

A blurred photograph of a crowded Swiss train platform. In the center, a red train car is stopped at the platform. The train has a mural of a mountain landscape on its side and a yellow cross logo with the text 'SWISS' and 'boat.' visible. A group of people is standing in the open doorway of the train car. In the foreground, several people are walking past, their figures blurred due to motion. The word 'Welcome' is overlaid in white text across the center of the image.

Welcome



# Program

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- Get to know each other
- What is it about?
- Scenario #1
- Break
- Scenario #2
- Closing
- Bye :)



# Who are you? In 1 minute

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Name



Age



Study /  
Occupation



Countries  
lived



Where do you  
usually  
transport to?

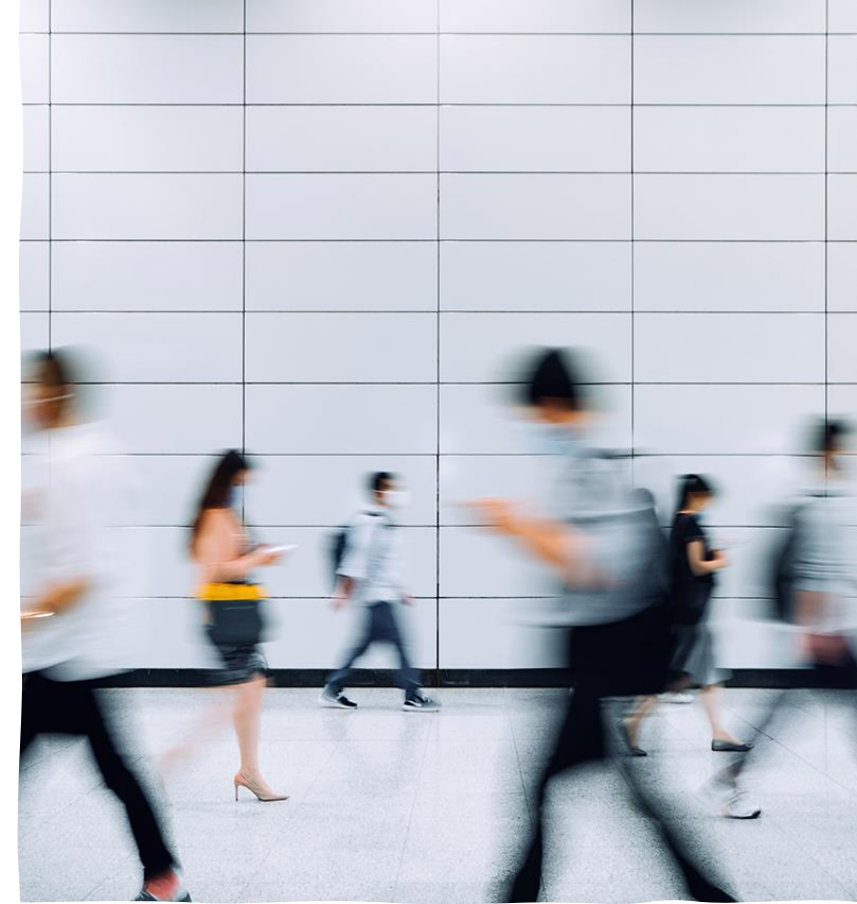


Which public  
transportation  
modes do you  
use?



Favorite  
activity while  
commuting





# Context

Personal factors that influence our perception of our personal safety during door-to-door transportation

Technologies to enhance perceived personal safety

# What is perceived personal safety?

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*"an individual's subjective assessment and emotional response regarding their safety, uniquely shaped by personal experiences and context"*

# What is perceived personal safety?

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- how you evaluate your safety
- varies from person to person

*"an individual's subjective assessment and emotional response regarding their safety, uniquely shaped by personal experiences and context"*

# What is perceived personal safety?

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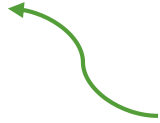
- not just logical evaluations
- how you feel about your safety

*"an individual's subjective assessment and emotional response regarding their safety, uniquely shaped by personal experiences and context"*

# What is perceived personal safety?

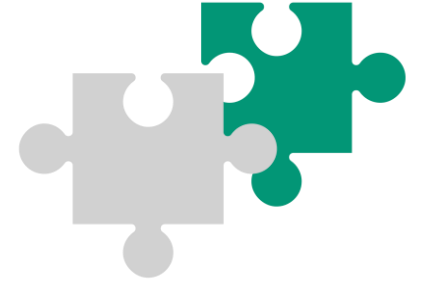
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*"an individual's subjective assessment and emotional response regarding their safety, uniquely shaped by personal experiences and context"*

- 
- influenced by unique life experiences and the specific contexts you find yourself in



