

OurBos

Enabling Riders to Explore Boston  
Like Never Before

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# MBTA Status



- Information the T gathers:
  - Tracking of trains
  - Movement of riders as a whole

- We view riders only through the train's perspective. What if we focused on the rider as an individual?

- **Approach: Treat riders individually, not the same**

# Commuter Status

- People feel **disconnected**
  - **Unaware** of their surroundings
  - **Sit idly** in the train
  - **Lost appeal** for stationary advertisements
- **No incentive** for continued use
  - **No loyalty rewards** system
  - Not that much excitement.



– **Approach: Make riders involved, connect them with their city and each other.**

# What We Want to Accomplish

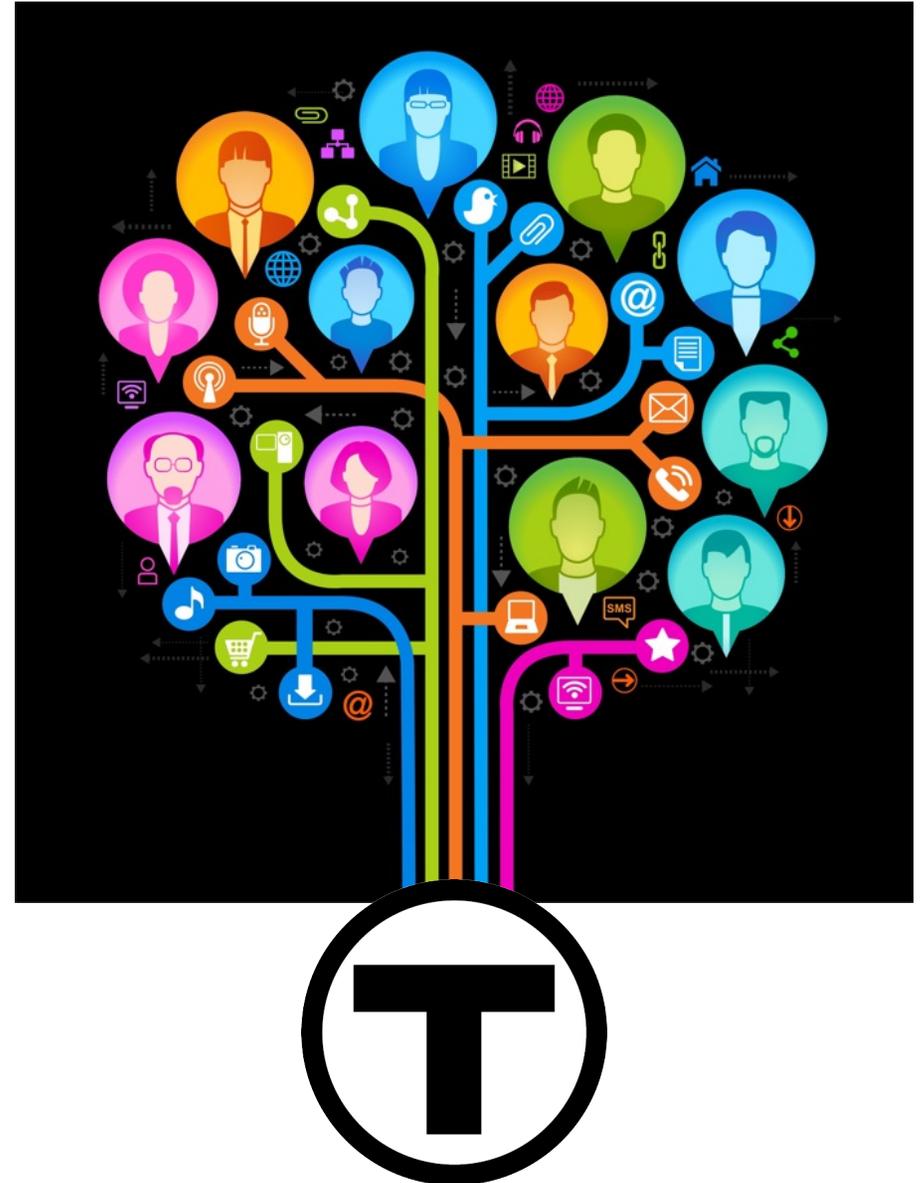
[www.psdgraphics.com](http://www.psdgraphics.com)

