

Let's Make the ***SHIFT*** Happen

Nudging Daily Commuters towards Public Transit



TEAM **SHIFT**

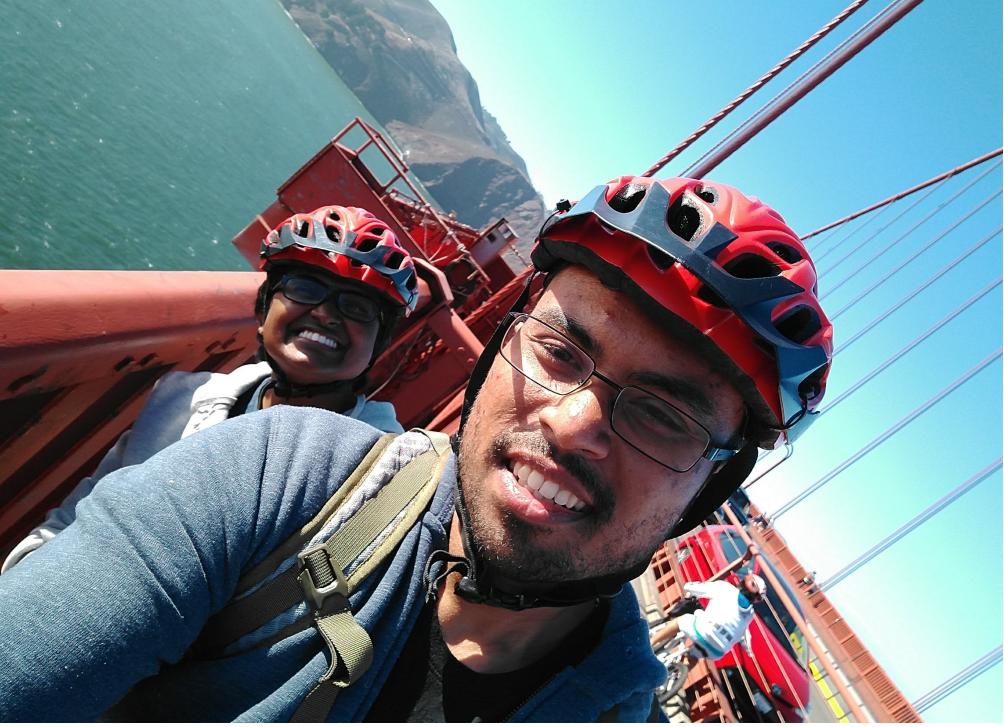
Nipuni Siyambalapitiya

Designer & Product Developer / MS Student at ASU

Piyum Fernando

UX Researcher/ PhD Candidate at ASU





Experiencing multi-modal
transport in

**Tokyo, London,
San Francisco, Rome, Paris
New York, Stockholm,
Singapore**



Nudging Daily Commuters towards Public Transit

Commuters = People who travel some distance to work on a regular basis

Why Daily Commuters?



