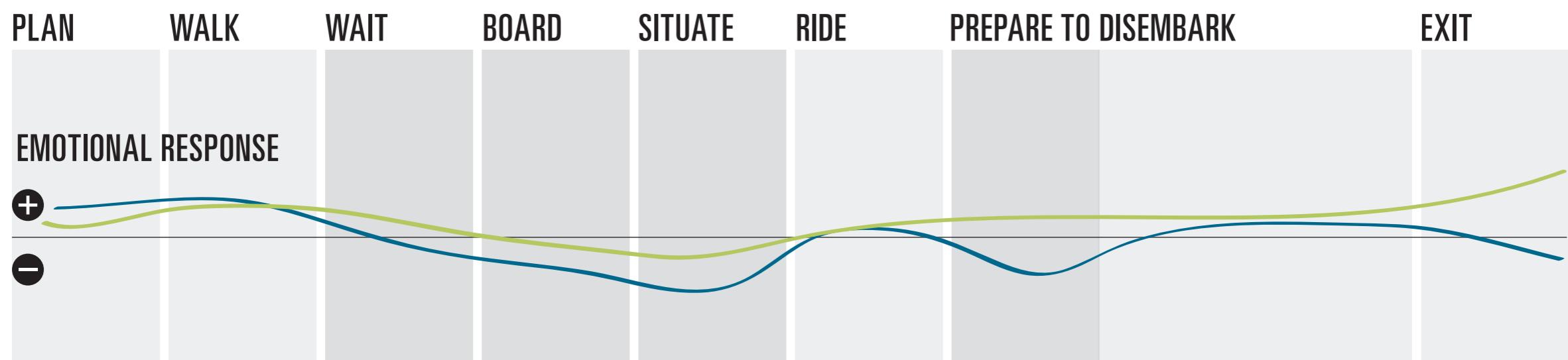
# FINDINGS

- Lack of knowledge, how to pay or where to go
- Blatant shirking of bus etiquette
- Divide between students and locals
- Physical characteristics of the bus encourage bad behavior

# FINDINGS

- PAT practices and policies (outbound payment) encourage bad behavior
- People received friendlier treatment when they knew the driver or other riders
- People familiar with the system had established workarounds or ways to make rides more comfortable

# POINTS OF STRESS



# CUSTOMER TYPOLOGY



# REVISED HUNT STATEMENT

Explore the human aspects of public transportation by looking at the various social groups that make use of PAT services and how they interact; increase the sense of community between these groups.

# COMMUNITY, DEFINED

- a group of interacting people living in a common location
- often used to refer to a group that is organized around common values
- attributed with social cohesion within a shared geographical location

*Wikipedia*

# SERVICE CONCEPT – LONG TIME RIDERS

Foster an attitude of mentorship towards students as they become acquainted with PAT services.

# SERVICE CONCEPT – STUDENTS

Encourage respect toward long-time riders and foster a sense of belonging within Pittsburgh; ingrain proper bus riding etiquette in new riders.

# MUTUAL GOALS

Foster a greater sense of ownership and responsibility over the riding environment and experience of using public transit.

# MUTUAL GOALS

Encourage groups to work together to overcome shortfalls in PAT's service and develop a greater appreciation for Pittsburgh itself.

# BUILDING COMMUNITY

## LOCALS

- loyalty
- pride
- concern for system



## STUDENTS

- frustration
- apathy
- lack of concern for system
- concerned for their own time



# DESIGN IMPLICATIONS

- increase knowledge of basic riding procedures
- provide positive reinforcement for good behavior
- foster kind social interactions between groups
- encourage community introductions, e.g., meet fellow riders
- make information more transparent, easily accessible, and integrated

