# **Group Case Assignment**

Template: Problem Statement Worksheet

Completing this problem statement workshops will be your first step to working on the case.

### Basic question to be resolved

The Mayor needs a recommendation within 4 weeks on how to reduce the commuting duration from 60 to 28 minutes?

#### Context

London is facing heightened traffic due to the increased number of registered cars (5.6% yearly), directly impacting commuting times which creating frustration among our inhabitants. We want to ensure that the city of London can compete with the global commute time.

# Constraints within solution space

Budget of £10.3 billion Time 4 weeks

### Criteria for success

The criteria for success in addressing London's transportation challenges include reducing commute times, minimizing traffic congestion, adhering to the budget, and promoting a shift to alternative modes of transportation.

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Based on the context come up with a solution of the basic question by using insights bounded by the scope which satisfy the constrains

#### **Stakeholders**

The residents of the London Transportation sector professionals The mayor & his team Environmental Organizations

## Scope of solution space

Mentioned type of transportation

## Key sources of insight

Key sources of insight for addressing London's transportation challenges include transportation and public health data, budgetary information, public opinion, expert consultation, comparative studies, and collaboration with government agencies as well as use of the given focused group results. These sources offer valuable information and expertise to develop effective solutions.

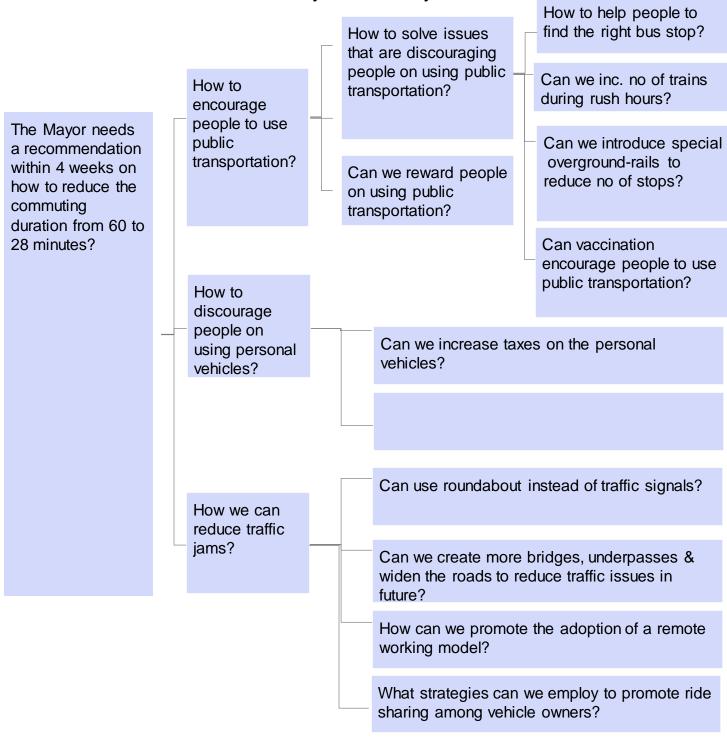
# **Group Case Assignment**

Template: Issue Tree

Please create an issue tree for «London's Traffic Problem»

Use examples provided on previous page to create your own issue tree!

Feel free to add/remove as many boxes as you need.



# **Group Case assignment**

Template: Prioritization Matrix

Please create a prioritization matrix for «London's Traffic Problem».

To alleviate overcrowding during rush Instead of using traffic signals, we can hours, we can augment the number of employ roundabouts. trains. High Impact Creating an app can assist citizens in The introduction of special overground finding the appropriate bus stops rail routes can help minimize the (increase number of stops if necessary), frequency of stops. including information about the number of stops, as well as managing payments In order to mitigate future traffic and reservations. problems, we can construct additional bridges, underpasses, and expand Vaccination can help citizens to use roadways. public transportation we can promote the adoption of a remote working model Low Impact We can raise taxes on personal vehicles Ride sharing among vehicle owners to make them less accessible to the can also work general population. Reward people on using public transportation Difficult to Implement **Easier to Implement** 

## **Ease of Implementation**

# **Group Case Assignment**

Template: Recommendation

Your fourth and final deliverable is to synthesize your recommendation for «London's Traffic Problem» very briefly.

### Your recommendation

Creating an app can assist citizens in finding the appropriate bus stops (increase number of stops if necessary), including information about the number of stops, as well as managing payments and reservations.

# Reasoning behind your recommendation (Why)

If a significant portion of the population struggles to locate the correct bus stops, this solution has the potential to alleviate traffic congestion. Offering affordable transportation options would encourage citizens to take advantage of cost savings, while an efficient payment and booking system would ensure timely arrivals at their destinations.