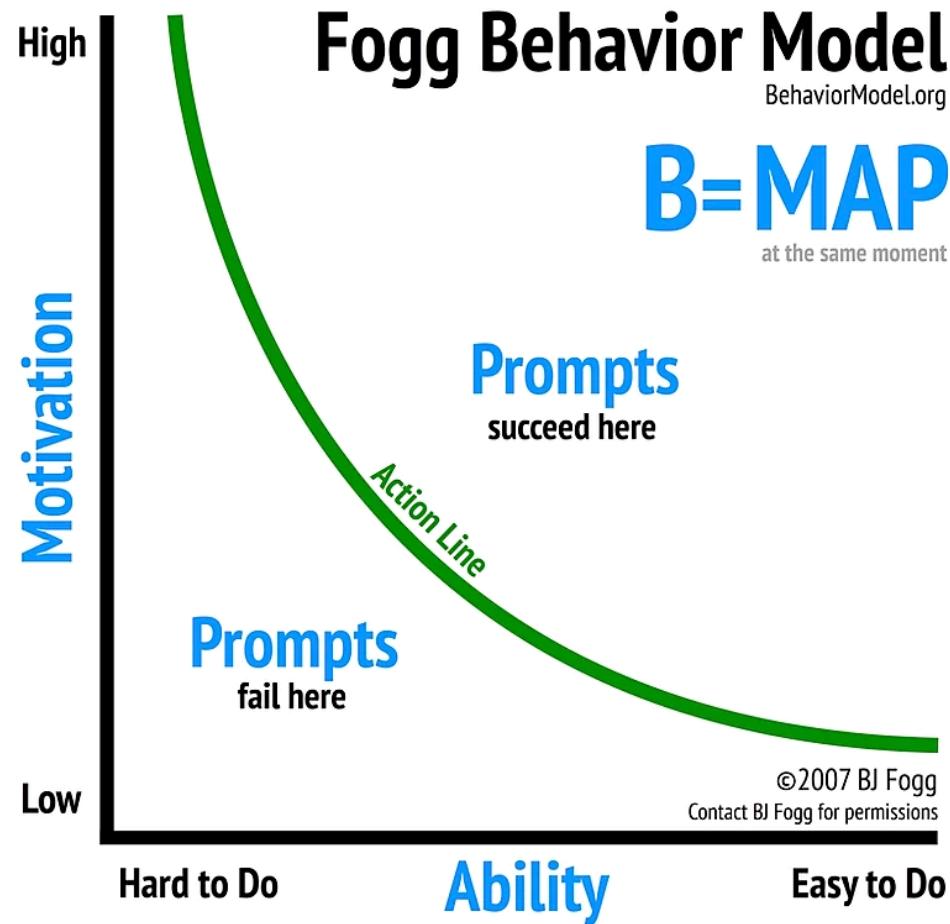
Consistent
User Base

Daily
Routine

Reduce
Rush Hour
Traffic



**How can we facilitate behavior changes
to *shift* from personal vehicles to public
transit?**



BEHAVIOR = MOTIVATION x ABILITY x PROMPT

To form a habit of going to gym everyday....



Stay
healthy
& look
good

Motivation



A gym
close by
your
office

Ability



A well-
timed
SMS from
gym buddy

Prompt



With **new infrastructure**
improvements,
the **ability** to commute
is increasing.

Yet, how can we **motivate**
and **prompt** daily commuters to use public transit?

