

Who

When

How

Why

Where

walking students

Before crossing

app to submit wished times
via cross location

To help students have an
easier time getting to class

Crosswalks

runners

During crossing

website to pick cross
location and submit
complaint about low time

To provide better safety to
walkers

Frequently crossed parts of
the road

athletes

after crossing

online form to submit
wished time and pick a
location

To reduce waiting times at
crossings improves
pedestrian flow and
reduces frustration

Bus stops and shuttle pick
up points where many
students cross at once
during class change times

off campus living

Push notifications about
best crossing times based
on live app data

To improve coordination
with vehicle traffic lights
and have better traffic
management

normal people walking to
work / around

Automated sensor
feedback at crossings to
detect pedestrian density
and adjust timings