# COMMUNITY PROVIDES

Network of support & goodwill

- ask someone if they know when the next bus is coming

Sense of familiarity

- see the same people on your route every day

Source for shared information

- leverage hive mind educated in the intricacies of the public transit system

# COMMUNITY PROVIDES

Sense of security

- wait with others at the stop

Sense of belonging

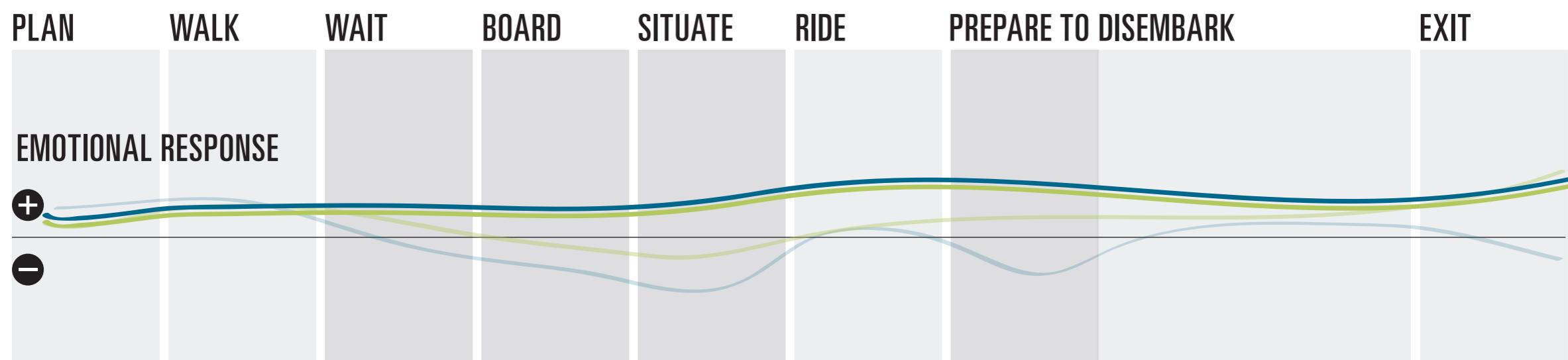
- share pains, frustrations, experiences

A set of markers and signals

- identify whether bus has arrived based on others at the stop

Motivation to improve the system

# IDEAL EXPERIENCE



# COMMUTENITY

**COMMUTENITY** is an instructional lighting system, providing location specific information with an integrated incentive-based point system. It promotes community by providing basic conversation starters and reinforces positive riding behaviors.

# MEET ALLIE, 18



Allie is a freshman at CMU. She has a dumb phone with unlimited texting. She rode the bus occasionally in Chicago, from the suburbs to go downtown to shop. She's used to driving her own car, and has only ridden the bus with her girlfriends.

## Tasks

Get groceries every other week  
Get dorm supplies, snacks, sundries

## Needs to know

What bus lines to take  
How to get back to campus  
How long bus rides will take  
Where to find route and time info

# ALLIE



## **End Goals**

Get to her desired destination  
Explore other neighborhoods in Pittsburgh

## **Experience Goals**

Feel in control of her time  
Transportation to be reliable

## **Life goals**

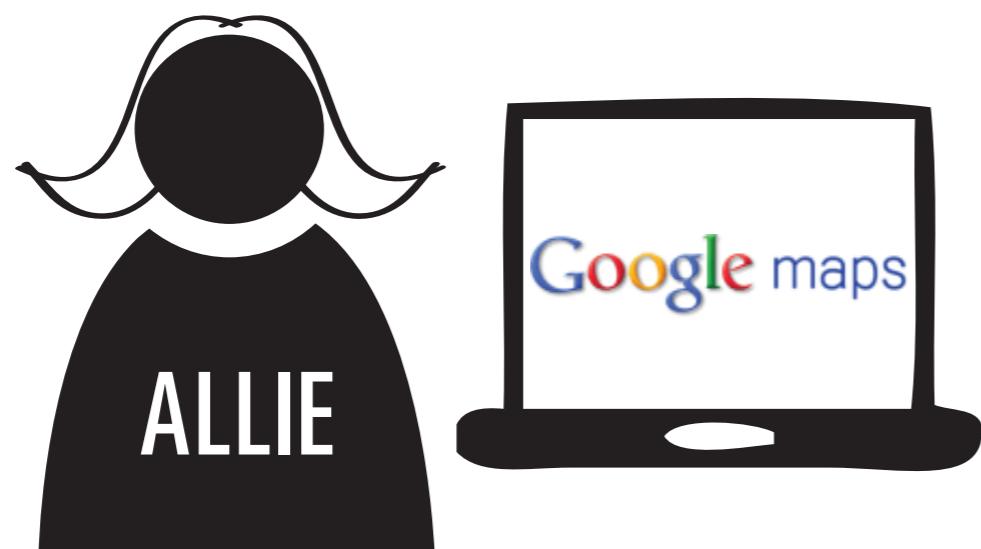
Get around the city with ease  
Feel at “home” in Pittsburgh

# SCENARIO

Allie needs to go Target to buy some toiletries. All her friends are too busy with homework to go with her. She's a little nervous because she's not used to riding the bus to get places, but she's starting to use the bus system more often since she's moved to Pittsburgh.