2 Motivations

2 Prompts

Motivation 1: **Reduced Effort and Cost**

A Convenient Monthly Payment

Method to Attract Daily Commuters



Valley Metro Phoenix

Use of card subject to city regulations, see other side

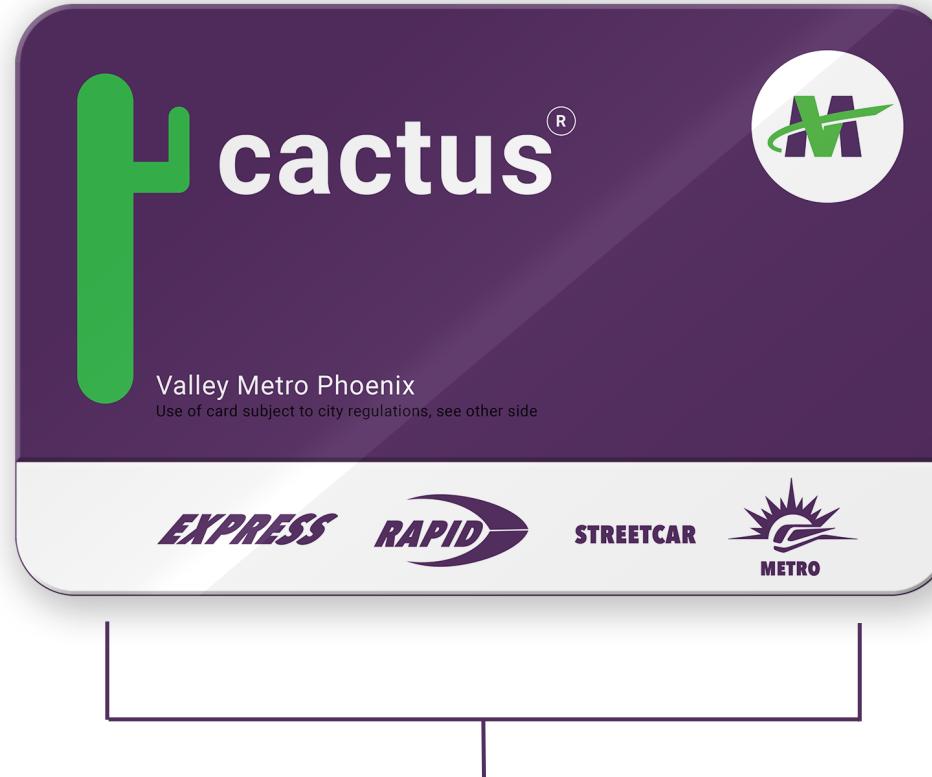
EXPRESS



STREETCAR



One Card for all Transportation Modes to Avoid Confusion



Clear visual elements to indicate all eligible services

Auto-pay Enrollment Discount to Nudge Users towards Long Lasting Habits & Commitments

Prompt 1: “*Yey, I got free rides*”

On-boarding to the Valley Transit

