



MIRI PARK

miripark.com

+1(415)743-0384

INSIGHT

Problems Powell station is always crowded with people who are waiting for the cable car. They usually wait around (or over) 1 hour in the line under the sun (or rain) and get bored and annoyed.



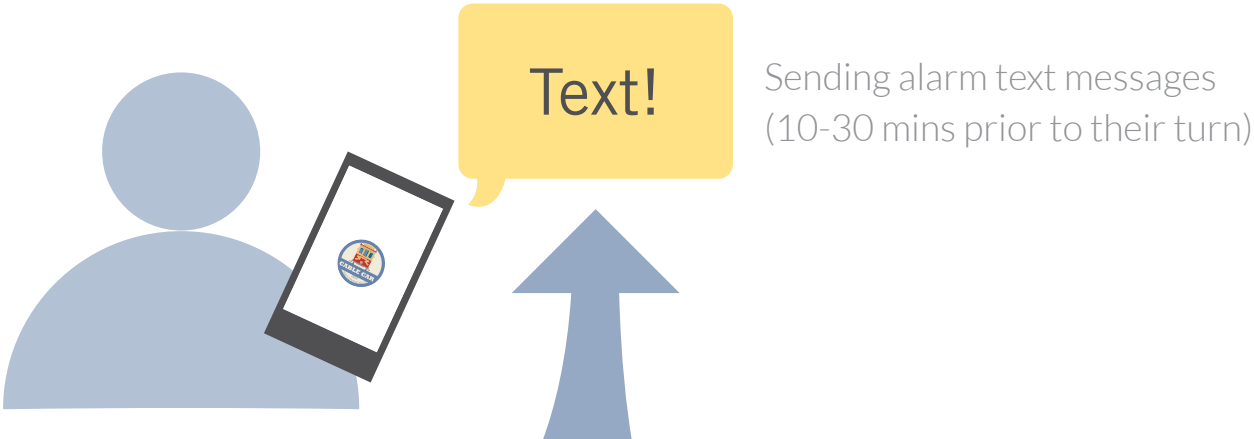
Solutions 1) Provide **reservation system** via mobile application and website.

The users choose date and time and can buy tickets with the app and website.
They can print the tickets and show their tickets via their mobile phone and tablet PC.

2) Combine the Bart **ticket machine** and reservation system.

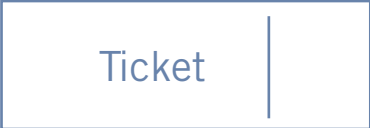
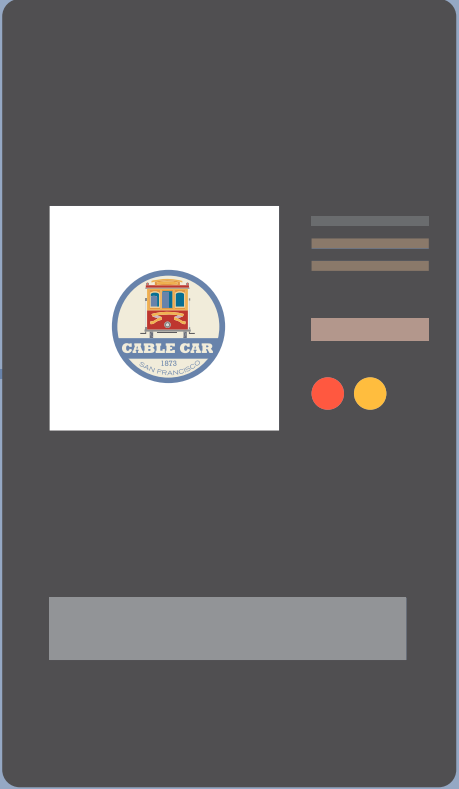
The visitor can get a ticket using the machine.
They also can make a reservation with the machine. As with the app and the website, they can choose the date and the time they want.

CONCEPT



1. Reservation

2. Buy tickets



SWOT ANALYSIS

- Strengths**
- SF Cable Car is a symbol of this City
 - Increases number of visitors (in SF bay area)
 - SF Cable Car is one of the most popular activities in San Francisco

- Weaknesses**
- Very long waiting line
 - lack of information
 - Bad official website (design, information)
 - No attraction translation in to other languages
 - Expensive price (\$6 / one way)

- Opportunities**
- Large number of Smartphone Users
 - Availability of many IT people in SF bay area. (Designers, Programmers)
 - Many potential customers guaranteed

- Threats**
- Lack of safety in SF Cable Car (Not safe for children)
 - One-off thing
 - Increase of Smartphone stealing
 - Homeless people in San Francisco

RESEARCH (SF Tourists)

- San Francisco hosted **16.5 million** visitors in 2012

- Point of Origin: Domestic vs. International

- The **Top 5 Places to Visit** in the USA



LA



Las Vegas



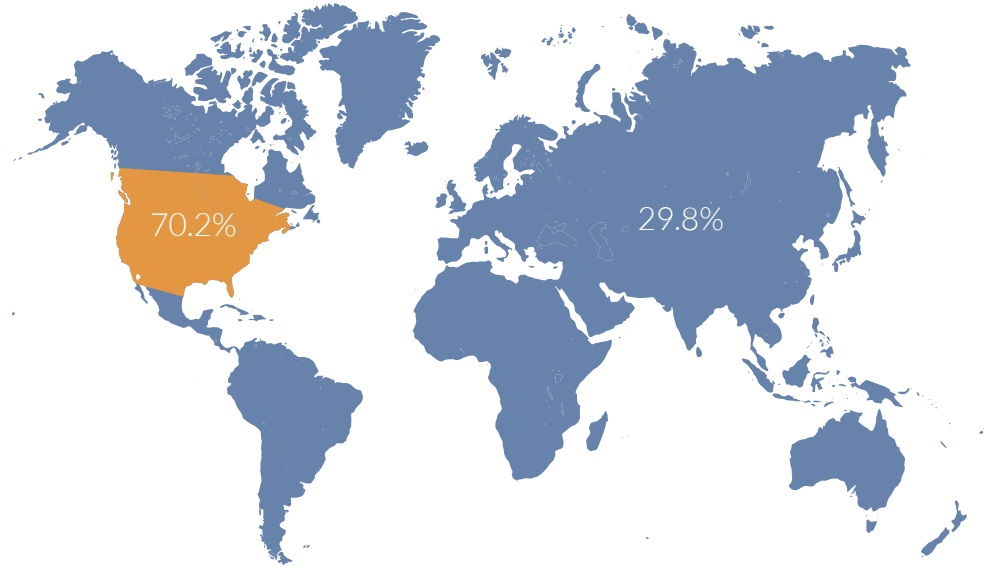
New York



San Francisco



Chicago



AMERICAN : 808,655

ASIAN : 210,000

SPANISH : 96,000

EUROPEAN : 56,000

RESEARCH (SF Tourists)

- **Transportation Methods** Utilized while in San Francisco



MUNI(bus+train+F-line)
41.2%



Cable Car
32.1%

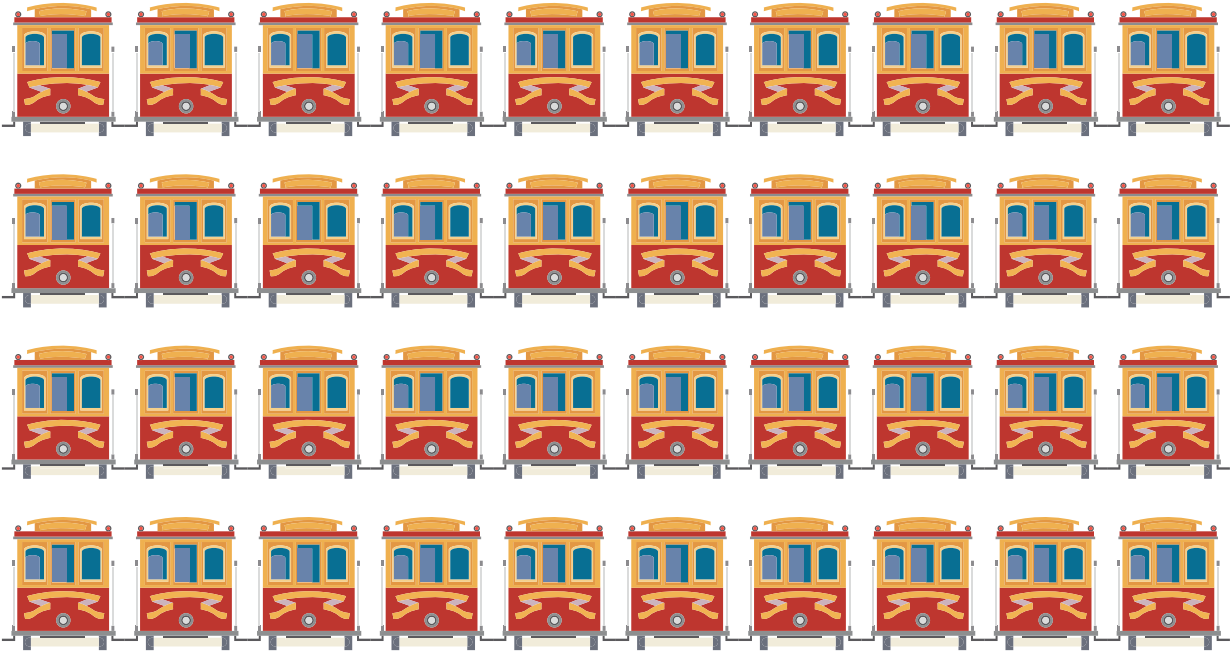


Bart
26.7%

- Average Number Of **Commuters Daily** : 583.307

- **Yearly Cable Car Riders** : 7,042,503

- **40 Cable cars**



- **Activities in San Francisco** (multiple choices)



Restaurant
90.8%



Shopping
69.6%



Museums
42.7%



Cable Car
38.7%

Queuing psych

- Occupied time feels shorter than unoccupied time
- People want to get started
- Anxiety makes waits seem longer
- Uncertain waits are longer than known, finite waits
- Unexplained waits are longer than explained waits
- Unfair waits are longer than equitable waits
- The more valuable the service, the longer the customer will wait
- Solo waits feel longer than group waits

Result (Solution) :
Present the arriving time
of next Cable Car

RESEARCH (Reviews)



Elite '13
8
107

Patty M.
Richfield, MN

☆☆☆☆ 8/28/2013

1 check-in here

Hubby wanted to go on the cable car as we've both been to SF several times and never tried it.

Our experience was really subpar. We were in the inside, and it was too crowded to see anything. The operator blocked our view in the back. It flat out smelled, and there was a bar that was the perfect high to dig right into our backs. We rode it into Union Square, where we both jumped off and agreed it was TOTALLY not worth it unless you can score one of the outside seats so you could actually see something (not to mention not smell the nasty smells!)



1
16

Victor S.
San Francisco, CA

☆☆☆☆ 7/9/2013

Please do not bother. I had friends visiting from Canada and they really wanted to ride the cable car so I took em. Waited over 1 1/2 hours at the turn around until we boarded the cable car.

The inefficiency these things operate at is criminal. 5 cars waiting in line with sleeping personell inside and one at the turn around filled with riders that wait another 15 minutes until something happens...Oh btw, did I forget to also mention the rude personell operating the cars?....time to remove these things into the museum for good



3
70

Altiz M.
New York, NY

☆☆☆☆ 7/1/2013

The 2 stars are lost due to the vagrants that bother the tourists in the waiting area at Market Street. I can't stand that the City won't protect the tourists from the scoundrels, cheaters, and druggies that infest the area. One gentlemen does a good job faking his connectivity to the passengers (faking that he works for MUNI, faking that he is 1/16 Italian (I'll pay the DNA test myself; he's not!); saying he had a girlfriend from Yuma, Arizona, etc.) And the poor saps from Yuma and Italy and wherever else get sucked into giving him a dollar for a map. I flash around my Clipper Card which indicates that I'm a resident and not to be bothered. That, and I'm holding my laptop bag at 8:30 at night--probably indicating that I'm either a hotel guest staying in Fisherman's Wharf b/c my company is cheap or that I live here. And being that I'm in the latter category, I get to be one of the 5% of the total Powell/Hyde ridership are locals who know not to be messed with. Oh how I wished the same for the unsuspecting tourists...

RESEARCH (Reviews)



Elite '13
👤 174
★ 141

Amy Z.
Dallas, TX

★ ★ ☆ ☆ ☆ 6/12/2013

The experience of climbing up Nob Hill on foot is as much, if not more, of a San Francisco experience as taking the cable car. The turn around point for the Hyde and Mason lines is like a zoo! Be prepared to wait for what must be at least 30 minutes of your precious vacation time to get on one of these, which will then slowly crawl its way up the hill.

Our hotel was at the top of Nob Hill (California & Mason), and I'm glad we decided to walk from the Powell BART station. It was a good workout with luggage in hand, only took 15 minutes, and spared us of the frustration of waiting.

To ride the cable car without compromising your sanity: walk or take bus #27 or 30 up to California Street, then ride the California line which is much less crowded.



Elite '13
👤 83
★ 226

Christina K.
Tustin, CA

★ ★ ★ ★ ★ 8/22/2013

🔧 2 check-ins here

Weeeeeeeee.....!!!!!!
Weeeeeeeee.....!!!!!!
Weeeeeeeeeeeeeeeee.....!!!!!!

Trolleys are amazing.

If you don't like riding trolleys, I don't know if I can be your friend.

You get to enjoy all the hills in San Francisco without having to actually walk up any of them.

There is a nice breeze as you're riding around town.

The drivers are always fun to talk to.

Only suck? The line gets Super Duper long.



👤 0
★ 17

Al V.
New York, NY

★ ☆ ☆ ☆ ☆ 9/6/2013

Overcrowded , conductors supper rude , people hanging in front of you so nothing to see .
Worse than NYC subway but twice as much.

COMPETITORS

Routesy Bay Area



Bart



Muni



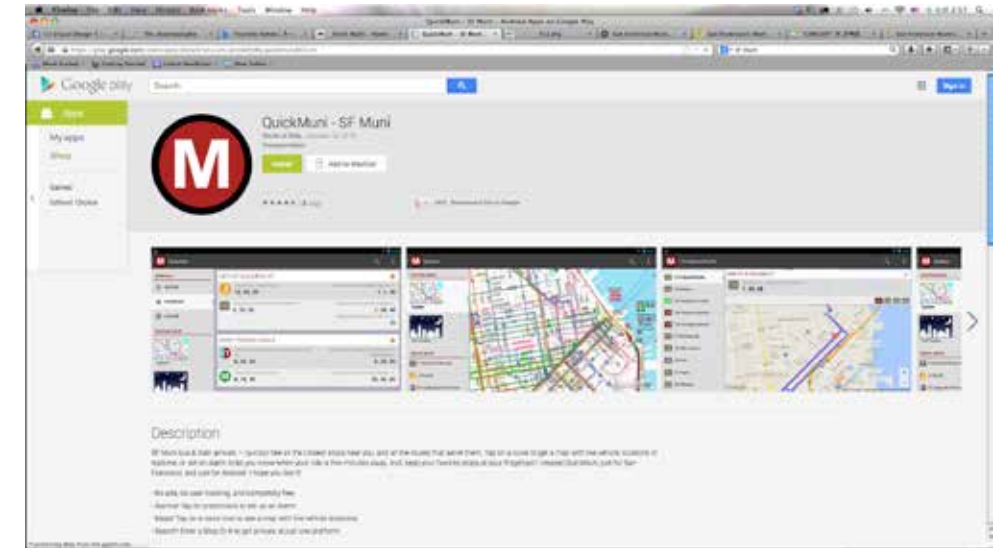
511.org



Rover



Quick Muni - SF Muni



SURVEYS

WHEN ? SEP 26~28th

WHERE ? Powell Cable car station

TARGET ? People who are waiting in the Cable car waiting line.

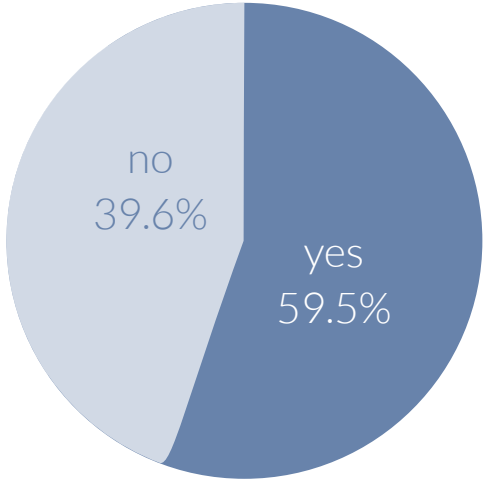


SURVEYS

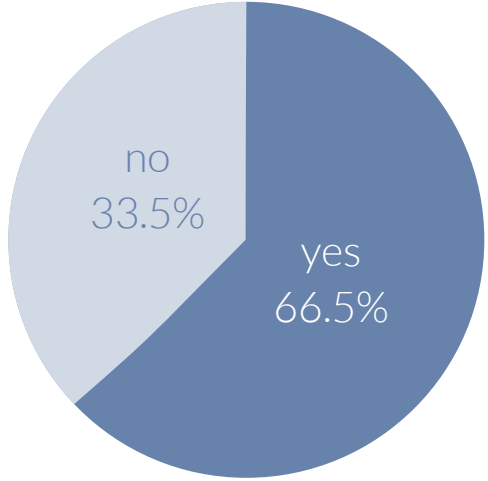
- Average waiting time.



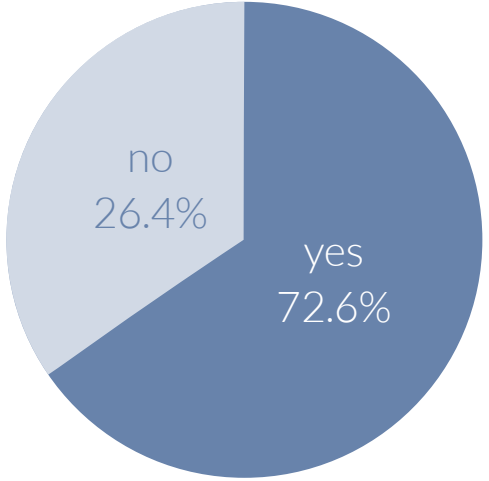
- Q. Did you hear about the long waiting line?



- Q. If there were a **mobile App** so that you could reserve a time to get on the cable car, would you use it?



- Q. If there were a **vending machine** so that you could get a ticket with the reservation time, would you use it?



TARGET

Age: 10s to 50s

Occupation: Various

location: Various

Tech Savvy: Moderate to high

Key Factor: Tourists

Behaviors: - Reserve a ticket
via **website & mobile App**

- Buy or Reserve a ticket
via **the ticket machine**

DESIGN PROCESS

WORD LISTS

wander
weekend
voyage
relaxation
amazement
hill
San Francisco
Jumbled
kiosk
touch screen
vending machine
tickets
website/app

glass
metallic
plastic
entertainment
clean
tour
blue
red
yellow
gray
clear
see thru
safe

comfortable
city
urban
leisure
fun
waiting
queue
interactive
new + old
harmony
Future-Oriented
environment-
friendly

convenient
practical
tourist
attraction
educational
instructive
memorable
boredom
exhausted
cable
cable car
train
transportaion

excursion
expedition
foreign
technology
guided tour
holiday
keepsake
postcard
reservations
scenery
tote
tramway
vehicle

MOOD BOARDS



MOOD BOARDS



From Computer Desktop Encyclopedia © 1999 The Computer Language Co., Inc.



