In My Seat
Passenger Workshop
25th April 2018, 2pm
In My Seat

• a digital experience designed to make everyday journeys more enjoyable
• delivered through an app and your specific seat or vehicle during travel
• include various types of content, including
  • Local information
  • Mini-games
  • User-generated content

Which is why we need your input!
The Workshop Aims to...

• develop the types of content that you would find most useful and enjoyable
• discover how you would like content to be presented to you
• design forms of interaction between users and the content / experience

(all in one hour!)
Introductory Questions

1. What public transport do you use?
   a) How often?
   b) For what reason?

2. What do you usually do when travelling?
   e.g. read, look at social media, stare out of the window

3. Do you use any public transport apps currently?
   a) Which ones?
   b) Why do you like/dislike them?
<table>
<thead>
<tr>
<th>LOCAL INFORMATION</th>
<th>SOCIAL CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>What types of local information would interest you?</td>
<td>What types of instant social content would you interact with?</td>
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<tr>
<td>• Timetables, live links etc.</td>
<td>• Chat/instant messages</td>
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<tr>
<td>• Local attractions</td>
<td>• Facebook/Twitter-like posts</td>
</tr>
<tr>
<td>• Local news</td>
<td>• Photos?</td>
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<tr>
<td>• Local history?</td>
<td></td>
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<table>
<thead>
<tr>
<th>USER-GENERATED CONTENT</th>
<th>GAMES &amp; ENTERTAINMENT</th>
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<tbody>
<tr>
<td>What types of content would you upload?</td>
<td>What kind of entertainment would you engage with?</td>
</tr>
<tr>
<td>What would you be interested in browsing?</td>
<td>• Location-based games</td>
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<tr>
<td>• Messages from previous passengers</td>
<td>• Jokes/quotes of the day?</td>
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<td>• Jokes/Q&amp;A/responses to prompts?</td>
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</table>
What formats would you find most useful or enjoyable?
• Audio
• Visual
• Interactive
• Augmented Reality
• Scanable content (eg QR codes)?

What would make you use the app?
• Coupons
• Badges
• Fitness benefits?
DESIGN AN EXPERIENCE!

- Pick one or more features from the first sheet (local information/social content/user-generated content/games and entertainment)
- Use the second sheet (format/incentives) to answer the following questions:
  • What does it look like?
  • How does it work?
  • How would you get people to use it?

Example 1:
LOCAL HISTORY
- Scannable QR codes on different seats and locations on the tram
- Each one leads to an audio file with local history based on the route of the tram
- Collect everyone’s stories!

Example 2:
ENTERTAINMENT
- Receive an alert through the app when you get on the bus
- Select where on the bus you are sitting
- At certain intervals, one ‘logged-in’ seat is chosen to win a prize eg money off your next trip