**Bring T riders together by allowing them to share their knowledge of the city.**



# Our Proposal

- **Real-time**  
voting/question-  
answering system
  - Vote on questions based  
on **their experience**
  - Viewable by **all**
- **Reward riders**
  - Input
  - Repeated T usage



# What Kind of Questions

- **Dynamic**
  - Path-based
  - Contextual
  - Unique
- **Types**
  - General
  - Specific
  - MBTA related
  - Boston related





# Example MBTA Questions

## **General questions about ridership**

- How often per week?
- Favorite Station?
- Which map do you like the most?
- How has construction impacted you?
- How late do you wish the T was open?
- Where are you riding to today?

**Prizes: Loyalty T points**

# Example Boston Questions

## **Contextual/Path-based questions**

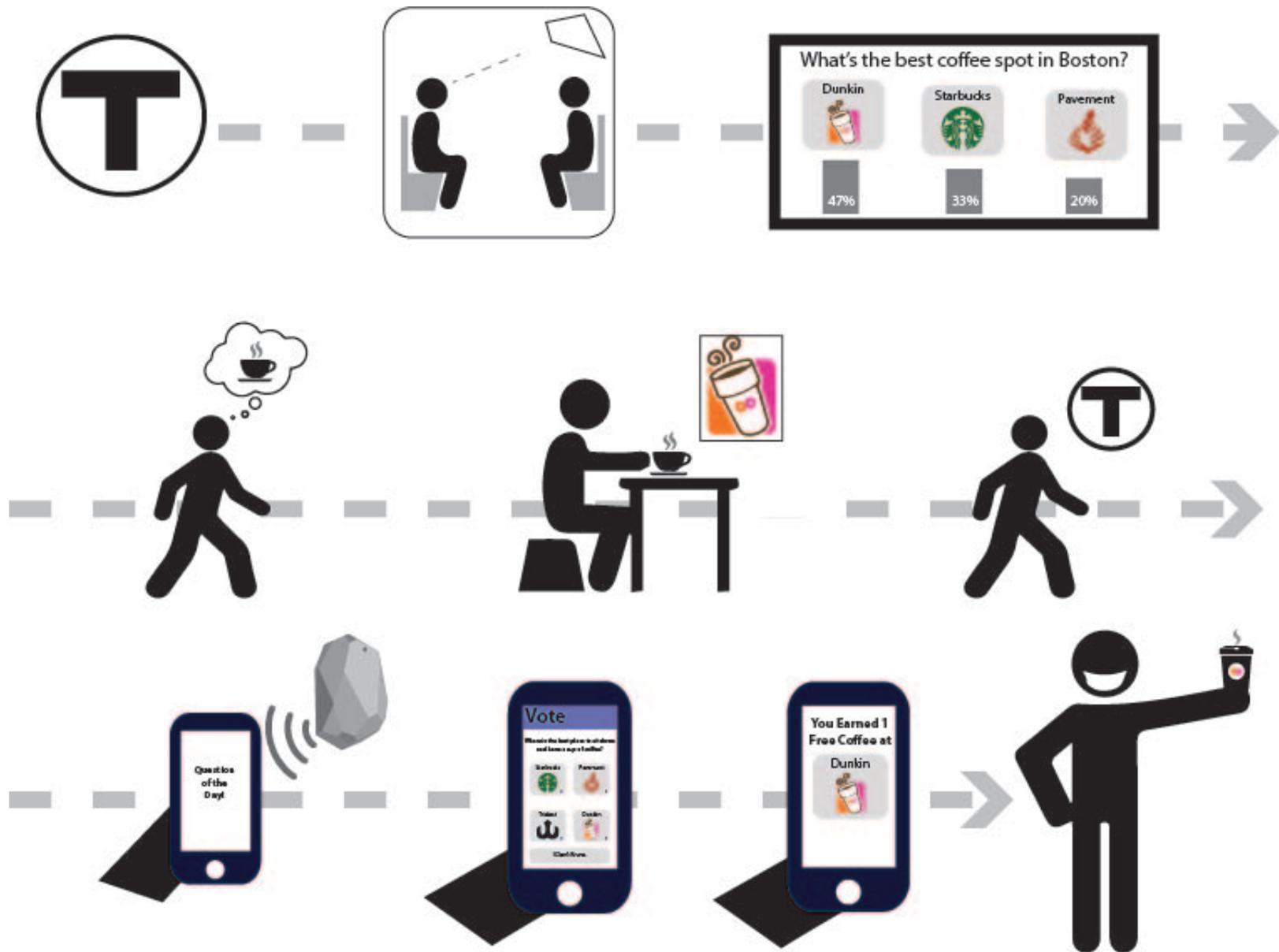
- Best place to get a burger?
- Best nightlife?
- Best places to go with the kids?
- Have you heard about X near station Y?
- Where do you usually get your cup of coffee?

