

An aerial photograph of the Boston skyline at dusk or night. The city is illuminated with numerous lights from buildings and streets. A prominent skyscraper in the center-left is brightly lit, serving as a focal point. In the background, the Charles River and surrounding urban areas are visible under a dark blue sky.

MBTA ROADSIDE DIGITAL

CX STRATEGY

TABLE OF CONTENTS

01

Discovery Workshops – Objectives Definition and Prioritization

02

Emailed Survey Responses

03

Persona Development – 1-1 Interviews – Journeys

04

Persona / Touchpoint Matrices

05

Content / Objectives Matrix

1

Discovery Workshops

DISCOVERY GENERAL

10/22 WORKSHOP PARTICIPANTS

Scrubbed

DISCOVERY SESSIONS

SESSION 1

Date: 10/22

[REDACTED]

MCX Members Present

- Mai Shah
- [REDACTED]

Environmental

- Boston is very much a college town, when the school year begins, the town is packed with moving vans and students moving in
- In September, when school starts and the weather is still decent, sports culture is vibrant
- North End is a popular food area, outdoor dining is a popular way of socializing now especially during COVID
- Summers are "dead" for locals, "exploding" for tourists
- Local essential workers are frequenting the buses and subways, while tourists are walking or calling ubers
- Boston Seaport has recently been a center for development of apartment and office buildings
- Outside of COVID, TD Garden is a popular destination for large scale events and has a lot of surrounding restaurants and a golf simulator
- Historical sites are a big part of Boston's heritage and are considered POI along with museums and the aquarium
- Boston Harbor is a popular place for boats, beach

People

- Society is mixed with respect to cautiousness around COVID
- Microbreweries are popping up around town and are a popular pastime
- People actively seek outdoor ways to socialize these days
- Alt means of transportation are more popular these days, such as motorized skateboards, electric bikes, etc.
- Lots of joggers observed
- People care about fitness but also enjoy happy hour

Business

- Concentrations in tech and finance observed
- DD HQ location observed
- (wanted Sales members to weigh in on breakdowns for industries, big v small businesses, utilizing OOH vs not)

Environment

- Influence of seasonality on behaviors and preferences
- New developments
- POI

People

- General characteristics and preferences in audiences, including local and tourist