Etc. The Office Lab

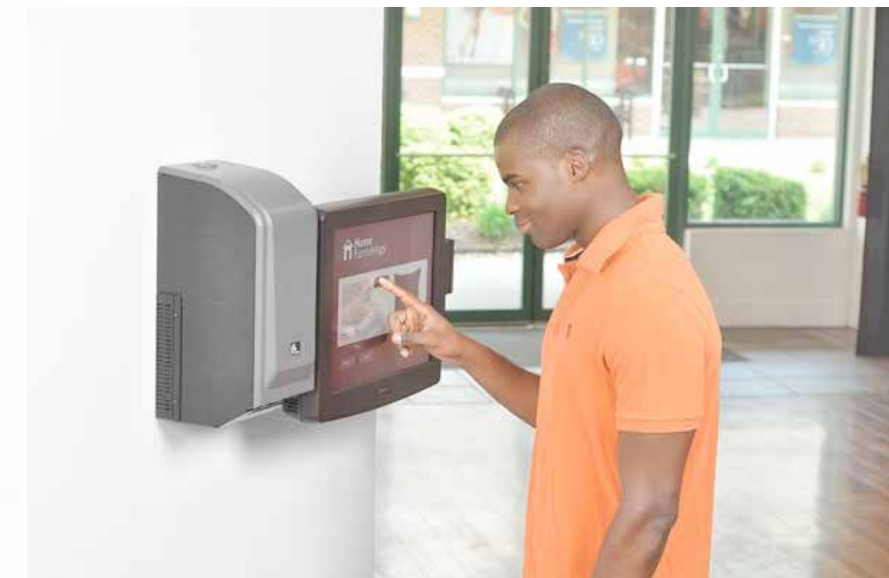
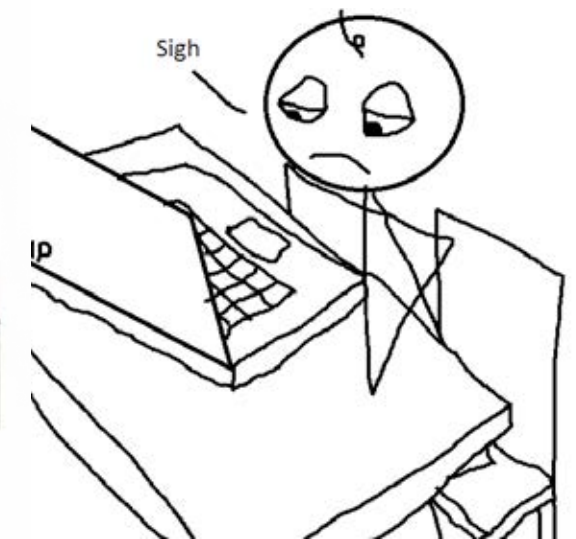
Coffee Kinesiology

As you wait for your semi-sooty muck, think about the image you're projecting.

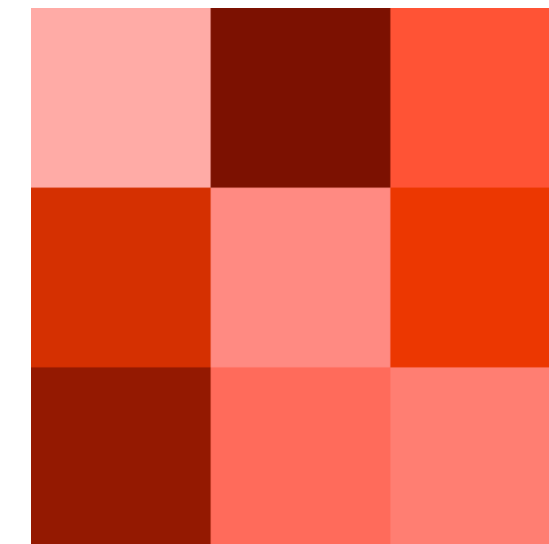
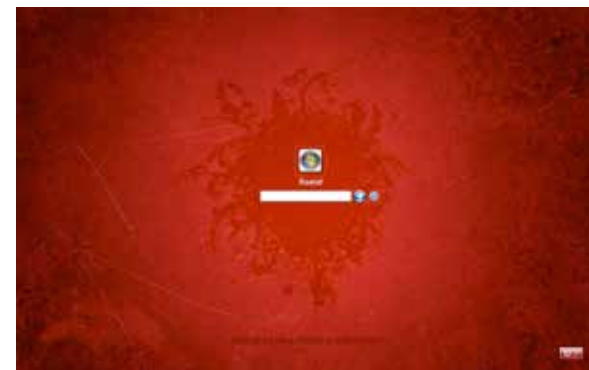
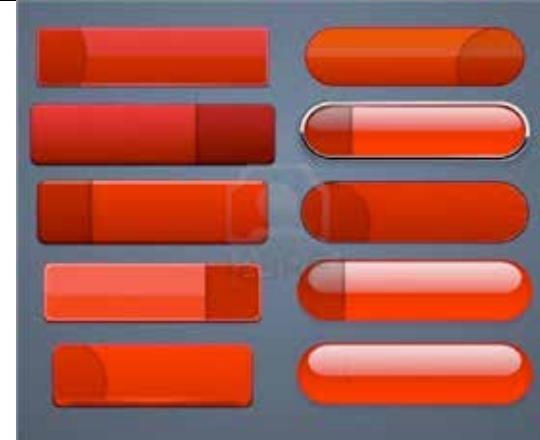
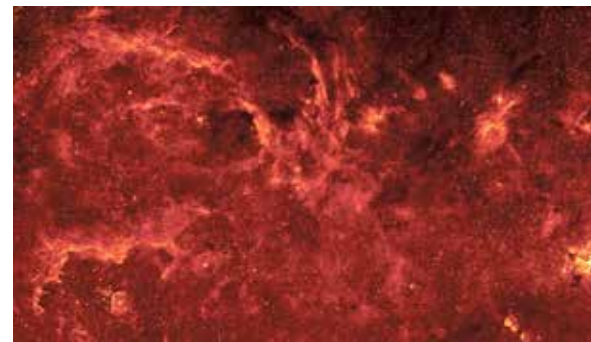
By Tim Murphy

An earlier effort to assess quality, quantitative and qualitative, of the coffee that you buy and drink, the results were not as encouraging. The coffee you buy and drink is not as good as you think it is. The coffee you buy and drink is not as good as you think it is. The coffee you buy and drink is not as good as you think it is.

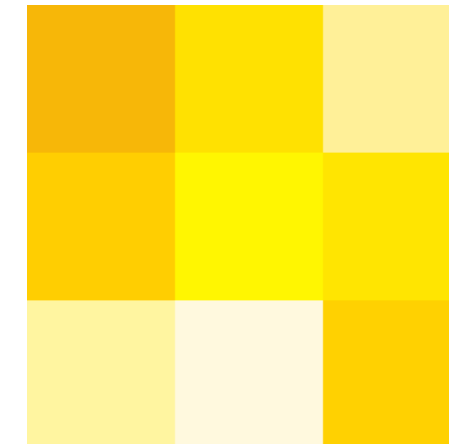
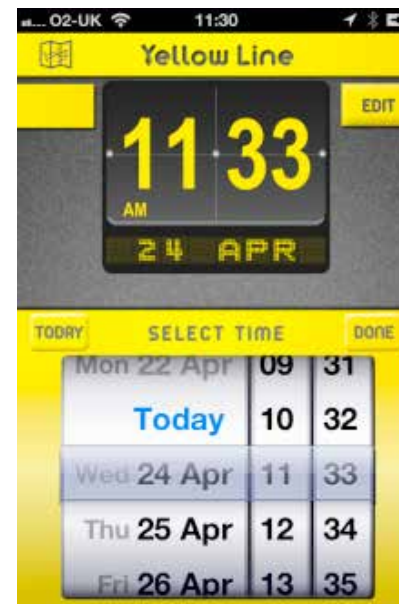
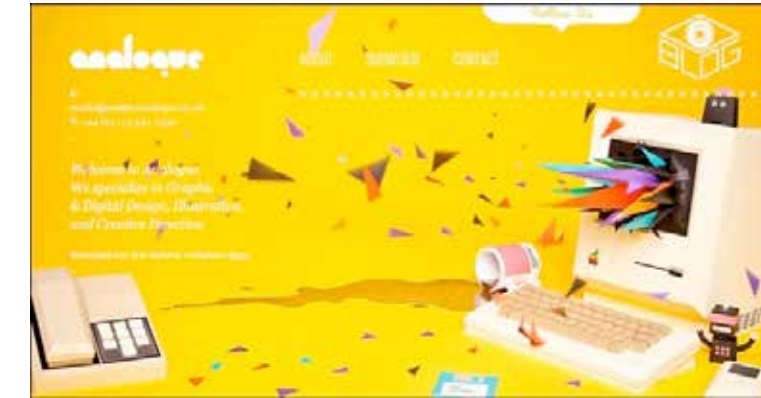
Percentage	Behavior
38%	The Jaded Blackberry
35%	The Muzak Swayer
27%	The Food-Cue Fumbler
6%	The Khater Welter Fumbler
8%	The Arm Trencher
9%	The Reddler
2%	The Primpster
8%	The Sandwich Grabbler
14%	The Food-Cue Stare
3%	The Customer Seducer



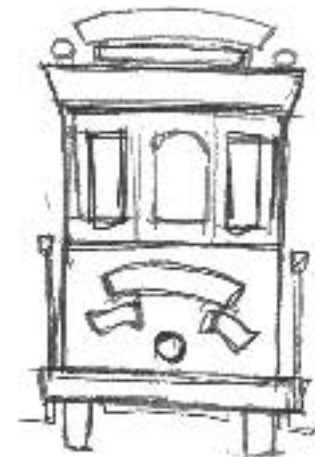
MOOD BOARDS



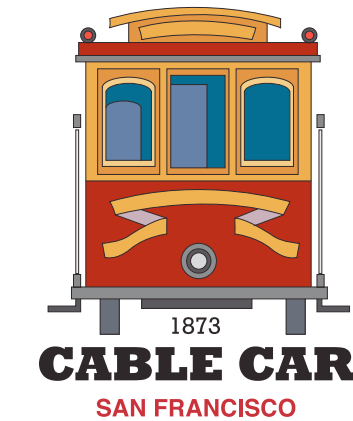
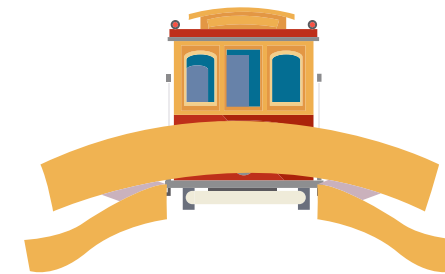
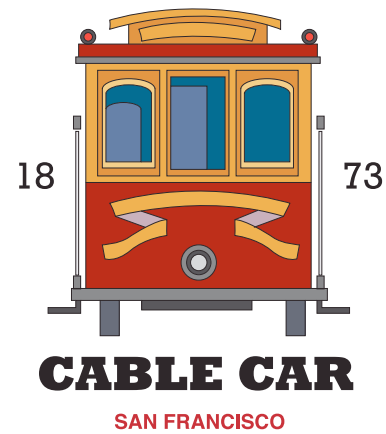
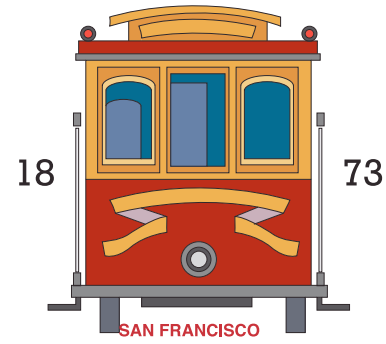
MOOD BOARDS



LOGO (Sketches + 1st Draft)



LOGO (Extension)



LOGO (Final)



Rockwell Extral Bold

Rockwell Regular

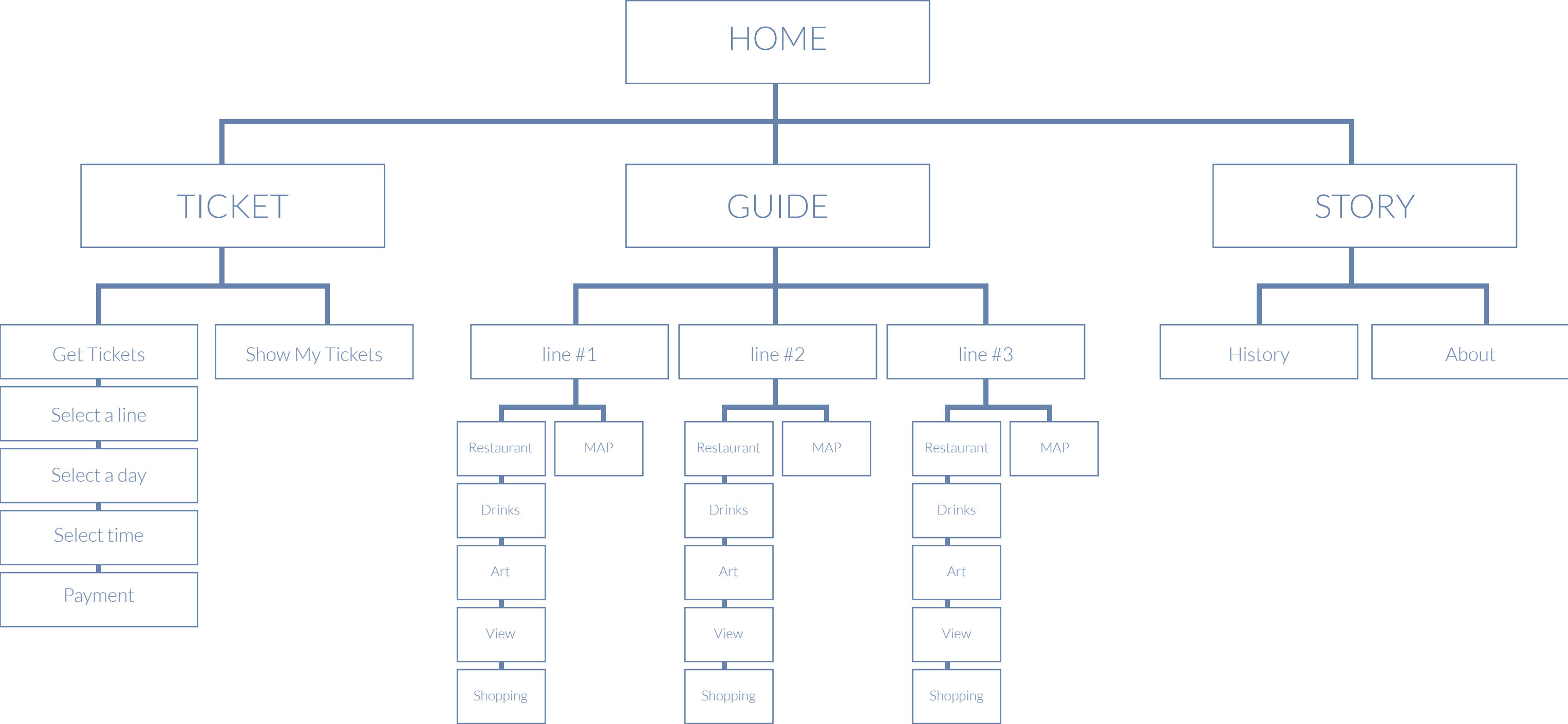
Trade Gothic LH Extended



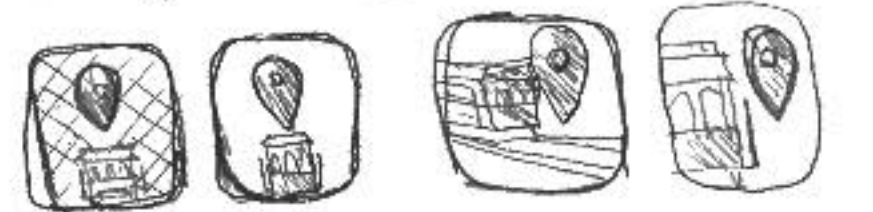
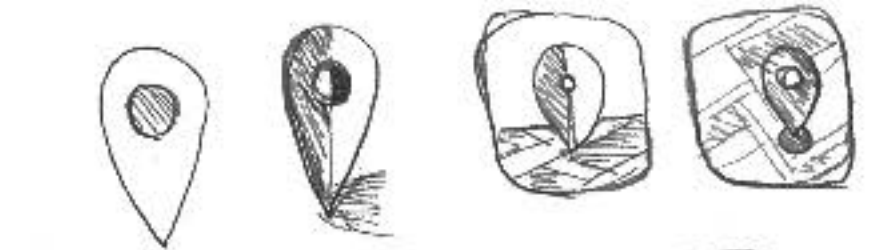
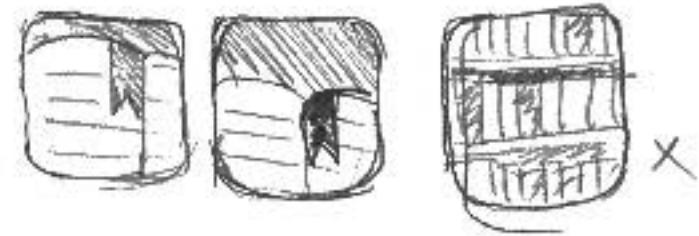
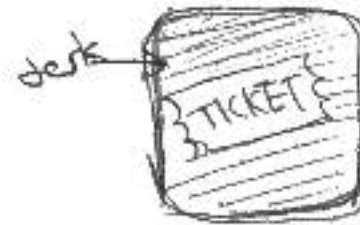
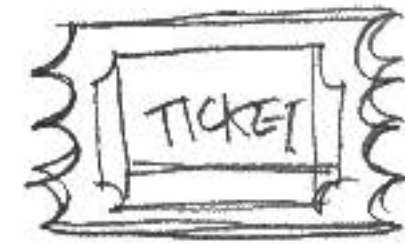
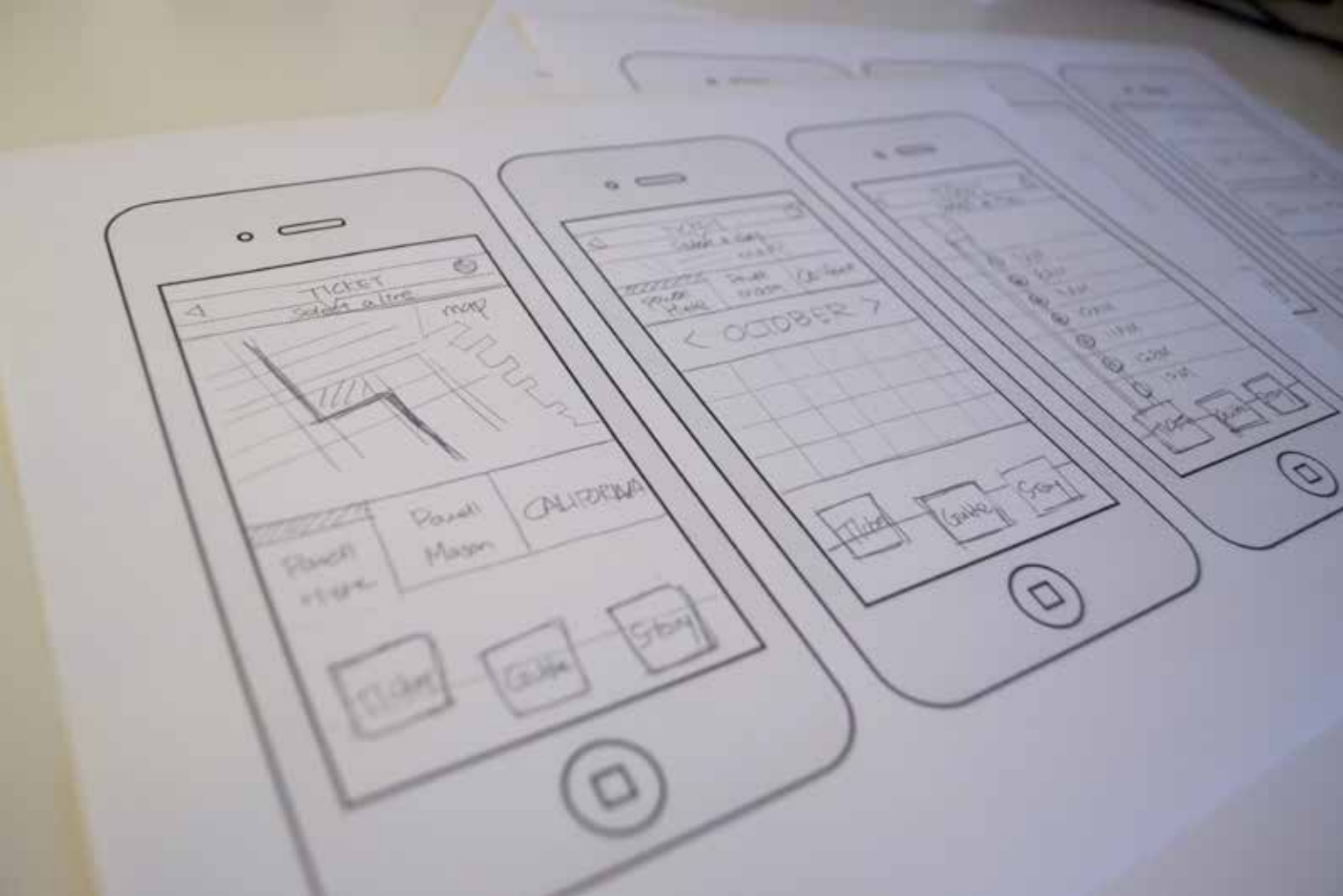
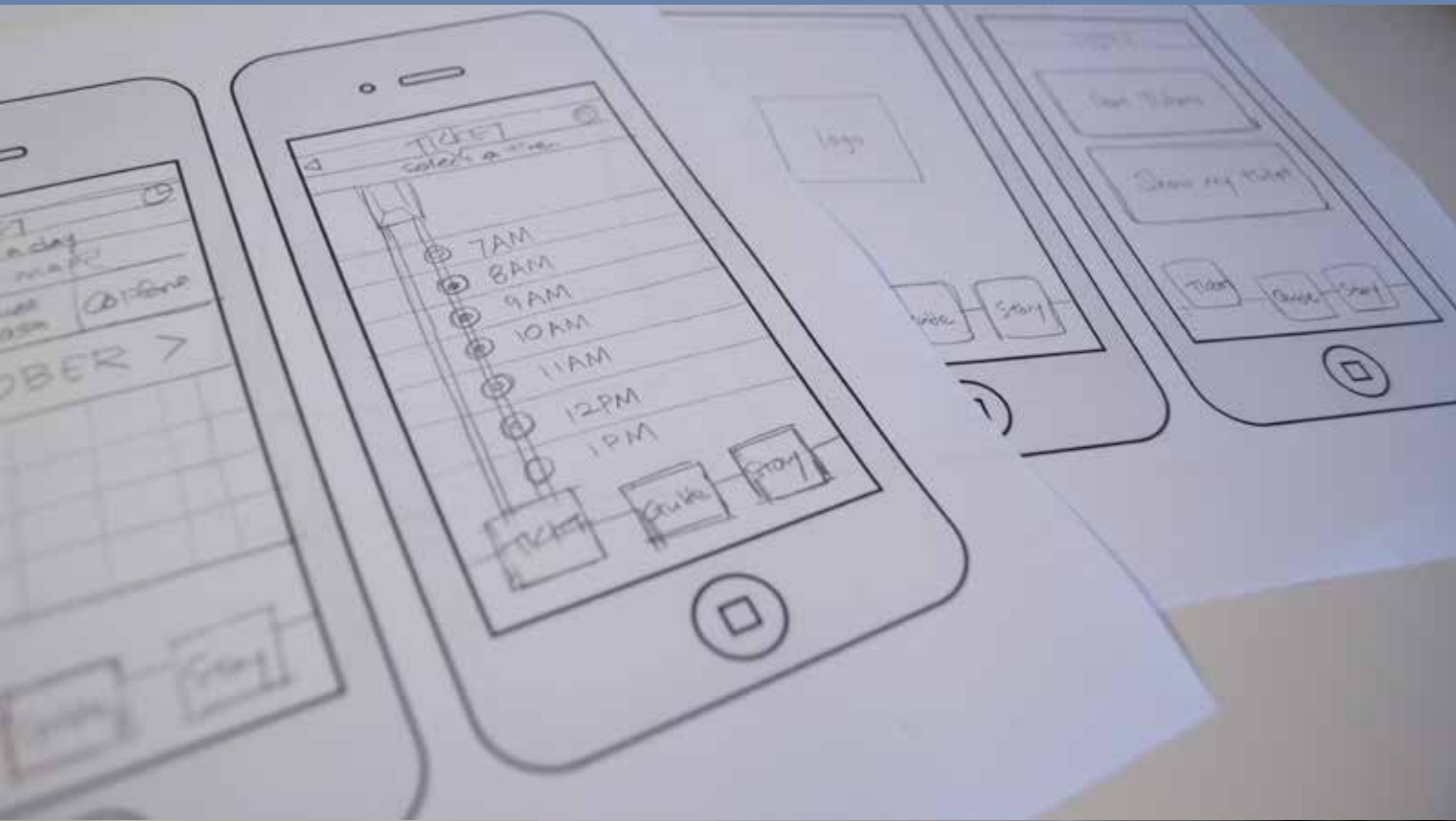
Mobile APP (User Flows)



