



Rail connect

Scenario

A busy metro station during morning rush hour. The station is piloting a new e-ticketing system and upgraded boarding procedures aimed at reducing delays and improving commuter experience.

Expectations

- Faster ticket purchase and entry processes, reducing long queues at ticket counters.
- High user adoption of the e-ticketing system, especially among tech-savvy commuters.
- Shorter boarding times thanks to improved platform organization and boarding markers.

	Phase 1	Phase 2	Phase 3	Phase 4
Actions	<p>Shorter boarding times thanks to improved platform organization and boarding markers.</p> <p>Identify the necessary infrastructure upgrades, such as smart gates and digital displays.</p> <p>Develop a user-friendly mobile app and integrate it with the existing ticketing system</p>	<p>Train station staff to guide passengers through the new system</p> <ul style="list-style-type: none"> • Prepare technical teams to handle potential glitches during the pilot. 	<p>Select a few high-traffic stations for testing the new system.</p> <p>Develop protocols for data collection, feedback, and troubleshooting.</p>	<p>Launch advertisements about the e-ticketing system through social media, posters, and announcements</p> <p>Provide clear instructions for app download, ticket purchase, and gate usage.</p>
Problems	<p>Not all passengers are familiar with smartphones or apps, leading to resistance to adopting e-ticketing.</p> <p>Passengers may struggle to understand new boarding markers or use digital displays effectively.</p>	<ul style="list-style-type: none"> • Passengers may struggle to understand new boarding markers or use digital displays effectively. • Training staff to handle new technologies and assist passengers incurs additional expenses. 	<ul style="list-style-type: none"> • Wear and tear on smart gates and digital displays could lead to frequent breakdowns <p>Adapting the system to handle peak-hour traffic or expanding it to all stations might require unforeseen upgrades.</p>	<ul style="list-style-type: none"> • Poor network signals in underground stations may hinder app usage for QR code generation. • Passengers without smartphones or internet access might feel excluded.
Feelings	<p>😊 Tech-savvy commuters may feel eager to try the new, innovative system.</p>	<p>😞 Struggling with the e-ticketing app or QR code scanning can lead to annoyance.</p>	<p>✅ Successfully managing the new system and assisting passengers can boost morale.</p>	<p>👏 Successfully implementing the system could enhance the reputation of the metro service.</p>
	<p>😐 The prospect of faster, hassle-free travel can create anticipation.</p>	<p>😞 Older passengers or those unfamiliar with technology might feel nervous about adapting</p>	<p>😞 Managing technical glitches and guiding confused passengers during peak hours can feel stressful.</p>	<p>😞 Leaders might feel enthusiastic about modernizing and future-proofing operations.</p>
	<p>😞 Frequent commuters may appreciate shorter queues and smoother boarding.</p>	<p>😞 Passengers without smartphones or internet access may feel left out or discriminated against.</p>	<ul style="list-style-type: none"> • Long-term employees used to traditional methods might feel resistant to the changes. 	<p>😞 Feeling the weight of ensuring smooth implementation during the pilot phase.</p>
Opportunities	<ul style="list-style-type: none"> • By reducing waiting times at ticket counters and improving boarding processes, the metro system can offer a significantly enhanced commuter experience, leading to higher satisfaction and repeat usage. 	<ul style="list-style-type: none"> • Offering loyalty programs, rewards, or discounts for frequent users of the e-ticketing app can foster commuter loyalty. 	<ul style="list-style-type: none"> • A mobile-friendly e-ticketing platform can help accommodate a variety of commuters, including those with disabilities. Features like voice commands or easy-to-read interfaces can create greater inclusivity. 	<ul style="list-style-type: none"> • The introduction of contactless payment systems can make commuting more accessible for people who may not be comfortable using cash or traditional metro cards.