DESIGNING FOR DELIGHT: TRACKING THE RIGHT INDICATORS
WHAT IS A KPI?

A quantifiable measure used to evaluate the success in meeting objectives for performance.

1. Quantifiable & objective (e.g. a count, percentage, delta)
2. Accurate
3. Crucial to achieving the goal
4. Practical to measure
Think back to the last time you were riding public transportation and you experienced a moment of delight.

Put a little differently, what are the little things that make you happy when riding MUNI / BART / AC Transit, etc?
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RIDER HAPPINESS
When the bus driver pauses just long enough  
So that I make the connection between the 22 and the 5R.

When a fellow rider offers to give up his/her seat (when I’m carrying my son in his front carrier).

RIDER HAPPINESS
LET’S CLUSTER

How many moments of delight were enabled by something that the transit operator had direct control over?

How many moments of delight were enabled by fellow passengers / the community?
Transit Operator

When the bus driver pauses just long enough
So that I make the connection
between the 22 and the 5R.

Fellow Passengers

When a fellow rider offers to give up his/her seat (when I’m carrying my son in his front carrier).
What are the types of KPI’s that transit agencies really measure?

And why do they care about these particular metrics?
Is there overlap between what makes riders happy and what transit measures?
Making KPIs Real
Which KPIs do you track?

How do you track these KPIs?

How do you visualize these KPIs?

How do you celebrate the “winners”?

We just brainstormed these
How do you track?
Make it someone’s job
Use an app

- **Done**
  - Drink Water: 0
  - Journal: 1
  - Read: 1

- **Build a dashboard for each habit using cards**

- **Simple and easy to use**
  - Just swipe to clear and track your habit

- **PlusOne**
  - Bedroom boxes: 16
Use physical tokens
How do you visualize?
<table>
<thead>
<tr>
<th></th>
<th>TOTAL # PATIENTS</th>
<th># CHARTS P/CLEARED</th>
<th># DRUGS MADE BEFORE 8:30</th>
<th># 8:30 DRUGS READY</th>
<th>REASONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58</td>
<td>17</td>
<td>6/7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

>1 = RED
<1 = GREEN

8:30 | 9:00 | 10:00

11 AM CHECK 1 1 2

3 PM CHECK 0 0 2

SOLUTIONS:
- RI PHARMACIST TO HELP CLEAR 4PM GEMS.
- NEED TRIGGER: PROCESS!
## Distance of Running this week

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jane Gardner</td>
<td>36mi</td>
</tr>
<tr>
<td>2</td>
<td>Pearl Rogers</td>
<td>14mi</td>
</tr>
<tr>
<td>3</td>
<td>Francis Tucker</td>
<td>12.7mi</td>
</tr>
<tr>
<td>4</td>
<td>Victoria Gibson</td>
<td>8.4mi</td>
</tr>
<tr>
<td>5</td>
<td>Ann Tucker</td>
<td>8.2mi</td>
</tr>
<tr>
<td>6</td>
<td>Dennis Vargas</td>
<td>7.5mi</td>
</tr>
<tr>
<td>7</td>
<td>Ryan Patterson</td>
<td>7.3mi</td>
</tr>
<tr>
<td>8</td>
<td>Roy Walters</td>
<td>7mi</td>
</tr>
</tbody>
</table>

Join the leaderboard. Download the [SlideRight App](#) available on the App Store & Google Play Store.
Sustainability and workforce measures are displayed alongside financial measures (pages 7 and 6 respectively) in Unilever’s 2018 Annual Report.
How do you celebrate or reward?
Public recognition

Celebrating Our Most Delightful Operators
A smile from a rider
A phone call from the mayor
OK! Let’s prototype.
OK! Let’s prototype.

Two rules:

1. We need to test this next week
2. You’re budget is $1000
Find a partner and grab a worksheet to share.
DESIGNING A DELIGHT KPI:

1. DELIGHT KPI
Choose a KPI from the brainstorm.

2. HOW WOULD YOU TRACK IT?
Sketch your tracking approach

3. HOW DO YOU DISPLAY OR CELEBRATE?
Describe how the transit agency and/or riders could display or celebrate achievements around the KPI.

4. HOW TO REWARD
Determine how hitting a KPI target could be rewarded in a novel, ideally non-monetary way.

GIVE YOUR IDEA A NAME:
Quick shareback