

BEFORE BOARDING

- Realtime update

How might we provide a better onscreen information for a pleasant ambience and experience in AV buses?

People in Zhengzhou use **multiple channels** to understand air quality.



92%

of people in Zhengzhou check Air Quality data via mobile apps.

Other media channels such as screens in public space (32%) and broadcast (16%) are also important resources for them to understand air quality.

ON BOARDING

- Entertaining and useful info

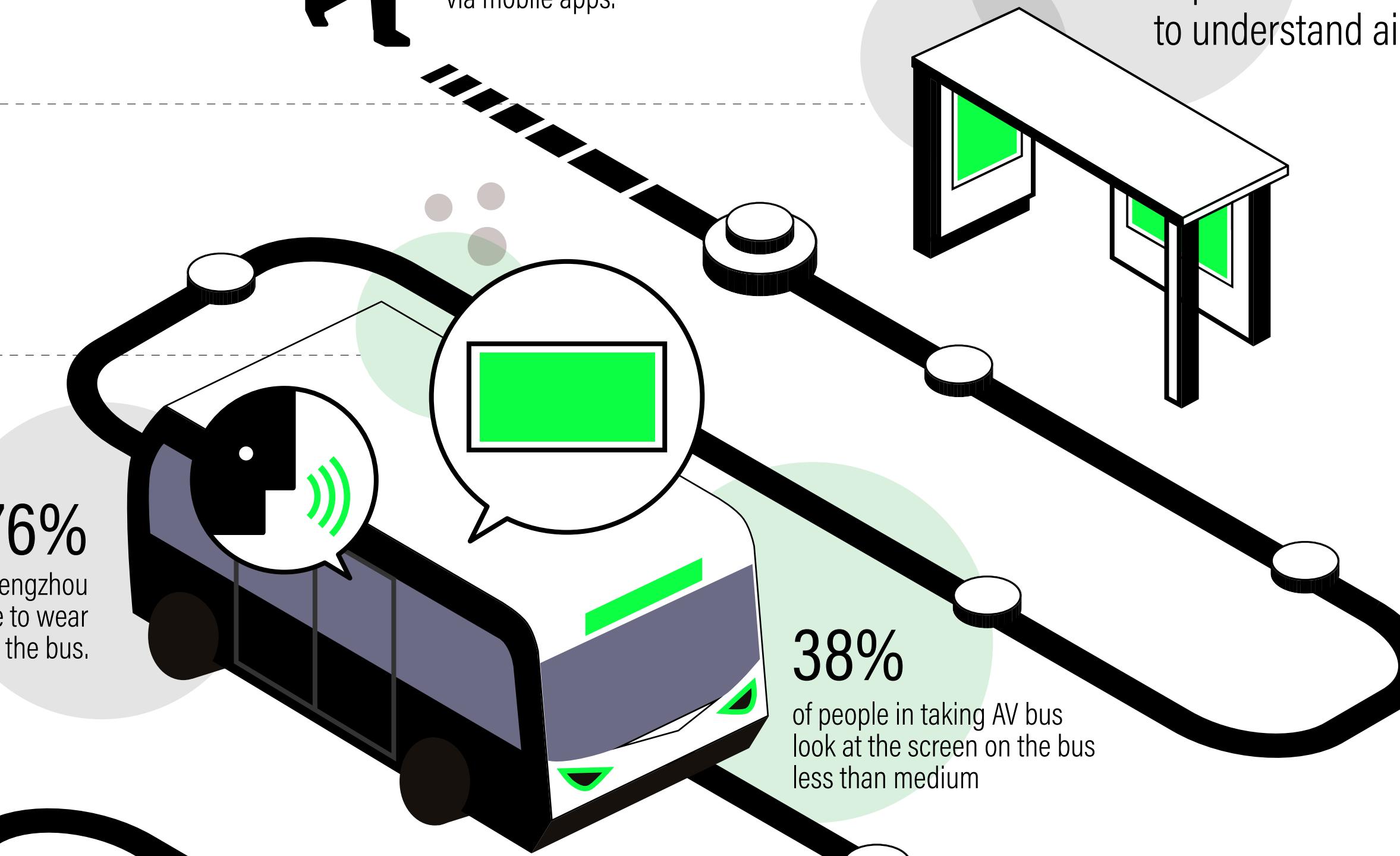
How might we provide a better onscreen contents for a pleasant ambience and experience in AV buses?