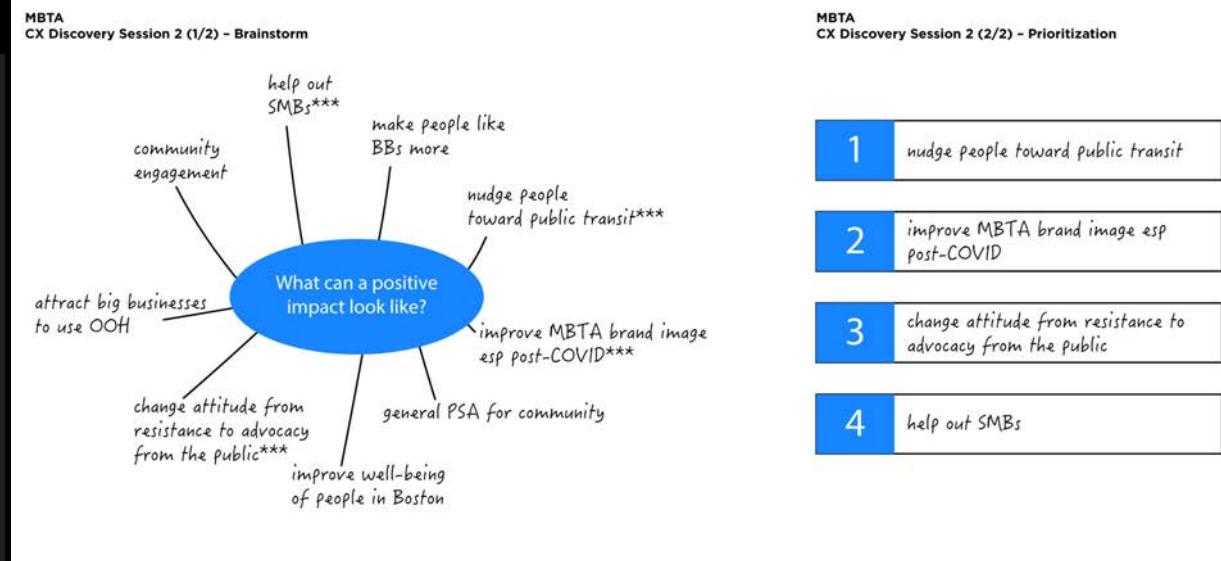
Business

- Industry landscape
- Big business vs SMBs
- Utilizing OOH vs not

OBJECTIVES DEFINITION & PRIORITIZATION

11/3 WORKSHOP PARTICIPANTS

Scrubbed



2

Emailed Survey Responses

RESEARCH EMAIL SURVEY

11/3 RESPONSES

Scrubbed

EMAIL SURVEY RESPONSES	
Please share information about recent developments happening in and around Boston that would be of interest to the public?	Lots of new housing/urban development and construction projects. Large events in public spaces (e.g. uses of the Rose Kennedy Greenway for arts, beer gardens, children's activities)
Are there any seasonal trends with popular activities in Boston?	Much more active in warmer weather; however are less common winter events like ice skating at city venues, holiday events and lightings, etc.
Are there patterns with the characteristics of people who live in or visit Boston?	There is a transient population that comes to the city from the greater Boston area from Sept-June, which differs from the permanent population. In general, some of that population is here for 2-5 years. They are mostly recent graduates for job opportunities and are getting to know the city on their own. For MBTA purposes both of these groups are considered temporary residents and often base for several years and we know that when people establish a behavior pattern for transportation, they tend to stick with it. So if someone moves to Boston and has behaviors (e.g. they learn to use Uber to get around, but don't adapt transit even though it may be faster to do so).
What are Boston's top 5-10 points of interest?	Fenway Park, Sports Arenas, Boston Common and Public Gardens, Harbor/North End, Seaport, Harbor Islands.
What are Boston's top 5-10 industries?	Education, Healthcare, Tech, Pharma, Nonprofits, Real Estate Development
Please share any color of Boston's landscape in terms of big businesses vs small businesses?	The big businesses are also often represented in small businesses supportive of those big businesses, beyond that the traditional small business landscape that one would expect of a much larger city are present.
Are there any patterns in terms of businesses using DOH in Boston vs not?	I would defer to Outfront on this one.

Includes questions on the
Environment
Businesses
People
of Boston.

