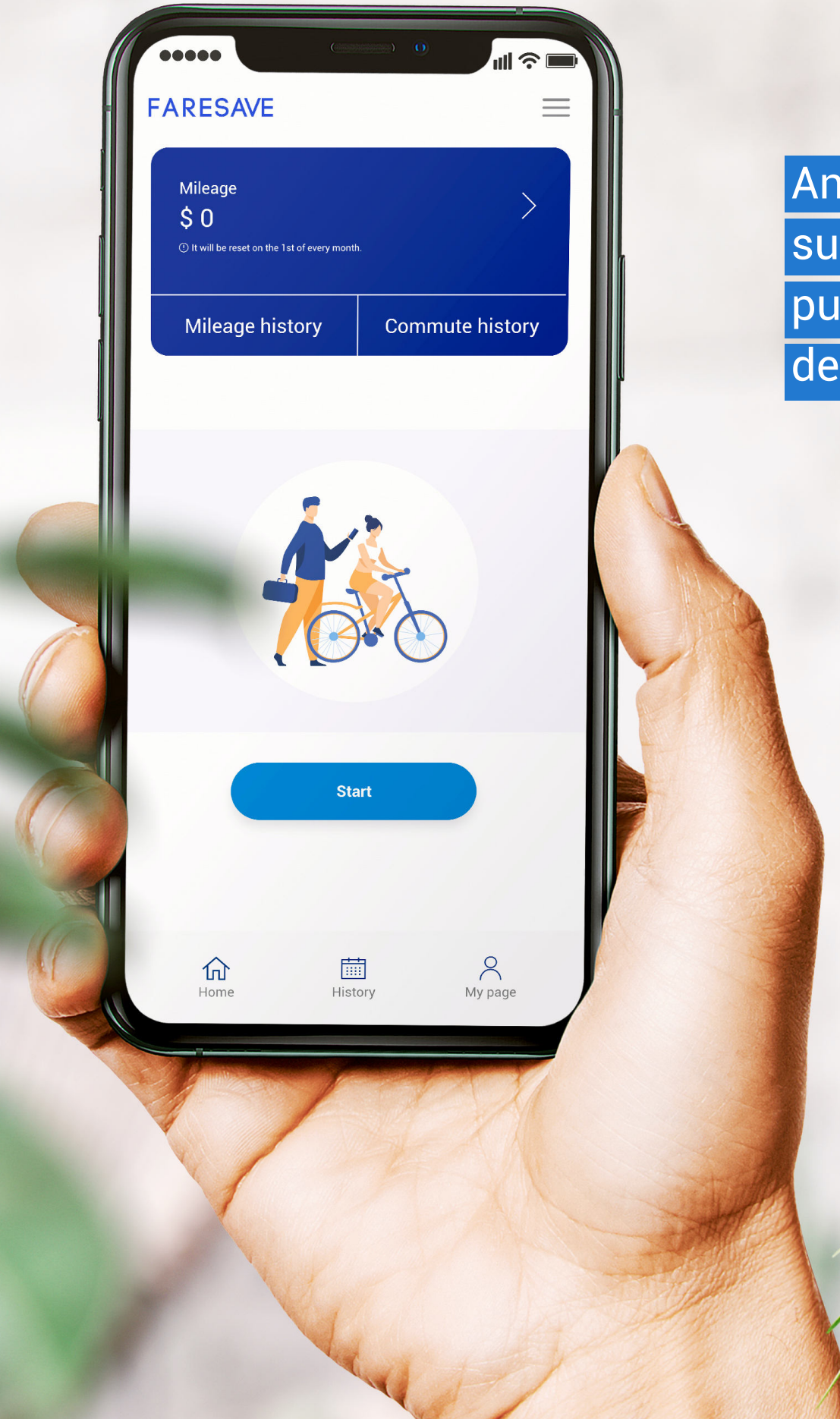


FARESAVE

Walking
Biking
Saving fare



An idea of
sustainable
public transportation
development

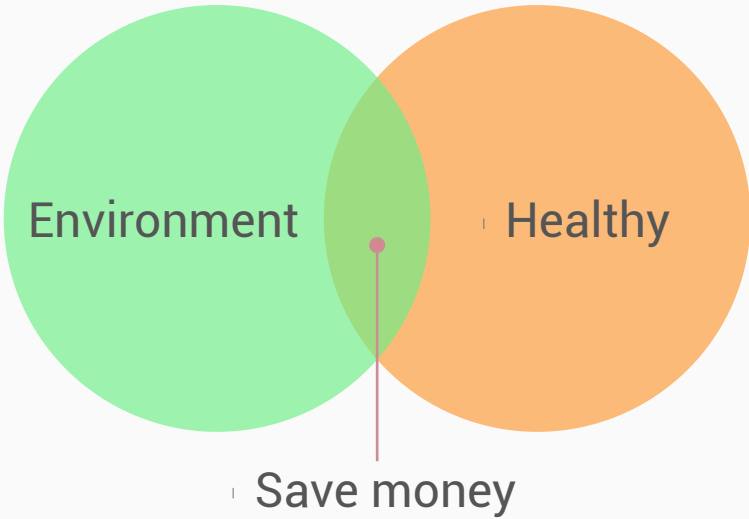
FARESAVE

Challenge & goal

Suggest a way to encourage walking, cycling and riding public transportation to limit private car use and reduce growth in congestion that causes pollution.

Key word

Environment + Healthy = Save money



Encouraging using public transportation

Making people do more exercise

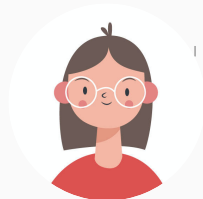
Traffic congestion

Air pollution caused by vehicles

Discouraging driving cars

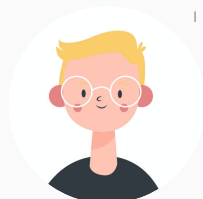
Suggesting solutions for rush hour

Persona



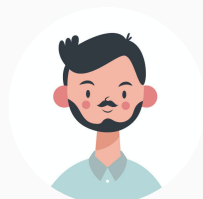
Kim | student | 22

- Lack of pocket money
- Frequently walk from the station to school



Lee | Office worker | 31

- interested in environmental issues
- Lack of physical activity
- Usually use public transportation

