

2019 APTA Sustainability & Multimodal
Planning Workshop

Smart Stations

How Smart Tech is Being
Used to Alleviate Customer
Pain Points



Agenda

1. Setting the context
2. The pain points
3. The project
4. The game changers
5. The wrap up

Setting the Context



WHY SMART STATIONS?

- Innovation and creativity
- Staying ahead of the curve
- Growing and retaining ridership
- Getting more out of our fixed infrastructure investment

THE CUSTOMER EXPERIENCE MATTERS

- Our customers have a choice
- Staying relevant in context of market disruptors
- Customer expectations
- Placemaking



**The pain
points**

TRANSPORT FOR NEW SOUTH WALES

EIGHT CUSTOMER PINCH POINTS

1. Insufficient / hard to access information or wayfinding
2. Poor movement or passenger flow in stations and crowding
3. Low place function and boredom at stations
4. Hygiene and comfort issues

TRANSPORT FOR NEW SOUTH WALES

EIGHT CUSTOMER PINCH POINTS

5. Distracted and stressed customers

6. Personal security and safety on platform

7. Lack of station assistance for mobility challenged customers

8. Behaviors favoring non-active transportation

The project

THE SCOPE

- Identify technology to alleviate customer pain points
- No bad ideas
- 350 ideas presented
- 20 early action items actioned
- Short list to top 6 “game changers” for implementation