Persona Development

PERSONA & JOURNEY

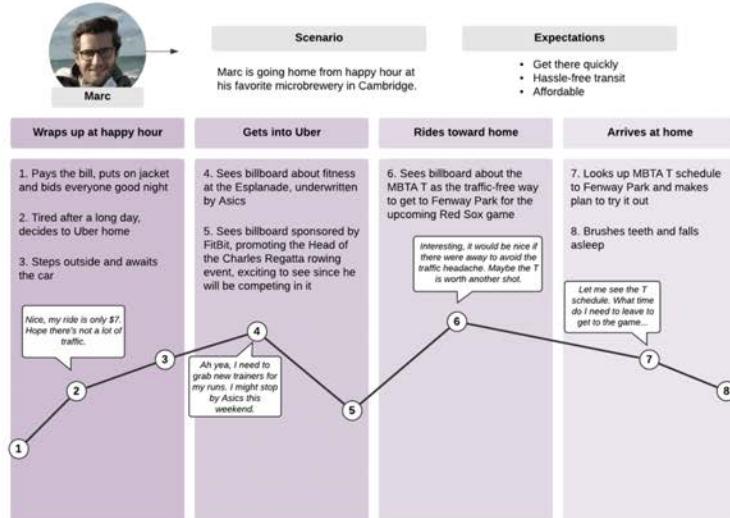
1-1 INTERVIEW



Marc, 33
Young Professional
Bike / Uber / Walk

Marc is working on finishing up a fellowship at Harvard in microbiology and immunobiology, and will soon start working at LEK Consulting. He lives in the Union Square part of Somerville in a flat share with 3 other people. He wakes at 8AM and bikes over to the lab in Longwood, stopping for coffee on the way. His day goes with the fruit flies and leaves around 7 or 8. The evenings are spent either meeting friends for dinner and drinks, going home and cooking, or going to hang out at his favorite microbreweries in Cambridge - Lamplighter and Aeronaut. The free activities by MIT and Harvard are welcomed and well utilized. The weekly complimentary tickets to the Boston Symphony Orchestra rarely go to waste. Marc also takes advantage of the free tickets to see the Red Sox here and there, quietly trying to understand what this American sport is all about. And practice for rowing club is from 6-8AM about 2-3 times a week and happens along the Charles River. He enjoys weekend trips to the Cape, like to get out and about as much as he can. He finds Boston to be more finance heavy, and Cambridge more academic. There is a high density of young professionals in biotech and medical work. He finds the T to be slow and ineffective, that he can literally walk faster than the Green Line. Typically he will get around by bike, train for downtown Boston, and he finds Uber/Lyft super affordable.

BD - MBTA - CX - Journey - Marc
marc.shah | December 14, 2020



The journey map illustrates Marc's commute from Boston to Cambridge. It starts with a photo of Marc, followed by a timeline of events:

- Wraps up at happy hour:** 1. Pays the bill, puts on jacket and bids everyone good night.
2. Tired after a long day, decides to Uber home.
3. Steps outside and awaits the car.
- Gets into Uber:** 4. Sees billboard about fitness at the Esplanade, underwritten by Asics.
5. Sees billboard sponsored by Fitbit, promoting the Head of the Charles Regatta rowing event, exciting to see since he will be competing in it.
- Rides toward home:** 6. Sees billboard about the MBTA T as the traffic-free way to get to Fenway Park for the upcoming Red Sox game.
- Arrives at home:** 7. Looks up MBTA T schedule to Fenway Park and makes plan to try it out.
8. Brushes teeth and falls asleep.

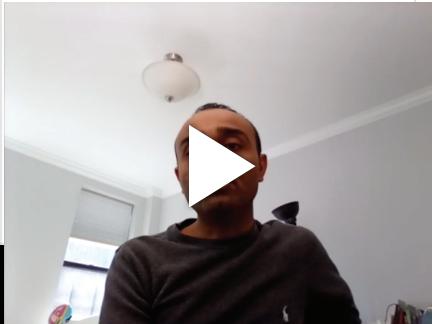
(Speech bubbles provide additional context for the billboards seen during the ride.)

PERSONA & JOURNEY 1-1 INTERVIEW



Meelap, 27
College Grad Student
T / Walk

Meelap is pursuing a PHD in CS at MIT. He wakes up and has a bowl of milk and cereal for breakfast. He walks over to campus for an afternoon of struggle, and makes plans to unwind with a movie and friends in the evening. He hops on the T to head toward Boston Commons for the movie, and then they take the T back up to Harvard Square to grab drinks at the Asgard, before walking home and calling it a night. On weekends, Meelap will go up to Davis Square for a crepe, and then head over to Central Square for Ju Jitsu class at Redline Fight Sports, followed by getting groceries at Trader Joe's. He will likely spend a bit of time at the Esplanade and get in a run along the Charles River. He loves catching concerts at the House of Blues and Great Scott, and is looking forward to his free sailing lesson from MIT.



BD - MBTA - CX - Journey - Meelap
meelap.phan | December 14, 2020

Scenario	Expectations
Meelap heads into Saturday afternoon, excited to work out and have a relaxed brunch.	<ul style="list-style-type: none">• Work on fitness• Enjoy the day with good food and people

Wakes up

1. Happy that the weekend has arrived

2. Gets dressed and packs bag with gym stuff

3. Walks to bus stop

Hmm ok... should probably do laundry this eve...

Buses to Ju Jitsu class

4. Gets onto bus

5. Sees billboard calling for you to help reduce your carbon footprint by choosing public transport – underscoring the eco-friendliness of the MBTA vs other vehicles

And the bus driver is so friendly too. "Fuzzies!"

