



In My Seat

Stakeholder Workshop
9th May 2018, 2pm

DOOR EMERGENCY



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

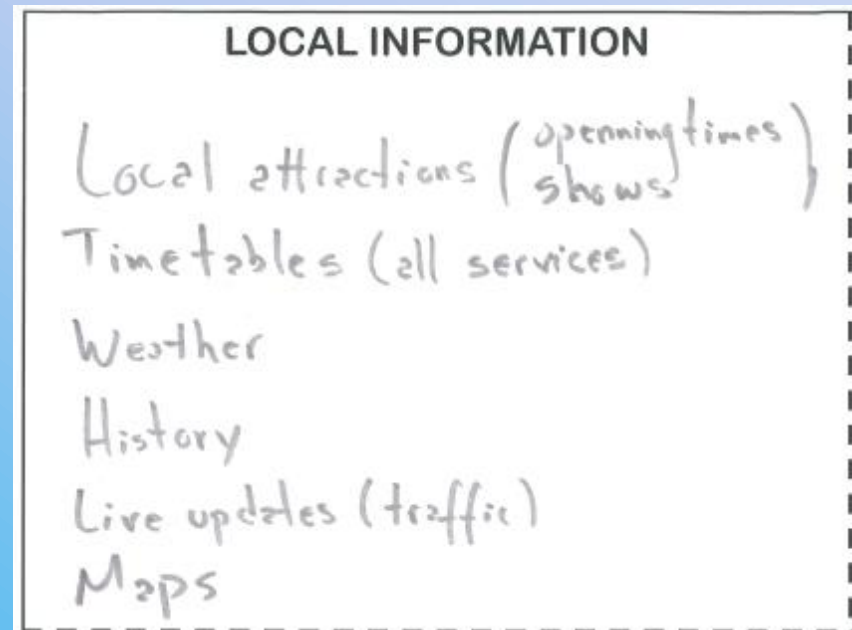
- What do you do when you're on public transport?
 - Lots of current use of social media
 - Some use of music, games, email
 - Mostly a sense of passing time
 - Some use for planning day or working

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)