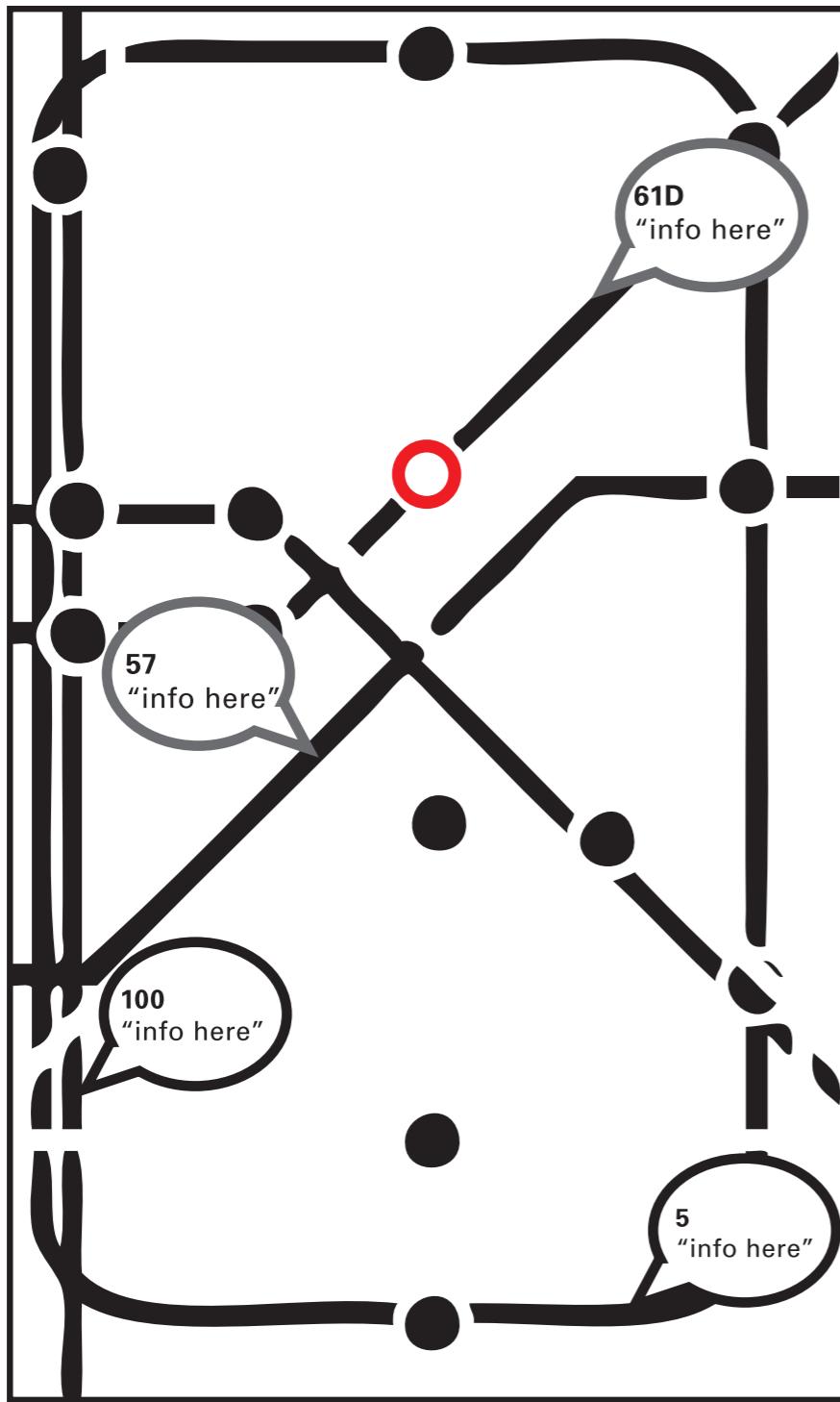
# ALLIE USES GOOGLE MAPS ON HER LAPTOP TO GET DIRECTIONS

She finds her route and the time she needs to be at the bus stop.



# ALLIE WALKS TO THE BUS STOP A LITTLE EARLY





When she gets to the bus stop, she can see on the map inside the bus shelter that the bus will be arriving in approximately 5 minutes based on its location.