Buses to Davis Square

6. Finishes class and gets back onto bus, and sees a billboard of Yelp-featured top-rated restaurants in Davis Square, Dave's Fresh Pasta

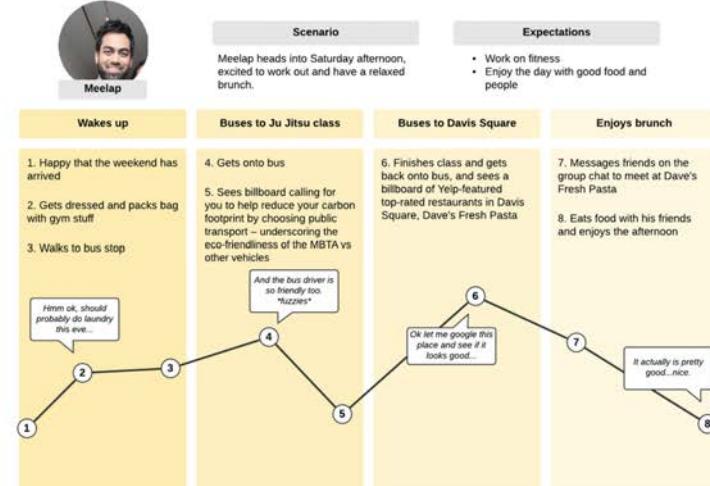
Ok let me google this place and see if it looks good...

Enjoys brunch

7. Messages friends on the group chat to meet at Dave's Fresh Pasta

8. Eats food with his friends and enjoys the afternoon

It actually is pretty good... nice



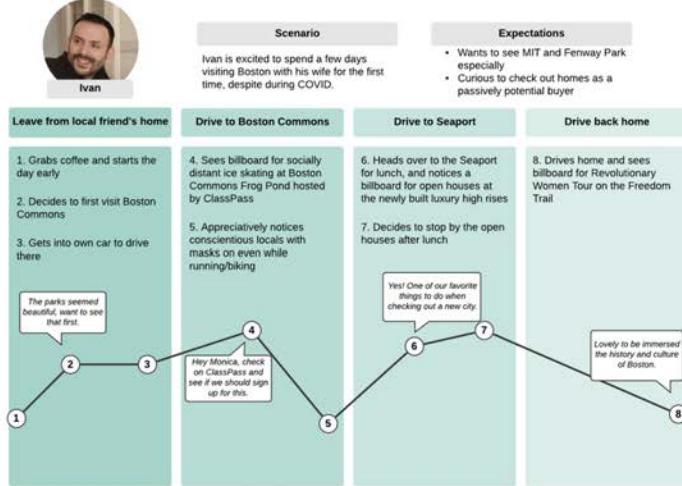
PERSONA & JOURNEY 1-1 INTERVIEW



Ivan, 35
Summer Tourist (during COVID)
Car / Walk

Ivan is a Colombian expat living in NYC for the past 5 years. In between work, he and his wife make a point of visiting all the places in the US that they'd heard about. While on a vacation to Cape Cod, they have the idea to extend their trip by a few days and visit their friend in Boston before returning home. They want to check out MIT especially. Boston is clean, so walkable and easy to find paid parking everywhere. They enjoy the beautiful parks by the water for a walk, and notice a lot of young, active, conscientious people who are out for runs and who will put up their masks as they pass you by. A lot of the "attractions" aren't open to the public due to COVID, but they drive over to Fenway Park to take it in from the outside; they've heard so much about it, they can't leave Boston without having seen it though at the moment it's mostly being used as a voting facility. And they take advantage of the many restaurants with outdoor seating. They do check out some of the open houses for homes that are on sale and find pricing around par with NYC. It's fun for them to see the contrast in architectural styles from the quaint and classic buildings in Cambridge to the hi-rise modern buildings in Boston. The homes in Beacon Hill remind them of brownstones in the Upper West Side of NYC.

BD – MBTA – CX – Journey – Ivan
mae.mahl | December 16, 2020



Scenario
Ivan is excited to spend a few days visiting Boston with his wife for the first time, despite during COVID.

Expectations

- Wants to see MIT and Fenway Park especially
- Curious to check out homes as a passively potential buyer

Leave from local friend's home

1. Grabs coffee and starts the day early
2. Decides to first visit Boston Commons
3. Gets into own car to drive there

(Annotation: The parks seemed beautiful, want to see that first.)

