**Design Thinking – Assignment 1**

**Task 1:**

**Interview 1:**

**Topic:** Transport Enabling Apps- parking apps

**Demographic Info:**

**Quotes:**

“Life here is cool and easy!”

“It helps me almost daily!”

“Oh…it was not a pleasant experience!”

**Age: 21**

**Gender: Female**

**Occupation: student IT**

**“Hello, Good morning! How are you?”**

“I am fine, Thank you! How are you? “

**“I am doing good as well, and thank you for giving me the time to interview u.”**

“Not a problem!”

**“How long have you been in Singapore?”**

“Ah…for almost a year!”

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

“It’s a tough question to answer, really! Because there are so many things I like here. I cannot single out one particular thing. But life here is cool and easy!”

**“You say easy, can you elaborate on that a bit more? Is there anything particular you were referring to?”**

“Ah, yes! When I said “easy”, I used it in a more general way of speaking. I only meant everything is more streamlined here.”

**“What do you think about the transportation system here? For example, the ease of travel, like using a bus service or an MRT.”**

“I think the transportation system is great. It has saved me a lot of time. I usually take a bus every morning from my home to school, and the transport apps are of great help. It saves me a lot of time just checking the bus timings on my mobile, and reaching my destination on time.”

**“Can you tell me about any particular instance when using these transport apps helped you?”**

“It helps me almost daily! But I can recall an incident when I was new to school here. I did a diploma in web design and wanted to work on some freelance projects to gain experience. I asked one of my instructors to help me find a good project to work on. One day I received a message from my instructor that I have to attend a meeting in half hour to discuss about my project with a senior consultant working for a top MNC. He texted me the meeting place and time. I was unprepared but I cannot afford to miss out on that meeting.”

**“Please continue…”**

“I wanted to call a cab but my credit card was showing an error for some reason. I had no cash on me at that time, I already spent it all on shopping that day. I only had the EZ link card I use for public transit. And it was really helpful. I searched for the bus route and my destination. I knew the exact timing the bus would arrive at the nearby Bus station. I walked to the Bus station, spotted the bus immediately and I was able to reach to my meeting point on time.”

**“That’s really nice to hear. How did the meeting go?”**

“It went really well. I got assigned to work on a sub-project for the company. The transport app saved the day for me.”

**“Sure, it has! Can you think of any improvements you would like to see in these transport apps?”**

“Yes, I would like to see some additions. Especially when it comes to knowing the exact bus route to an exact location. Because I don’t want to constantly check my mobile to locate my destination. If they can provide free wifi inside the bus, it will be of great help. Otherwise, they can have a real-time screening system inside the bus to monitor our current location on the GPS.”

**“That’s a good idea, I am sure it will be implemented in the days to come. Now that we have talked about the transportation system here, can you tell me your opinion on how to improve the overall transport and road system here.”**

“Hmm…I am not sure if its related, but if we can have some good apps that will provide us with information about parking spaces, I think they will be very useful. Because last week, we went to a movie and couldn’t find a proper parking space for two hours. We almost missed the show!”

**“Can you narrate to me how it all happened?”**

“Oh...nothing much in it. A group of our friends planned to watch a movie during the weekend. We booked the tickets and drove to the cinema. But we couldn’t find any parking space available. We were directed to another place to park our car, but there was a long queue of vehicles…traffic jams…oh, it was not a pleasant experience. We had to wait for more than an hour before we could park our vehicle. We almost missed the show. I wonder how such things will affect us in case of an emergency!”

**“Yeah, I can understand. Can you make any suggestions to improve the current parking system?”**

“I think it should work like the bus transport system. There must be apps that will allow us to see the parking spaces readily available in real time. So that we can easily pick one of the parking spaces available. We don’t have to hunt for spaces, it will save us a lot of time and effort.”

**“You are right, How do you think such a system would benefit you as a user?”**

“Firstly, it will save me a lot of time. Secondly, We don’t have to face disappoints like missing out on a movie or our plans going haywire in the last minute over not finding a parking space. Sometimes our whole family outing may get ruined because of wasting time over searching for a proper parking place. I personally think these issues need to addressed on top priority. With the current advances in Information Technology, i think it is much easier to create an interlinking mechanism that will help the normal public save time.”

**“What other suggestions can you make with regards to improving the current transport system in Singapore?”**

“Not many, but the overcrowded trains have always been a problem for me. And I cannot imagine the plight of older people or pregnant women using an MRT during peak hours. That problem needs to be addressed.”

**“How do you think it should be addressed?”**

“Sorry, I am not sure about it.”

**“That’s alright! I think you have made quite a lot of insightful suggestions for user sustainability when it comes to transport system here in Singapore. Thank you for giving me your valuable time. It was a pleasure speaking with you.”**

“I am glad I could be of help. It was nice talking with you as well. Have a nice day!”

**Interview notes:**

Interview Date: 27-08-2016

Interview Time: 10.30 AM

**Personal details**:

**Age:** 21

**Gender:** Female

**Occupation:** Student, IT

**Interesting stories**:

The most interesting story was when she narrated about her personal experience while using the bus transport app, and how it helped her secure a job.

**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.

**Interactions:**

Uses smart phones off the clock to access data.

Works on many projects at once.

Lifestyle is hectic, has to attend classes and finish her work as a freelance web designer.

Maintains a fine balance between work and school.

**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.