# ALLIE PULLS HER BUS PASS OUT IN PREPARATION TO BOARD

She doesn't know until the bus arrives if she should pay when she gets on or gets off. She waits to see if the door will glow green or red.



AS THE BUS ARRIVES, ALLIE SEES THE  
DOOR IS GLOWING RED

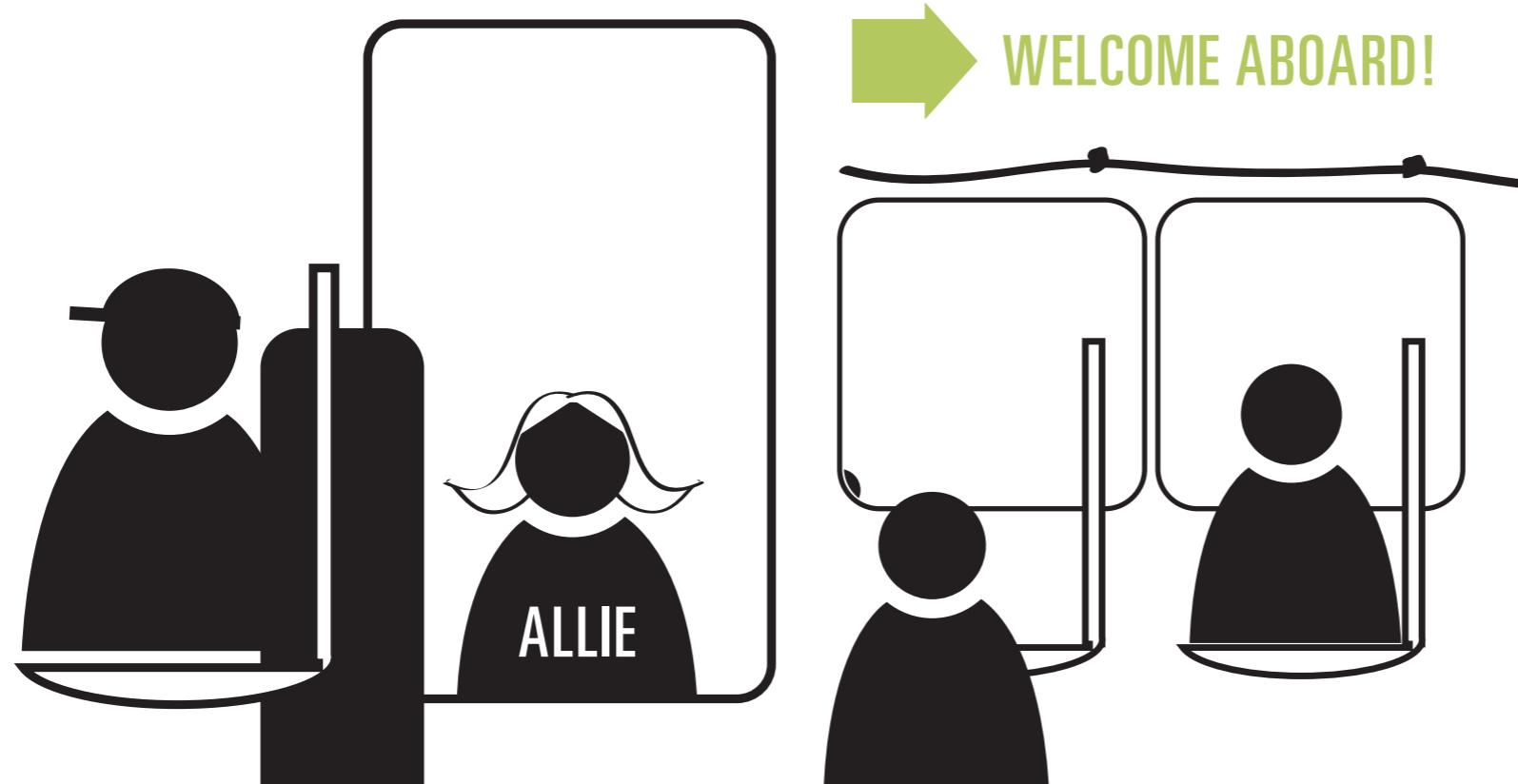


Allie knows that for this ride, she will pay when she gets off the bus; she feels confident she can put her ID away until later.