- Interaction with Xiaoyu

How might Xiaoyu proactively interact with passengers as a smart agent for health and air quality information?

76%

of people in Zhengzhou said they continue to wear a mask in the bus.



38%

of people in taking AV bus look at the screen on the bus less than medium

AFTER BOARDING

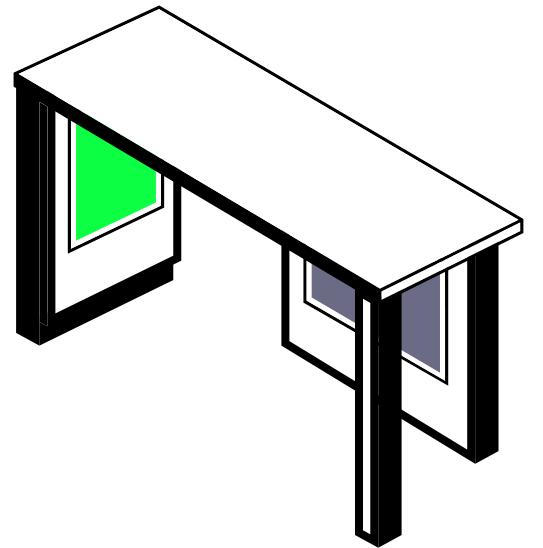
- On-site connection

How might we inform passengers to be prepared with timely information of their destination?

AV bus passengers takes multiple transit mode other than cars before/after boarding

BEFORE BOARDING

- Kiosk



A channel for communication of interest in the environment

"If the cost and time are the same, I will choose the most eco-friendly public transportation."

KEYWORDS

- Green travel
- New experience
- Daily routine
- Commuting
- Safety

Assuming that time efficiency and cost are equal, which of the following factors will affect you the most when you choose public transportation?

1st

Greenness

2nd

Travel habits

3rd

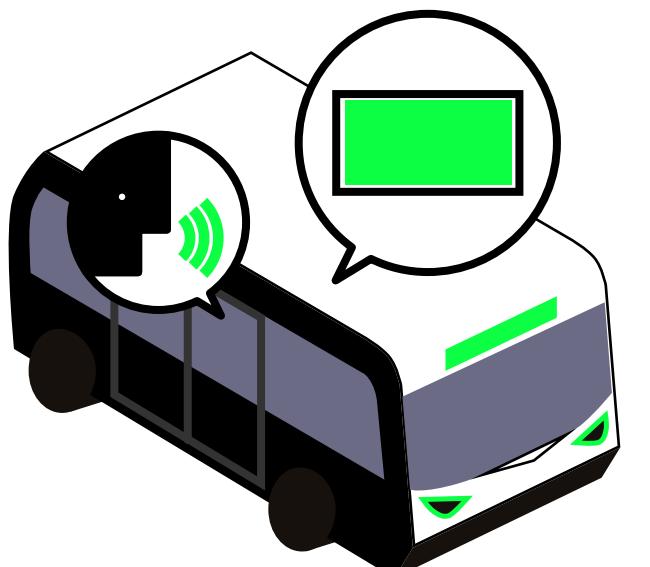
High-tech experience

4th

Local information

ON BOARDING & AFTER BOARDING

- Indoor screen
- Xiaoyu



Active promotion of air purification efforts

"I'd like to know more about the indoor air quality of the self-driving bus."

KEYWORDS

- Clean air
- Scenary
- High-tech
- Commuting
- Tour/Sightseeing

Which of the air quality information related to self-driving buses will you be the most interested in?