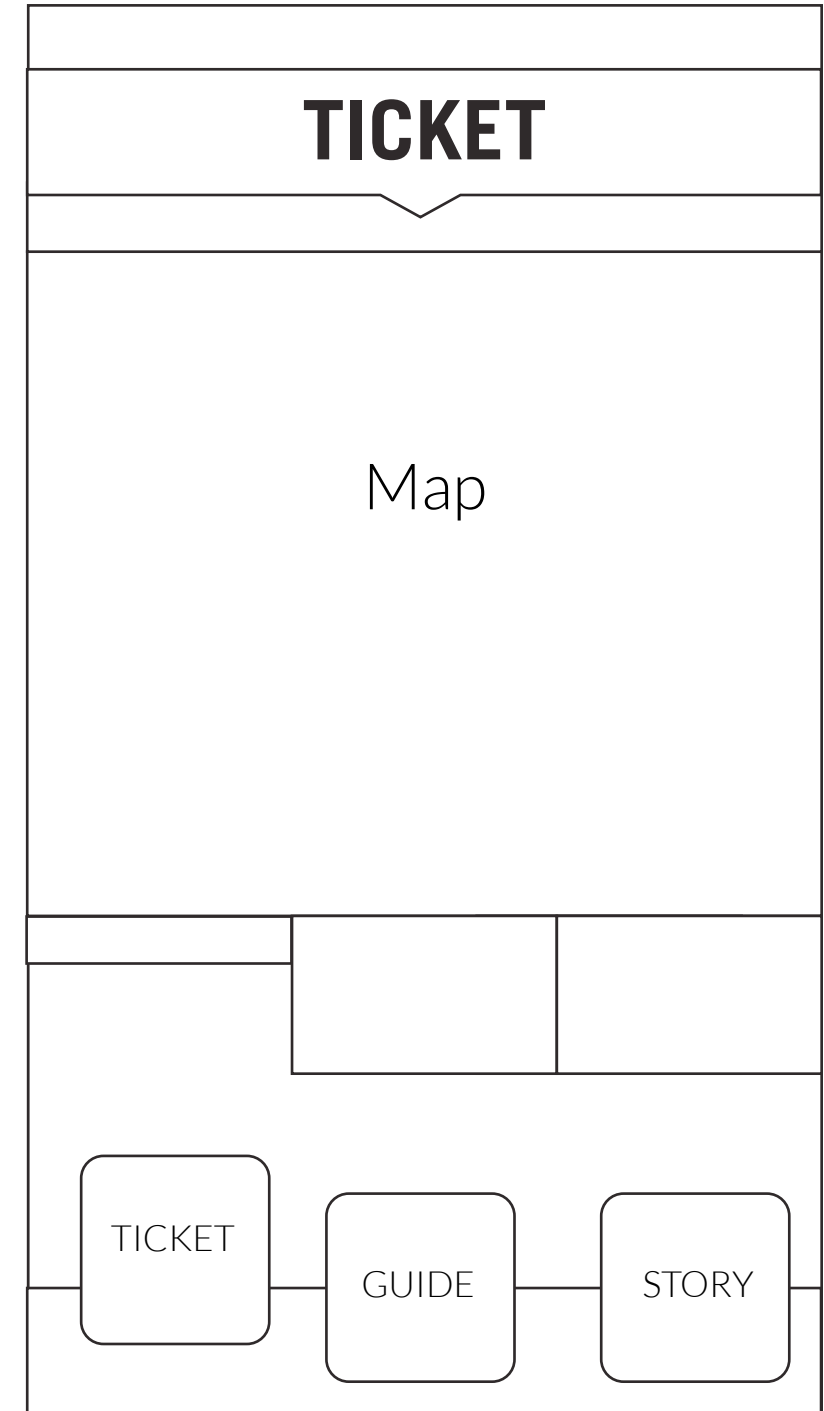
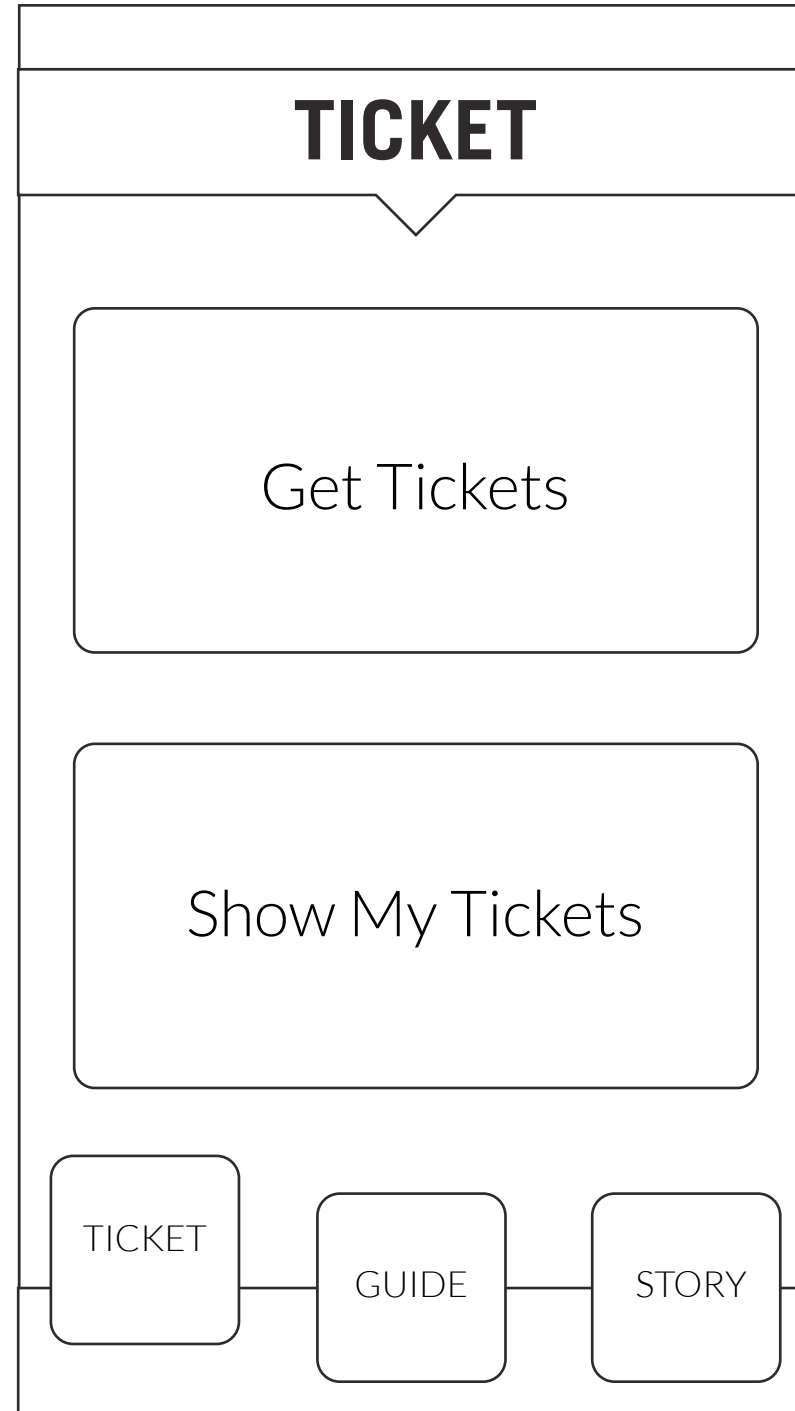
Mobile APP (User Flows)



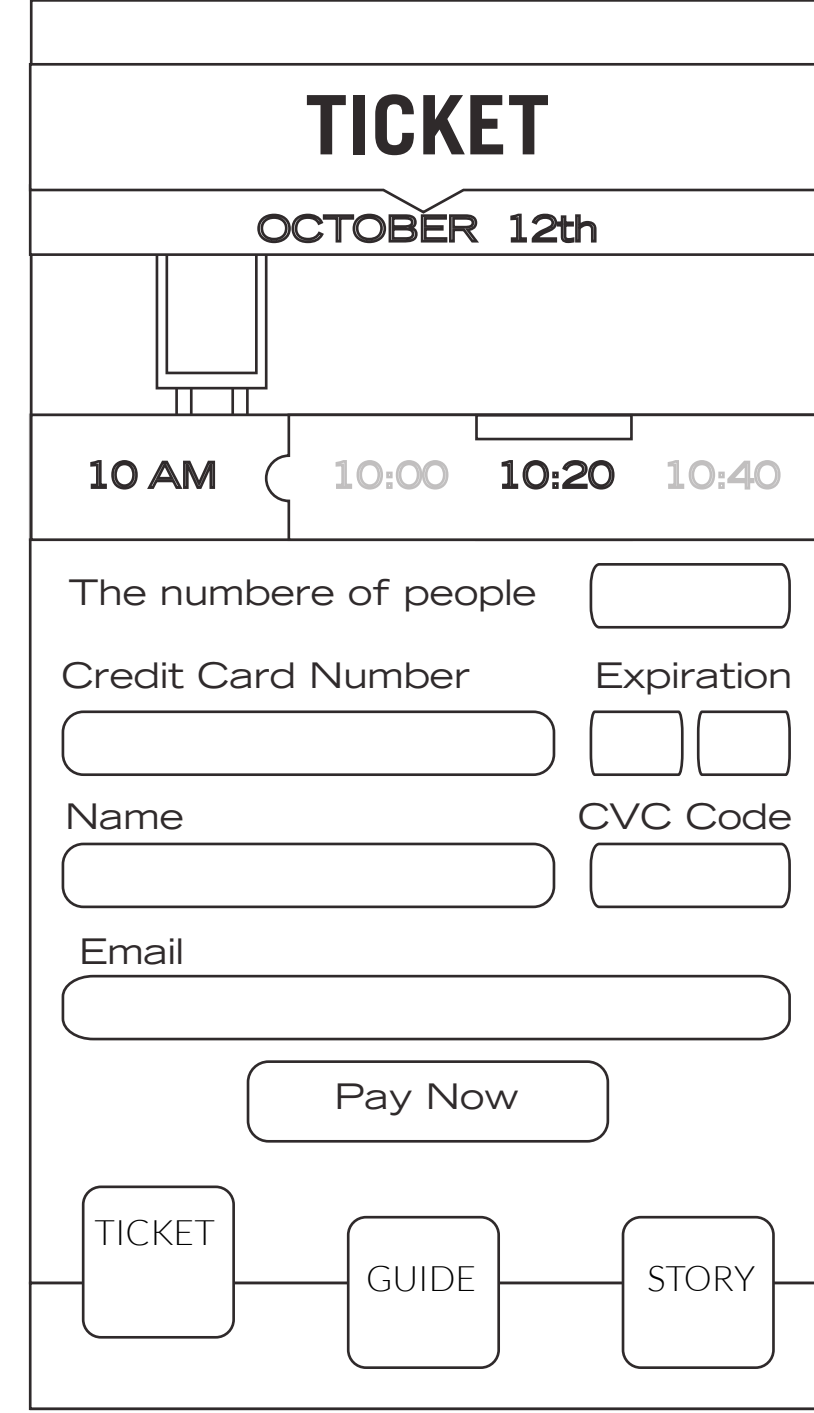
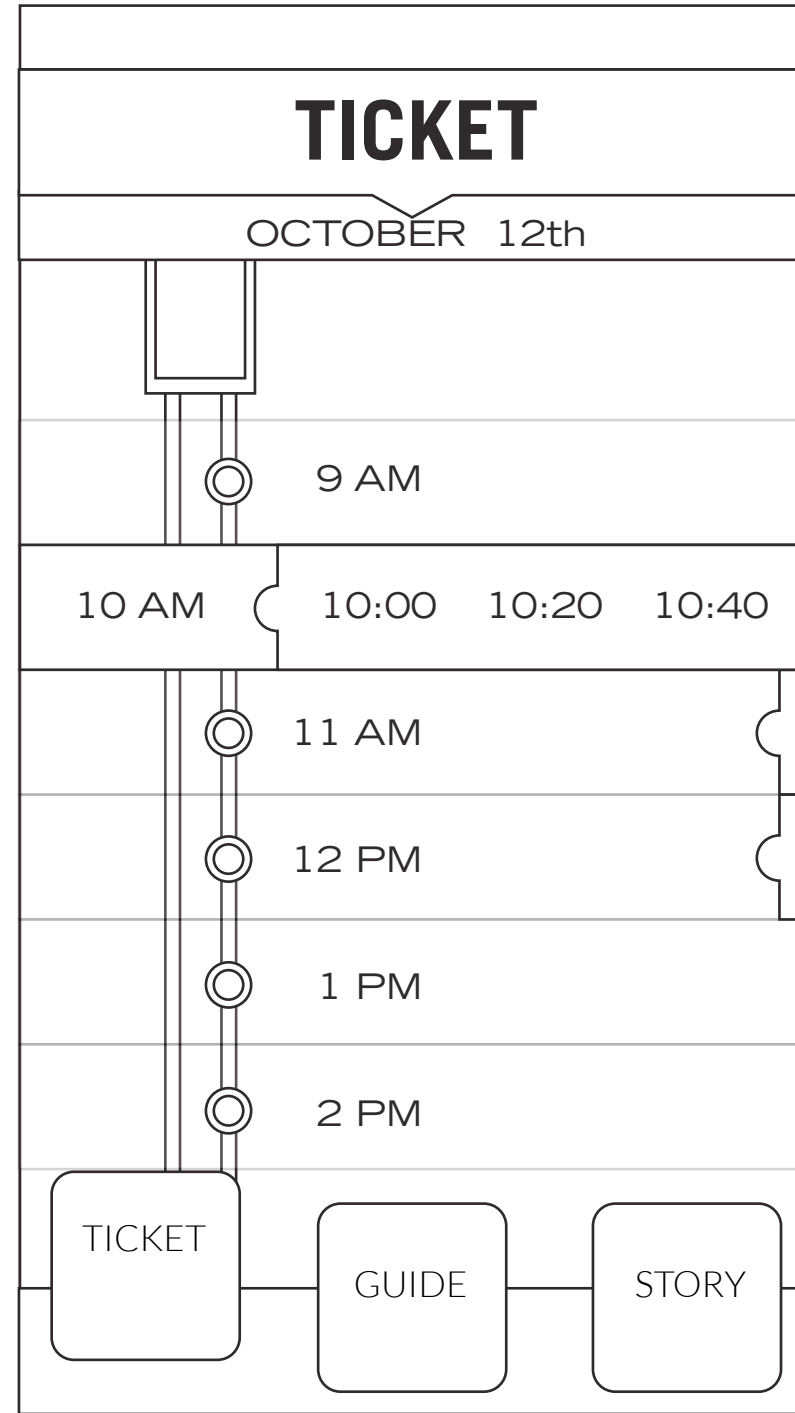
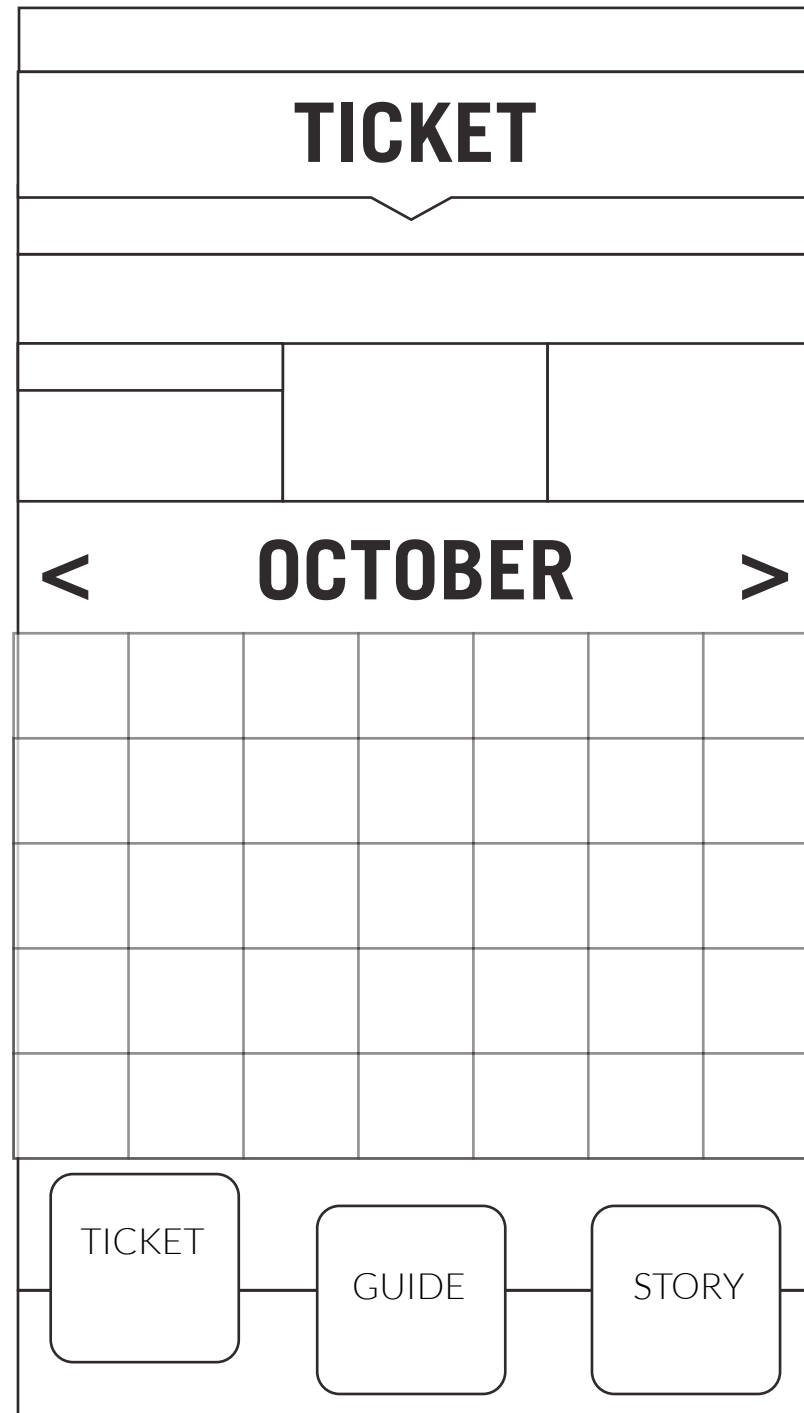
Mobile APP (Sketches)



