



Transportation and Mobility Needfinding

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Who are we?

Max



Asa



Marco

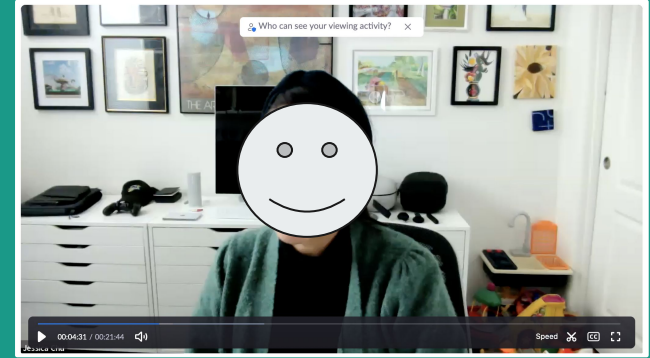


Our Problem Domain: Public Transit



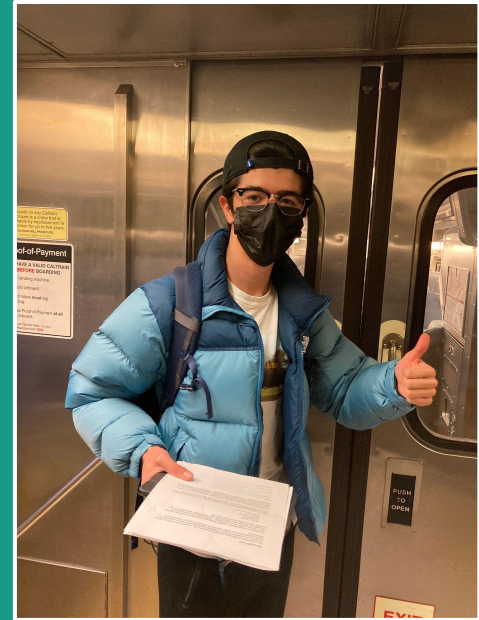
Methodology

- Interviewed people over Zoom and on the CalTrain during rush hour commuting times (4 PM - 6PM)
 - On Zoom - coordinated ahead of time
 - On Caltrain - approached while on the train, few minutes taken in each interview to introduce and build rapport
- Focused on individuals who used multiple forms of transport, i.e. train, bus, corporate shuttle, and scooter



Methodology (cont'd)

- Extreme Users
 - While on the train, we found people who only take public transit to get around
- Average Users
 - People who infrequently used the train, those who paid entirely for their trips
- Non-Users
 - People who rarely take public transportation, prefer other means



What makes public transportation viable for you?

How do you travel from place to place?

Tell me about a positive/negative experience with public transit.

Tell me about a time when you explored a new area using public transportation.

How do you coordinate transfers?

What's the economic impact?

How does the social aspect factor into your experience?

Questions

Interviews:

Grace, Christine, Marina, Caroline, Elsa, Jessi



Grace

*Late-20s Stanford employee
interviewed on the CalTrain
Average User*

"It's a pain to use buses."

*"I spontaneously went to the end
of the CalTrain southbound line
to get a tattoo."*

*"California isn't built for public
transit"*



Christine

Mid-20s Stanford healthcare
worker interviewed on the CalTrain
Infrequent/Non-User

*"Because of the pandemic, I
only commute maybe 5 days
in a month."*

*"I don't use public transit in
new places ... I'll get a rental
car."*



Marina

*Early-20s commuter without a
license interviewed on the CalTrain
Extreme User*

"I don't know how to drive"