1st

Air quality in the buses

2nd

Air quality near the bus stops

3rd

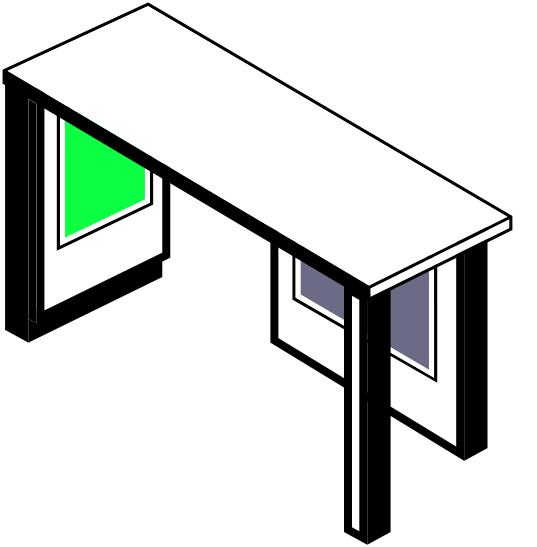
Air quality along the buses

4th

Local air quality

BEFORE BOARDING

- Kiosk



LAYOUT

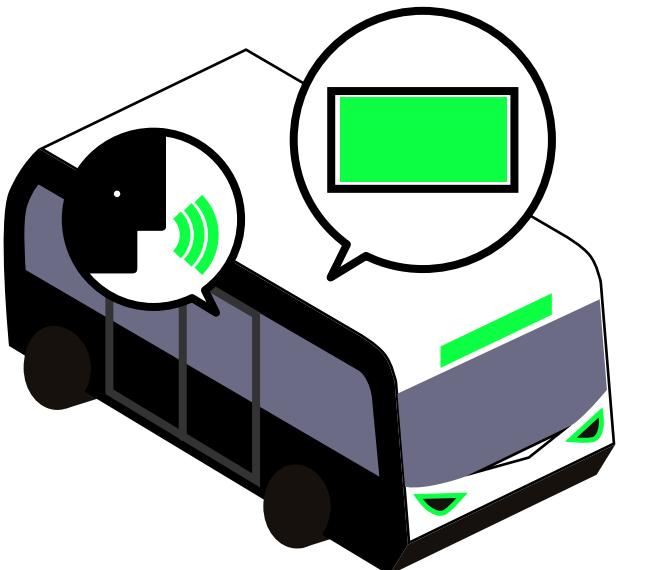


INFORMATION

- | | |
|---------------|-----------------|
| ▪ Date | ▪ Bus Stops |
| ▪ Time | ▪ Traffic |
| ▪ Weather | ▪ Advertisement |
| ▪ Temperature | ▪ Local news |

ON BOARDING & AFTER BOARDING

- Indoor screen
- Xiaoyu



LAYOUT



INFORMATION

- | | | | |
|--------------------|----------------------|------------------|--------------|
| ▪ AI icon (Xiaoyu) | ▪ Routes (AR Camera) | ▪ Speed | ▪ Local news |
| ▪ Bus Stops | ▪ Indoor Temperature | ▪ Battery Remain | |

1

Greensumer

Green+Consumer

Our customers are young, accustomed to acquiring information through technology, and are very interested in the environment.

2

Air around us

By providing consistent information on the various screens, we can address the user's concerns about air quality while promoting the company and city efforts.