Drive to Boston Commons

4. Sees billboard for socially distant ice skating at Boston Commons Frog Pond hosted by ClassPass
5. Appreciatively notices conscientious locals with masks on even while running/biking

(Annotation: Hey Monica, check on ClassPass and see if we should sign up for this.)

Drive to Seaport

6. Heads over to the Seaport for lunch, and notices a billboard for open houses at the newly built luxury high rises
7. Decides to stop by the open houses after lunch

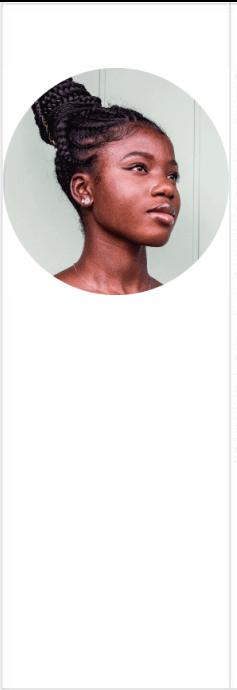
(Annotation: Yes! One of our favorite things to do when checking out a new city.)

Drive back home

8. Drives home and sees billboard for Revolutionary Women Tour on the Freedom Trail

(Annotation: Lovely to be immersed the history and culture of Boston.)

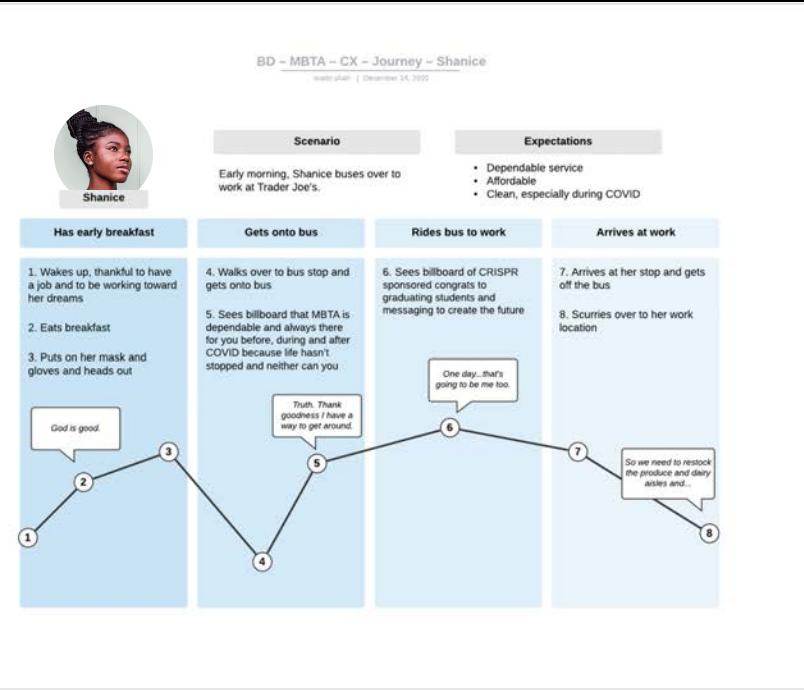
PERSONA & JOURNEY 1-1 INTERVIEW



Shanice, 19
Essential Worker (during COVID)
Bus / Walk

Shanice is pursuing undergraduate studies part time at [Tufts] and works at Trader Joe's on the side. During COVID, public facing grocery store workers such as herself are deemed essential. She begins her day around 4:30AM and walks to her bus stop. She likes to arrive early so she can help the team to stock up the store for the day. Doors open 8AM for seniors and 9AM for everyone else. She feels relief that Trader Joe's diligently adheres to the safety guidelines, and she feels thankful to remain employed. On days Shanice isn't working, she dedicates to her classwork and group activities. She sometimes finishes her homework while eating dinner so she can be to bed by 8:30PM, so she can get a full night's rest before rising early. Upon graduating, she hopes to apply for the nursing program, and one day would like to move down south where she and her fiancé can begin the life they dream of. They want to get married, have children, and own a home to fill with memories.