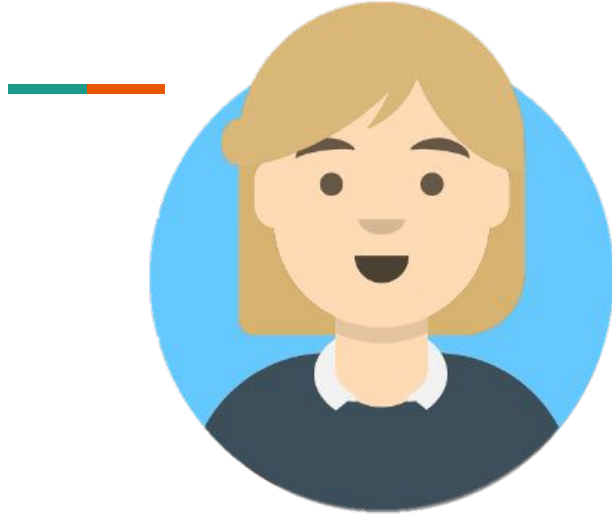
"I take public transit everywhere"

[during commute]

"I like the time to myself"

[interaction on the train]

*"He offered me money to sleep
with him"*



Caroline

*Middle-aged commuter
interviewed on the CalTrain
Average User*

*"I commute by train partly for
environmental reasons, partly for cost."*

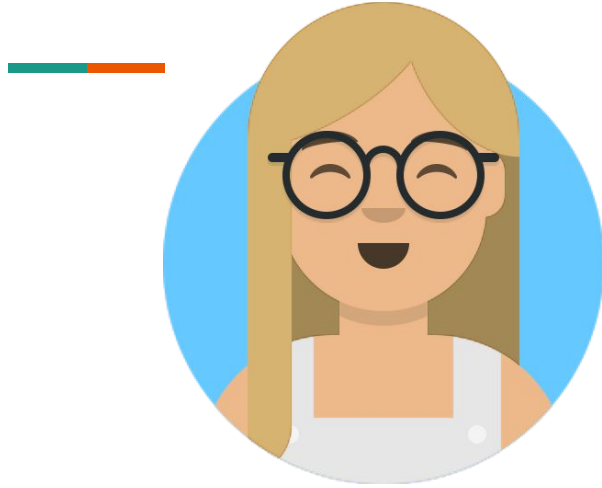
*"It takes an unreasonable amount of
time."*

[about commute]

*"It's a little buffer between work and
home"*

[about European systems]

*"you could get on easy, rapid, safe public
transit."*



Elsa

*Stanford Senior and tech worker who
uses corporate shuttle and CalTrain
Infrequent User*

*"Public transportation is safer because
there are more witnesses."*

*"I like seeing strangers in my day-to-day
life, life is limited when you are confined
to people you know. People watching
adds small elements of joy."*

*"Would I as an intern really be able to
email the Apple CEO and ask for
non-employees to take this
transportation option? No. But also this
is the definition of complicity."*