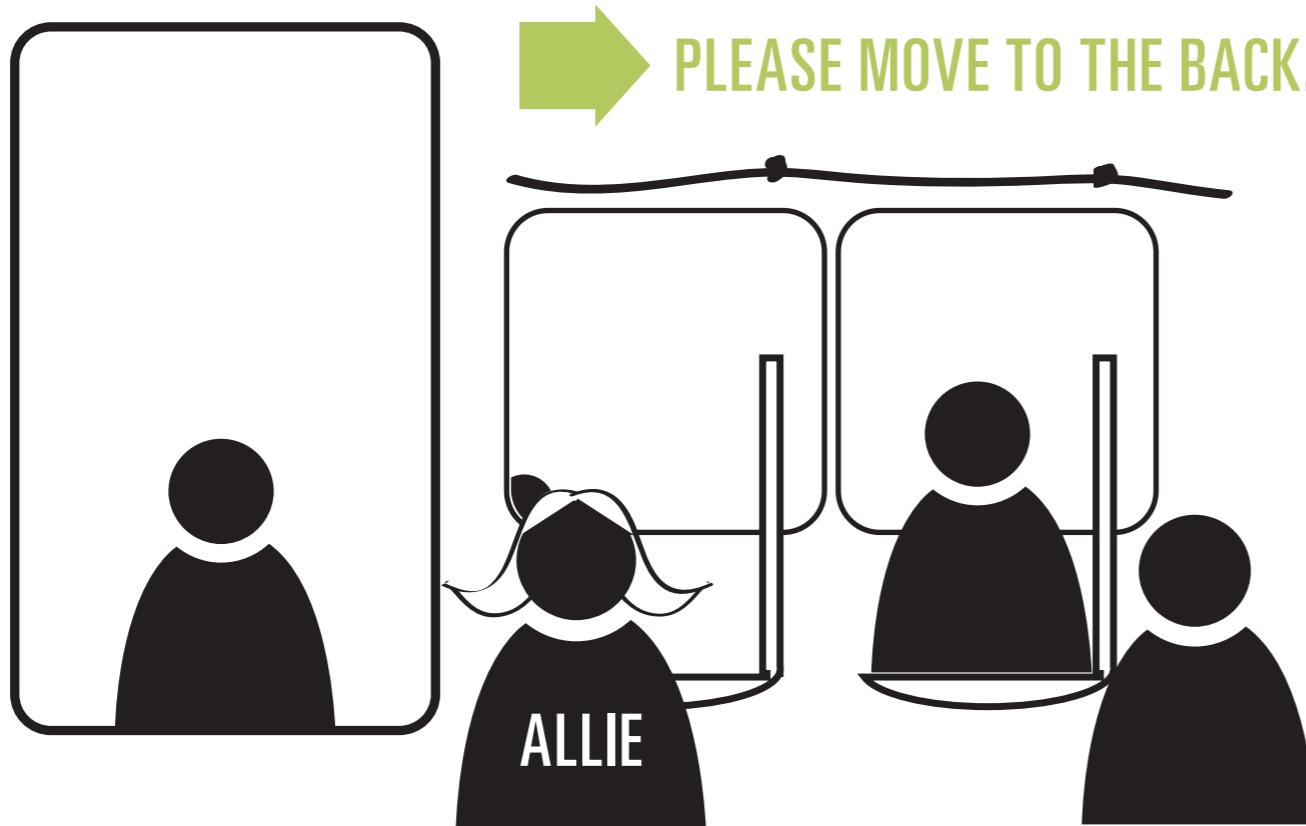
# ALLIE BOARDS THE BUS

She sees the marquee welcome her onto the bus.