A-Quality Branded Kiosk

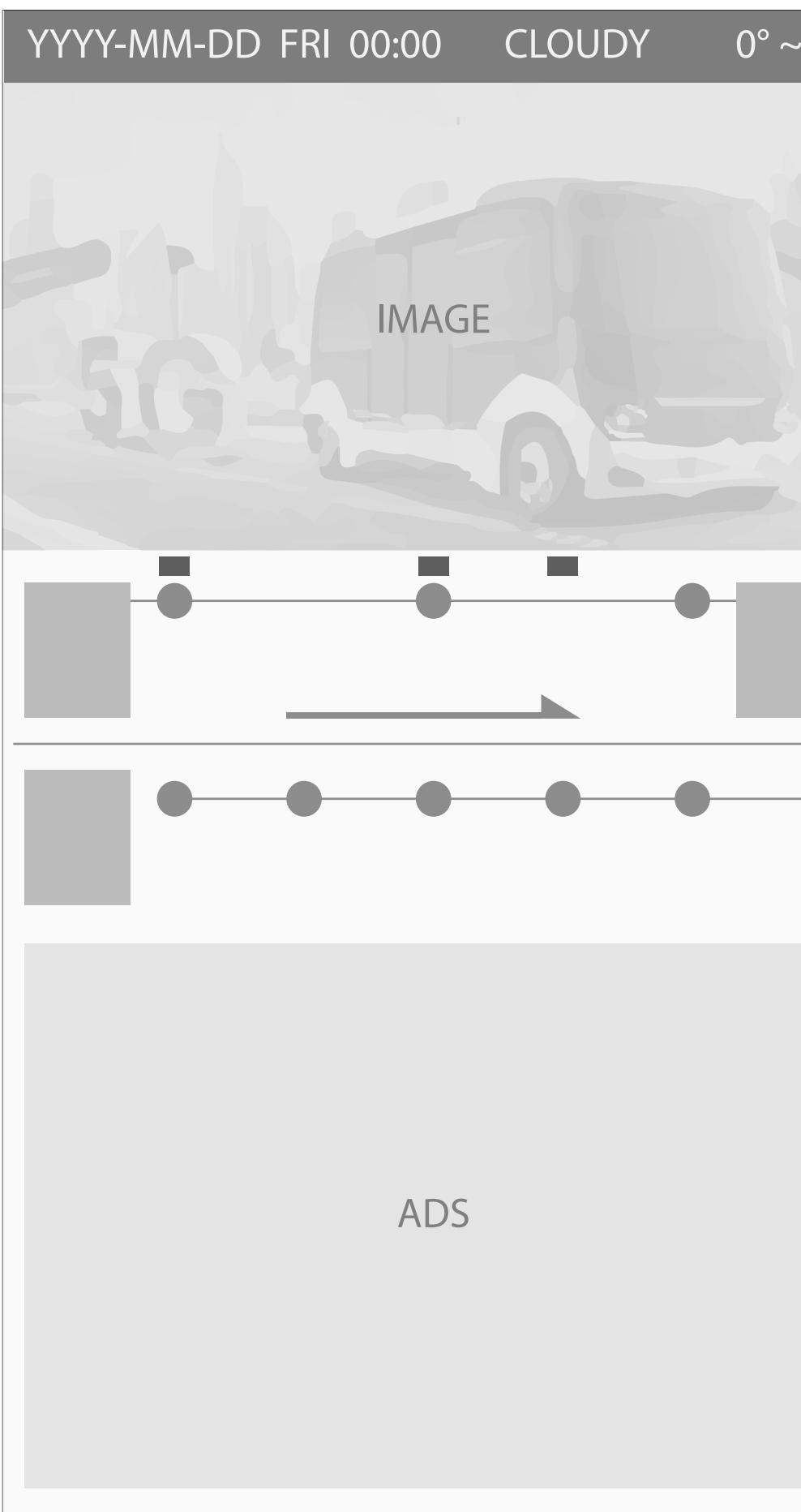
SCENRAIO	BEFORE BOARDING
TOUCHPOINT	KIOSK
KEY VALUE	Delivering AQ information intuitively & consistently

Bus stations are the best places to promote the brand image to the public. Kiosks play important roles in shaping the first impression of this branding and actively conveying details on urban air quality improvement efforts by Zhengzhou and Yutong.

For example, the kiosk can deliver relevant health information while providing air quality information in cities, current bus stops, and buses with easy-to-understand icons. Using indicative colors with air-related information will help people understand information intuitively.

AS-IS

- Bus location indicator
- QR Code



TO-BE

- Air Quality Indicator for multiple locations
- Use of visual cue for Air Quality Index



New city explorer

SCENRAIO ON & AFTER BOARDING

TOUCHPOINT INDOOR SCREEN, XIAOYU

KEY VALUE Valuable information with multimodality

Our main target passengers are commuters who want to commute safely and tourists who want to experience new technologies. We can achieve an integrated customer experience by providing consistent branding and information used at other customer touchpoints.