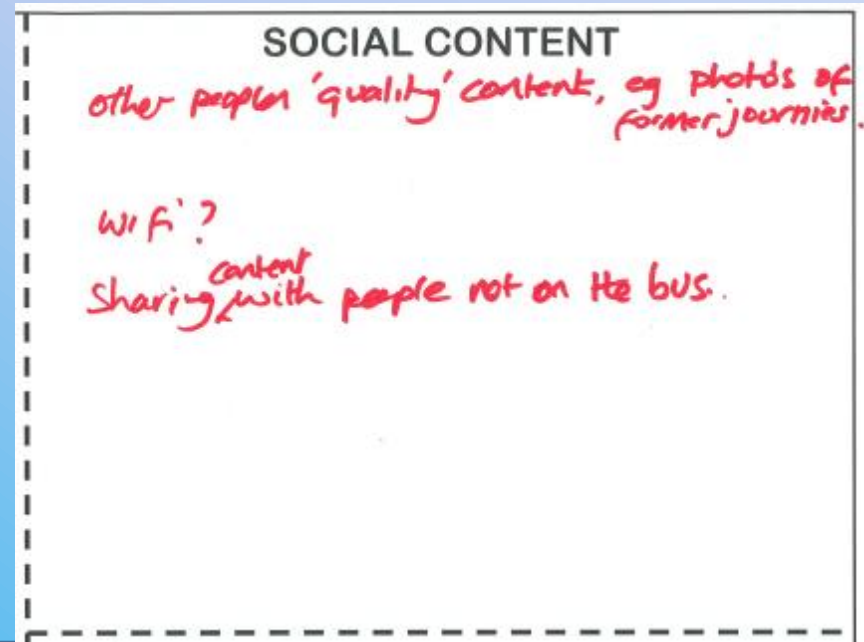
Local Information

- 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



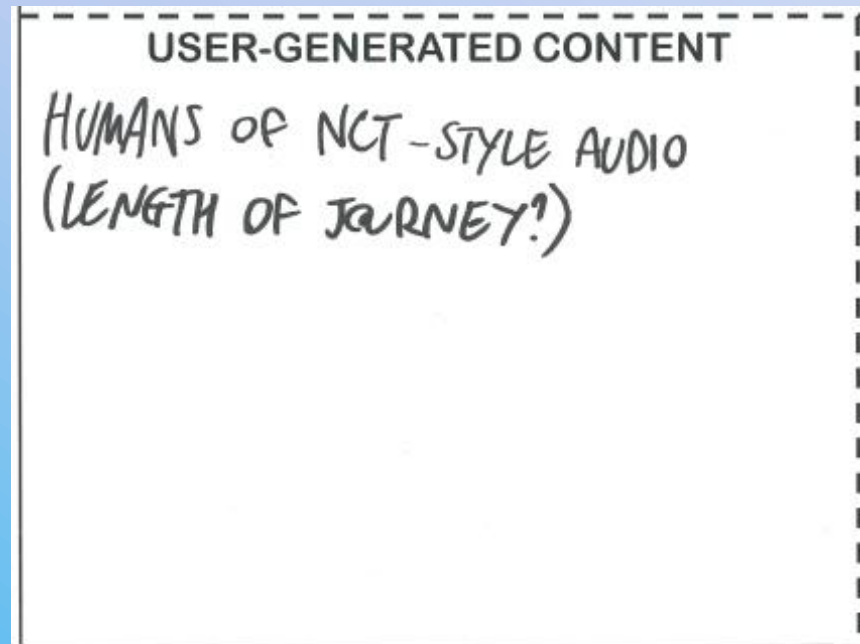
Social Content

- 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



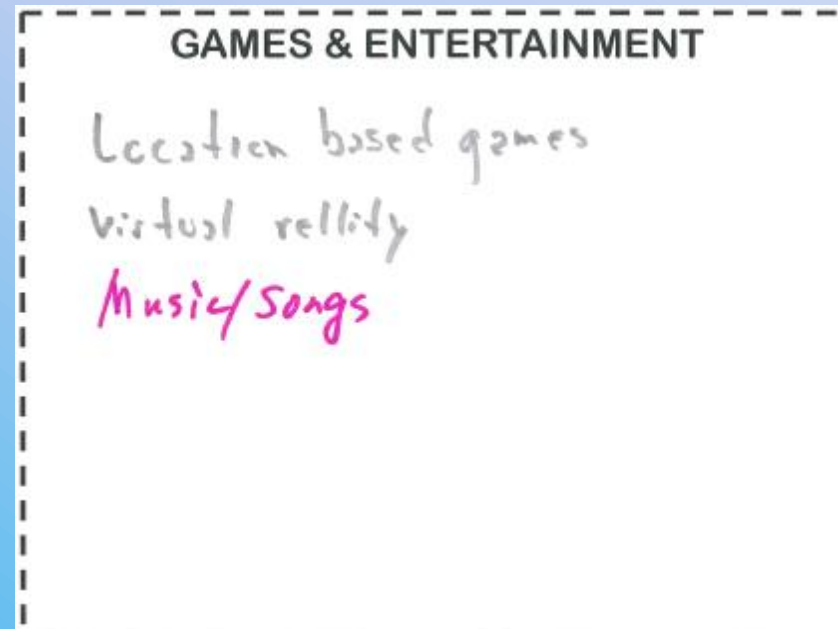
User-Generated Content

- 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



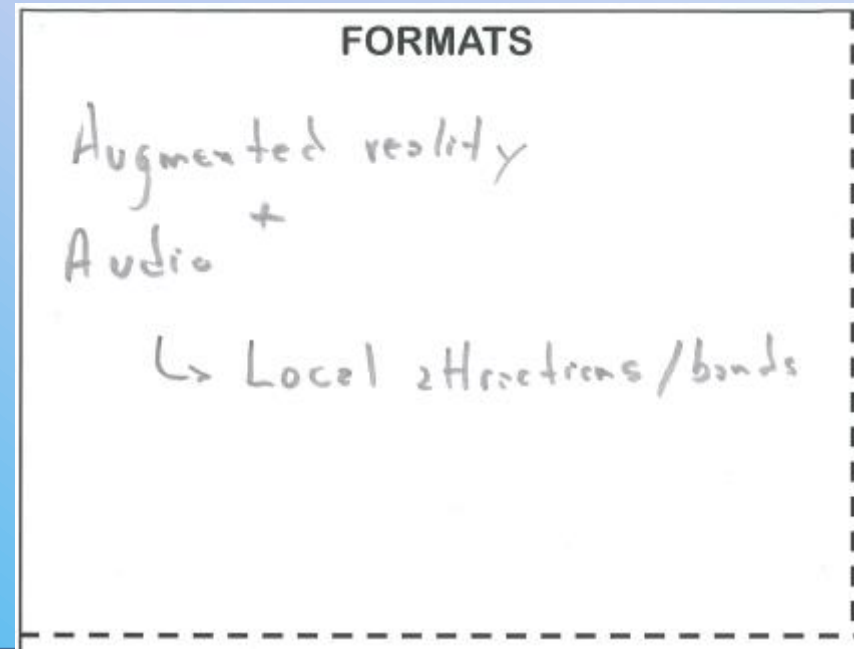
Games & Entertainment

- 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

INCENTIVES

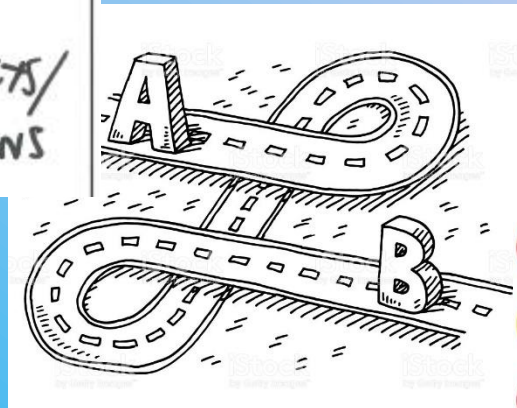
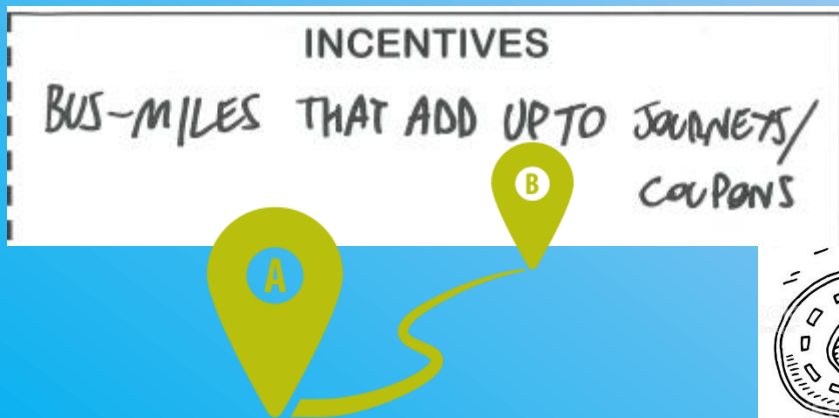
- Points rewards
- Offers of Today. ☹