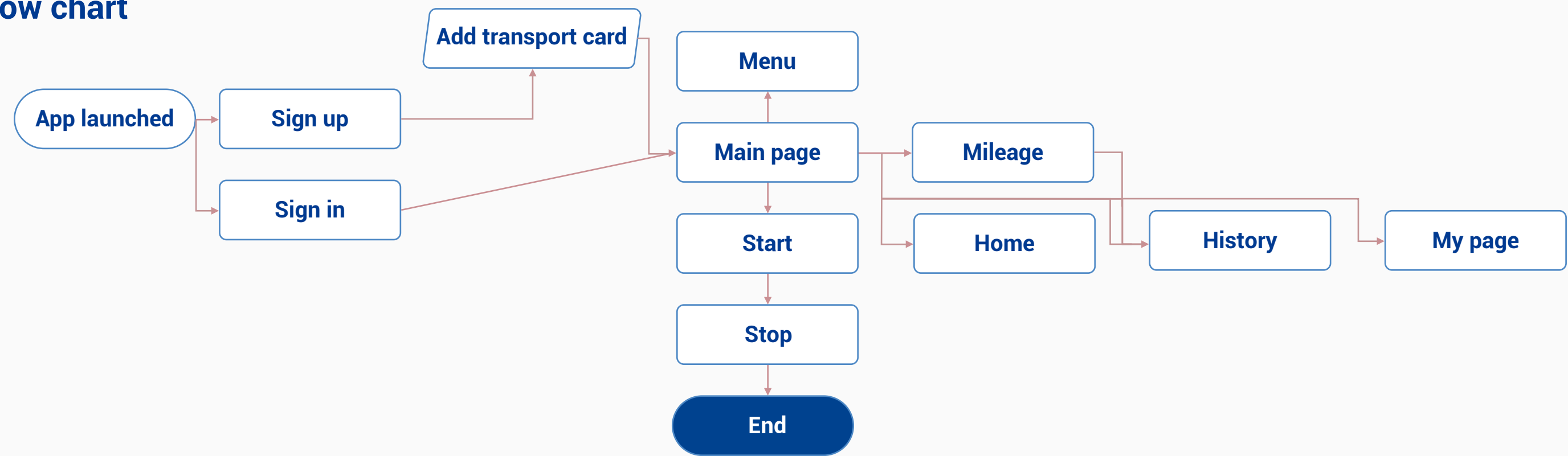


Park | Free lancer | 42

- Living in suburban
- Lack of physical activity
- Only use public transport when going downtown

FARESAVE

Flow chart



FARESAVE



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Or sign in with social account