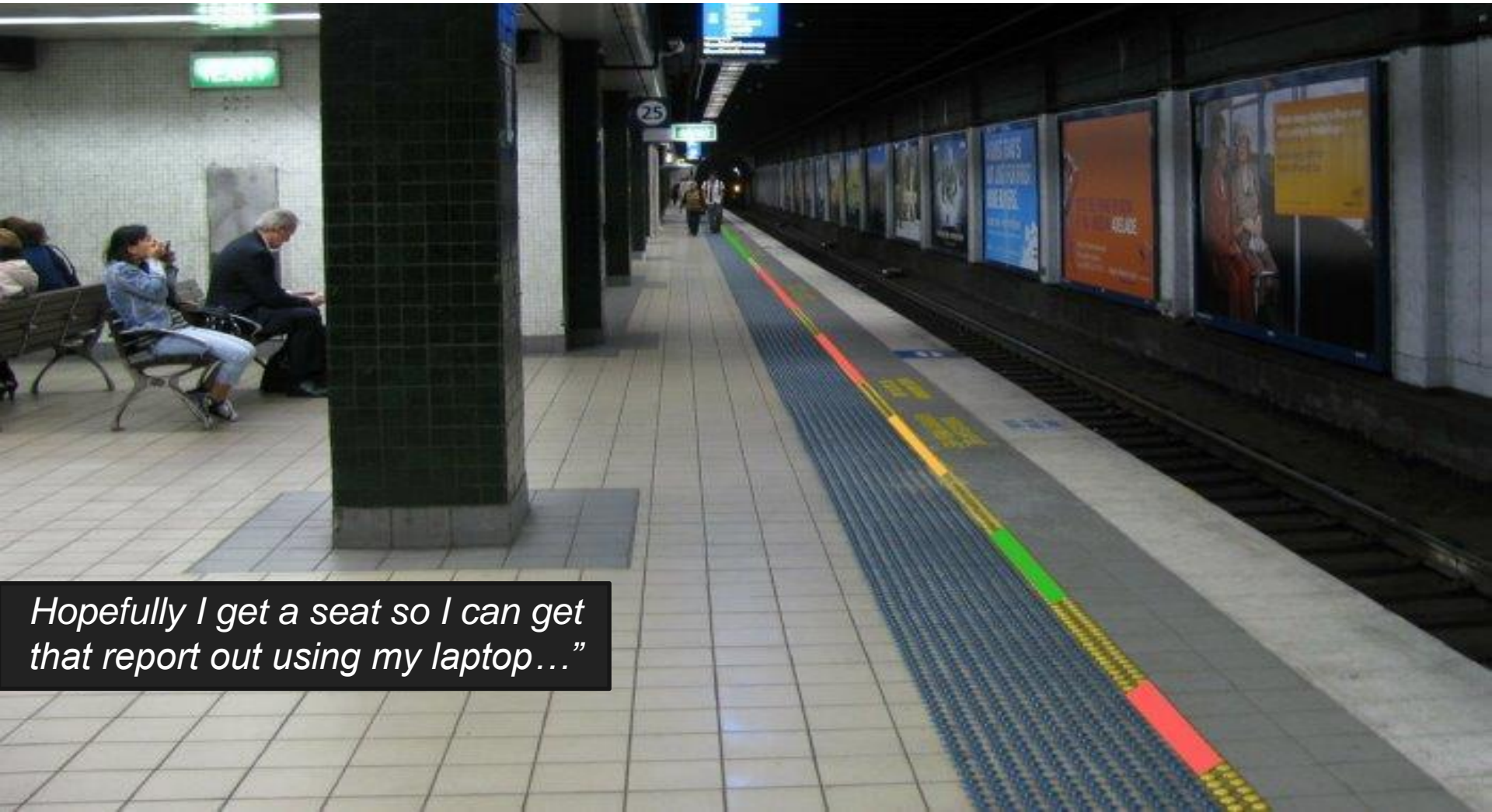


**The game
changers**

The game
changers - A1

IN-PLATFORM LED LIGHTING

CHANGING COLOURS TO CONVEY USER INFORMATION

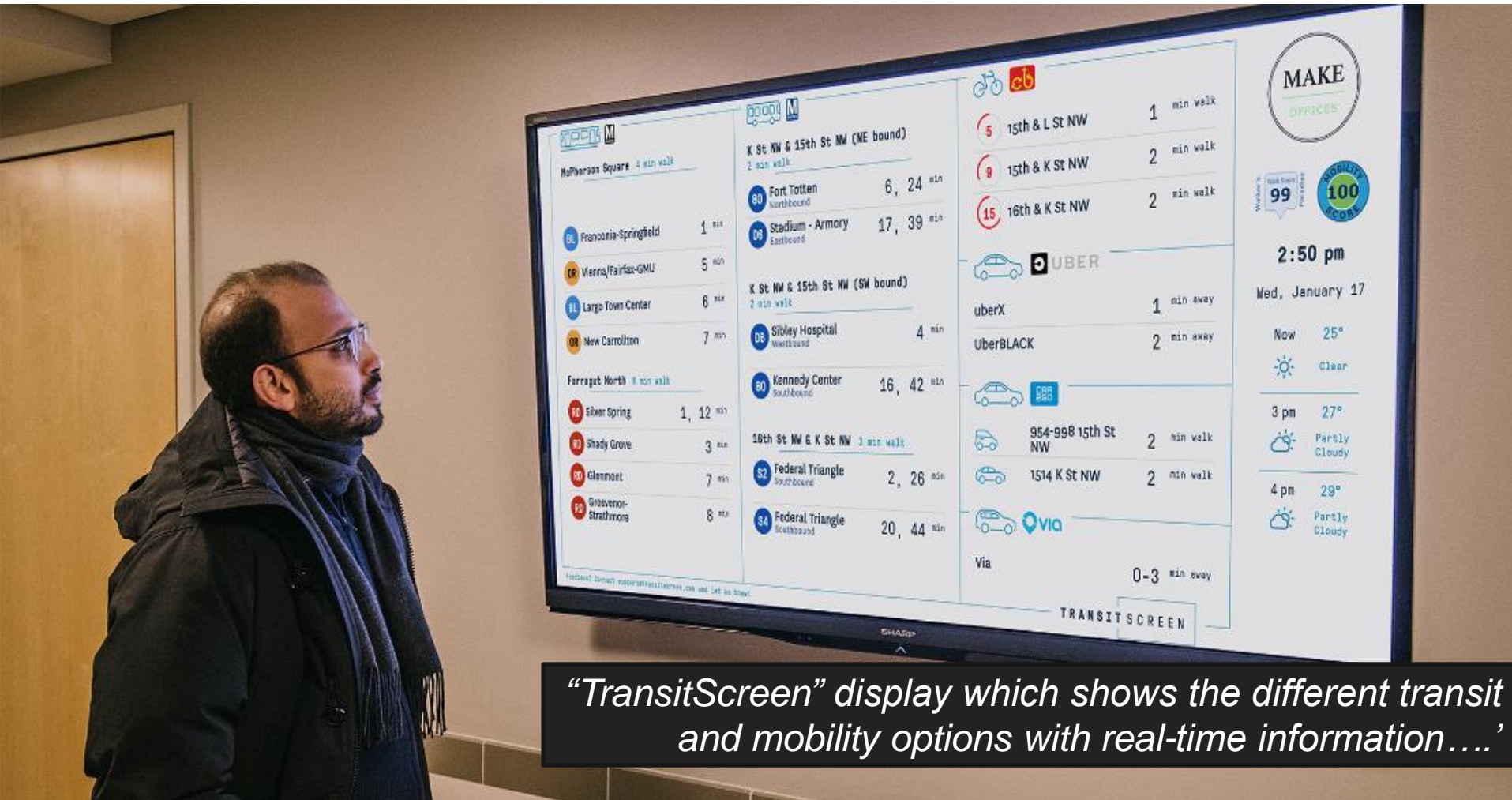


Hopefully I get a seat so I can get that report out using my laptop..."