BD - MBTA - CX - Journey - Shanice
team plan | December 14, 2020



The journey map illustrates Shanice's morning routine. It starts with her waking up and having breakfast at home (1). She then walks to the bus stop (2), eats breakfast (3), puts on her mask and gloves (4), and gets onto the bus (5). On the bus, she sees a CRISPR billboard (6) and a message from the MBTA (7). She arrives at her bus stop (8) and scurries over to her work location (9).

Scenario	Expectations
Early morning, Shanice buses over to work at Trader Joe's.	<ul style="list-style-type: none">Dependable serviceAffordableClean, especially during COVID
Has early breakfast	1. Wakes up, thankful to have a job and to be working toward her dreams 2. Eats breakfast 3. Puts on her mask and gloves and heads out
Gets onto bus	4. Walks over to bus stop and gets onto bus 5. Sees billboard of CRISPR sponsored congrats to graduating students and messaging to create the future
Rides bus to work	6. Sees billboard of CRISPR sponsored congrats to graduating students and messaging to create the future
Arrives at work	7. Arrives at her stop and gets off the bus 8. Scurries over to her work location

Persona / Touchpoint Matrices

PERSONA / TOUCHPOINT MATRICES

Ranked Preferred Transportation	Persona	CX Touchpoint 1	CX Touchpoint 2	CX Touchpoint 3
T, Bus, Foot	Meelap college grad student	Meelap's journey goes here ---->	and here ---->	and here ---->
Bike, Uber	Marc young professional	Marc's journey goes here ---->	and here ---->	and here ---->
Owned Car, Foot	Ivan summer tourist – during COVID	Ivan's journey goes here ---->	and here ---->	and here ---->
Bus, T	Shanice essential worker – during COVID	Shanice's journey goes here ---->	and here ---->	and here ---->

	Meelap's Journey	BB Content	Objective
Journey Start ----->	Meelap finishes the work week, wakes up ready for the weekend		
	Takes bus over to Jv Jitsu class	Sees BB promoting the environment – help reduce your carbon footprint by choosing public transport	MBTA brand image
	Buses over to Davis Square area to meet up with friends, hang out and get food	Sees BB of Yelp featured top-rated restaurant at Davis Square, Dave's Fresh Pasta	SMB support
-----> Journey Complete	He enjoys the afternoon and goes home	n/a	n/a

	Marc's Journey	BB Content	Objective
Journey Start ----->	Marc heads home from happy hour at fake microbrewery in Cambridge (Lampighter or Aeronaut)		
	Ubers over to meet friends	Sees BB illustrating the T to get you to Fenway Park for upcoming Red Sox game as a way to bypass Boston's horrible traffic and reconsiders his opinion that the T [Many feel Boston has arguably the worst traffic in the US - good argument in MBTA's favor]	MBTA nudge
	Ubers home	Ses Asics underwritten piece promoting fitness at the Esplanade, reminding him to stop by the Asics store to grab new trainers for his morning runs	public advocacy / community engagement
	On the same Uber ride home	Ses Asics underwritten piece promoting fitness at the Esplanade, reminding him to stop by the Asics store to grab new trainers for his morning runs	public advocacy / community engagement
-----> Journey Complete	He goes home	n/a	n/a

	Ivan's Journey	BB Content	Objective
Journey Start ----->	Ivan is excited to visit a friend in Boston for the first time, has heard so much while living in NYC and even before while growing up in Colombia		
	Drives over to the Seaport to hang out and to look at homes and what they're like, a standard activity when visiting anywhere	Ses BB promoting open houses at the newly built luxury residences available at the Seaport	SMB support
	Drives back to check out Boston Common	Ses BB for socially distant ice skating at Boston Common Frog Pond - his wife opens Classpass to register them	public advocacy / community engagement
	On the same drive	Ses BB on special tour of Revolutionary Women by the Freedom Trail, they make note to visit	public advocacy / community engagement
-----> Journey Complete	Drives back to friend's place	n/a	n/a

	Shanice's Journey	BB Content	Objective
Journey Start ----->	Shanice is up early and ready for work		
	Buses over to work at Trader Joe's	Sees BB that MBTA is dependable and always there for you before, during and after COVID because life hasn't stopped and neither can you	MBTA brand image
	On the same bus ride	Ses BB of CRISPR sponsored congrats to graduating students and messaging to create the future	public advocacy / community engagement
-----> Journey Complete	She arrives at Trader Joe's	n/a	n/a