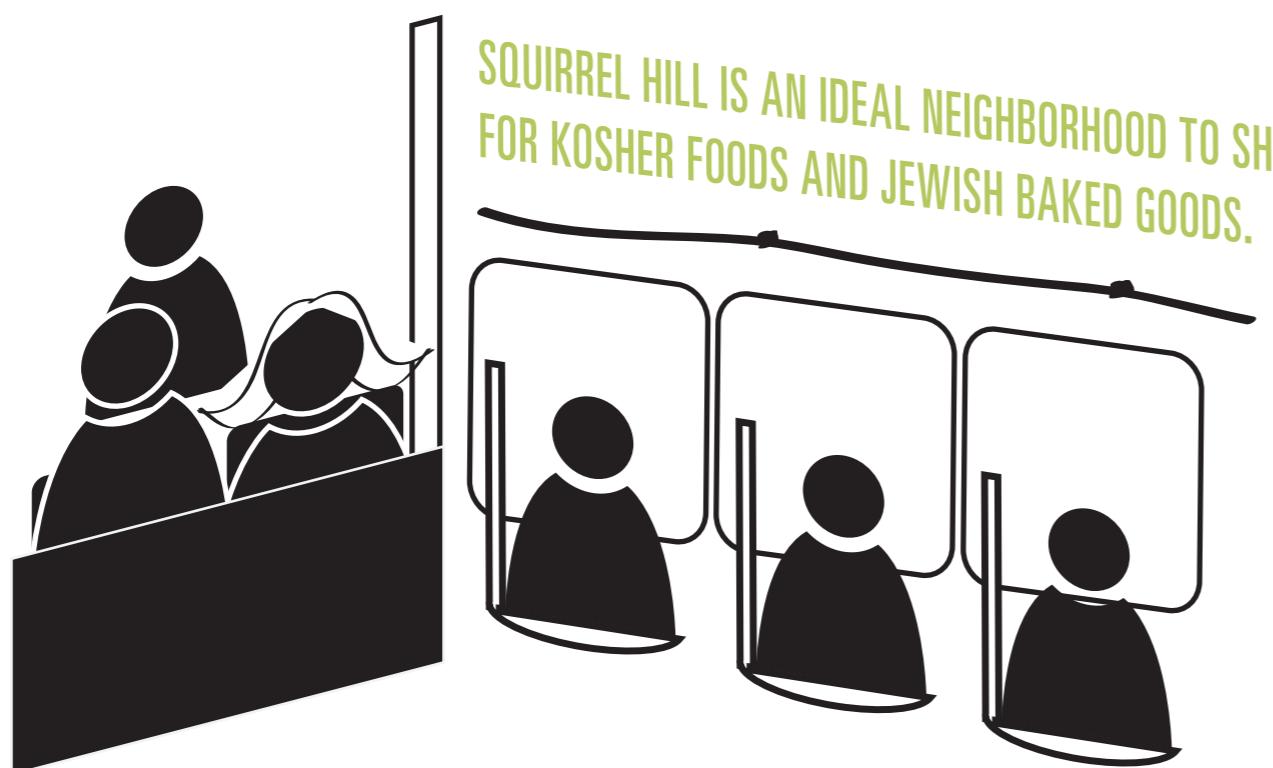
# THE MARQUEE PROMPTS HER TO MOVE TO THE BACK OF THE BUS

She easily finds a seat and settles in for her ride.