The game
changers – A2

NEXT EVOLUTION IN USER INFORMATION

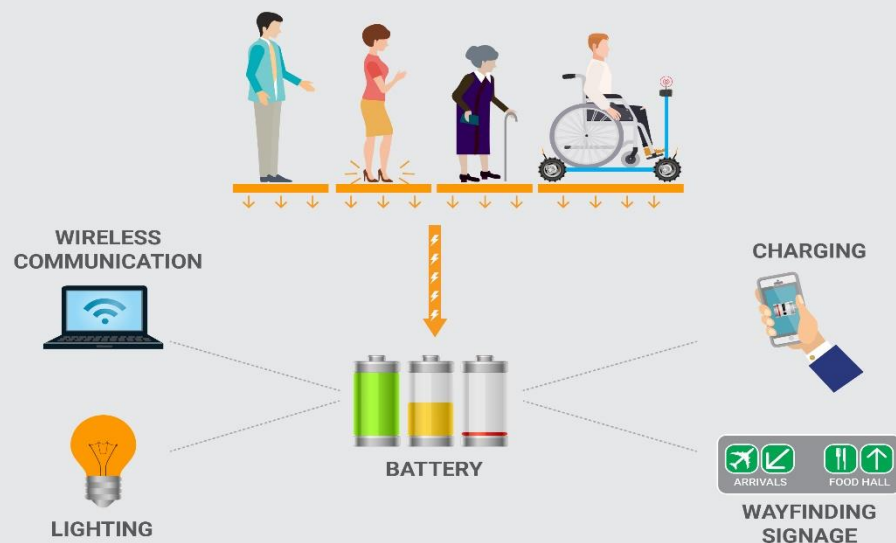
TRANSIT SCREEN



"TransitScreen" display which shows the different transit and mobility options with real-time information...."