Mobile APP (Wireframe)



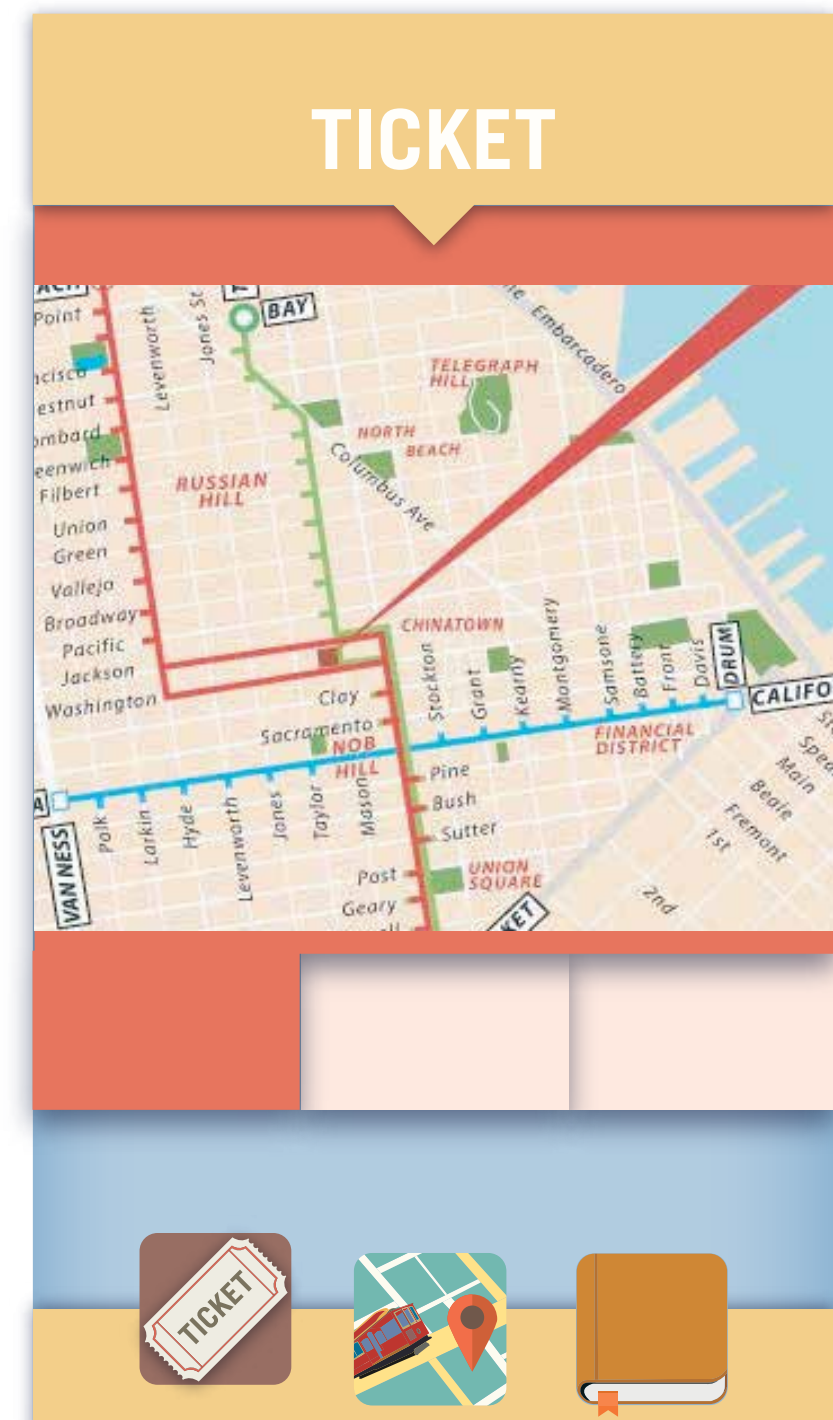
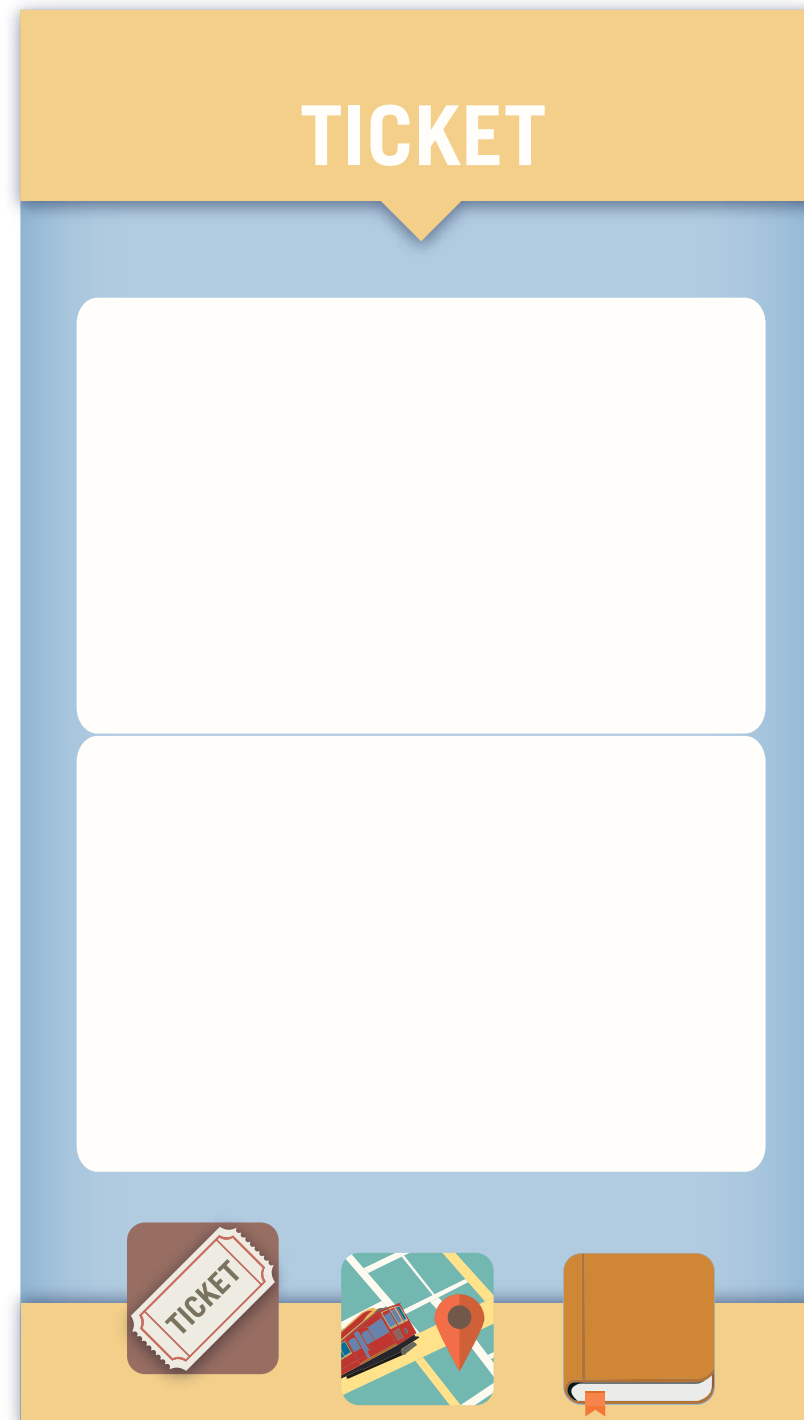
Mobile APP (Wireframe)



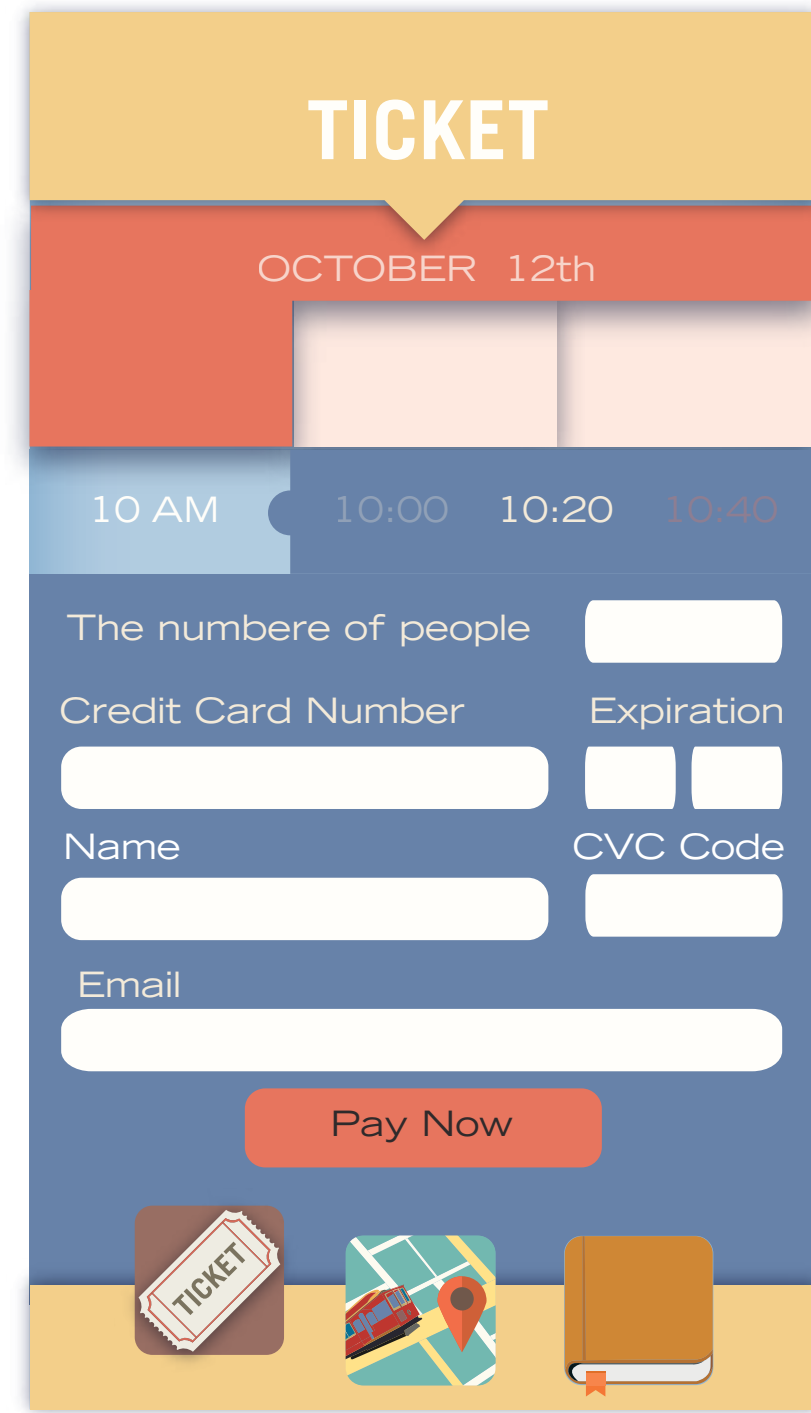
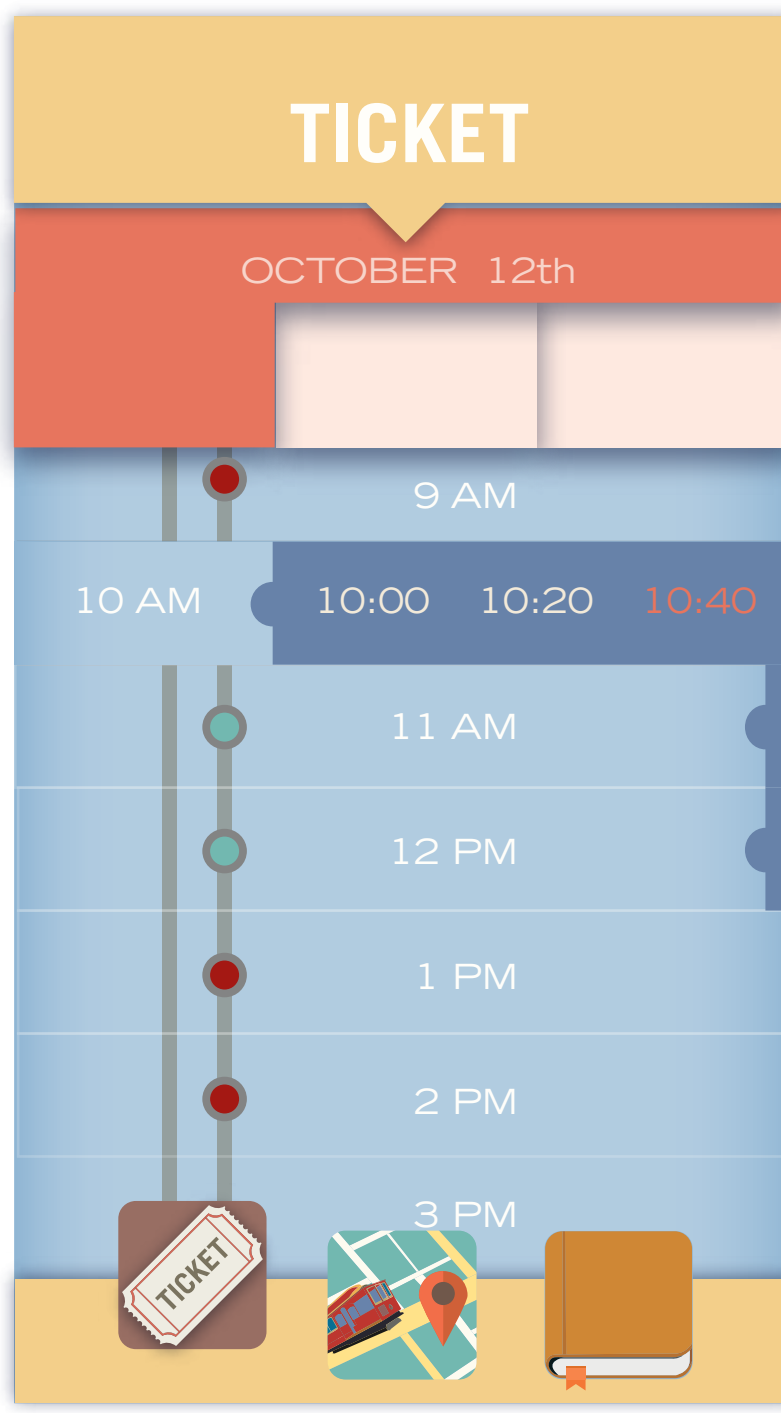
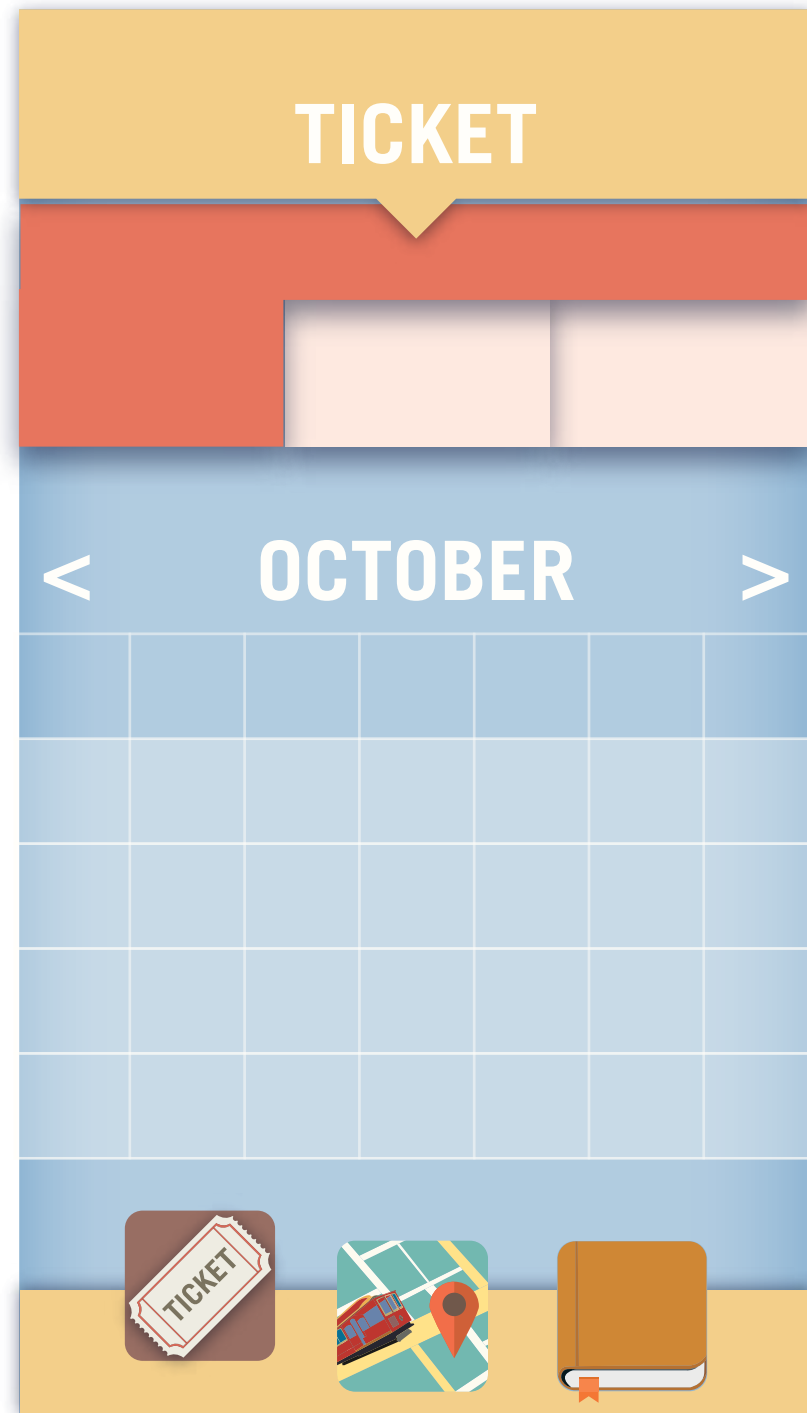
Mobile APP (1st User Test)