Eco-system through Free Trial Rides

Distribute limited-time ride passes through **carefully selected channels**

During University Orientation Sessions

Welcome to University of Phoenix!

Ride public transit to get to your classes on time!

Find your pre- charged Cactus card below

*Card valid for two weeks worth of rides from the day of activation



You got this! Love, from **VALLEY METRO**

Welcome to ASU!

Ride public transit to get to your classes on time!

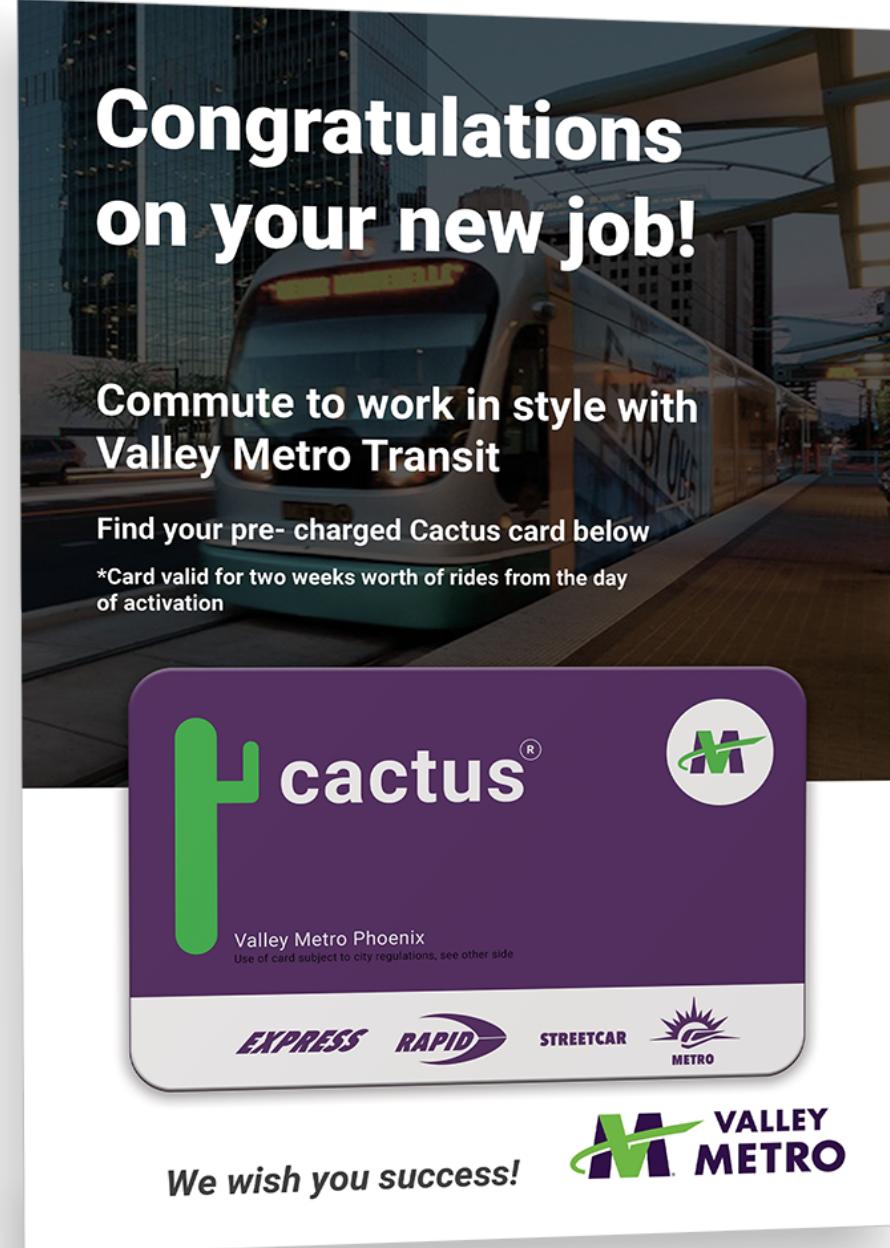
Find your pre- charged Cactus card below