The game
changers – A3

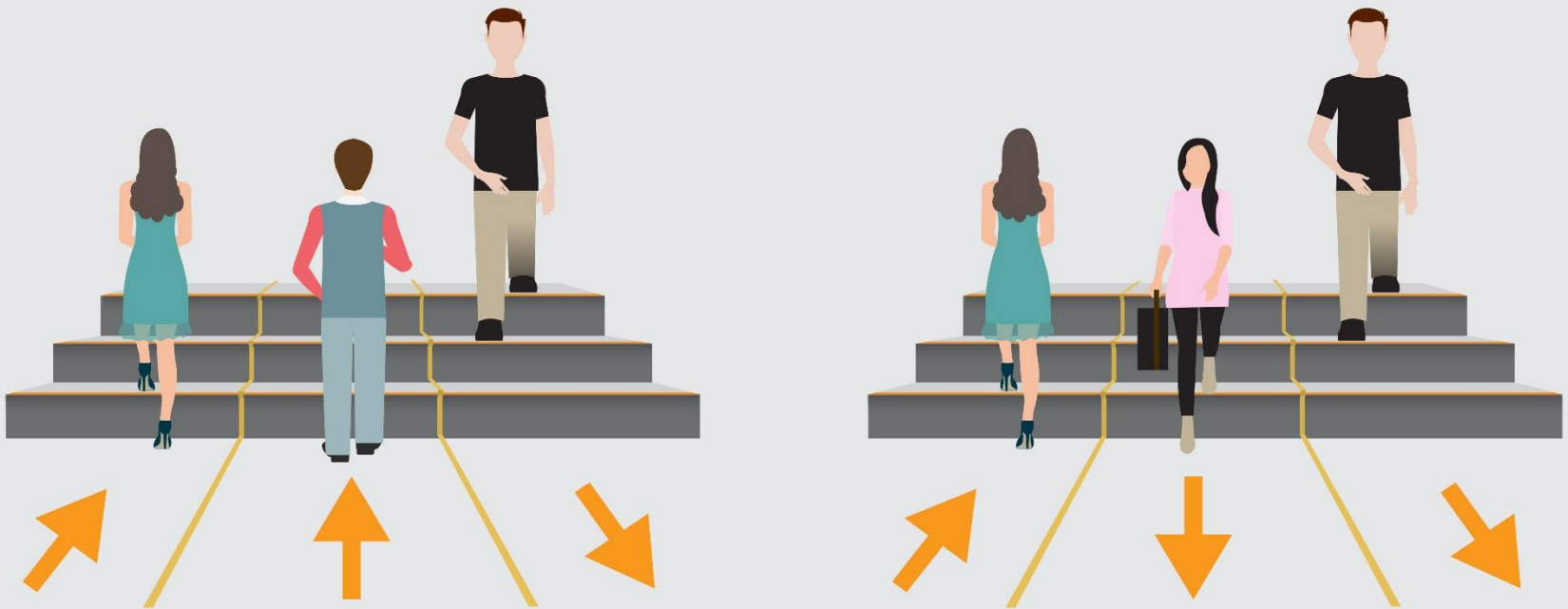
HARVESTING KINETIC ENERGY PIEZOELECTRIC SENSOR TECHNOLOGY



"I want to do my bit for the environment...."

PATH OF TRAVEL LIGHT STRIP

PASSENGER VOLUME CONTROL WITH LIGHTS



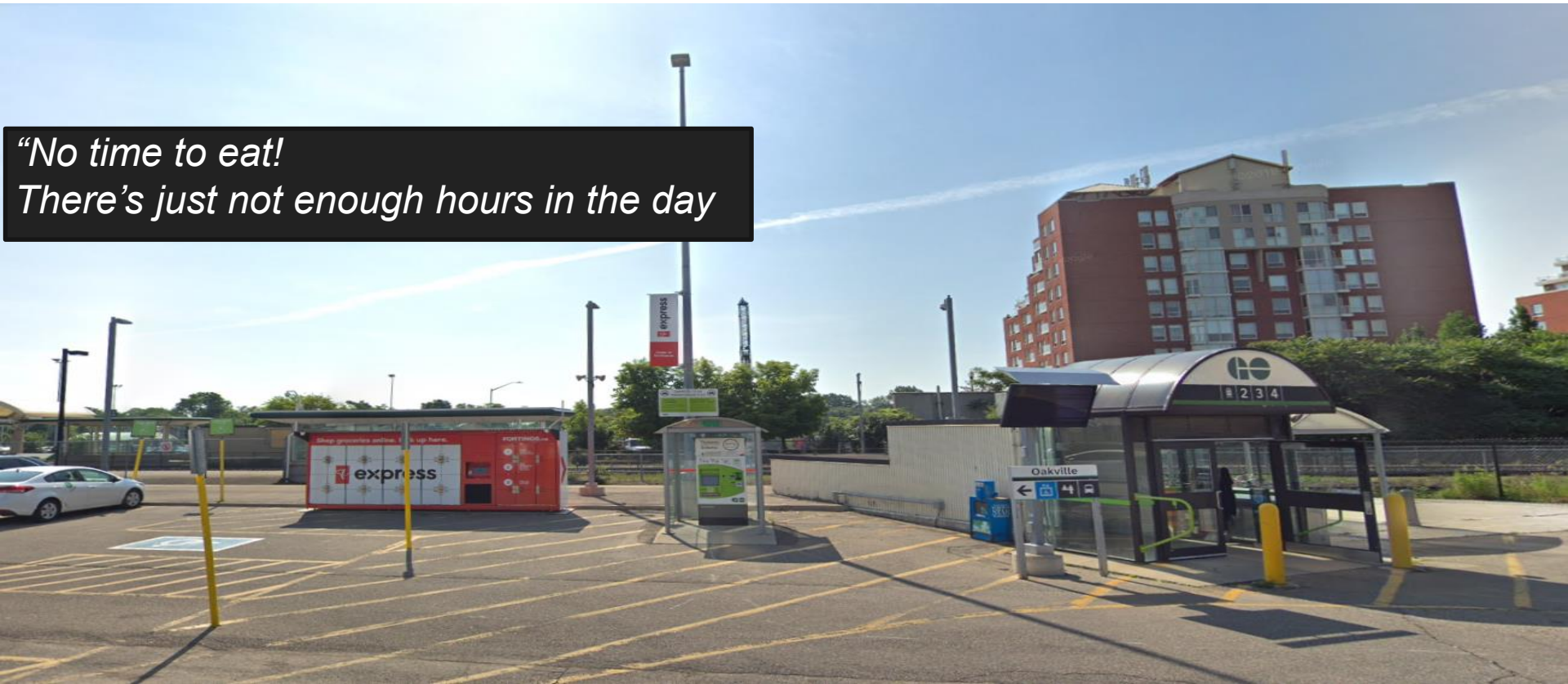
"I find it challenging to navigate down the stairs when there is a crowd coming up the opposite direction..."