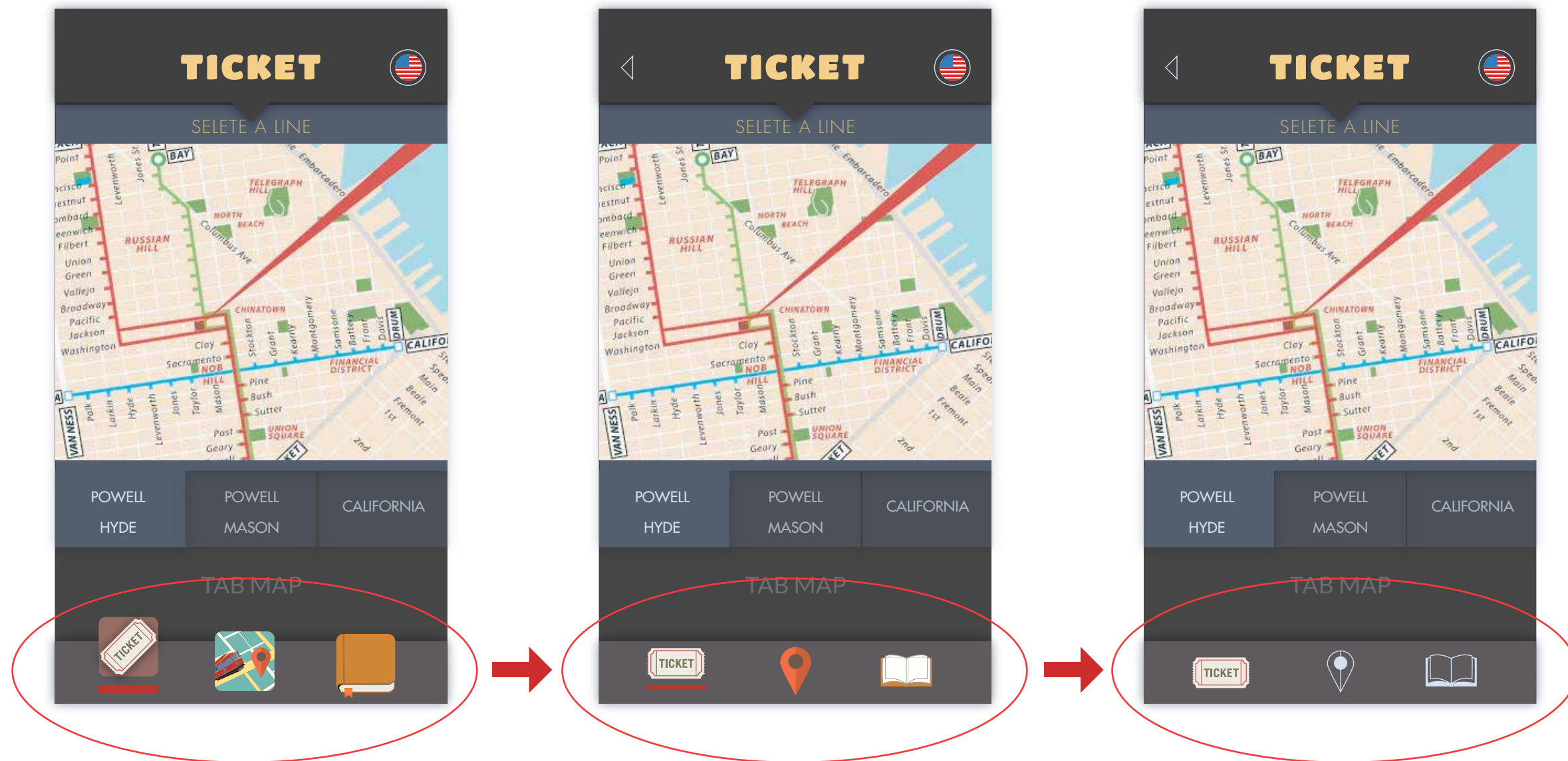
Mobile APP (Process)



Mobile APP (Process)



Mobile APP (2nd User Test)



PERSONAS
&
PROTOTYPES

PERSONA #1



Marilyn Leroy (tourist)

Age: 24

Occupation: Student

location: New York, NY

Tech Savvy: High

Key Factor: Reservation

Marilyn will visit San Francisco next month.

Because she will stay only for 2 days, she doesn't want to waste time in long waiting lines.

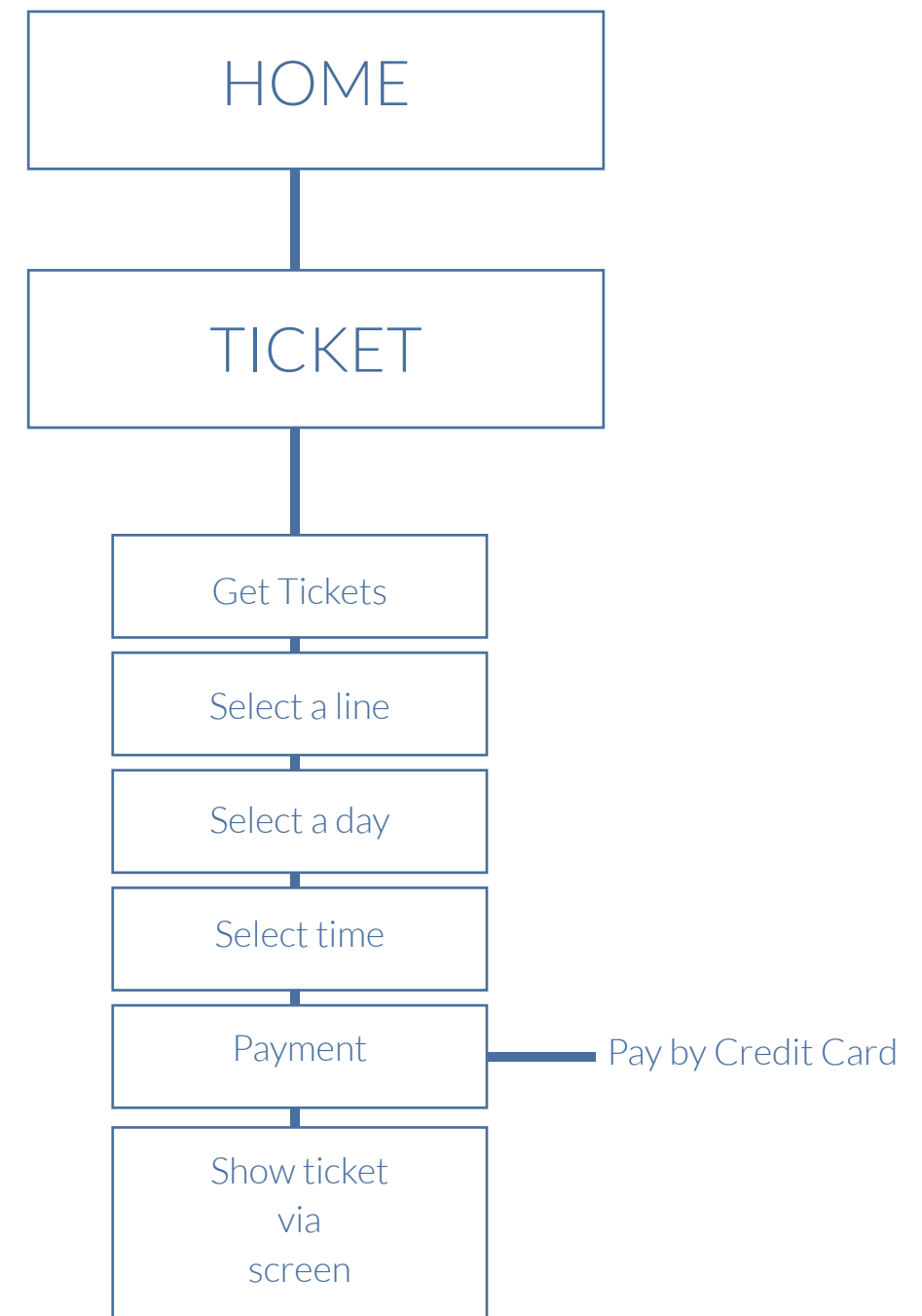
Task: **Reservation** the cable car tickets online via her **smart phone**.

PERSONA #1

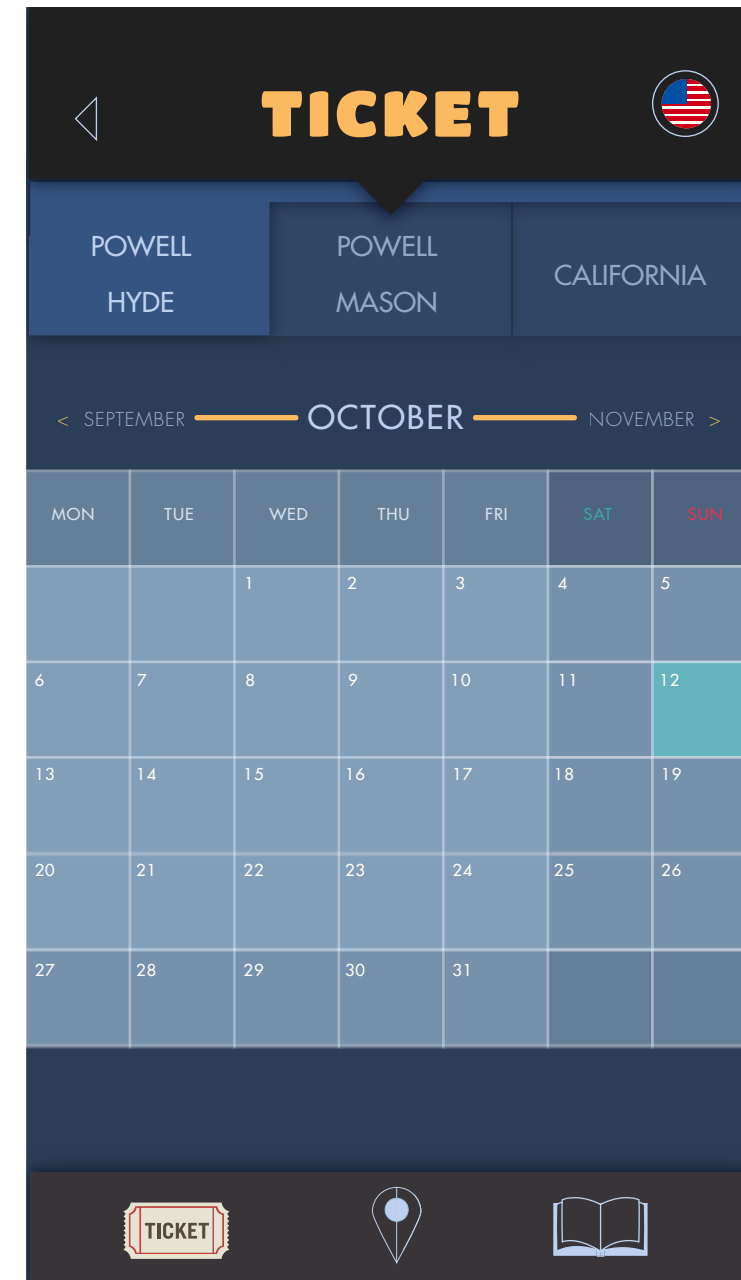
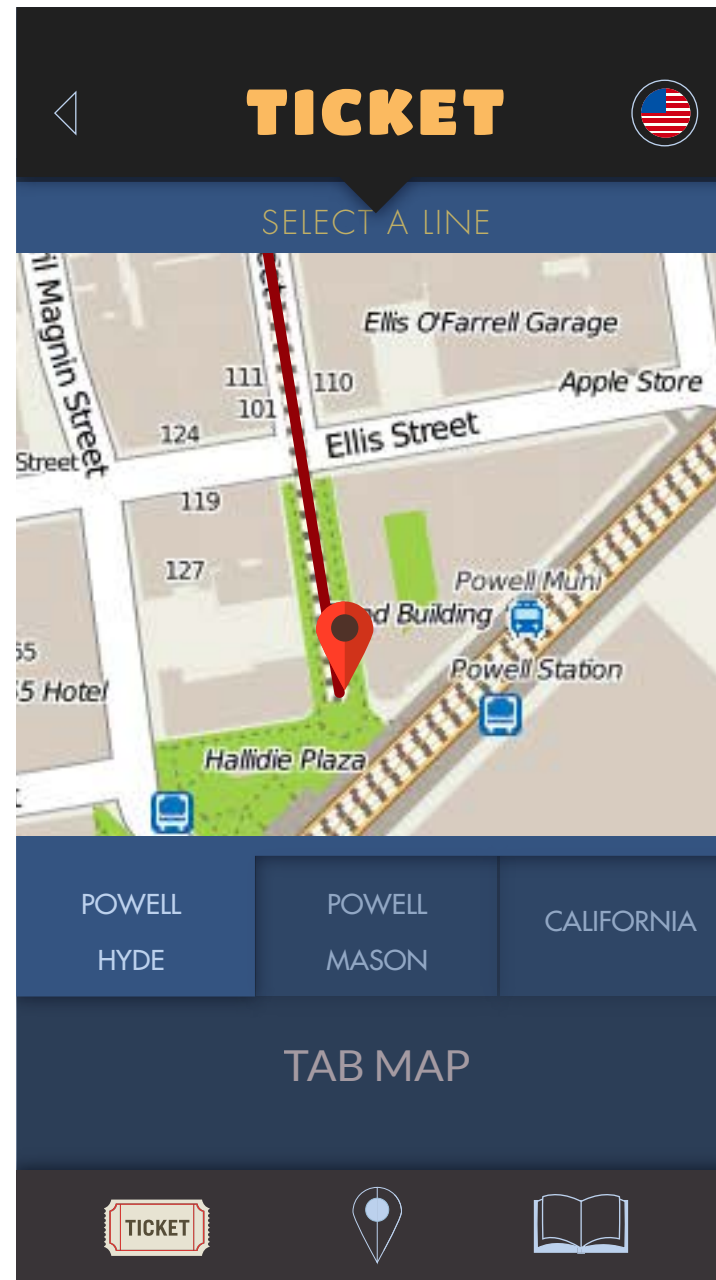
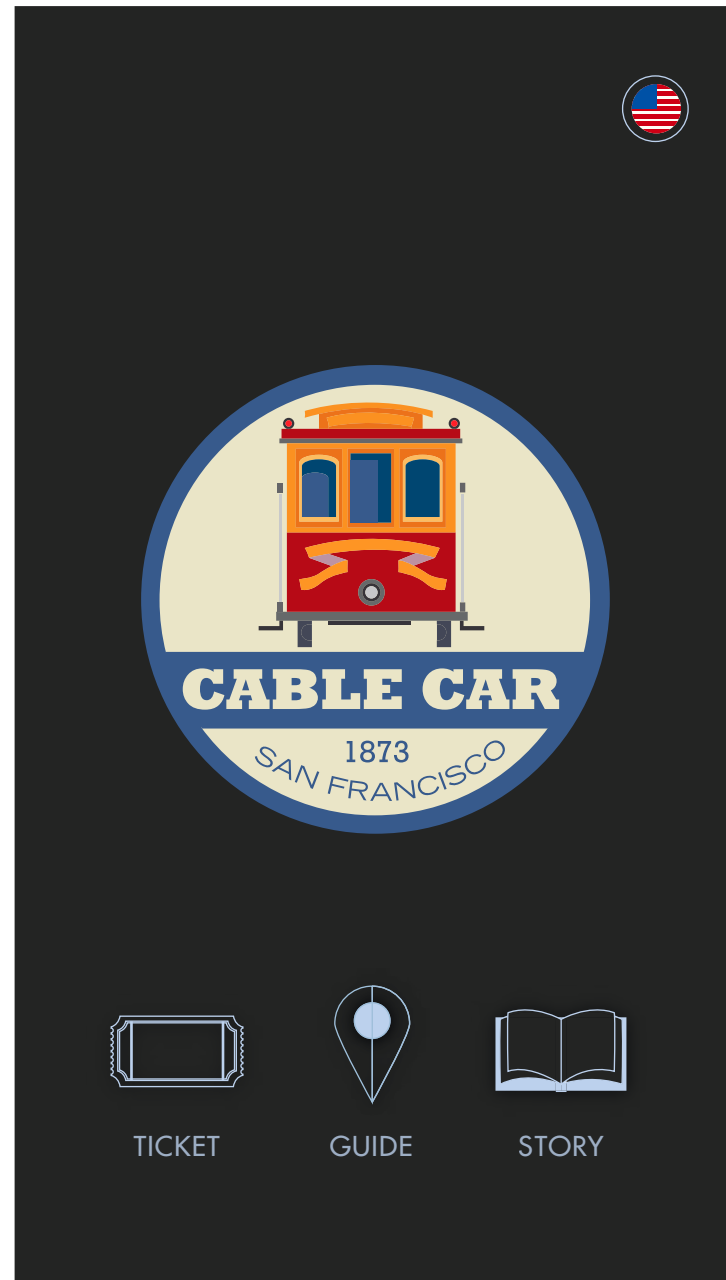


Marilyn Leroy (tourist)

