DESN445 Design Research - Research worksheet

**ETS Safety Social Media Analysis**

# PREPARE

## Description of what you wish to do in your method

For the social media analysis, we will be focusing on collecting social media posts to see the public reception on the current safety of the system, and any problems they highlight.

## Twitter posts.

### How will you select these people or these documents (inclusion and exclusion criteria)?

Through the advanced search functionality hosted on twitter.

The search function string is;

(safe OR safety OR unsafe OR security OR Secure) (to:takeETSalert) lang:en until:2022-01-24 since:2021-01-01

### How many people or documents?

69 twitter posts

# CONDUCT

## If you don’t have participants, what are the steps you will do?

1: Understanding the expected usable data from the social media analysis.

* Step 1: Read “**Using Social Media for User Research**” <https://www.smashingmagazine.com/2017/03/using-social-media-user-research/>
* Step 2: Enter advanced search criteria onto the Twitter website, searching for all posts at takeETSalert.
* Step 3: Use “AwesomeScreenshot” google chrome plugin to take full screenshot of all twitter posts

2: Doing the research

* Step 1: Number each twitter post for ease of reference.
* Step 2: Add post number to a separate tally if the post is perceived to be negative, neutral or positive.
* Step 3: Add that posts directed topic(s) within the tally
* Step 4: Repeat until no more posts.

## 

## Notes

# ANALYZE

1. Look at your results and select 15-20 interesting elements (or more if relevant).
   1. Covid: No action taken against people not wearing their masks properly. Includes passengers and ETS employees.
   2. Drug use on LRT and at LRT stations, with no evidence of a response by ETS security to stop it.
   3. Homeless issue in downtown Edmonton adds to daily stress to commuters.
   4. The change in bus routes negatively impacted people's lives.
   5. Increase in rider prices makes taking the bus unaffordable.
   6. No way to use Transit Watch during a confrontation.
   7. No immediate feedback from using Transit Watch.
   8. People don’t feel like their voice is being heard.
   9. Illusion of security
   10. Security guards unable to handle physical altercations due to body-mass differences.
   11. LRT stations and bus terminals in a state of disrepair.
   12. Bike lock system is too easy for thieves to break into.
   13. No notifications if a harmful toxin is sprayed in a terminal/LRT station entrance (such as bear spray).
   14. Not-in-service buses congregating near transit stations are giving people mixed messages.
   15. Use of ticket booths involving paper and cash change is an outdated system.
   16. Pre-existing services at open LRT stations, like heating not being maintained or fixed quickly.
   17. Making complaints to ETS is not giving feedback to whether it has been heard, and restrictions will be put in place against dangerous riders.
   18. Security guards appearing to socialise on their phones when they should be working.
2. Organize them into these categories (you can create new categories if you need to):

* Phases of the service offered by ETS
* People
  1. ETS users (demographics, characteristics, emotions, etc)
     + Emotions
       - Unsafe
         * Riders feel that security guard was unable to affect the situation
       - Frustration
         * Security didn’t alert people to harmful toxin (bear spray) sprayed in area
         * Current service not working in situations it would be needed.
       - Transit watch app
  2. Other people involved with ETS
     + Community Outreach
       - Drug addicts
       - homeless people
     + Service Personnel
       - Security guards
       - Peace officers
       - Bus drivers
* Needs of users
  1. Better service
     + Existing services are ineffective
     + Affordable fair
  2. Visible Security / Staff
     + Visible security
     + Trained security
     + Better response time by security
     + “Have actual ETS security and not the private security services you have now”
  3. Communication
     + People feel unheard
     + People need to feel their is a dialogue with ETS
     + Need to feel that action is being taken
     + Better ways to contact in actual emergencies
  4. Covid
     + Follow covid restrictions
     + ETS employees follow covid restrictions
* Touchpoints/Channels (physical and digital) and devices
  1. Transit watch
  2. Security systems, ctv and alarms
* Interactions/tasks (what do users do)
* Potential safety issues for users in relation to ETS
  1. Public Opinion
     + ETS employees not dealing with problems
     + “Do the cameras work”
     + “Illusion of security”
  2. Security
     + Security ineffective in response time to resolve conflicting situations, and all information is asking to contact 911 instead of ETS services
  3. Community Outreach
     + Drug use on LRT
* Design opportunities
  1. Immediate feedback on transit watch app
  2. Create a feeling of communication with riders
  3. Move toward digital ticket purchases
     + More security around LRT station with pay gates to prevent people from abusing the current system.
  4. Parking couldn’t be found near workplace so LRT was the only option for transportation. Include more diverse methods of public transportation.

# DESIGN

Write or sketch 10 or more ideas or design solutions that arose from your results.

1. Transit Watch mobile app for reporting
   1. Easy way to connect with transit watch instead of needing to remember the number
   2. Reporting system to allow calling TW or sending the report through text
   3. Text reporting would help user fill it out
      1. Date
         1. Option preselected today, also to pick another date
      2. Time
         1. autofilled to when report sent.
      3. Location
         1. Where is it? Bus, lrt, bus station, stop
      4. Type of crime
         1. Graffiti
            1. Can include taking a picture
         2. Harassment
            1. Include specifics
      5. Allow for comments included
      6. Give feedback message at every step, and depending on report, “we will be on it” or “help is on the way”
2. ETS app for user comments, giving ratings on how they felt on the ride.
   1. Forum based app so riders can post comments and questions with ETS staff.
3. Security drone on cctv camera giving immediate feedback and help during situations
4. Security given ability to stop altercations.
5. Lower ridership costs.
6. Have more security guards patrolling instead of 1-2.
7. Have security guards patrol at all bus stations and terminals.
8. Better notification system for when an altercation or anything considered a safety concern occurs.
9. Have better security systems for bike locks and lockers
10. Keep stations and terminals clean and repaired
11. Ensure Covid-19 guidelines are enforced everywhere (wearing a mask in public spaces) and if people refuse, do not service them.
12. Change ticket purchase to app based with many deals, favouring consistent riders.
13. LRT expands across city to all locations where recent bus route changes negatively impacted riders.
14. Expand LRT to West Edmonton Mall.
15. Have started work on LRT system in 1980s, most of track infrastructure would be built already and have connected the city.