Designing and Delivering People-Centred Transit Services

Rail~Volution – September 10, 2019
What does ‘people-centred’ mean to you?

What do you hope to get out of this session?
It’s About People
Design can be for…

• Functionality
• Usability
• Experience
All artificial things are designed.
Can government services be designed?
HAS IT BEEN PROCESSED?

WE HAVE RECEIVED YOUR REQUEST TO PAY, BUT YOU FILLED OUT ONE PART INCORRECTLY, SO YOU’LL NEED TO RESUBMIT IT.
You ≠ User
The False-Consensus Effect

People’s tendency to assume that others share their beliefs and will behave similarly in a given context.

https://www.nngroup.com/articles/false-consensus/
Even if you use the thing, you are still not the user.
Activity

Uncovering user needs
Making Toast
Sketch a diagram of how to make toast.
(3 minutes)
Any reflections?
You understand user needs through human-centred research.
Quantitative Research

100 people

Validate 10 things

Qualitative Research

10 people

Uncover 100 things
Human-Centred Design in the Government of British Columbia

www.gov.bc.ca/servicedesign
Discovery – Do research to understand behaviours and motivations to define user needs.
Opportunity – Synthesize research findings into user needs to identify solutions to test.
Prototype – Test ideas to see if they meet the needs identified in your research.
Apply for a cannabis license

To apply for a license you must:
- Be 19 years old or older
- Agree to background checks
- Get approval for licensing and zoning from your local government or First Nation
- Have a registered business
- Have a Business BCeID
- Have a proposed location for a retail store
- Pay a fee

Stay informed on retail cannabis in B.C.
Receive an email update when new information is available

Name                      Email

☐ I plan on submitting a retail license application

Submit
Implement – Build your service and keep testing to make sure you are meeting user needs. You’ll discover new needs and the process repeats.
See if you qualify for public health care in B.C.

Do you currently live in British Columbia (i.e. Do you have an address here)?

- Yes
- No

Will you or anyone in your immediate family (included on this application) be away from B.C. for more than 30 days in total over the next six months?

- Yes
- No
Thank You!
Rail~Volution
Designing and Delivering People-Centred Transit Services

For Rail~Volution 2019, Vancouver
By Gordon Ross, Vice President, OXD
Date September 10, 2019
OXD is an end-to-end design and technology consulting firm. We help organizations deliver new and better service experiences by putting people first.
About OXD

We’ve helped industry leaders design for—and with—their customers to build services that people love to use.
TReO / Port Mann Bridge
TReO / Port Mann Bridge

$25M in-person & call centre savings
TransLink Customer Experience
Transit Fare Review

The problem

Current fare structure largely unchanged since the mid 1980’s and was perceived as unfair, inflexible, and not reflective of how people travel.
Transit Fare Review

The opportunity

New possibilities to move towards a fare system that can work better for more people with Compass smartcard payment system.
We wanted to review all the ways we price transit

**Distance Travelled**
The price you pay depending on how far you travel

**Service Type**
The price you pay depending on what mode of transit you use

**Time of Day**
The price you pay depending on what time of day you travel

**Fare Products**
The type of ticket or pass you purchase based on frequency of travel

**Discounts**
The reduced fares available to riders based on defined eligibility criteria

**Transfer Time**
How many minutes you can travel on a single fare
Design for Policy

The value of Design for Policy

1. Different approaches to understanding the public’s problems
2. Co-design and collaboration with stakeholders in policy options
3. Devices that can give form to policy in practice
Options for varying fares by distance travelled

**D1. Flat by distance**
- System-Wide Flat Fare
- Eliminate boundary issues altogether by pricing all trip distances the same.