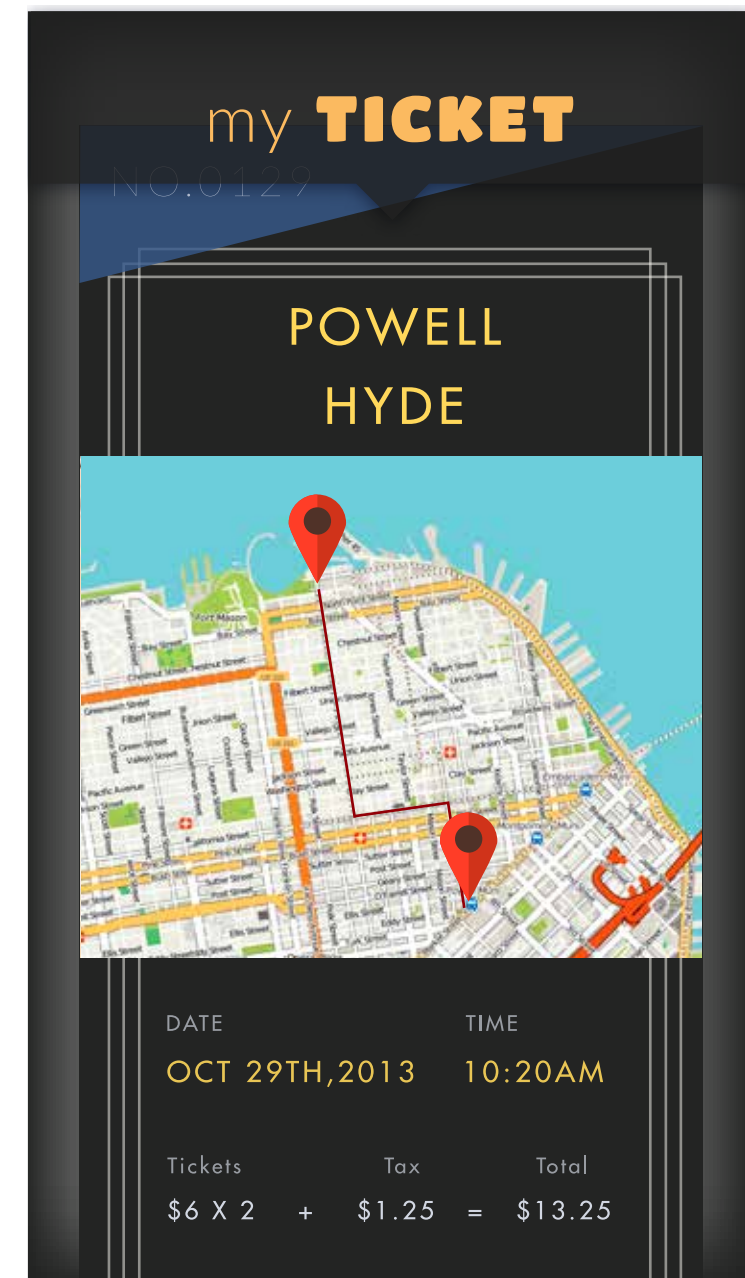
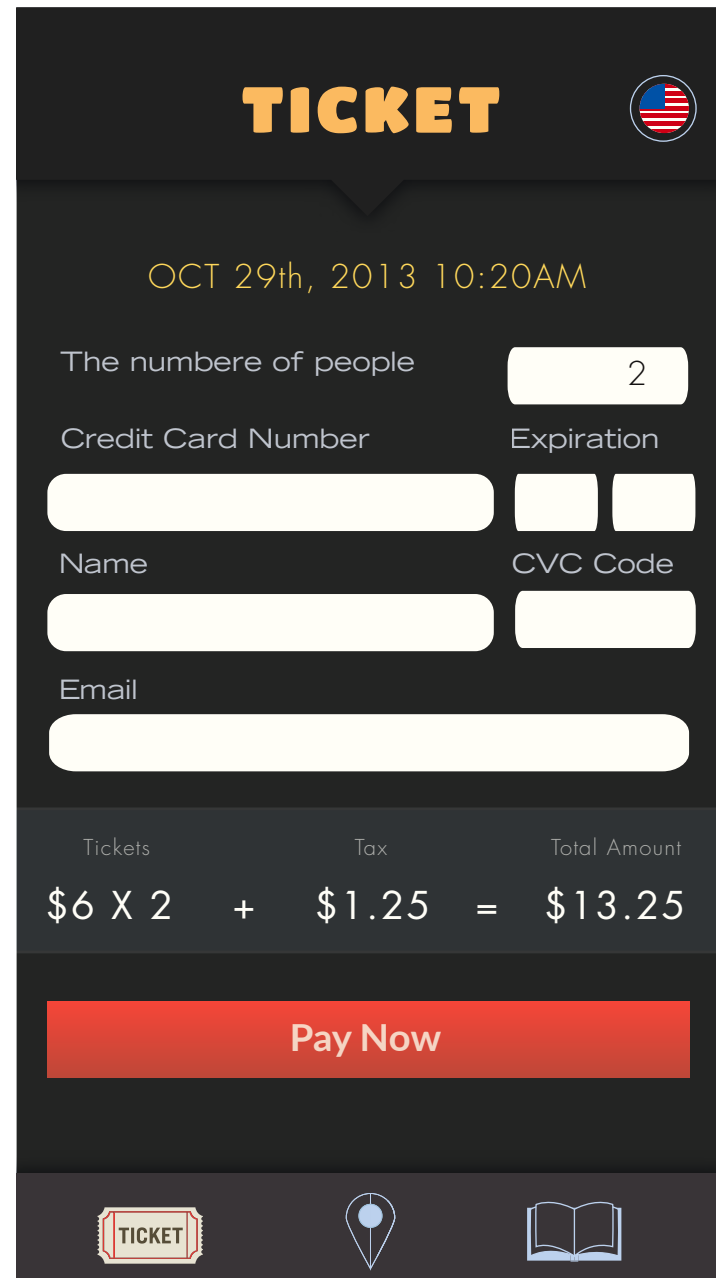
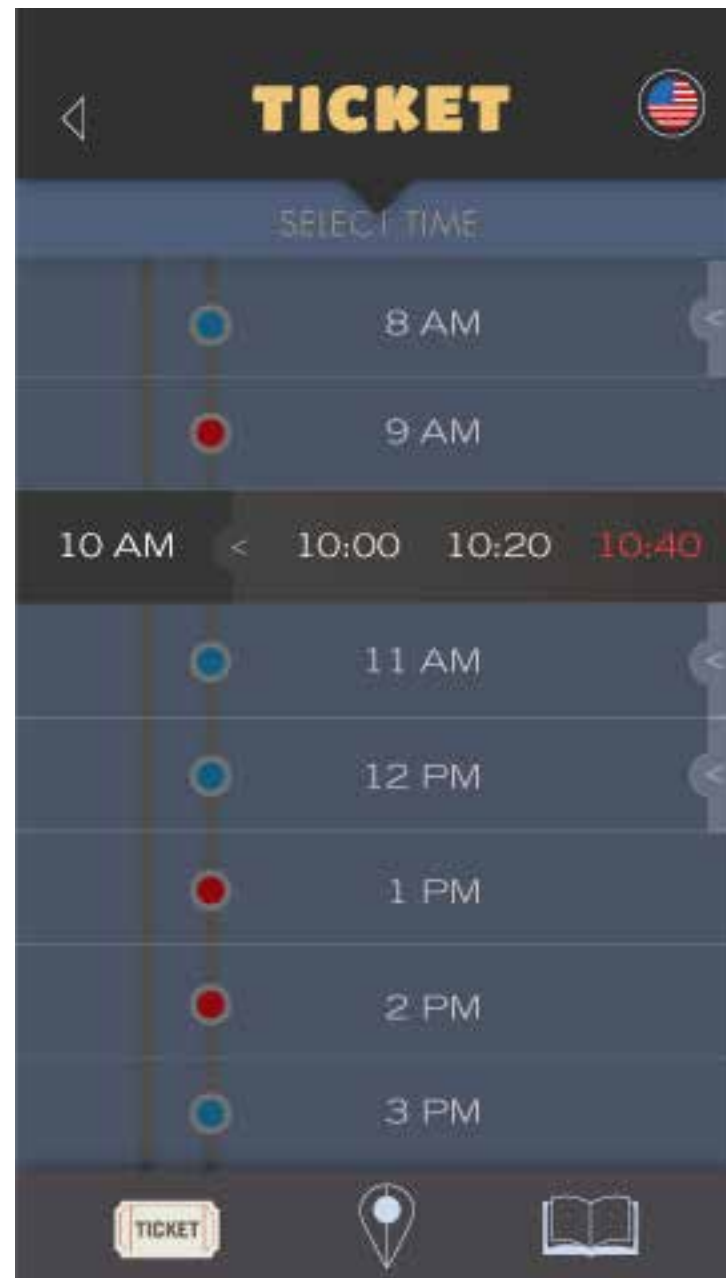
Reservation the cable car tickets online via her **smart phone**.



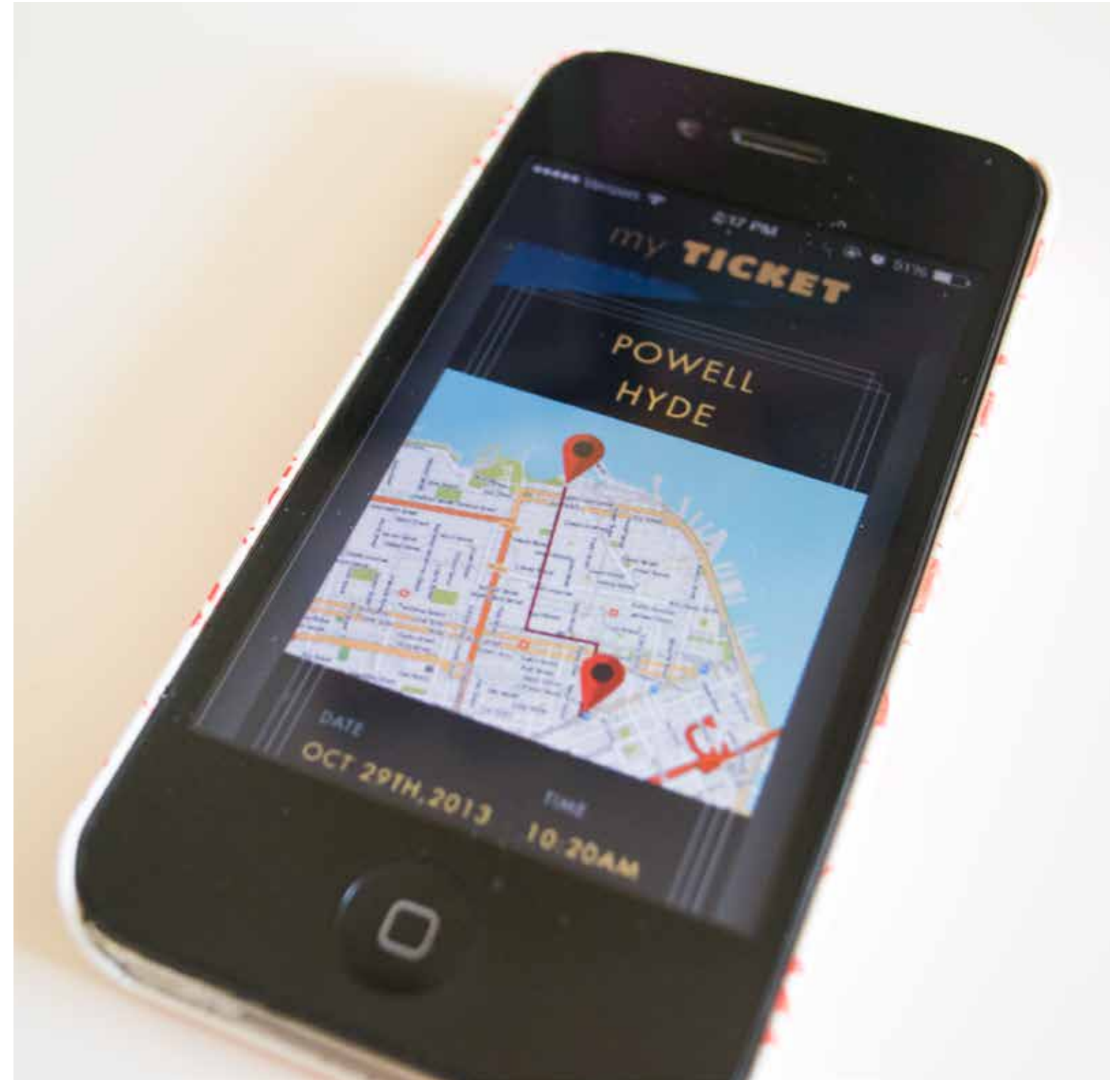
PERSONA #1



PERSONA #1



PERSONA #1



PERSONA #2



Charles Wheeler (tourist)

Age: 54

Occupation: Banker

location: Seattle, WA

Tech Savvy: Low

Key Factor: Get a ticket

Charles didn't know that he could get the ticket earlier by online.

Task: Get a ticket through the **machine** next to the cable car station.

Because he could choose the soonest available time via the vending machine, he doesn't need to stay around the cable car station.

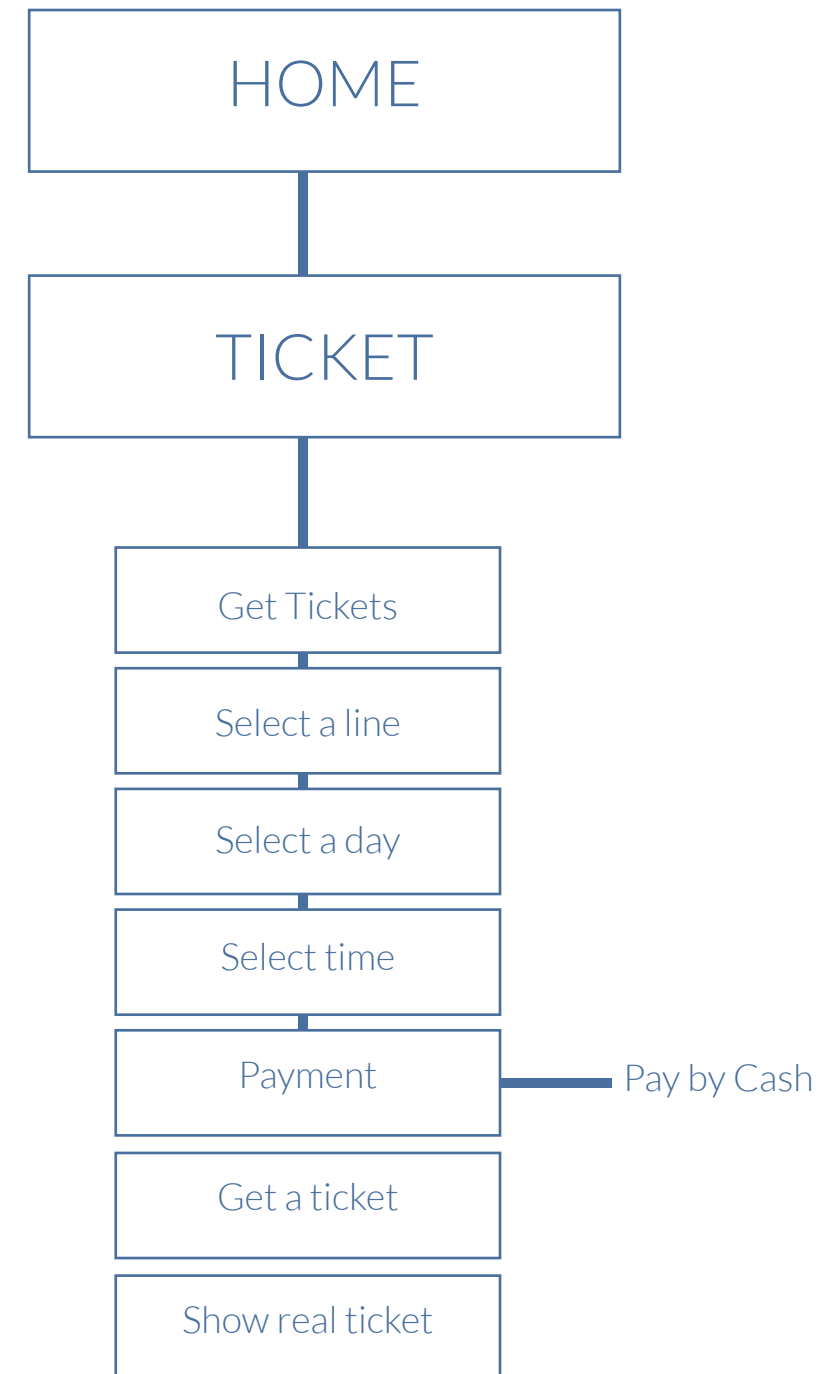
PERSONA #2



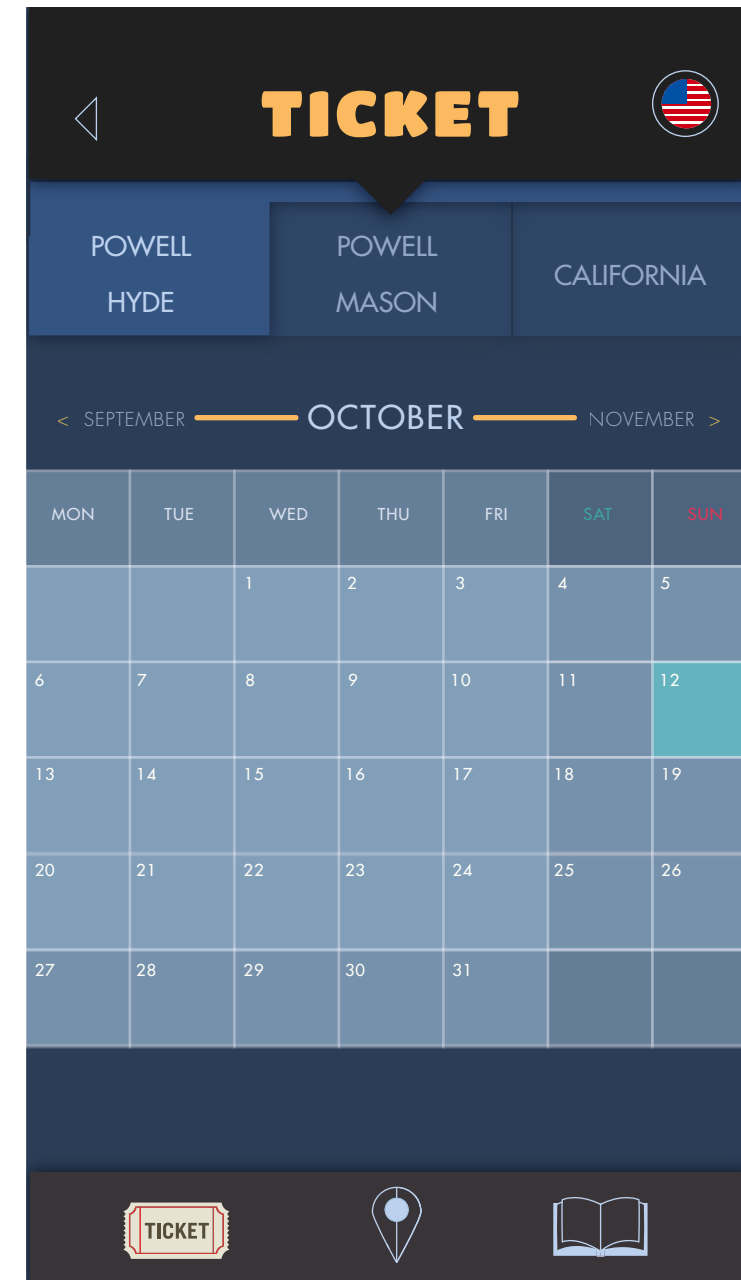
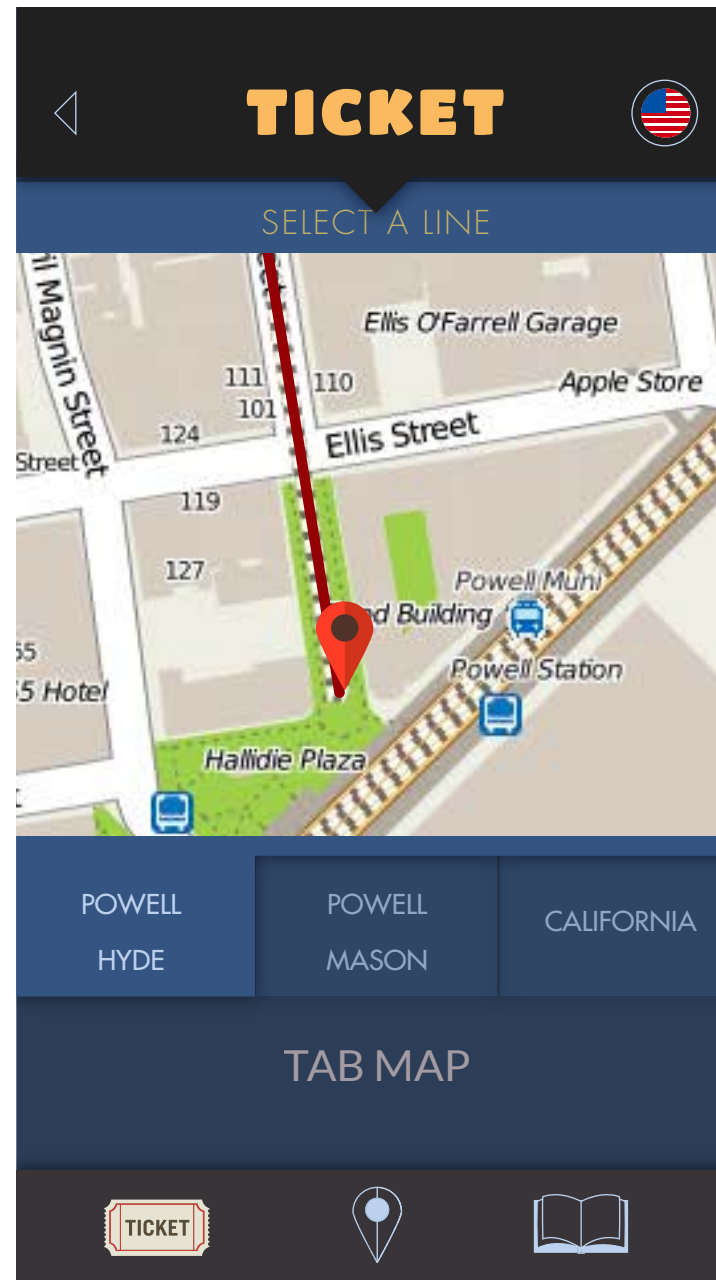
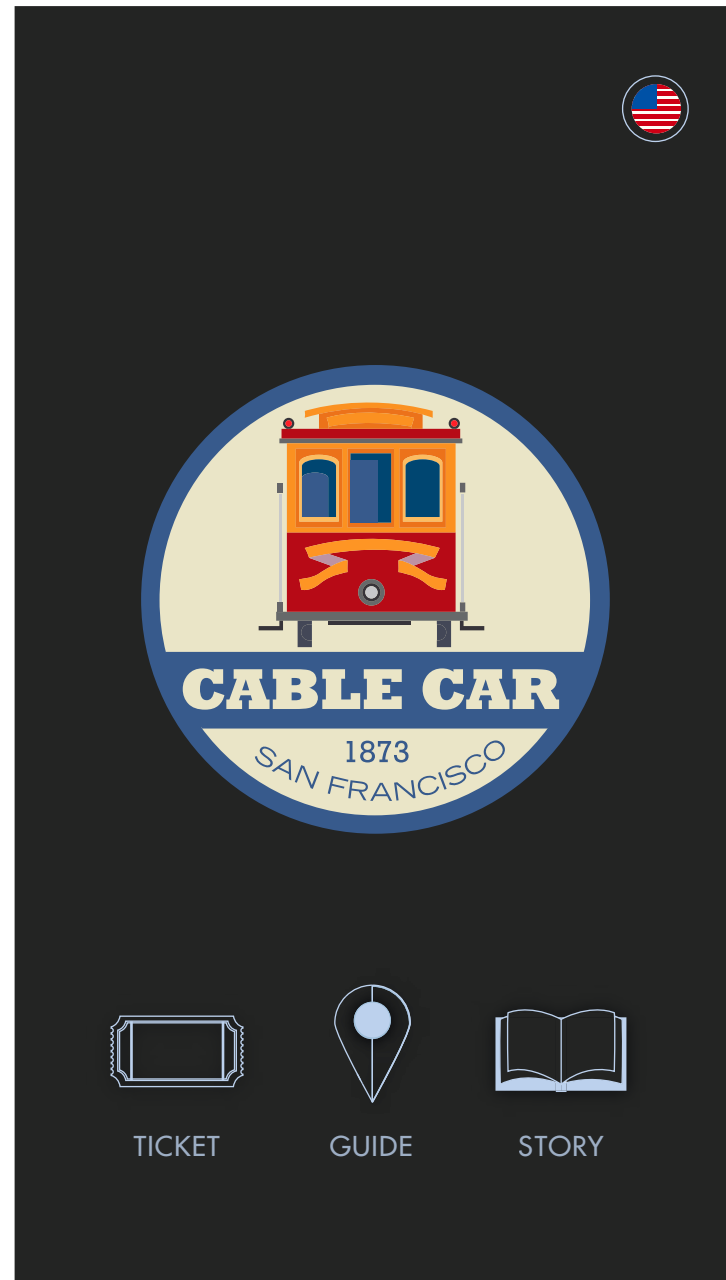
Charles Wheeler (tourist)

Get a ticket through the **machine** next to the cable car station.

