**Design Thinking – Assignment 1**

**Task 1:**

**Interview 1:**

**Topic:** Transport in Singapore – experience and suggestions / ideas

**Demographic Info:**

**Age: 24**

**Gender: Female**

**Occupation: International student at JCU Singapore**

**“Hello, good morning! Thanks for participating in this interview today. I hope you are feeling well today.”**

“Sure, no problem. I am good, thanks. “

**“How long have you been staying in Singapore and what are you doing here?”**

“I’ve been living in Singapore for almost four months and will be here for two years total, finishing my bachelor’s degree at the JCU.”

**“What do you like the best about Singapore?”**

“I like many things about Singapore…. But mainly that everything is easy and ordered, everything works fine.”

**“What do you mean by ‘easy’? Do you mean the people or the lifestyle, or…?”**

Tough question, but if you want an example, the MRT service. It really is easy to travel, no delays, nothing compared to how it is in Norway or Europe for example. The transportation system is great, it saves a lot of time and the transport apps you can download for free are a lifesaver, especially if you haven’t been here long and need help to orientate yourself.”

**“You mentioned the transport apps. Can you tell me more about when and how you use these?”**

“I use them daily! In the beginning more, of course, because I didn’t know where to go and how to get to school and to my gym, to meet my friends for coffee, etc. But I still use it today. Sometimes I don’t know how to get somewhere, other times a bus station might be close due to constructions, so I need to find an alternate route. One time it was great: I was out with a friend of mine and I forgot that in Singapore the last trains are around 11pm. I arrived at the MRT station at 11.30 and they actually had an announcement that this was the last train for the day so I hurried up and actually just caught the train in time! That was great because I didn’t have to pay for the cab fare!”

**“Can you think of any problems and ways to improve those”?**

“Yes, actually what I just mentioned. For once, it would be nice if the trains would not stop around 11pm or midnight. Especially because they’re not driven by people but automatically I think, they could run longer. And even though the transportation apps are great, it would be best if they could show when the last train is since they don’t follow a certain plan: sometimes the last train is at 11pm but sometimes you catch a train at 11.30 pm. If you miss the last train it is really bad if you live far away and have to pay a lot of money for the cab. Additionally, it would be nice if the apps would give an indication of how crowded the trains are during rush hour. This morning for example, I went to school around 8.30 and it was so crowded that I had to wait almost 15 minutes until I was able to board the train. Fortunately, I didn’t have a class until 11 so I wasn’t late, but if I had had a meeting I would have needed to leave earlier than I normally do and since I didn’t have a meeting, I could have stayed at home longer and wait for the crowds to pass.”

**“That is a good idea! Do you have any idea how to implement that?”**

“Well, maybe one could implement a traffic-light-system in the apps. For example, if the train is not crowded it gets a green light, for crowded a yellow light and if it is too packed a red light, so passengers know that they don’t have to bother to catch that train but that it would be wiser to wait for the next or leave earlier because they might need more time to get to the destination.”

**“Are there any more suggestions you have for the traffic system in Singapore based on your experiences?”**

“Not too many besides the ones I just mentioned, because, as I already said, the traffic system is exceptional I think. I really think the indicator of how crowded the trains are would be an immense help to everybody, and maybe one could expand that to stations and busses as well. And what I think is absolutely necessary is to have an idea of when the last train is coming and maybe extending the operating hours of the trains, especially on nights when there are concerts and parties and on the weekends of course, since many people are going out then. I have no experience with cars because I am not driving here.”

**“Thank you very much for your insights…”**

“Wait, sorry! There actually is another thing I would want to improve if I could!”

**“Sure, no problem, go ahead!”**

“I haven’t taken a cab often so far, but quite a couple of times. The driver never knew where to go, I always had to pull up Google maps on my phone and tell him where to go. This is something I am not used to at all. Normally taxi drivers know every street in a city. So one might create an app for taxi drivers, so they can find the way, because I have just moved to Singapore, and if I take a taxi I do because I don’t know the way myself most of the times. And maybe the same app could tell potentially passengers where to find the next taxi stand and how many eligible taxis are there so one knows where to go if one needs a taxi”.

**“That’s a great idea, thanks! Thank you for your time and suggestions, I am sure they will be a great help. I hope you have a good day and enjoy your time in Singapore.”**

“Thank you!”

**Motivations**:

Feel in control of my day.

Always emphasizes on the time factor.

Likes to get things done on time.

Likes to go out with people to spend time.

Wants a user friendly Environment.

**Frustrations**:

The parking information is not real time.

Overcrowded trains bother her.

**Remaining Questions**:

I would like to ask her about Smart Roads and how this technology can be useful in making a sustainable environment more user friendly.