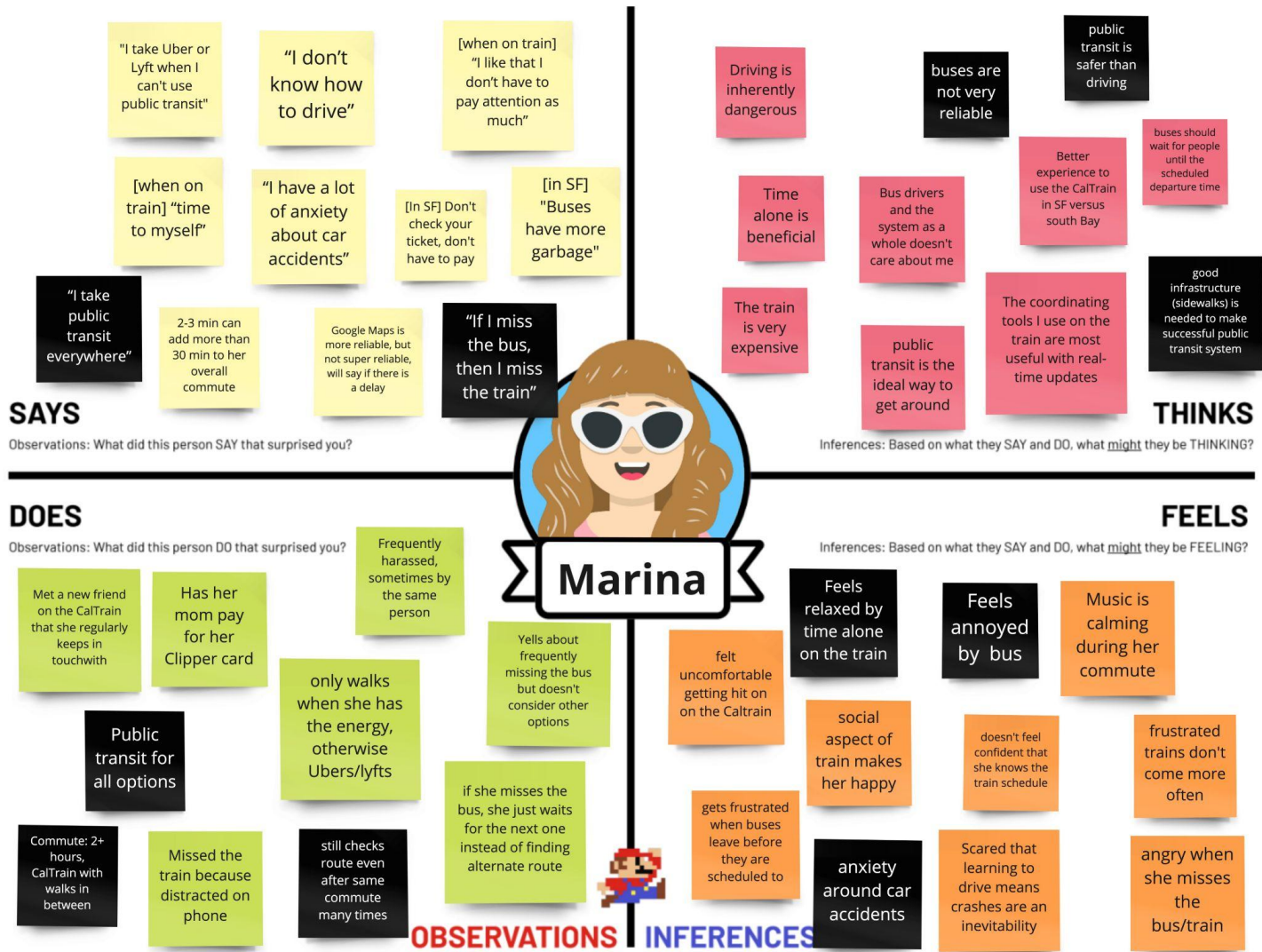
Jessi

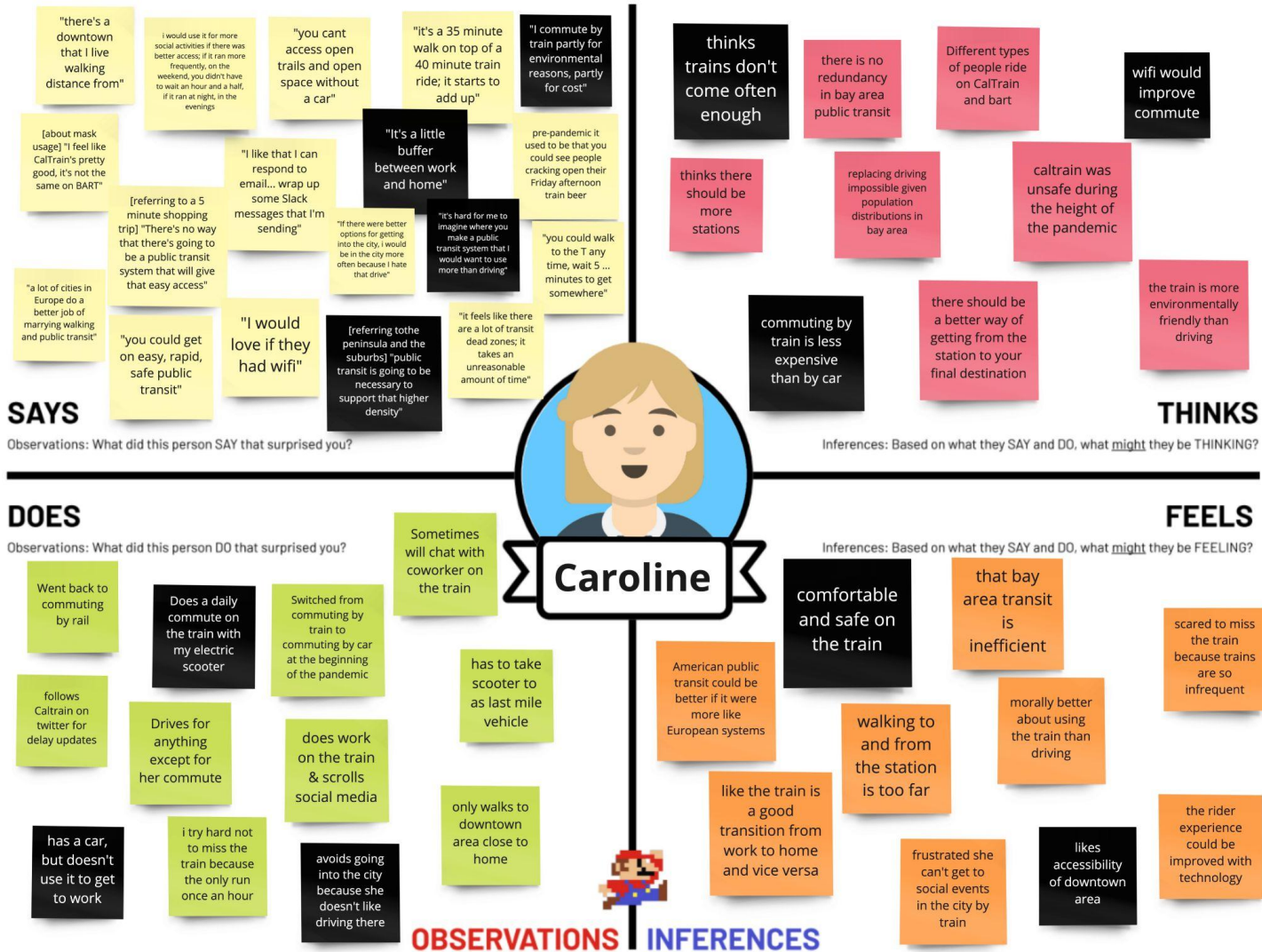
Mid-30s Stanford employee who
uses CalTrain and the Marguerite
Average User

*[referring Japan/Taiwan
transit systems]
“It was eye opening.”*

“I just wanted to be home”

*Driving home is as long (if not
longer) as using CalTrain.*








Tensions, Contradictions, and Surprises

- Many regular public transportation users also have cars
- Many public transportation users can only afford it because it is subsidized by their workplace
- Transportation is both a place of fear and joy for women
 - People talked about sexual harassment on the train very casually
 - Sexual harassment/assault is expected
- Some consider driving inherently unsafe - accidents an inevitability

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- Sexual harassment common
 - Bus/trains often early/late
 - Switching between trains and buses is complicated and stressful
 - Google doesn't label the way things look in the station
 - Google maps doesn't cover train closures/construction
 - Buses are more confusing than a set subway system
 - Not worth the hassle



Next Steps

- Greater diversity (race, gender, age, income, geographic) in future interviewees
 - Especially interviewing more non-users (car)
- Generating interesting POVs and “How Might We” statements from interviewee experiences
- Expand initial insights