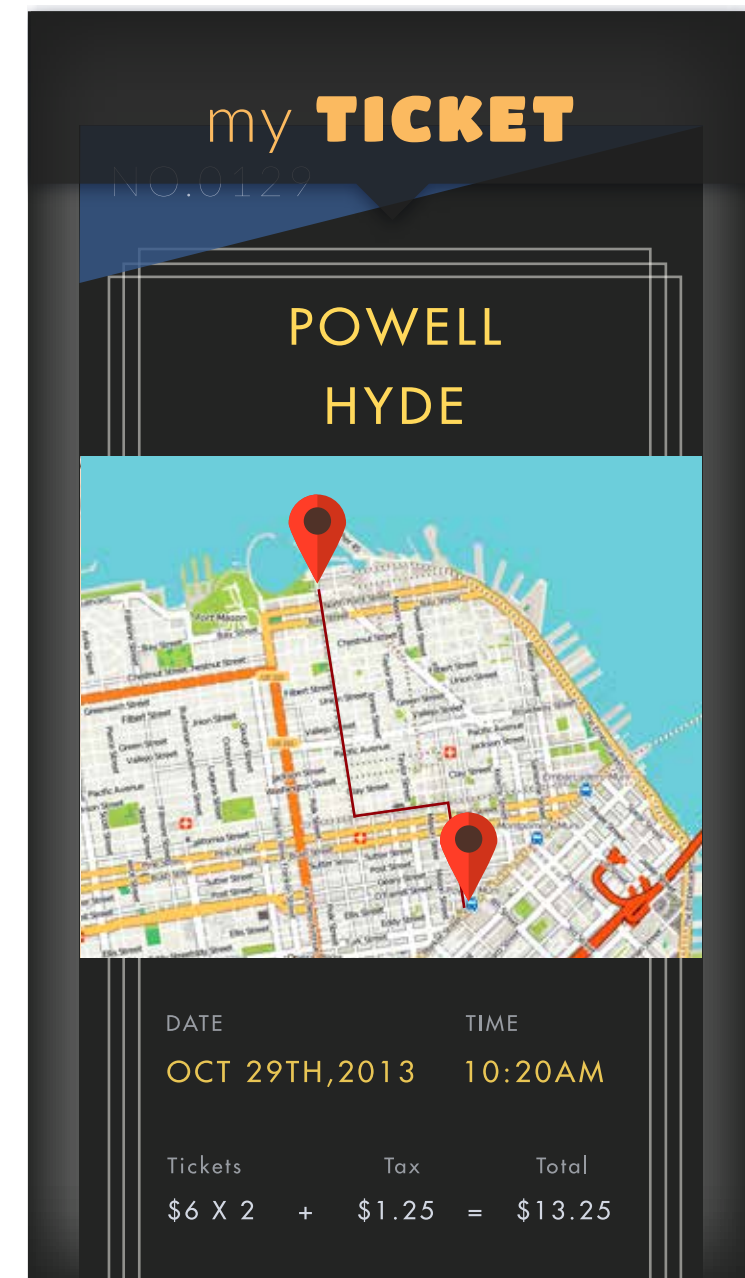
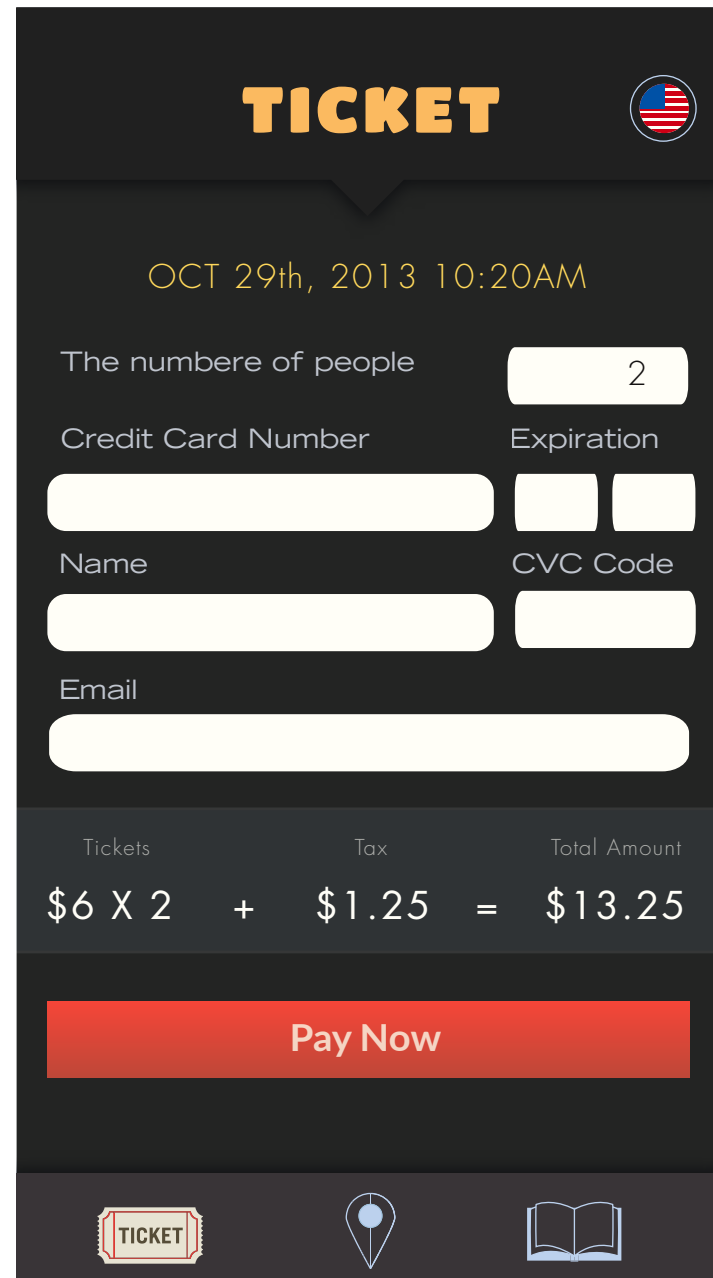
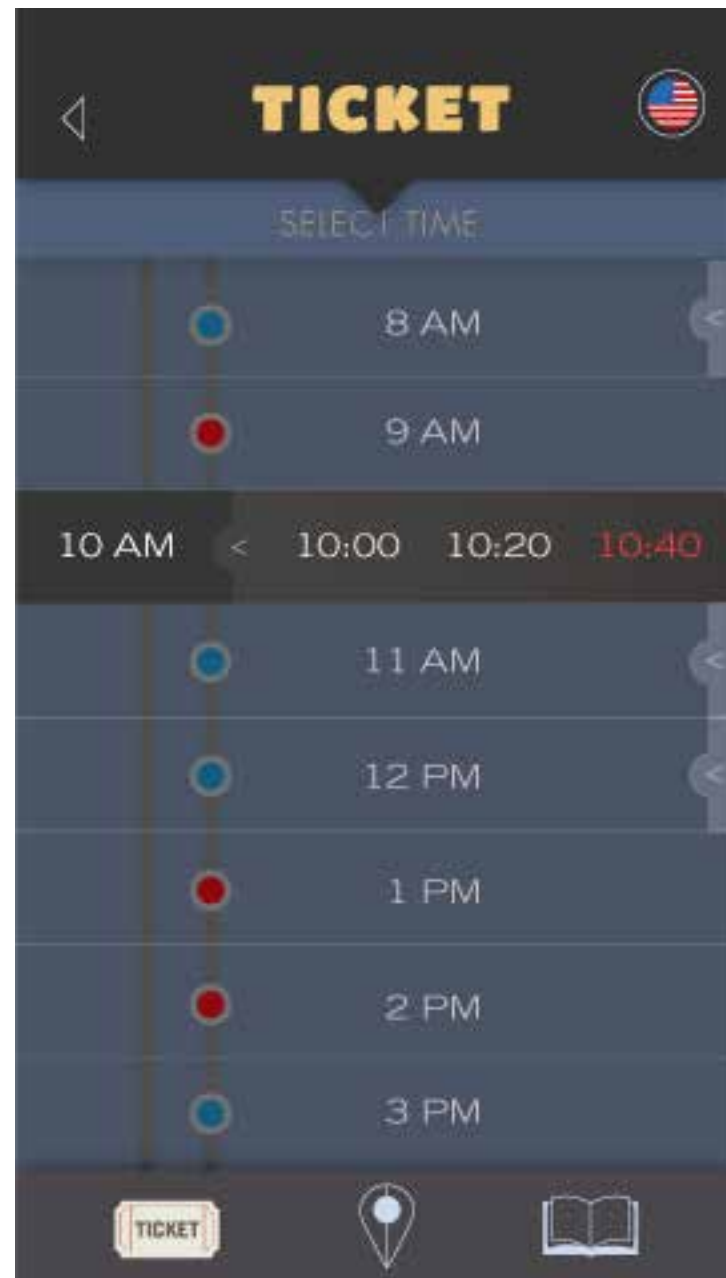
Because he could choose closest/available time via vending machine, he doesn't need to stay around the cable car station.



PERSONA #2



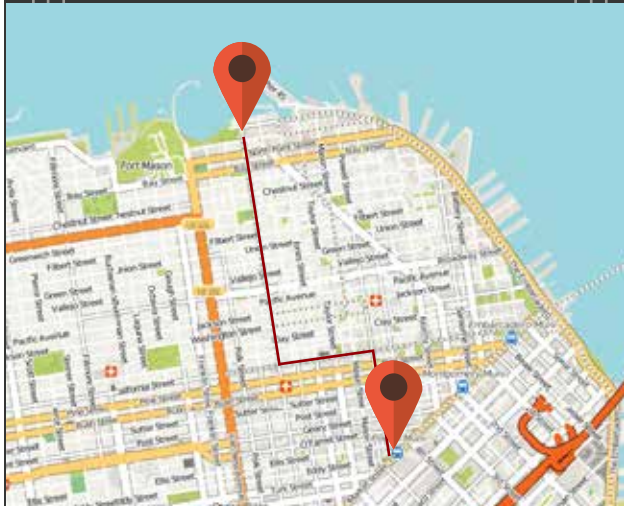
PERSONA #2



PERSONA #2

NO.0129

POWELL HYDE



DATE TIME
OCT 29TH, 2013 10:20AM

Tickets Tax Total
\$6 X 2 + \$1.25 = \$13.25



SAN FRANCISCO, CA



PERSONA #3



Min-Jun Kim (tourist)

Age: 28

Occupation: Programmer

location: Seoul (S.KOREA)

Tech Savvy: High

Key Factor: - Lingo
- Reservation

Min-Jun just arrived in SF and wants to take the SF Cable Car. Because he is not familiar with English, he needs a translation to get the cable car ticket.

Task: 1. **Change language** to Korean

2. **Reserve** the cabel car tickets online via his **smart phone**.

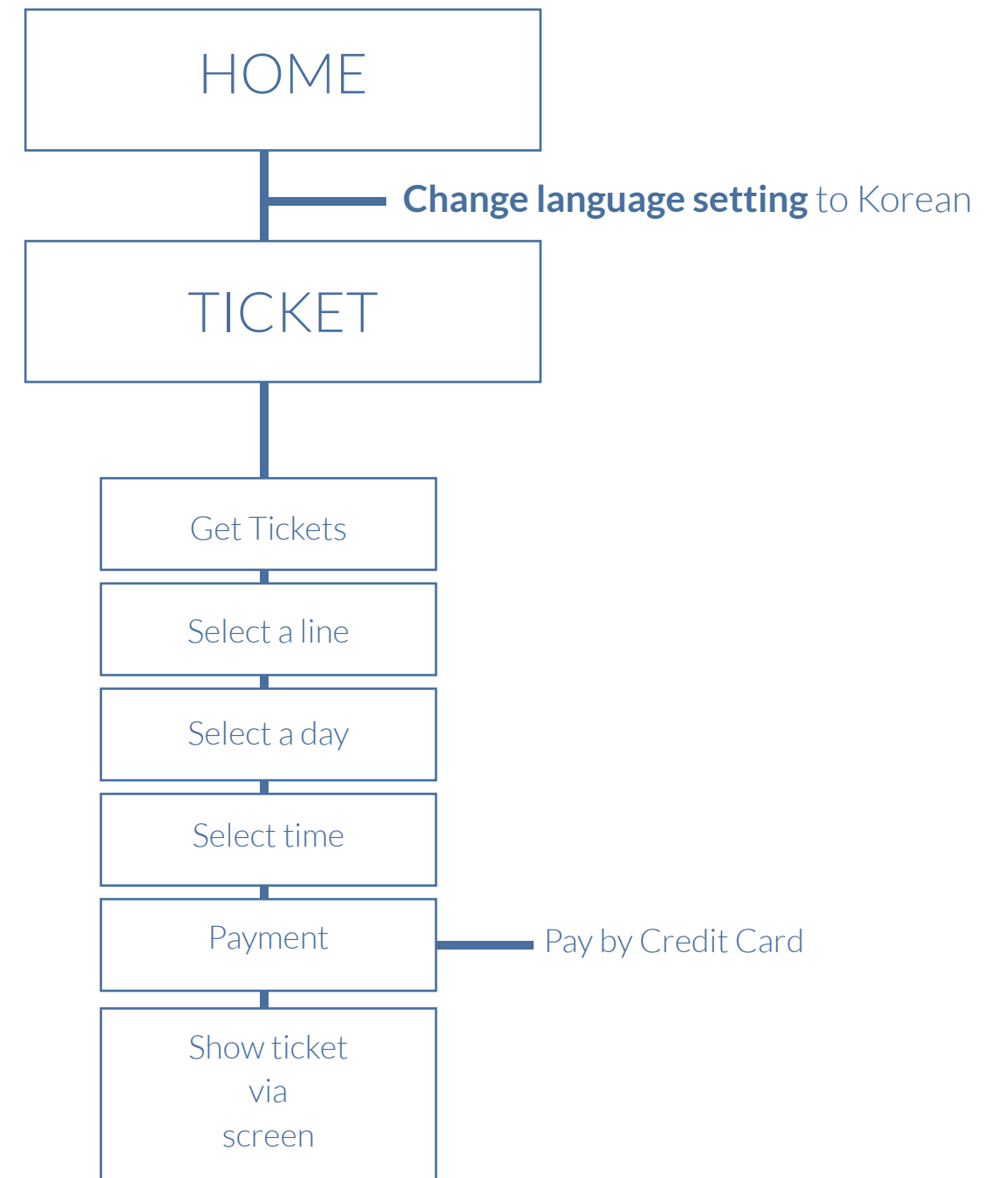
PERSONA #3



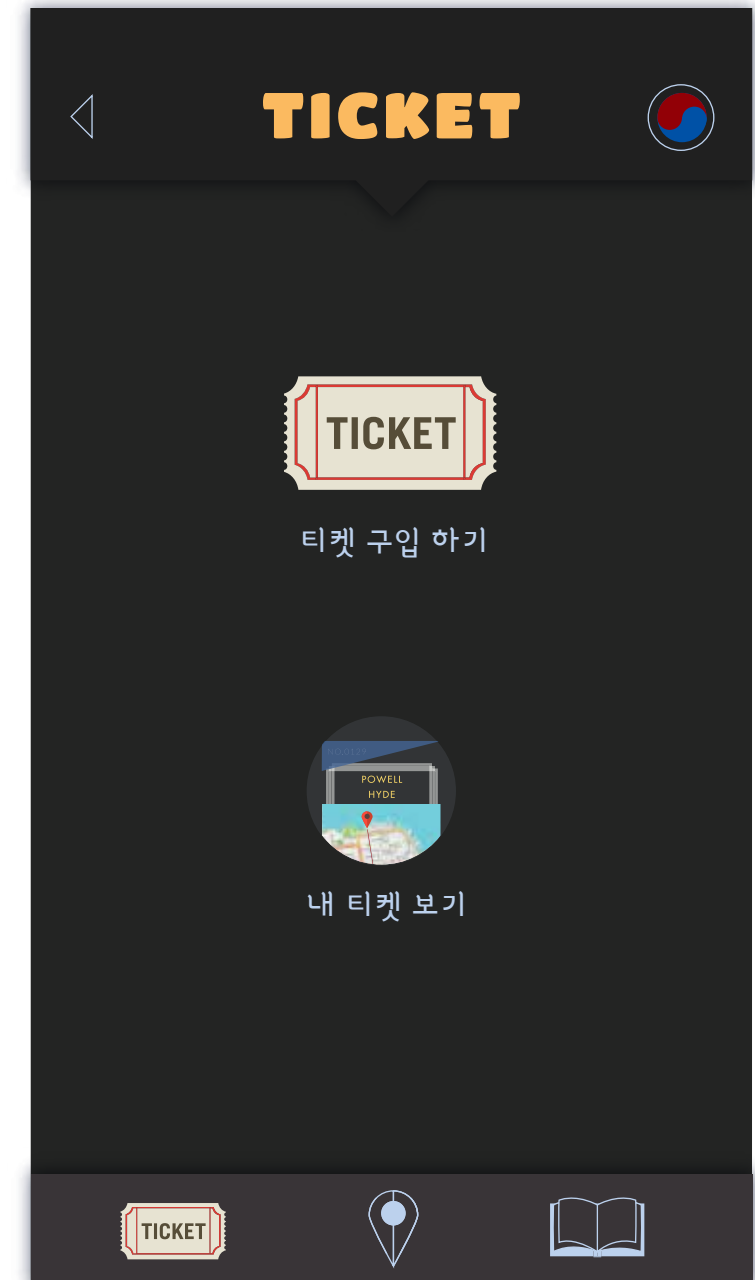
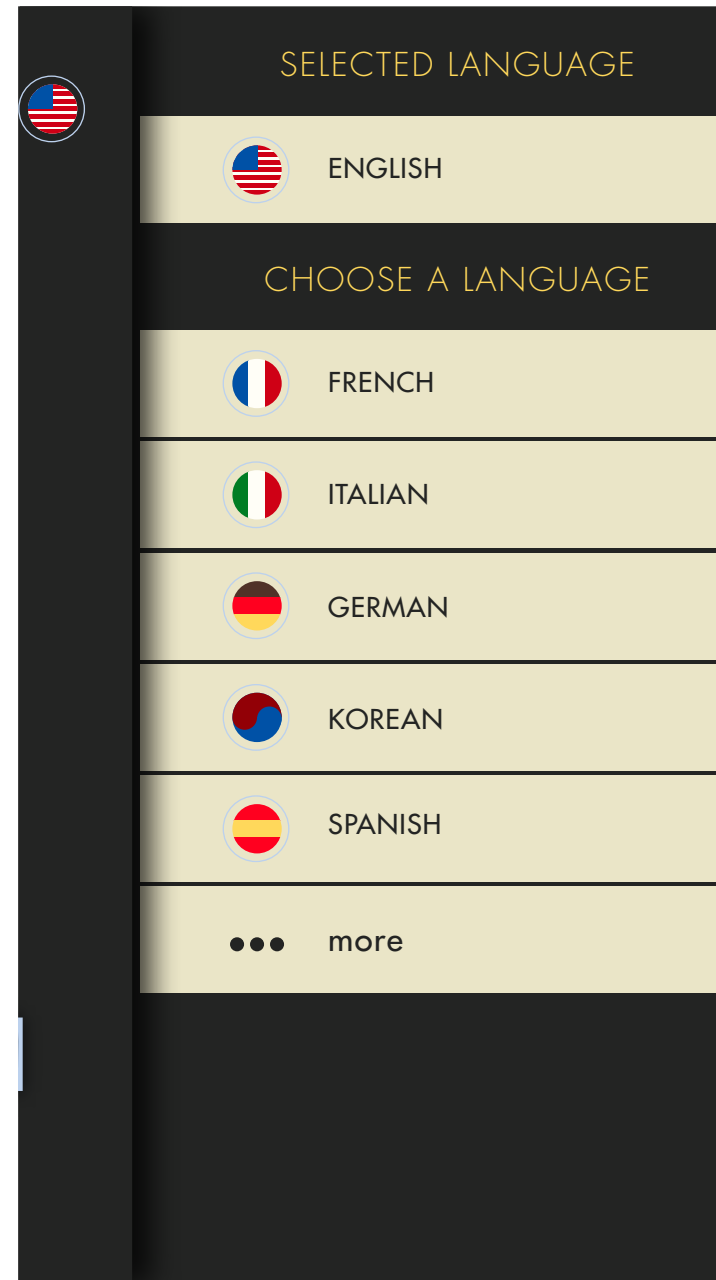
Min-Jun Kim (tourist)