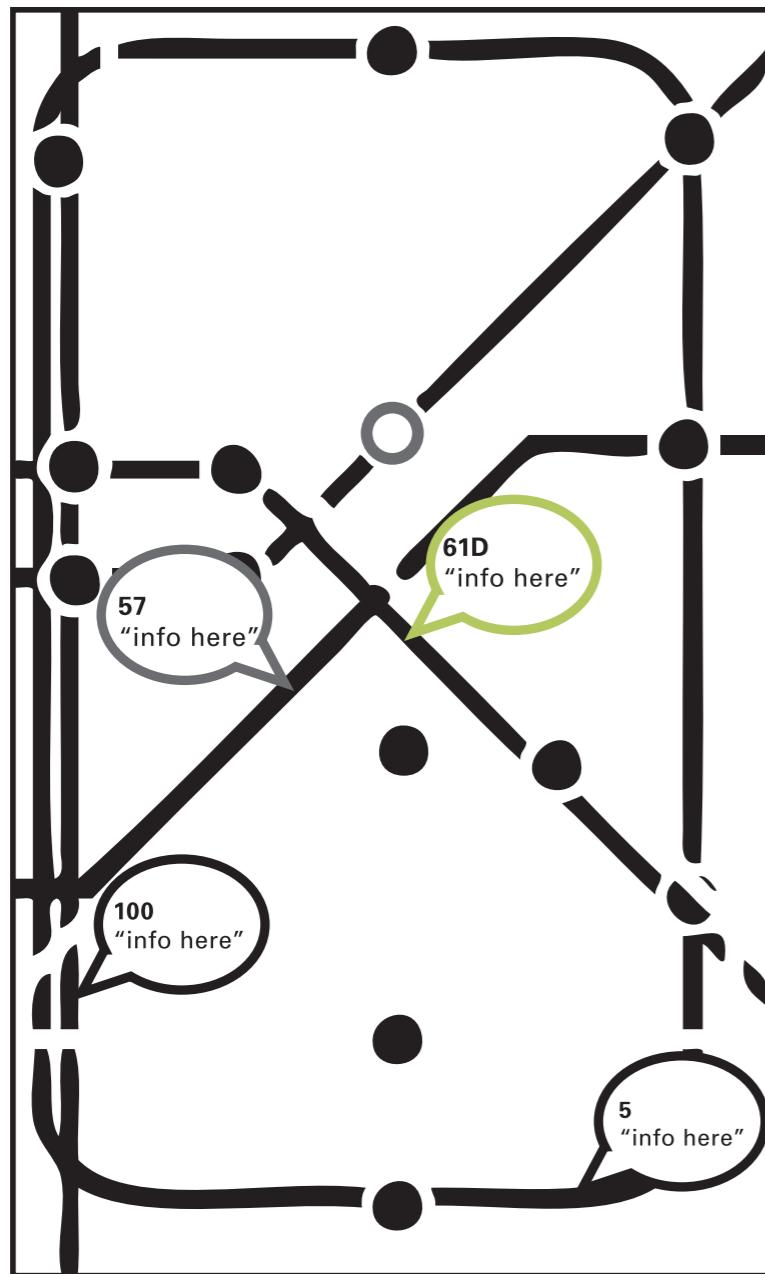
# AS SHE RIDES, ALLIE READS LOCATION SPECIFIC FACTS AND INFORMATION

These have really helped her become more acquainted with the city as she rides through each neighborhood.