The Gamer
Changers – A5

CLICK AND COLLECT



*"No time to eat!
There's just not enough hours in the day"*

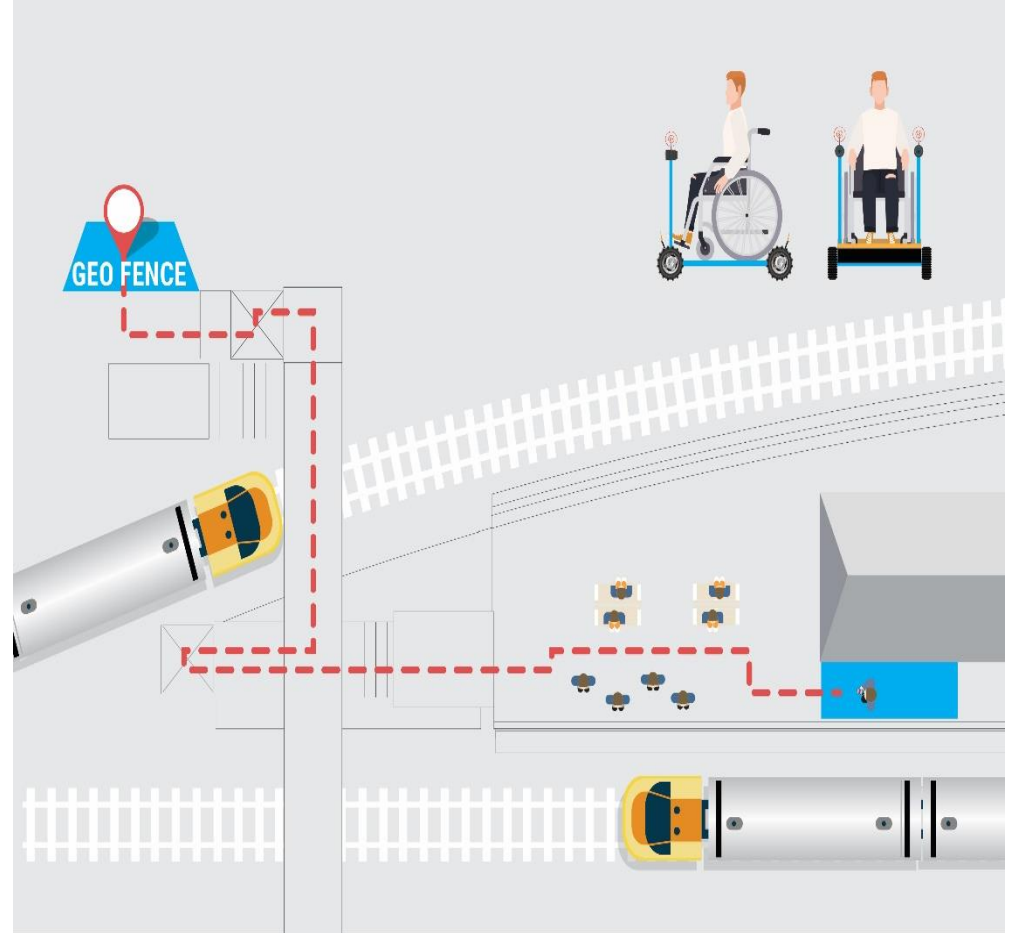


EMPOWERING INDEPENDENCE

PERSONAL SIZED AVs FOR PERSONS WITH MOBILITY CHALLENGES AND DISABILITIES



"We need to do more for disabled people..."



The

wrap up

PIVOT THE MINDSET

MOVING VEHICLES TO MOVING PEOPLE

- Accommodate individual transportation choice
- Establish culture of universal inclusivity
- Improve the travel experience
Internal frontline education is a necessity
- Services become more equitable, efficient, and sustainable