1. **Change language** to Korean

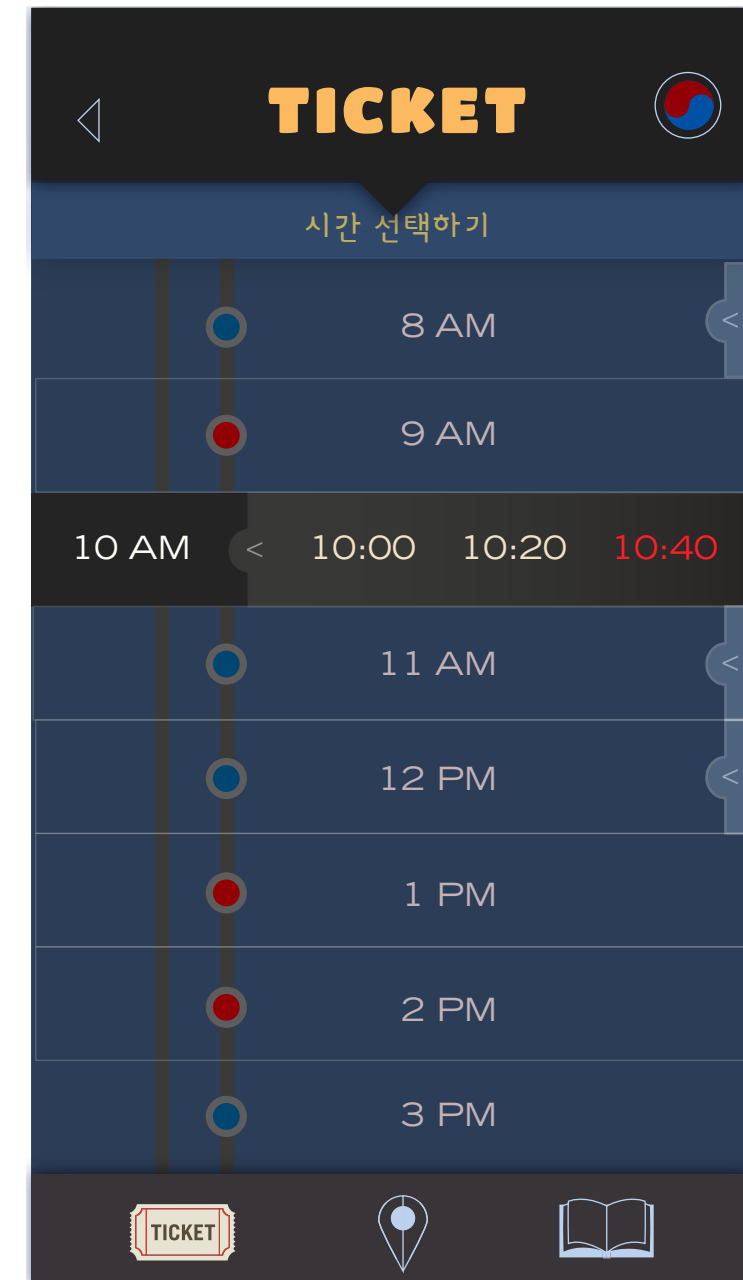
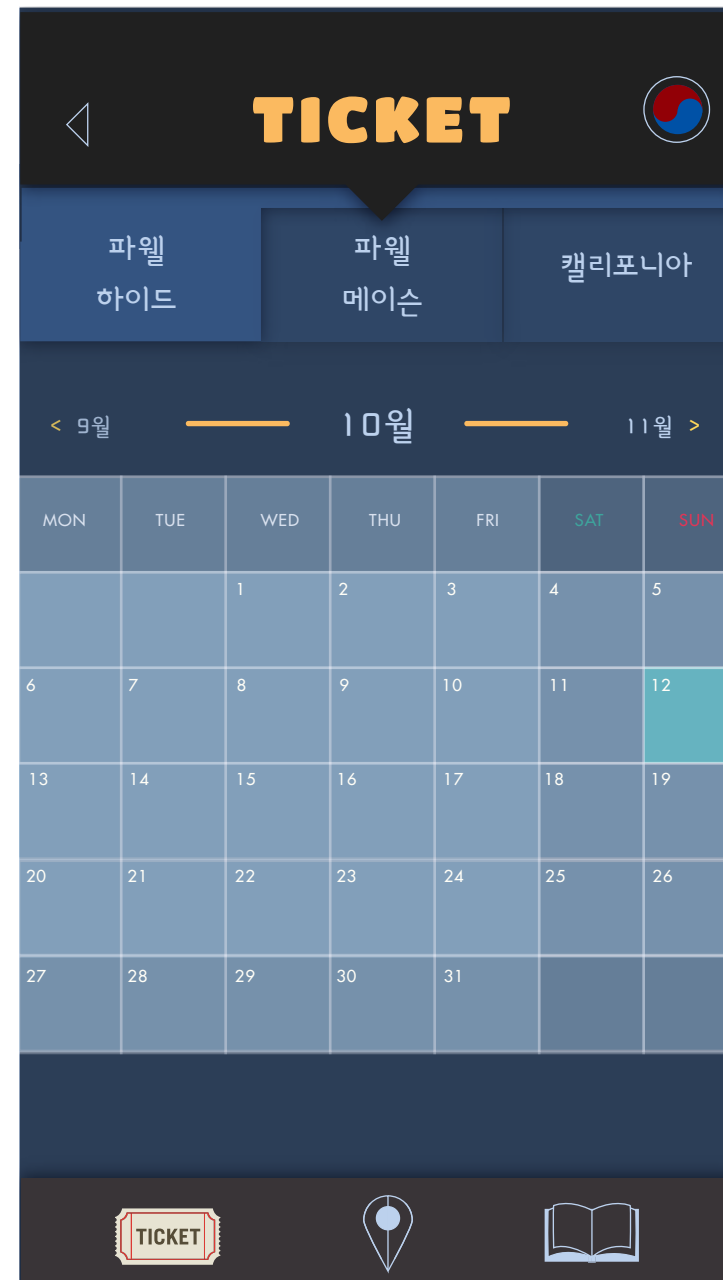
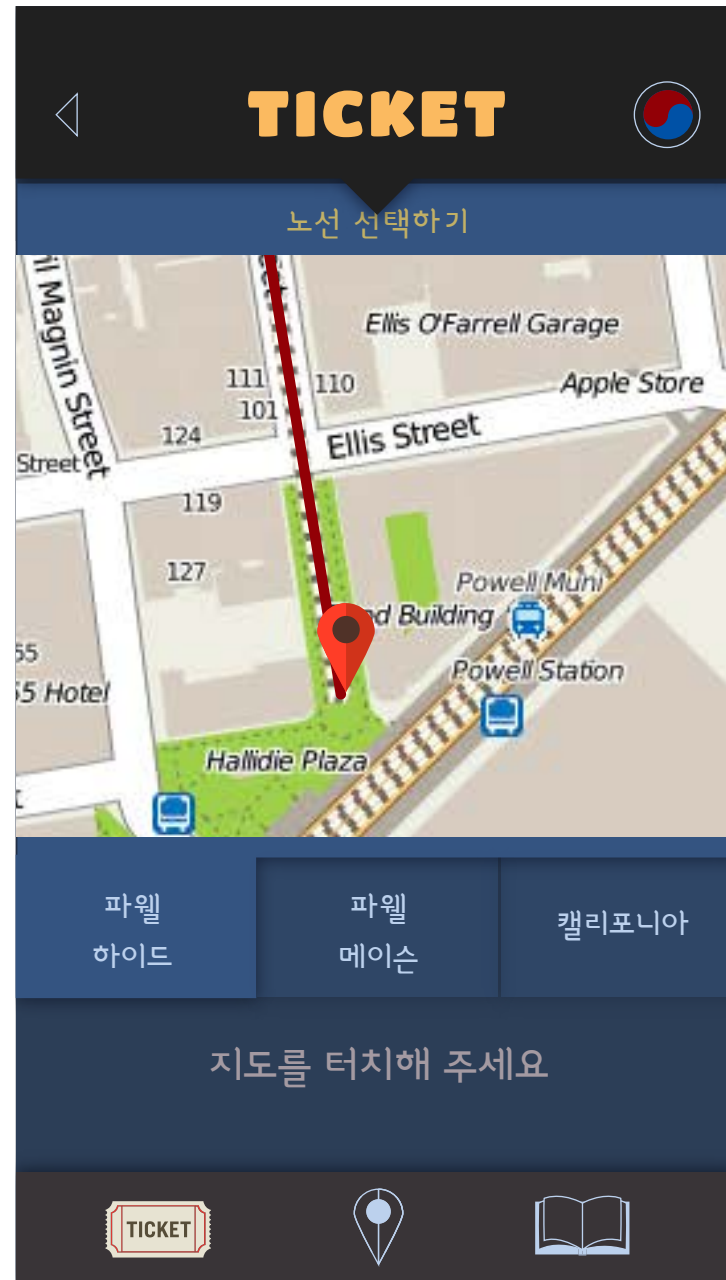
2. **Reservation** the cabel car tickets online via his **smart phone**.



PERSONA #3



PERSONA #3



PERSONA #3

TICKET

10월 29일, 2013 10:20AM

인원

카드 번호 만료일

성명 CVC 코드

이메일 주소

Tickets	Tax	Total Amount
\$6 X 2	+ \$1.25	= \$13.25

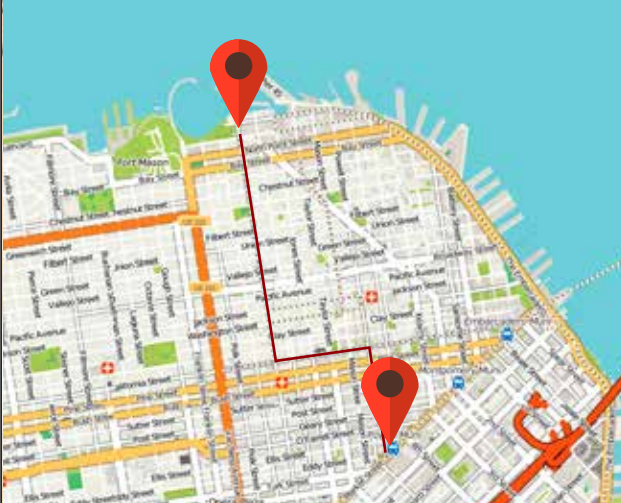
결제하기

TICKET

my TICKET

NO.0127

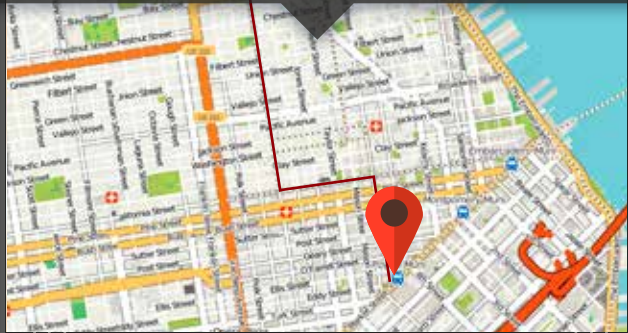
POWELL HYDE



DATE	TIME
OCT 29TH, 2013	10:20AM


Tickets	Tax	Total
\$6 X 2	+ \$1.25	= \$13.25

my TICKET




DATE	TIME
OCT 29TH, 2013	10:20AM

Tickets	Tax	Total
\$6 X 2	+ \$1.25	= \$13.25



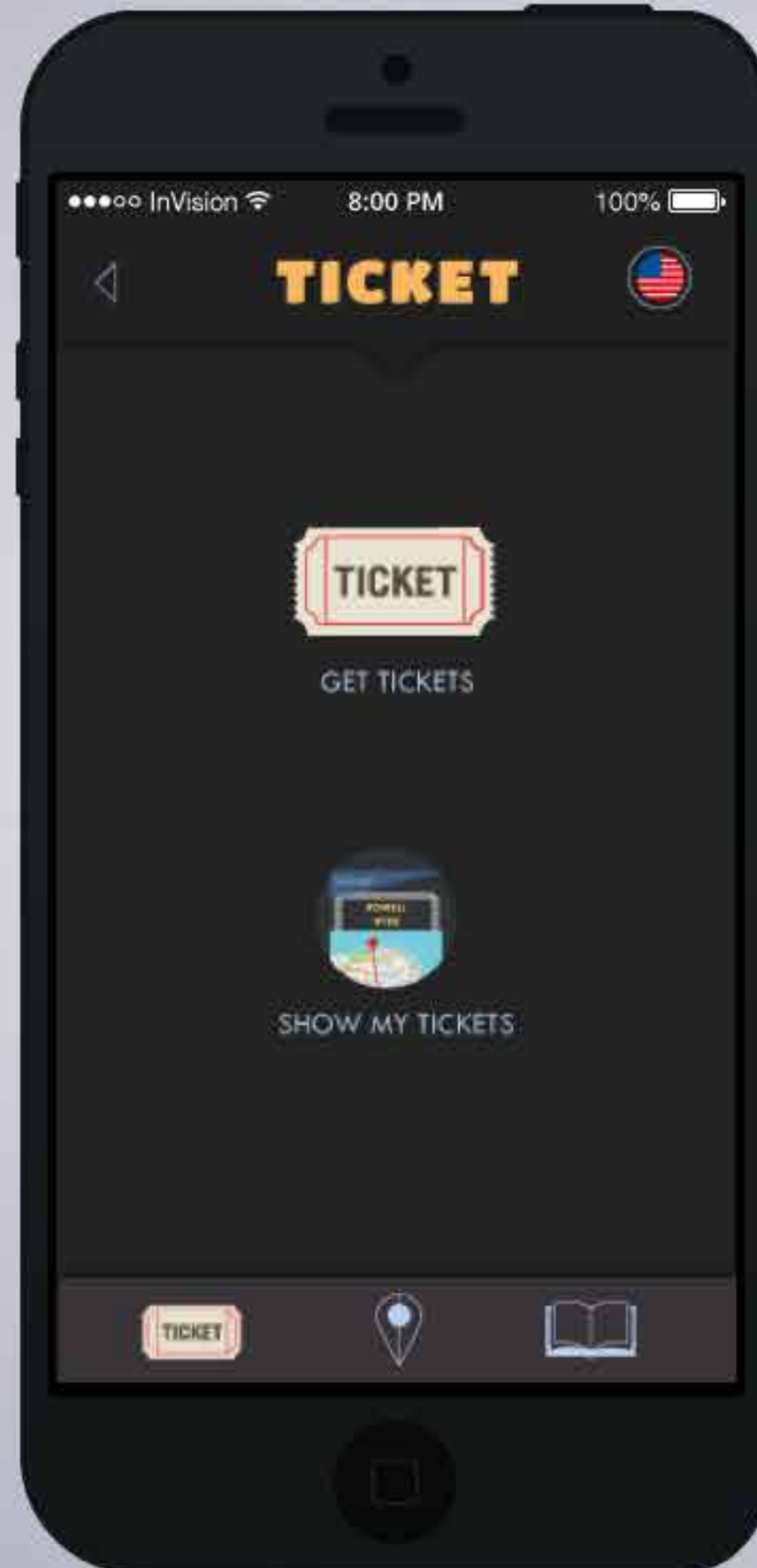
SAN FRANCISCO, CA

PROTOTYPES

 SF Cable Car

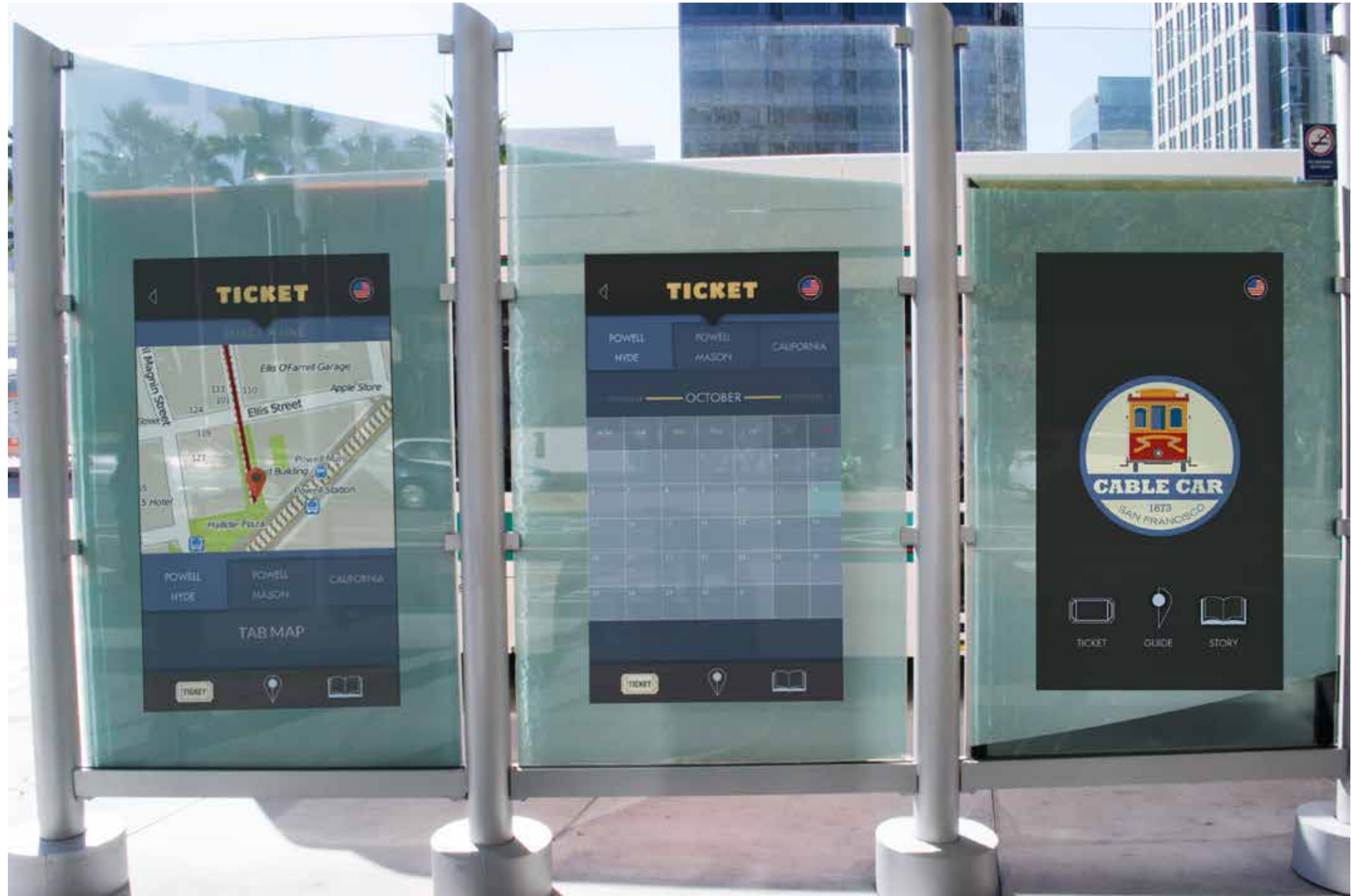
 SMS to mobile

powered by

Click to see prototypes
(<http://invis.io/23J3I6JT>)

PROTOTYPES





MIRI PARK

miripark.com

+1(415)743-0384