Using screens and Xiaoyu to make information be more useful and interesting will increase the opportunity for customer interaction. For example, the AR camera technology can be used to provide air quality of tourist attractions in the city.

AS-IS

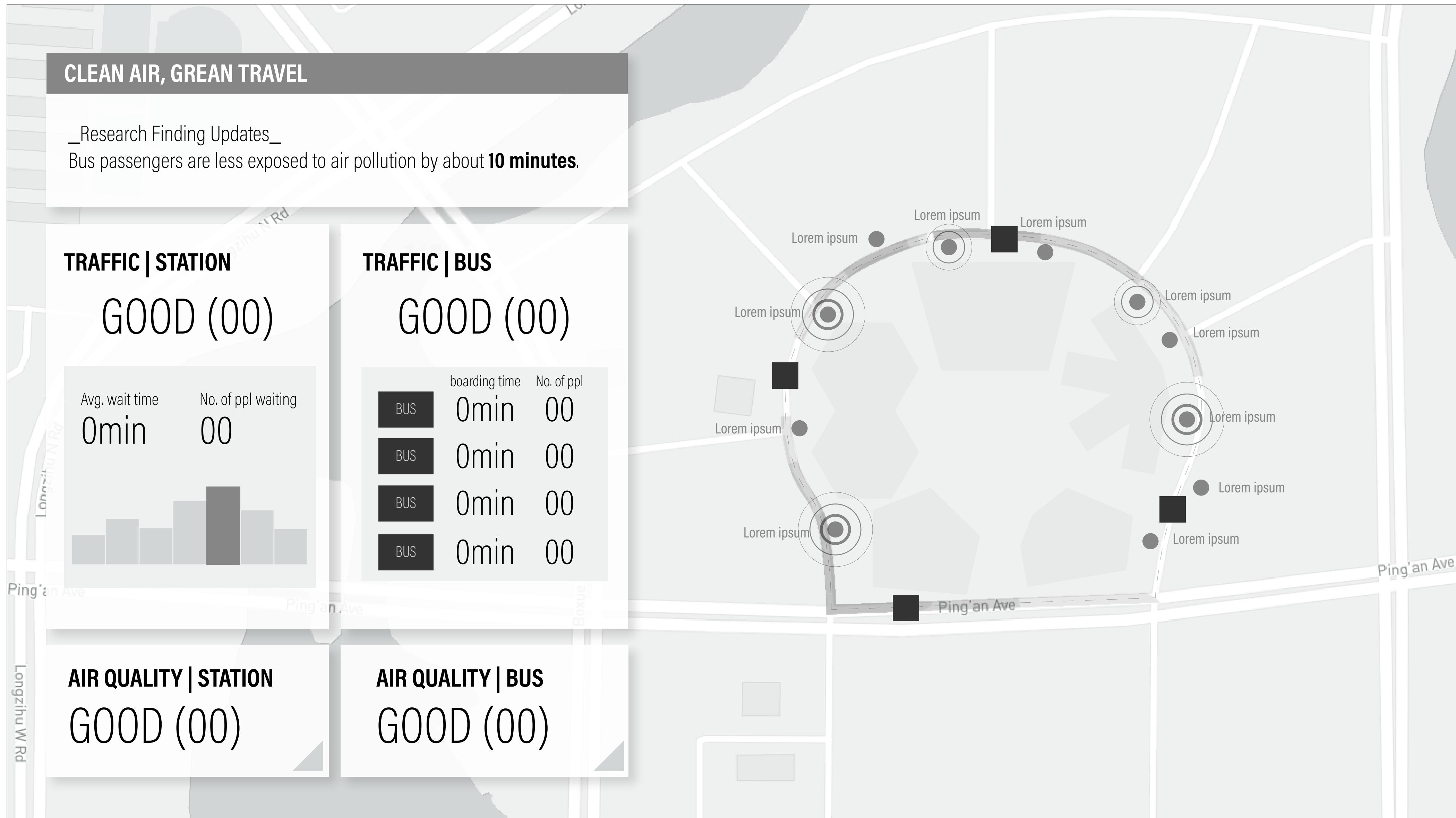
- Xiaoyu Icon
- Bus route indicator using AR camera