*Card valid for two weeks worth of rides from the day of activation

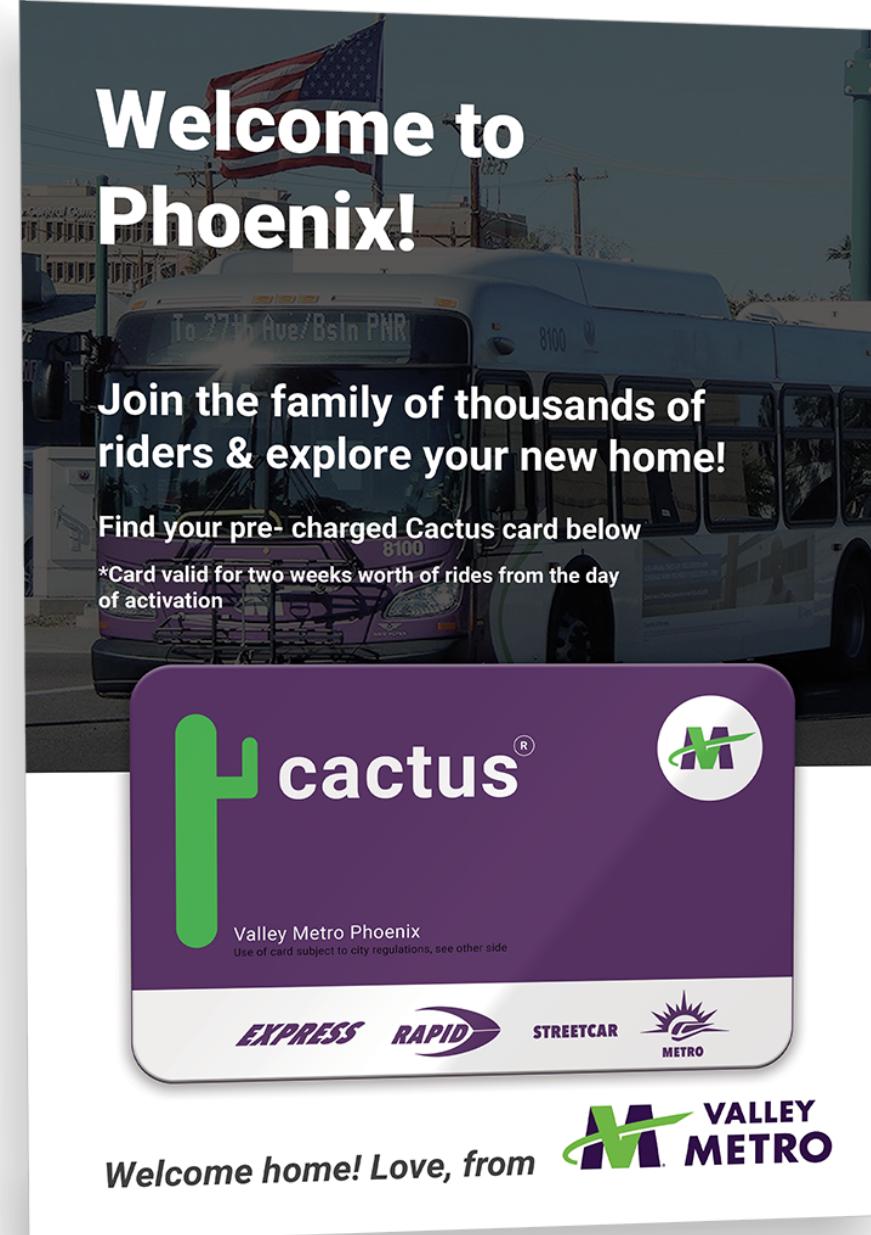


You got this! Love, from **VALLEY METRO**

Through Valley Companies



Through Valley Property Agents & Developers