# Scenarios



- 
- A travel journey of a fictional character is described
  - Think of **feelings concerning their personal safety** that they would have throughout the journey
  - Think of the **personal reasons** behind those feelings
  - Write each one on a separate Post-it (5mins)
  - Clustering on board + discussion (5mins)
  - What if...? Think again! (2mins)
  - Clustering on the board + discussion (5mins)

# Scenario #1

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"It's rush hour and 25-year-old Mike has to go to work. It's his first day at his new job in a brand-new city. To get to the office, Mike checked the travel planner which indicated a public transport travel time of 40 minutes in total. He leaves the house and walks 5 minutes to the train station. Arriving at the station, he walks to the platform and waits 3 minutes for the train to arrive. When the train arrives, Mike gets in the train and rides it for 20 minutes. After arriving to the station, he gets off and walks to the nearest metro station. After boarding the metro, he spends 10 minutes on it. When Mike arrives to the station, he takes a short walk towards his office on the other side of the road."

# What if...?

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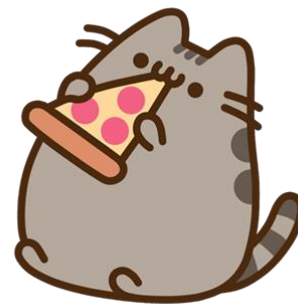
- Other gender?
- Other age?
- Ethnicity?
- Income level?
- Sexual orientation?
- Other personal factor.





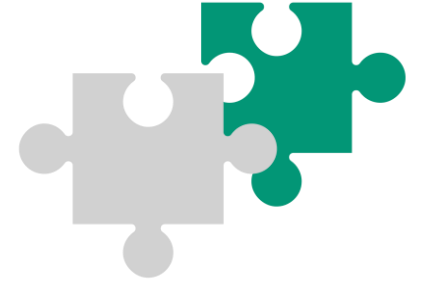
If you could give the character a technology to help them enhance  
their  
perceived personal safety, what would that do/be like?





~ BREAK ~

# Scenarios



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# Scenario #2

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"Mia has just had a night out with her best friends for her 18<sup>th</sup> birthday, and they all get on the last metro to go home. They board the metro together, but since they all live in different areas of the city they have to each get off at a different station. Arriving at Mia's destination, she says goodbye to her friends and exits the metro. Then she walks through the station and gets in the direction of her place, which is a 7 minutes walking distance."

# What if...?

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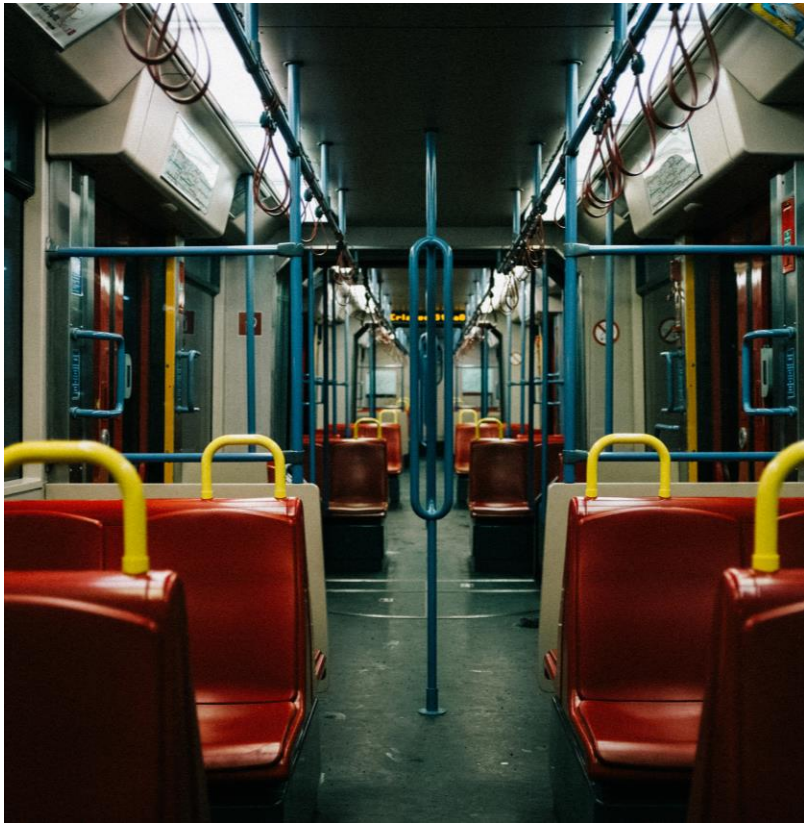
- Other gender?
- Other age?
- Income level?
- Ethnicity?
- Sexual orientation?
- Other personal factor







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Any thoughts or insights?

Thank you