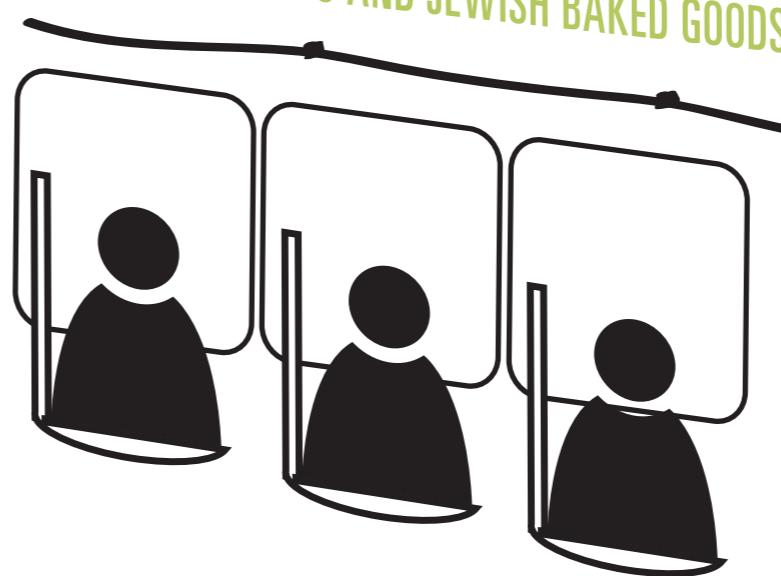
# SOMETIMES HER SEATMATE TALKS TO HER ABOUT THE CITY



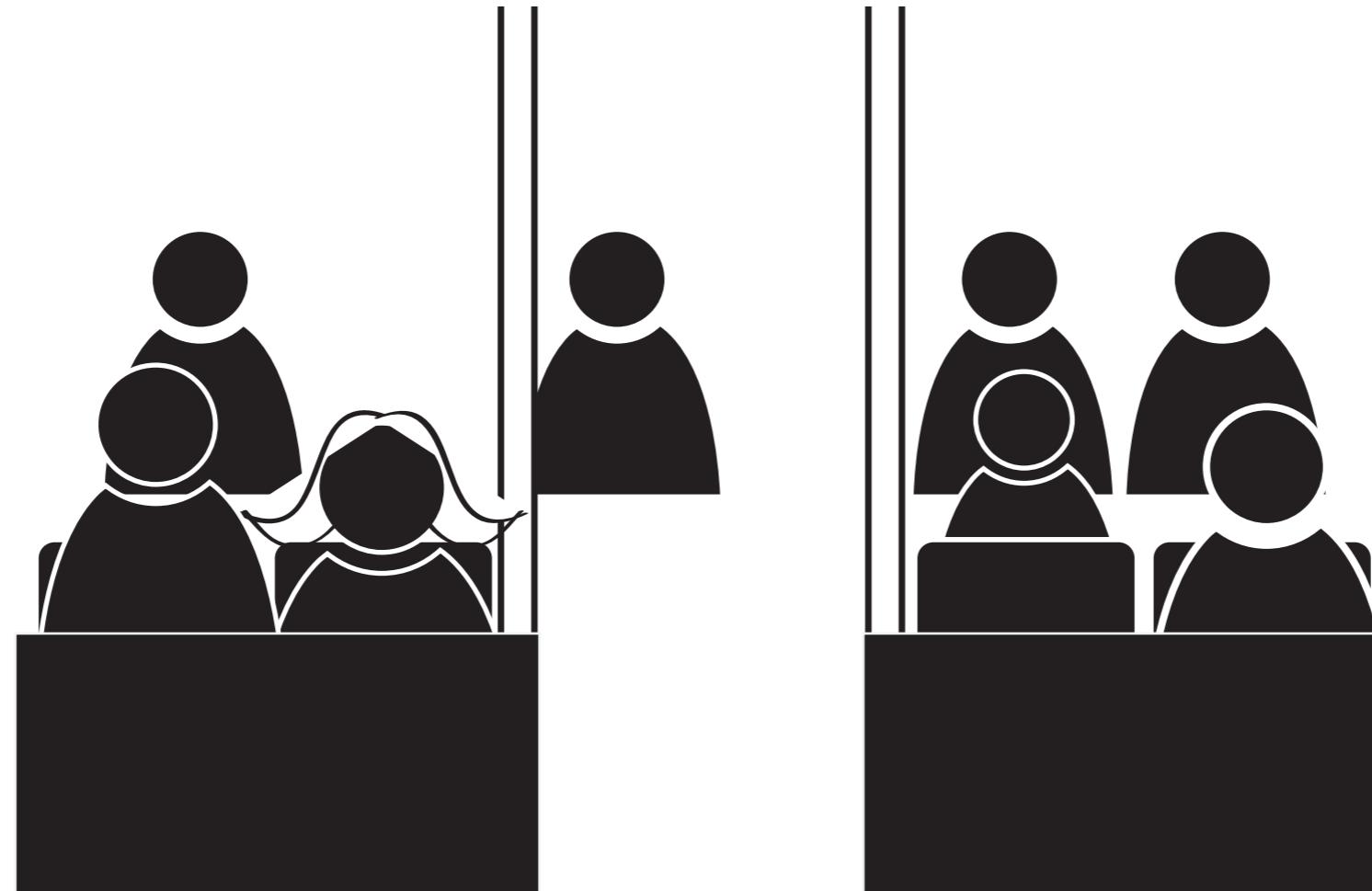


These facts also update at the bus kiosks, showing where the bus is along the route. For Allie, this makes waiting for the bus more fun and interesting.

SQUIRREL HILL IS AN IDEAL NEIGHBORHOOD  
FOR KOSHER FOODS AND JEWISH BAKED GOODS.



# ALLIE CAN ALSO EARN POINTS AND REDEEM THEM FOR PRIZES



# ALLIE KNOWS TO KEEP A LOOK OUT

Codes sometimes appear on the marquee or on the back of the seat in front of her. She can text these to the Port Authority to earn points. She's heard the codes don't appear toward the front of the bus – it's a little incentive to move toward the back.



# AT HOME SHE CAN LOG INTO HER ACCOUNT TO CHECK HER BALANCE

Allie can use the points she earns to redeem things like movie tickets, or a \$5 discount at certain stores and restaurants. Luckily, everything is located on a PAT line, so she has the freedom to choose whatever reward she wants.



# COMMUTENITY HAS TRANSFORMED ALLIE'S BUS RIDES

She now feels comfortable riding the bus to unfamiliar destinations. She feels confident boarding and exiting with her pass; because she's not fumbling for feeling nervous, can acknowledge the driver and other riders as she finds her seat.



# FROM STUDENT TO YINZER

Allie likes that sometimes she meets new people on the bus and is learning more about the city she'll be in for the next 4 years. She's working on redeeming her first reward – she's got her eyes set on a free concession at a home game.



# QUESTIONS