Motivation 2: **Get More Work Done**

**Buses and LRs with
Commuter-friendly Amenities
during Rush Hours**



Free Wi-Fi

Charging
Ports

Work
Tops

Separate Branding For Rush Hour Rides

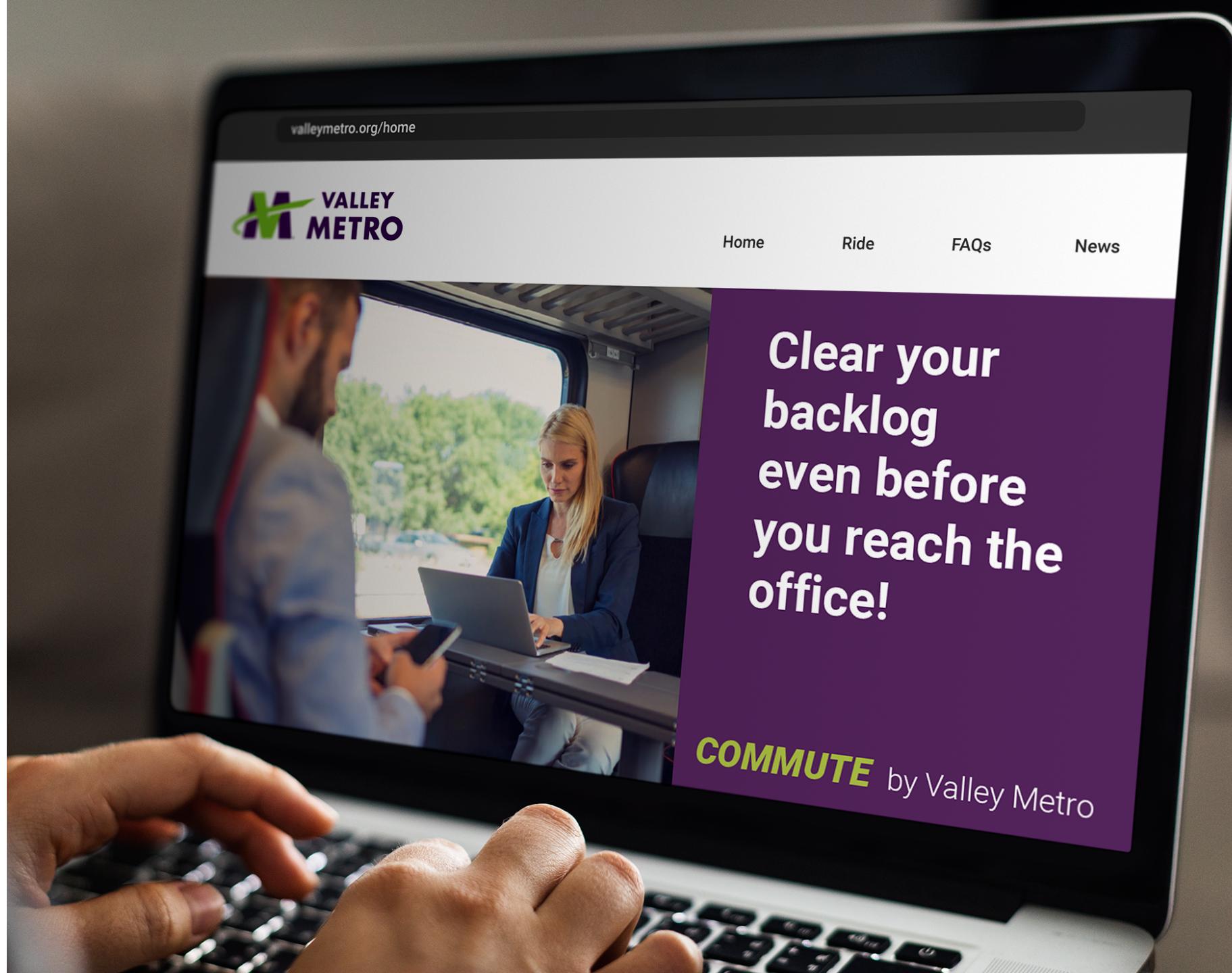
COMMUTE[®] by Valley Metro

Trigger 2: Attractive Communication Campaigns

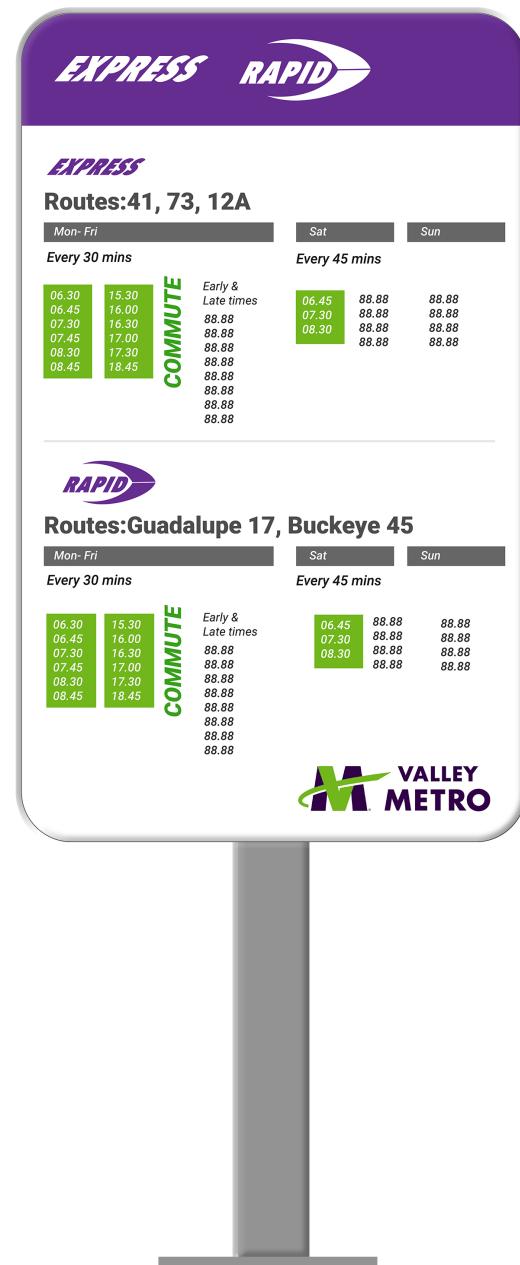
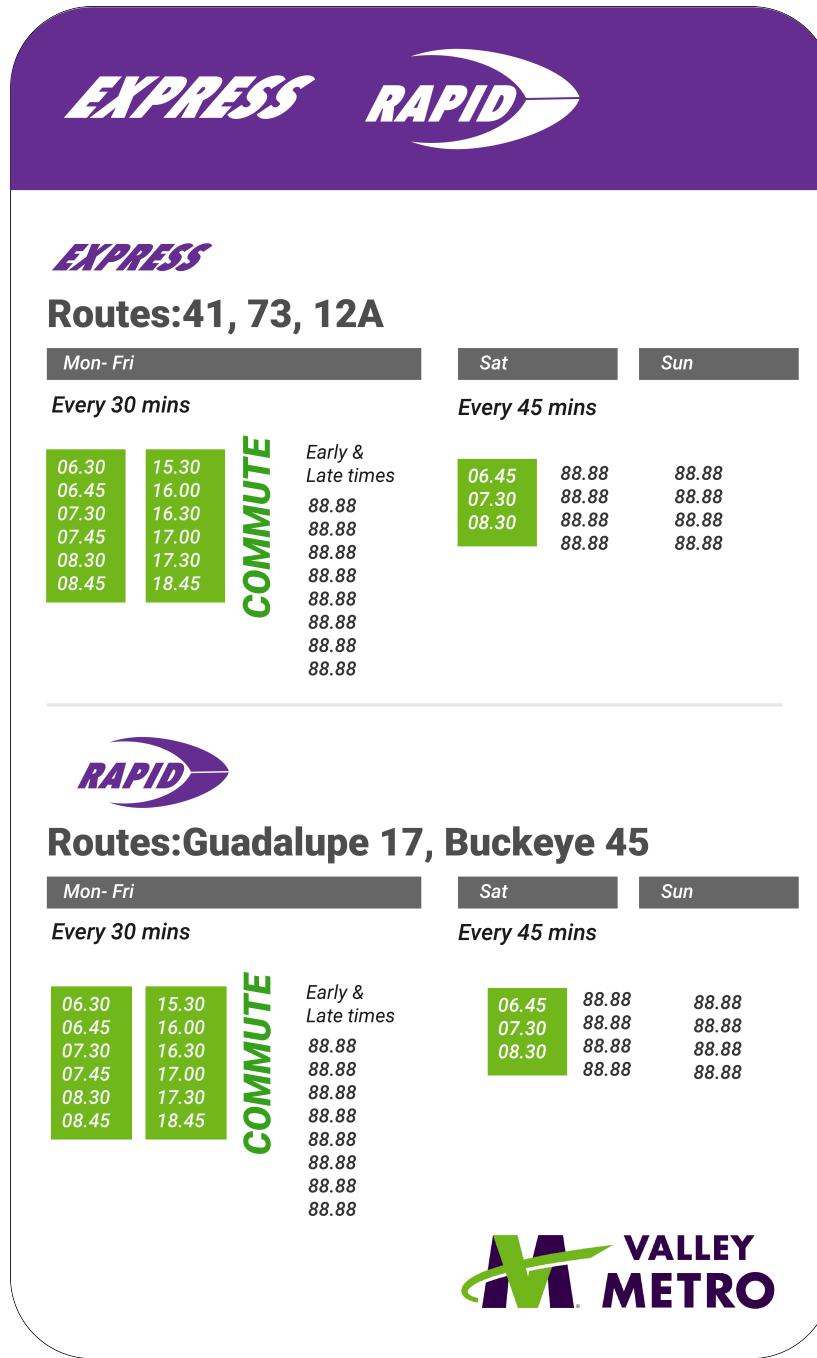
Highlight Commuter-friendliness

