Presentation notes/ script

## SL1

ReportIt; non-emergency reporting app.

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## SL2 Project Question

Our project starts off by asking the question — How might we engage a sense of ownership of ETS facilities by riders, so that we can improve ETS ridership safety, security, and accountability.

## SL3 Project Explanation

A reporting application for non-emergency situations that is easy and quick to use so facilities and equipment remain clean and safe for riders. It will also provide a channel for communication between riders and ETS.

## SL4 Addressing / Timeline

Going back to our collection of possible areas to address from our research presentation, our design will focus on these 3 areas.

Engaging the rider community to empower personal safety and responsibility. In our case specifically giving the rider a touchpoint that can provide a sense of ownership, hopefully changing the rider's perception of ETS spaces. Creating a more personal relationship with ETS.

Incorporate the public in the decision-making in some capacity. Data collected over the years by riders could affect the outcome of future design solutions.

Increase rider interaction — creating a new channel for communication between riders and ETS. This directly relates to our previous area of decision-making. We hope by giving the rider a new channel of communication between riders and ETS, we will create a sense of accountability for both parties. The rider feels that they are accountable to report non-emergencies which would increase theirs and others' experience, increasing ridership and subsequently safety. While ETS would be accountable by showing the rider they are actively dealing with the reported issues, giving some transparency to the rider. We hope that ultimately this positive feedback of accountability will increase positive rider perceptions and use of the app, increasing the potential data that can be used to make future improvements to ETS.

Additionally, this design could be implemented in the near future, as the technology is available and it would use current displays and environmental elements.

## SL5 Users / Rider

*Target Audience*

Our target audience will include everyone over the age of 16 that considers taking the bus or LRT their primary mode of transportation around the city. Because they are going to be using bus stops and LRT stations more frequently, they will want to communicate and engage with ETS to improve their experience using transit.

*What do they need*

Our targeted rider needs include timely transit to home, work or school. Clean facilities without garbage or any bad smells inside to help make them feel comfortable while they wait.

They need to feel safe throughout their entire journey, from when they leave their home and wait at the first bus stop to when they arrive at their destination.

And they need to feel that when they communicate or try to engage with ETS, ETS actively listens and responds to any questions or problems they might have.

## SL6 Riders Con’t

*How are they feeling*

Most riders ignore the non-emergency situations and problems they see in the bus or LRT stations.

Riders who are engaged are confused about the difference between emergency and non-emergency situations when they use services like transit-watch.

They become frustrated and angry when they go through the entire process and find at the end transit-watch can’t help them resolve the situation.

## SL7 Scenario Video

We would like to start by showing our rider scenario.

## SL8 Journey Map / scenario

Phase 1 Outside first stop / station experience — Phase 2 Inside First Stop / Station Experience

Although our user will have yet to enter the ETS ecosystem we must consider their feelings and experiences which can be difficult from the almost limitless variables for each individual.

In phase one our user will be mainly

* Examining ETS facilities from a distance
  + Manly looking for physical pain points
    - Access to the facilities (snow / ice build up)
    - Number of riders occupying the space (bus stop)
* Have past experiences on the ETS with will factor into their current experience
* Common task and actions
  + Buying ticket
  + Trip planning
  + Checking mobile device

Continuing onto Phase 2, our rider will enter the facilities with a perception based on the previous factors. In this case our rider enters an LRT station. Common tasks are performed such as:

* Buying ticket
* Trip planning
* Checking mobile device
* Scan space for pain points
  + Cleanliness
  + Bad actors
  + Broken facilities
  + Smells are also considered

Phase 3

It is important to mention riders may come across a non-emergency matter at any point within the ETS ecosystem. Which in our case, our rider came across a broken door. Because of this, we wanted to make the rider aware of the reporting service within an area with a high chance of reportable issues. Such as touch points on physical objects such as benches, informational signs, and kiosks.

## SL9 Journey Map / scenario

Onboard Experience — LRT

In Phase 4 our rider has entered the LRT headed to their arrival destination. As with the previous phases the rider will perform various common tasks, and scan space for pain points.

Based on our research it was the repeated discovery of issues that started to shift riders perspectives of the ETS. We express that by having our rider run into various non-emergency matters before ultimately reporting an incident.