**D2. Refined zones**
- Refine zone system to address boundary issues through:
  - A. Overlapping zones to soften the sharp zone boundary edge
  - B. More zones so increase in price is gradual
  - C. Two-zone base fare where first zone boundary crossing does not incur an additional cost

**D3. Measured distance**
- Measured Distance
- Vary fares based on the measured distance between journey origin and destination using either:
  - A. Kilometres
  - B. Number of stops/stations
SkyTrain Network

Zones and Pricing for SkyTrain, Bus and SeaBus

<table>
<thead>
<tr>
<th>Zone</th>
<th>Area</th>
<th>Stored Value Fare</th>
<th>Adult</th>
<th>Concession</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Vancouver</td>
<td>$2.10</td>
<td>$1.75</td>
<td>$1.25</td>
</tr>
<tr>
<td>B</td>
<td>Surrey, New Westminster, Richmond North Shore</td>
<td>$3.15</td>
<td>$2.75</td>
<td>$2.25</td>
</tr>
<tr>
<td>C</td>
<td>Delta, Port Moody, West Vancouver, Pitt Meadows and Maple Ridge</td>
<td>$4.20</td>
<td>$3.75</td>
<td>$3.25</td>
</tr>
</tbody>
</table>

Transfer between SkyTrain, Bus and SeaBus: There is no additional cost to transfer between the SkyTrain, Bus and SeaBus within a 90-minute trip period.

Overlapping Zones: Certain SkyTrain stations and bus stops fall into overlapping zones. If you travel from one overlapping zone to an adjacent zone, you will not need to pay any additional fare. For the SkyTrain, overlapping zone stations are indicated with a light blue diamond icon. They are arranged as a diagonal shell in an area approximately 2 Zones in width.
Thank you

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The TaxiSaver Automation Project

Tessa Forrest
Manager, Access Transit Planning

RailVolution Conference
September 10, 2019
How did this conversation provide us with more meaningful data than a survey of hundreds of people?
The TaxiSaver Automation Project

The Problem

Current paper TaxiSaver vouchers are:
- Administratively onerous
- Don’t allow for data collection
- Subject to fraud
The TaxiSaver Automation Project

The Opportunity

TransLink is considering making changes to its existing TaxiSaver program by replacing the TaxiSaver vouchers with a pre-paid debit card. The objective this automation project is to:

- Improve customer experience
- Increase program security
- Improve performance measurement
- Improve customer experience
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Project Approach - *Quantitative*

- **Survey** of 400 customers; 25% indicated they would prefer to stay with the existing paper vouchers instead of moving to a card solution.
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Project Approach - Qualitative

Service design seeks to engage customers, employees and other stakeholders to co-design **better, more customer-centric experiences.**
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Project Approach - Qualitative

We took a sprint approach to the project, conducting research, developing concepts and validating with customers in just over six weeks.

14 Customers

11 Taxi drivers and General Managers Across 7 companies

12 Internal TransLink Stakeholders Across 9 departments

Key stakeholder groups and transit agencies

...via

22 in-depth phone interviews

4 in-person workshops
The TaxiSaver Automation Project

Outcomes

At the strategic level, the project uncovered the **core needs** of customers and other key stakeholders that the new payment system must fulfill for customers and key stakeholders to be successful.

At the tactical level, the project generated **service concepts**, or potential solutions, to meet those core needs.
The TaxiSaver Automation Project

Customer Core Needs

1/ Help me feel confident when using my new card.
   Customers need assurance that they will be properly supported through the transition period.

2/ Help me manage my card and be prepared.
   Customers need a means to manage their card balance that feels reliable and comfortable to them.

3/ Give me a safety net in case I make a mistake.
   Customers need support systems to fall back on in the event of insufficient funds or card loss.
The TaxiSaver Automation Project

Tested Service Concepts
The TaxiSaver Automation Project

What did we learn from user experience research and validation?

• **Understood pain/stress points** in ways we couldn’t through static surveys alone.
• **Refined assumptions**; what we thought customers needed wasn’t always accurate.
• **Established customer needs** allowed for simple solutions to make service work.
Thank you!
To be discussed…
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