through key rider touchpoints

Touchpoint 1: Valley Metro Website

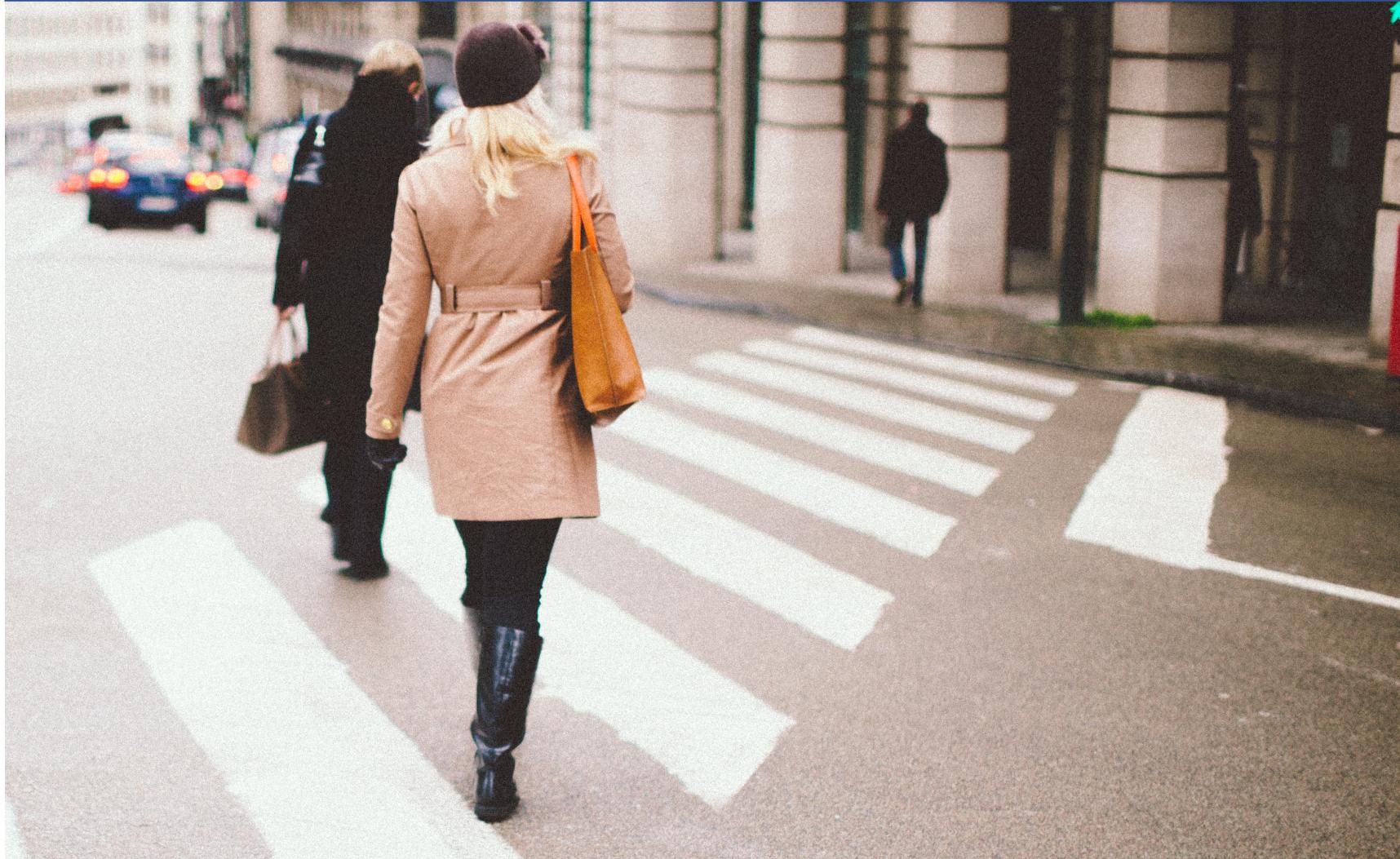


Touchpoint 2: Signage that Highlights Rush Hour Rides



Touchpoint 3: **Wellness** **Campaign to** **Promote** **First and Last** **Mile Walk**

“Walk to transit, To get your daily steps in”



Touchpoint 4:
Road-Side
Ad Campaign
during
Office Rush
Hours



Thank you!

Let's Ride Transit in Peace!