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FARESIVE

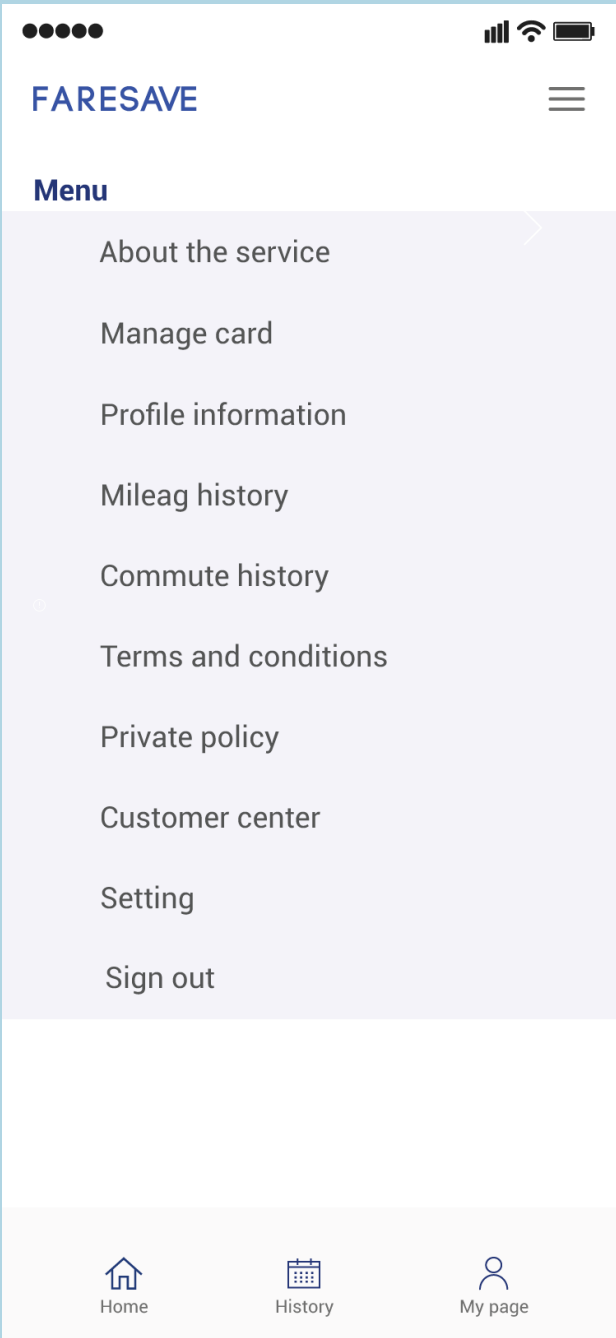
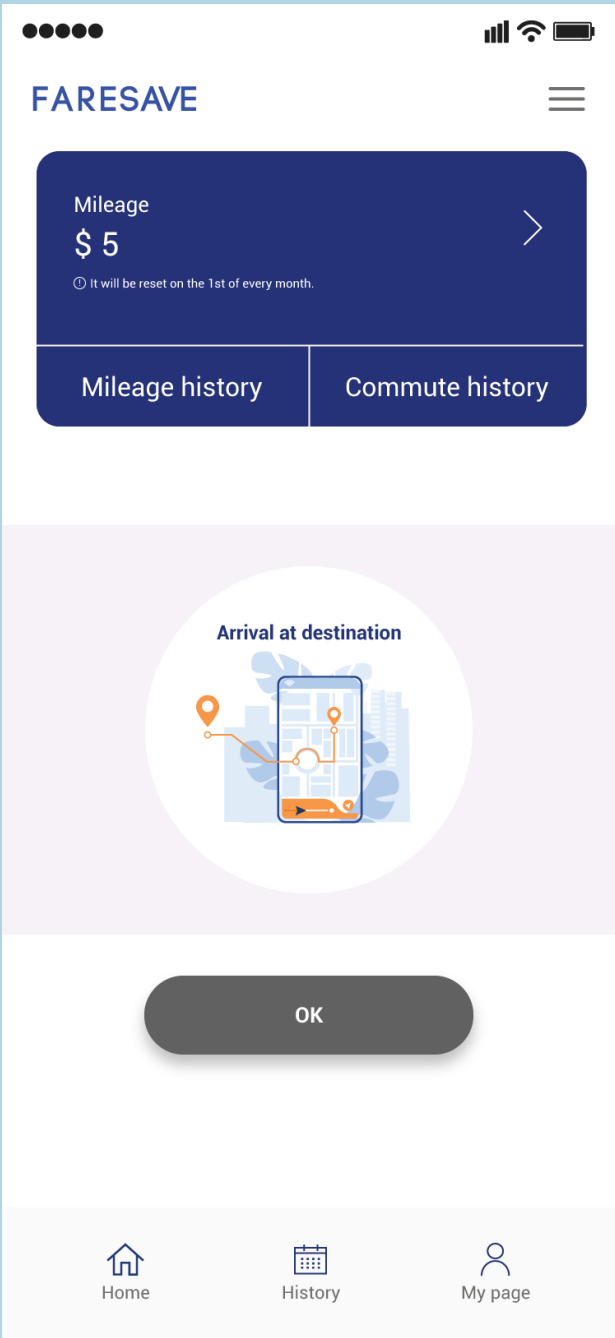