Content / Objectives Matrix

CONTENT CONCEPTS GEARED TOWARD OBJECTIVES

	Content Idea	Objective
1	Piece promoting the environment – help reduce your carbon footprint by choosing public transport	MBTA brand image
2	MBTA is dependable – always there for you before, during and after COVID because life hasn't stopped and neither can you	MBTA brand image
3	Piece promoting safety during COVID – Mask up! Wearing is caring	MBTA brand image
4	The T can get you to Fenway Park for Red Sox game conveniently, avoiding the heavy Boston traffic and eliminating the hassle with searching for parking	MBTA nudge
5	Piece showing MBTA as an economical alternative – "You rode the T instead of ordering a car today? Take the \$ you saved and treat yourself!" – Ad for coffee shop	MBTA nudge SMB support
6	Promotion of open houses by realtor at the newly built luxury residences available at the Seaport	SMB support
7	Yelp featured top-rated restaurant at Davis Square, Dave's Fresh Pasta	SMB support
8	FitBit sponsored piece promoting Head of the Charles Regatta event	public advocacy / community engagement
9	CRISPR sponsored congratulations to students of the graduating class and messaging to create the future using relevant motifs like a DNA helix	public advocacy / community engagement
10	Classpass hosted socially distant winter ice skating available at the Boston Common Frog Pond [CTA is to register on Classpass]	public advocacy / community engagement
11	Revolutionary Women – Special tour by the Freedom Trail off Exit XX [https://www.thefreedomtrail.org/about]	public advocacy / community engagement
12	Weather piece – it's a good day to go running/biking/fitness at the Esplanade	public advocacy / community engagement
13	Time	general
14	Weather	general

CONTENT CONCEPTS SELECTIONS

	Content Idea	Objective
1	Piece promoting the environment – help reduce your carbon footprint by choosing public transport	MBTA brand image
2	MBTA is dependable – always there for you before, during and after COVID because life hasn't stopped and neither can you	MBTA brand image
3	Piece promoting safety during COVID – Mask up! Wearing is caring	MBTA brand image
4	The T can get you to Fenway Park for Red Sox game conveniently, avoiding the heavy Boston traffic and eliminating the hassle with searching for parking	MBTA nudge
5	Piece showing MBTA as an economical alternative – "You rode the T instead of ordering a car today? Take the \$ you saved and treat yourself!" – Ad for coffee shop	MBTA nudge SMB support
6	Promotion of open houses by realtor at the newly built luxury residences available at the Seaport	SMB support
7	Yelp featured top-rated restaurant at Davis Square, Dave's Fresh Pasta	SMB support
8	FitBit sponsored piece promoting Head of the Charles Regatta event	public advocacy / community engagement
9	CRISPR sponsored congratulations to students of the graduating class and messaging to create the future using relevant motifs like a DNA helix	public advocacy / community engagement
10	Classpass hosted socially distant winter ice skating available at the Boston Common Frog Pond [CTA is to register on Classpass]	public advocacy / community engagement
11	Revolutionary Women – Special tour by the Freedom Trail off Exit XX [https://www.thefreedomtrail.org/about]	public advocacy / community engagement
12	Weather piece – it's a good day to go running/biking/fitness at the Esplanade	public advocacy / community engagement
13	Time	general
14	Weather	general

