Making Your Case

Swiftly

SAN FRANCISCO · SF · TRANSIT RIDERS

West Portal Transit Delay Reduction Pilot

the **problem**

// 80,000 riders on Muni's K, L & M are delayed by private vehicles at West Portal tunnel

// conflicts between 48 Quintara/24th St riders transferring to West Portal and trains/private vehicles
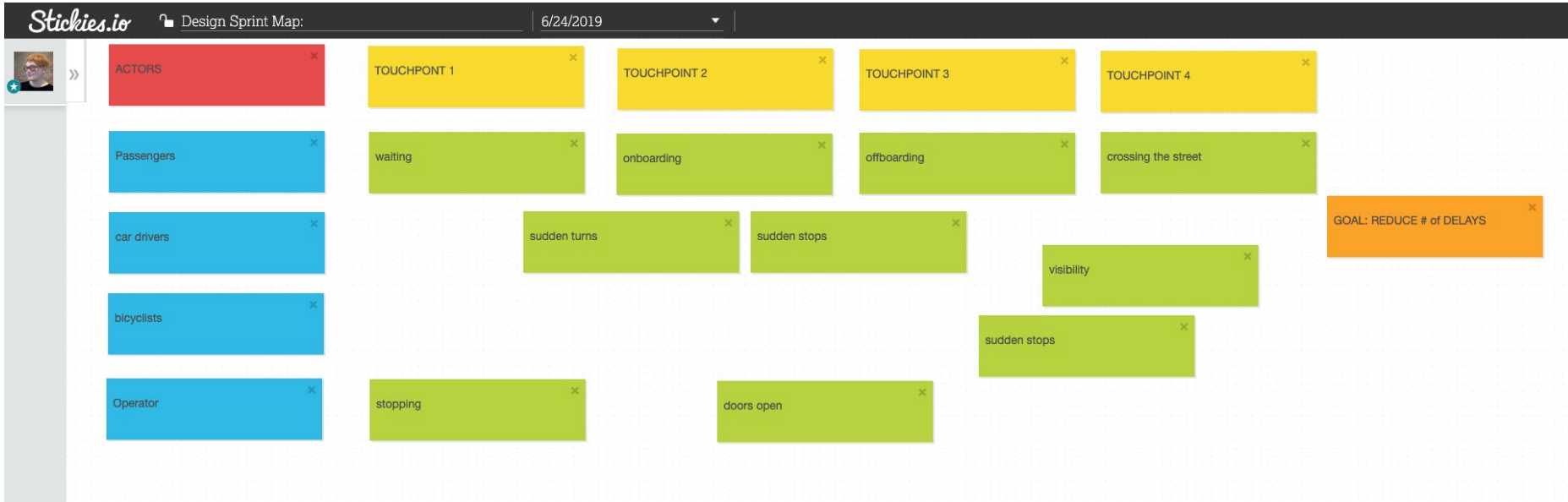
Team Exercise: Design Sprint Map

Mapping out the problem and goal

// Sprint map derives steps from end goal: how do you interact with product from when you discover it to the way you use it till goal is reached.

Why?

// Great artifact to refer back to when we make decisions.

design **sprint map**

ACTORS

| TOUCHPONT 1 | TOUCHPONT 2 | TOUCHPONT 3 | TOUCHPONT 4 |

Passengers

waiting | onboarding | offboarding | crossing the street

car drivers

sudden turns | sudden stops

GOAL: REDUCE # of DELAYS

visibility

bicyclists

sudden stops

Operator

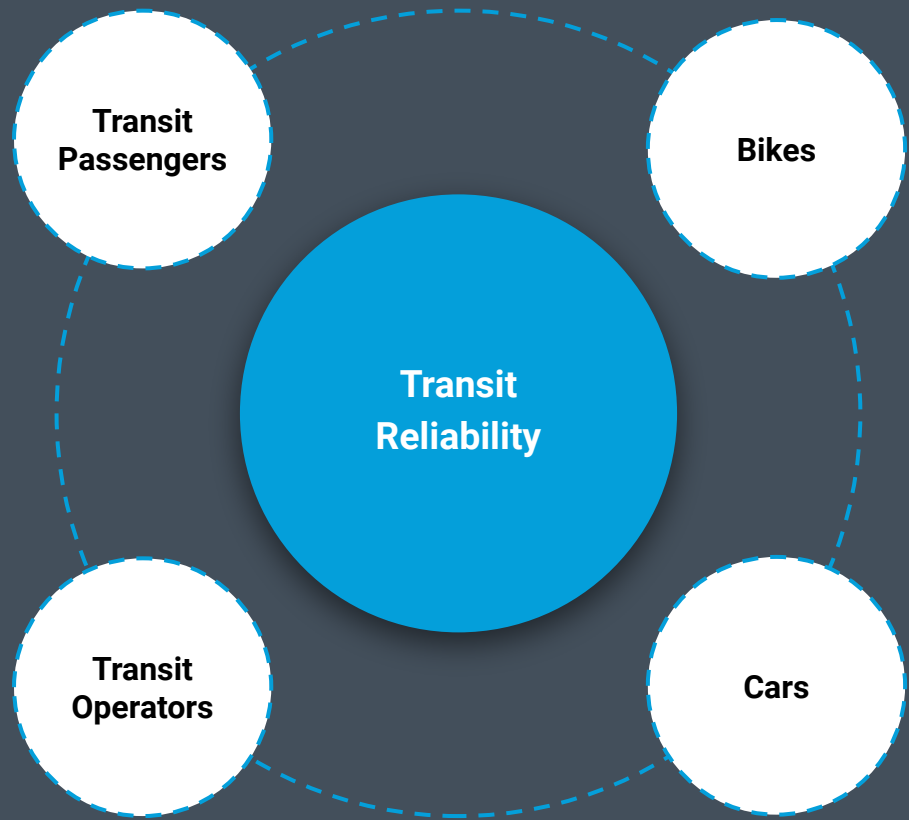stopping | doors open

Team Exercise: Possible Solutions

// Transit-only lanes

// Restrict u-turns and left-turns

// Relocate bus stops

// and much more!!!

success **criteria**

// improve reliability by x percent

// demonstrate neutral or positive impact on liability of service

// others?

©

Transit Passengers

Bikes

Transit Reliability

Transit Operators

Cars

why iterative testing is so **important**

// show impact quickly to improve reliability and reduce conflicts

// avoid unnecessary costs

// socialize potential solutions among different stakeholders by giving them an opportunity to actually see what could be and react

summary and **milestones**

// Understand & define the problem you want to solve

// Define goal & success criteria so you can prove success

// Draw experience journey to understand critical path

// Locate where on this path you could offer solutions

// Identify solutions that are easy to turn around and could have biggest impact based on map

// Build & test solution

// Measure & quantify based on success criteria

Current Pilot: Transit-only lanes

Current Pilot: Restricted turns

thank you