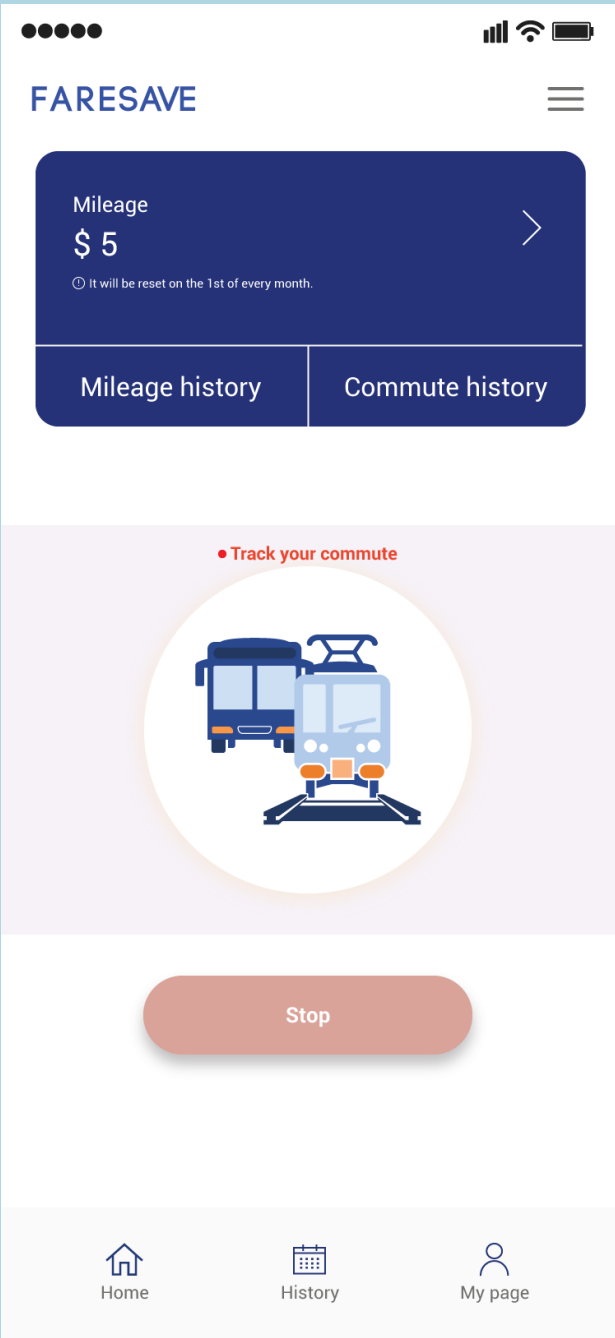
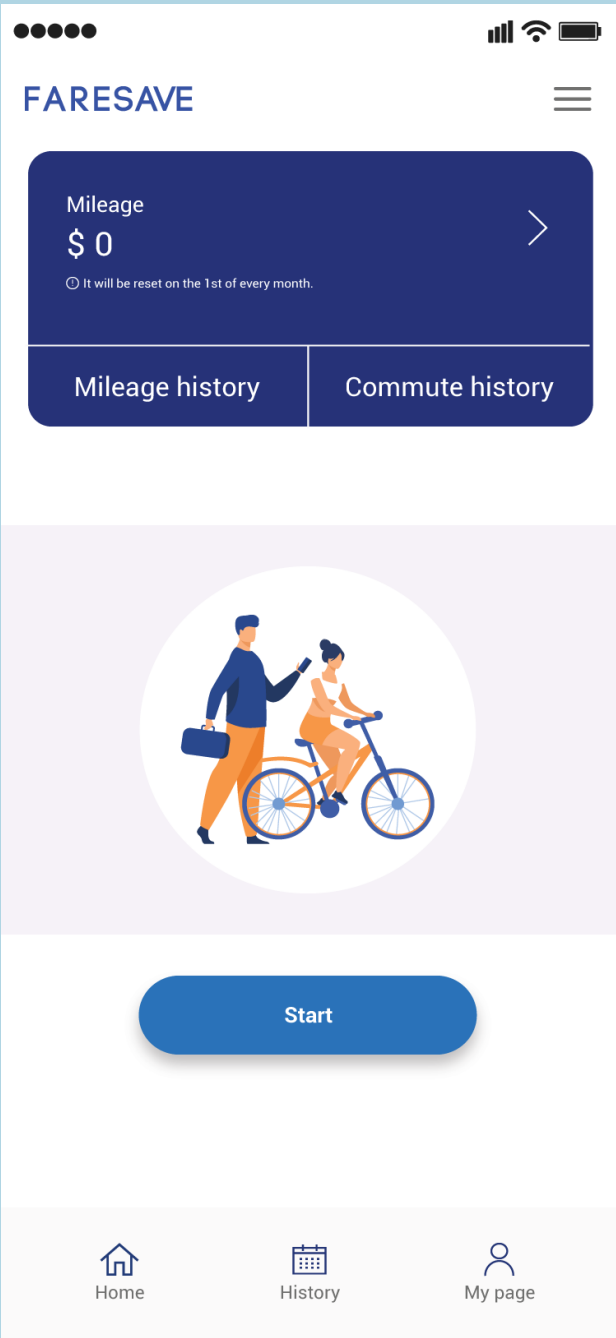
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Add transport card first

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Add

FARESAVE



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