In My Seat
Stakeholder Workshop
9th May 2018, 2pm
In My Seat

• Horizon Services Campaign stakeholder workshops (June 2017)
• Currently internally funded project until early 2019
• 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
Workshop Aims

• Guide the design and development of the service
• Explore the views of passengers from the first In My Seat workshop
• Identify ways in which you/your organisation might benefit from and be involved in this type of service
• Identify and understand potential concerns and constraints that you/your organisation might have with this kind of service
Aims of the In My Seat project

• Increase public transport numbers and promote sustainable travel
• Enable operators to collect and use data to inform their service
• Provide a platform to boost local and tourist economy
• Encourage community building amongst passengers, local transport, and the University
Passenger Workshop

- 14 regular users of public transport
- Paper-based exercises and discussion
Passenger Workshop

• What public transport do you use, and why?
  • Mostly bus use, local journeys
  • Longer journeys by train or coach
  • To get to work, socialize, take kids to school, shopping
Passenger Workshop

• What do you do when you’re on public transport?
  • Lots of current use of social media
  • Some use of music, games, email
  • Mostly a sense of passing time
  • Some use for planning day or working
Passenger Workshop

• What transport apps do you use, and why?
  • Moderate current use of apps for buying tickets and live travel info
  • Mostly bus apps, others used through websites
  • Value from context-specific information (specific journey, stop, current location, traffic etc)
Local Information

• Local attractions
  • opening times, shows & events, reviews, offers

• Local history and information
  • about places on the route as you pass
  • “There’s a huge wealth of local knowledge that doesn’t go anywhere. The bus becomes an archive.”

• Real-time & location based info
  • delays, traffic, events, news, timetables (all services), weather

• Personalised information
  • My Stop, multilingual
Social Content

• General concerns about physical social aspect
  • Sense of social closedness and “hiding” on the bus
• Often would not change from familiar social apps
• Social media type reviews
• “Quality” content eg photos
  • Concern about moderation and curation
• Who else is on the bus?
  • Bus Friends list
User-Generated Content

• Feedback & Q&As
  • Prices, delays, reliability, cleanliness, peak times

• Audio stories
  • Uploaded by users and curated
  • Based on route of travel

• Text posts
  • “My journey today” etc.

• Focus on Local Information being provided by other passengers
Games & Entertainment

- Location-based games
  - Games based on the history of the city
- Local music & bands
- Quote of the day/On this day
- Quizzes
  - Single and vs other travelers
- Bus Spotting
- Souvenirs
  - My Year in Travel
Formats

• Augmented-reality
  • scan a place through the window, get information, reviews etc.

• Virtual-reality

• Audio
  • esp local history and music

• Video

• NFCs/RFID
  • Tap the seat to find out info
Incentives

• Discounts on tickets
• Coupons & offers
  • Specific to the destination, stops on the way
• Points leading to rewards
  • Free journeys
  • Vouchers
Comments & Considerations

• Temporal issues
  • Repetition
  • journey length

• WiFi restrictions

• Build your own/modify the homepage

• Make use of the larger screens?

• Other audiences eg young families, school trips

• Feedback?
Scan and **Collect**: Bus Miles

- Points earnt for using public transport
  - some **types** worth more than others
    eg Cycles > Tram > Bus
  - some **times** worth more than others
    eg Quiet times > Peak times
- Rewards like discounts at local shops, free tickets
Scan and **Play**: Seat Bingo

- Log into an app and select your seat
- At random intervals a ‘draw’ occurs
- Win prizes!
Scan and **Play**: Route Collector

- Check in at ON and OFF bus stops
- Person with most check-ins on that part of the route becomes “the driver” or “the conductor”
- Maps of routes you “own”, scores, etc.
- Could also collect individual buses
Scan and **Know**: Bus Butler

- Avatar that greets you and works in the background to improve experiences
- Integrated with calendars, location, news etc.
- Arrival times, local history, reviews, Q&A, UGC etc.

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**REAL TIME INFO, NEWS, DELAYS, ETA**

→ FROM A VIRTUAL BUS BUTLER

→ START WITH A QUOTE, JOKE, ON THIS DAY

→ PRE-ORDER COFFEE
SWOT analysis
Discussion - Values

• Direct operational impacts
  • Ticketing and seat allocation
  • Problem reporting
  • Data for analytics, e.g. demand
  • Load shaping

• Customer relationship / engagement
  • Feedback
  • Peer marketing

• Marketing
  • Long-term relationships
  • Revenue through direct advertising
  • Self-marketing
  • Cross-selling / Complementary services

• Corporate social responsibility
Discussion - Viewpoints

• I am:
  • A Passenger
  • An Operator
  • A Local Authority

• What are your key challenges and barriers to effective public transport use in Nottingham?
• What are your key motivators and drivers?
• What are your current practices and aims?
• How could In My Seat help with this?
Timeline

• **Ongoing**: Underlying platform development
• **Ongoing**: Conversations with stakeholders re involvement and deployment potential, study participation, focus groups etc.
• **June 2018**: 2nd passenger workshop based on stakeholder feedback;
• **July - September 2018**: creation of prototype app and initial piloting
• **October - November 2018**: More substantial deployment
• **December 2018**: Evaluation, reflection, and planning for follow-up projects
• **December 2018**: Debriefings for final outcomes
What’s Next?