**Prizes: Deals/recommendations**

# How does it work?

- **In Train Screen**
  - Show results from voting
- **Smartphone App**
  - Voting and Prizes
- **Interactive Station Experience**
  - Large displays for info and voting

# Journey Map



# In Train Screen Demo



# In Train Screen Demo



App Demo



# Why would a rider participate?

- **Monetary Incentive**
  - Chances to **win prizes** such as Charlie Cards and deals on local businesses
- **Community Incentive**
  - A chance to **make your voice** heard
- **Excitement** when Riding the T
  - **New experience**
  - **Opens their minds** to new options.



# Value for MBTA

- Starting a relationship with riders
  - Provide useful information
  - Loyalty rewards system
  - Enjoyable in-train experience
- Benefits for retail
  - Incorporate local businesses
  - Spread knowledge & deals through T usage

# Moving Forward

- Becoming a self-reliant system
- Scalable
  - Voting model
  - Not limited by questions/context
- Reaching out to businesses

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 **OurBoston**

**One spot for public opinion on the Boston  
experience**

# OurBoston

**One spot for public opinion on the Boston  
experience**

MyVoice

OurBos



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# Backups

# Interactive Technology



## NY On the Go! Wayfinding Kiosk

Interactive digital touchscreen displays for navigation



## Moscow subway ticket

Free ticket in exchange for 30 squats to promote 2014 Winter Olympics

# Real-Time Voting

Web-based audience response systems



**Multi-platform**  
**Sustainable**  
**audience**

**Lack Dynamic**  
**Data**  
**Link to Social**  
**Media**

# Social Media



## Social Media Management Tools



- **Tracx**
- **HootSuite**
- **Rasdian6**

# Design

- Balance Concept & Challenges
- Define Goals/Research
- Understand User interactions
- Prototyping
  
- 3 Steps based on User Preference
  - **In Train Screen (subtle)** Contextual, “path driven” advertisements
  - **Interactive Display at Station (informative)**  
Voting capability and information gathering
  - **Smartphone App (interactive)** Voting and Prizes

# In Train Screen



# Kiosk



# App

- AFNetworking
- FourSquare API
- Parse Backend
- iBeacon Connectivity





# Who Does This Benefit?

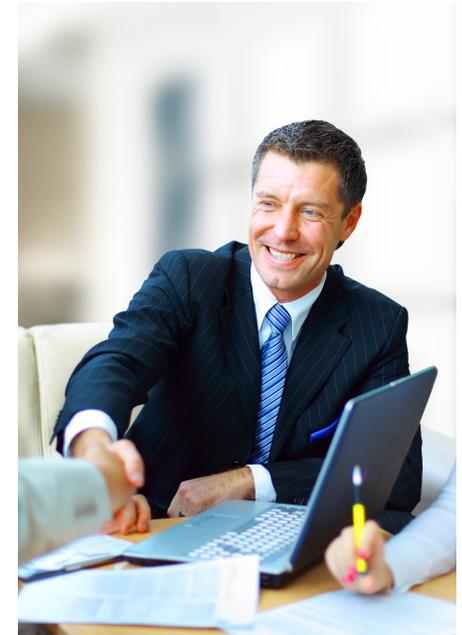
- **Consumer**

- Chance to win prizes
- State their opinion
- Get info about city



- **Business**

- Promotion
- Insight on demographics



- **MBTA**

- More ridership
- Publicity