Phase 5 our rider arrives at their drop off point. Many of the same pain points apply to our rider as in previous phases as well as the potential for pain points and reportable non-emergency issues. Our rider then comes across some garbage on their way out of the station which causes them to be fed up and report the issue and want to report it through the application.

Quickly taking a picture and selecting from a list of issues, our rider feels that they have taken responsibility for the issue, taking ownership of the ETS facilities.

Our rider, although feeling better about their experience on the ETS needs to be reassured that their effort will not go unnoticed, as this will determine if the rider uses the application or not.

## SL10 Ecosystem

Ecosystem Touch Points

The design consists of 3 main touchpoints, with the primary focus on using mobile phones as a channel and introducing a new UI for the user to communicate with the ETS. The secondary touchpoint is a web app that would allow users to report an issue without having to download an application. The third touchpoint is the QR and promotional material that give riders information, access to the web app, and app download.

Because of the nature of a reporting app, many channels and touchpoints are what the user would be reporting.

## SL12 Touch points

Listing of potential secondary touchpoints a rider can interact with along their journey.

## SL13 User test- / Co-Design

Our user-tests and co-design gave us some interesting insight into how people define emergencies and what they would report and the priority they place on the type of issue.

Broken Accessibility facilities such as elevators or escalators were prioritized as an emergency with many users. Although they would not call 911 they felt that it should be a priority to have the ETS know an accessibility service is broken.

Other takeaways are -users want to do very little to report any issues and don’t want to input personal information.

## SL14 Con’t

Seeing report progress was also important to the user and directly related to how much they would use the app. Users wanted to see transparency when it came to accountability when ETS is dealing with issues.

Because some users did not want to download an app, they would prefer the QRcode be placed within common issues areas and throughout the ETS system.

Some riders would like to report issues that would be handled by community teams such as COTT

## SL15 Prototype video

Here we have our prototype video that includes the web and mobile application.

## SL16 Explanation

Basing the design on a social media platform allows for the UI to be easily navigated and understood by the user. The application, although limited in functionality, does allow for quick and easy reporting of ETS non-emergency issues by the rider. Much of the information is auto-generated upon taking a picture of the issue. Riders can then add details by picking from a list of common issues or writing within the text box. More common occurrences can be added as more data is gathered and issues are dealt with or new ones manifest.

Once the user has downloaded the application they are able to see the status of the report and when it was dealt with, showing them the ETS is staying accountable to their ridership.

## SL17 Benefits

Each report made increases the safety of the area by letting ETS know as soon as possible about any situations such as broken glass shelters to damaged payphones.

Creates a sense of ownership towards ETS, and potentially reduces future incidents and problems.

Increase public perception of ETS. This could increase ridership making more people want to use transit, and creating security from the increased amount of people.

Provides an accessible two-way communication channel between rider and ETS, making riders feel like their voice is being heard and that ETS is more responsive to their needs.

## SL18 Limitations

*Limitations*

The current app experienced limited user testing. More user experience testing on a variety of riders would help improve the app to reach a wider range of users through changes to UI and form flow.

Currently we have limited information about the ETS systems and ridership data, further improvements could be made with better understanding on how ETS systems operate at the back-end of the service and how riders interact with them.

The incentive to use the app is relatively low based on our current understanding of most riders, as it focuses on non-emergency situations. We have not implemented any potential incentives to use the app into our designs currently.

*Possible Misuses*

The QRCode might be replaced, leading riders trying to use the app to scams and malicious links.

If an incentive program focused on adding a discount system for multiple reports, it could be easily abused by people creating the problem then reporting it to get the discount.

## SL19 Future Potential

A reporting system for non-emergency situations could be added as a feature to a centralized ETS app containing all of ETS’ services.

Increase the report types to non-emergency and emergency, with reports involving people needing help or as the cause of a problem.

With an increased focus on non-emergency situations, it can get riders to be more responsible, and decrease the amount of litter or other issues caused by other riders.

Incentive to use design more while solving problems. A potential incentive for the reporting app would be to gamify the reporting service and introduce fare discounts as a possible reward.

## SL20 Q&A

## SL21

## SL22

## SL23