TO-BE

- Xiaoyu command examples
- AQ information using AR camera





YYYY-MM-DD

FRI

08:00



10°
 20°

Out-bus air quality

BAD

Wear your mask

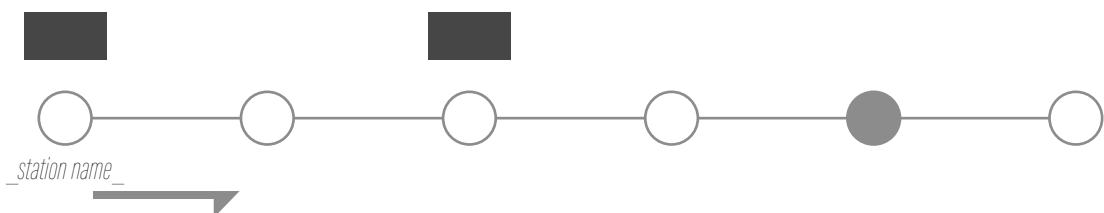
In-bus air quality

GOOD

Enjoy fresh air

Arrive in

3 minutes



- Air purifiers are running on all Yutong's autonomous buses. Lorem ipsum dolor sit Lorem

ADS

2020-05-15
FRIDAY

08:10

Partly cloudy



10° / 20°



Next Bus

3 minutes



download app and keep updated.

Air purifiers are running on all Yutong's autonomous buses.

Welcome onboard to the greenest future

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2020-05-15
FRIDAY

08:10

Partly cloudy



10° / 20°

Today's Air Quality



Zhengzhou City

"Wear your mask! "



Current Bus Stop

"It's OK. "



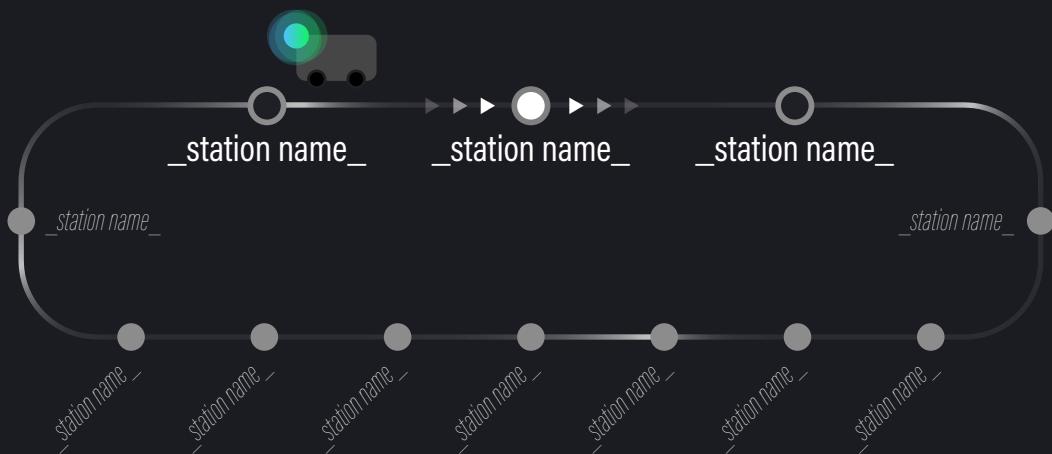
Yutong AV Bus

"Enjoy clean air! "

Want to know more about air quality? Visit www.datavisualizationplatform.cn

Next Bus

3 minutes



download app and keep updated.

Air purifiers are running on all Yutong's autonomous buses.

Welcome onboard to the greenest future

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2020-05-15 FRI

08:10



10°
20°

Today's Air Quality



Zhengzhou City

Wear your mask!



Yutong AV Bus

Enjoy clean air!



"Xiaoyu, what's the air quality tomorrow?"

"Xiaoyu, show me a good Chinese restaurant near me"

THIS STOP

XXX

NEXT STOP

XXX

SPEED

18km/h