- Voucher code to nearby attraction
 - Shopping / bar / coffee / museum / movie.
- Things to do - night out.
- Who is travelling with me.
 - Shared experiences.

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?

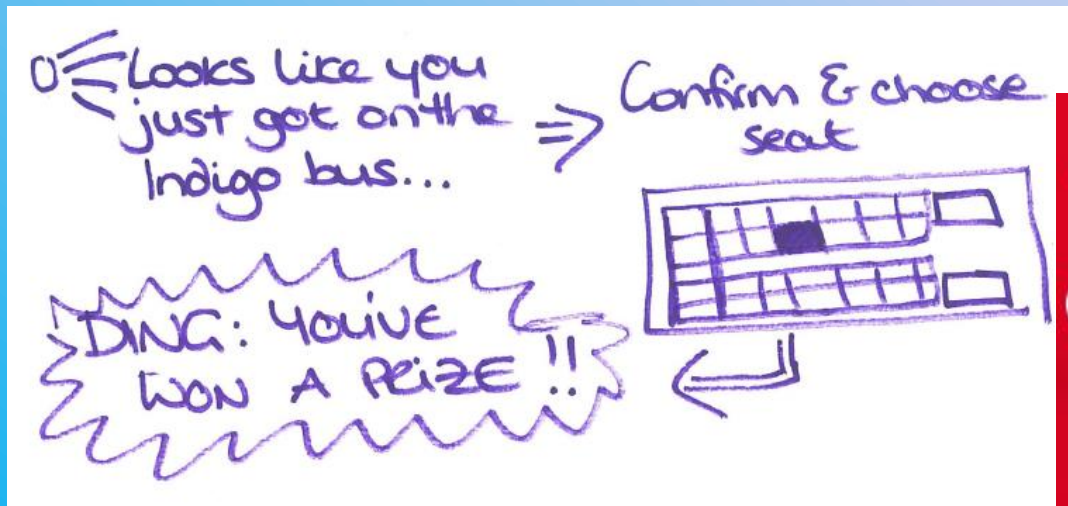
Scan and **Collect**: Bus Miles

- 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



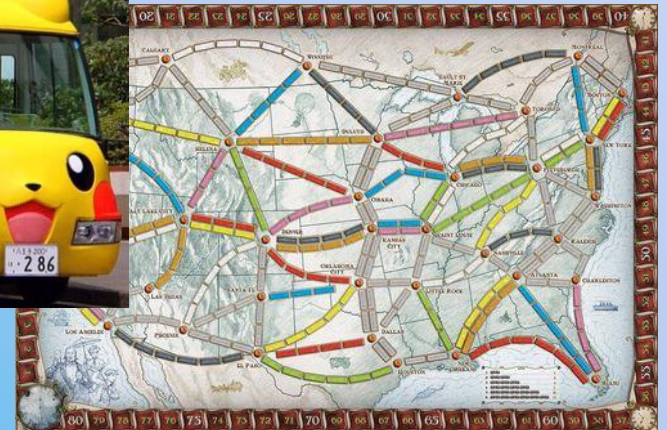
Scan and **Play**: Seat Bingo

- 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.

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?



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