Selections:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Next Steps

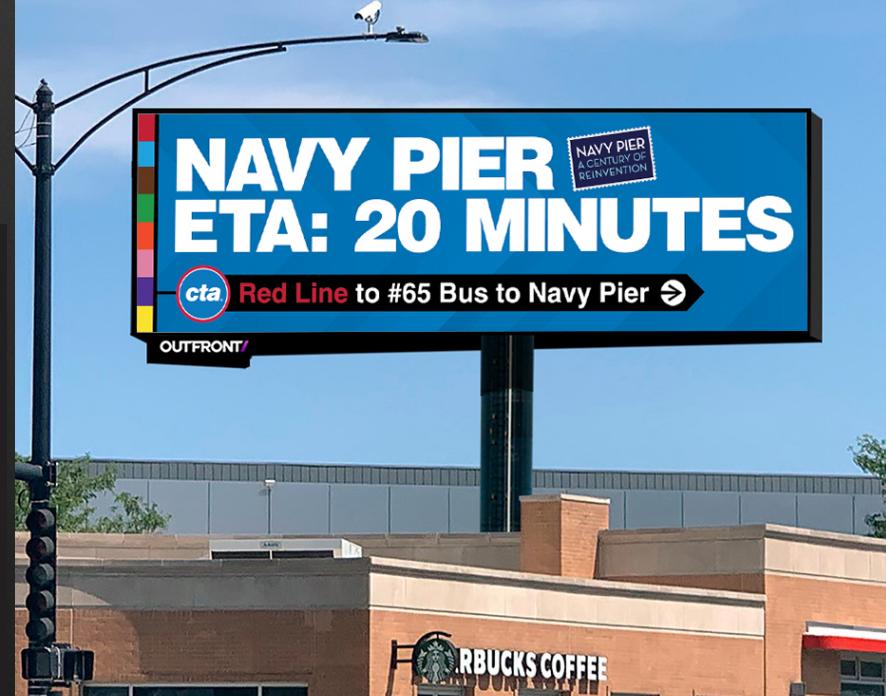
NEXT STEPS

CONTENT PROTOTYPING

Scrubbed

CONTENT PROTOTYPING

Scrubbed

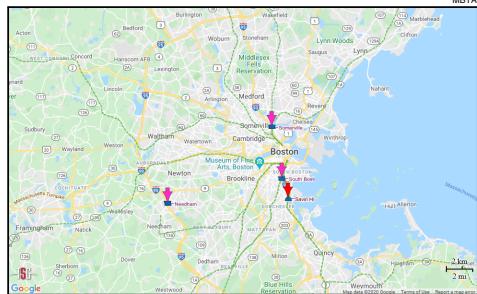


RIDESHEET + MAP

Scrubbed

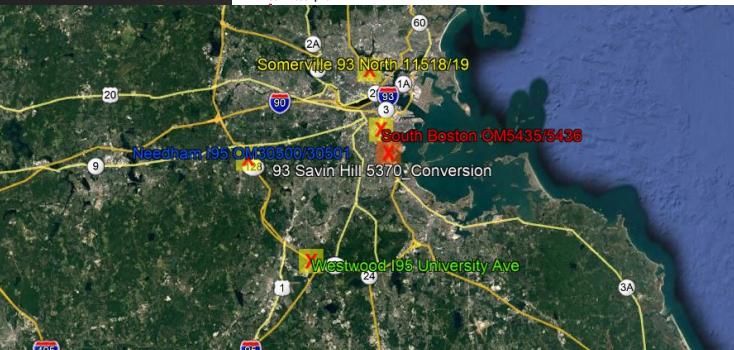
OUTFRONT/

Location Map
MBTA



Icon #	Unit	Location Description	Media	Market
▲	1 OM5370-S	I-93/SE Expwy WS 389ft S/O Columbia Rd	Bulletins	Boston
▲	2 OM1151B-S	I-93 ES 400ft N/O Assembly Square Dr F/S - 1	Bulletins	Boston
▲	3 OM30500-S	Rt 128/I-95 WS 329ft N/O Exit 19B F/S - 2	Bulletins	Boston
▲	4 OM30501-A	Rt 128/I-95 WS 329ft N/O Exit 19B (WT) FN - 1	Bulletins	Boston
▲	5 OM30501-B	Rt 128/I-95 WS 329ft N/O Exit 19B (WT) FN - 1	Bulletins	Boston
▲	6 OM30501-C	Rt 128/I-95 WS 329ft N/O Exit 19B (WT) FN - 1	Bulletins	Boston
▲	7 OM1151-N	I-93 ES 300ft N/O Assembly Square Dr	Bulletins	Boston
▲	8 OM5435-S	I-93/SE Expwy WS 80ft S/O Southampton St Exit Ramp F/S - 2	Bulletins	Boston
▲	9 OM5436-N	I-93/SE Expwy WS 180ft S/O Southampton St Exit Ramp	Bulletins	Boston

Icon Description





THANK YOU