



Who are you planning for?

Ensuring transport equality through a better understanding of our customers.

Chris Chinnock

IMOVE Conference, 14th November 2022



Los Angeles
Source: Zocalo

Lived experiences are important.



People's behaviours are complex.

EQUALITY

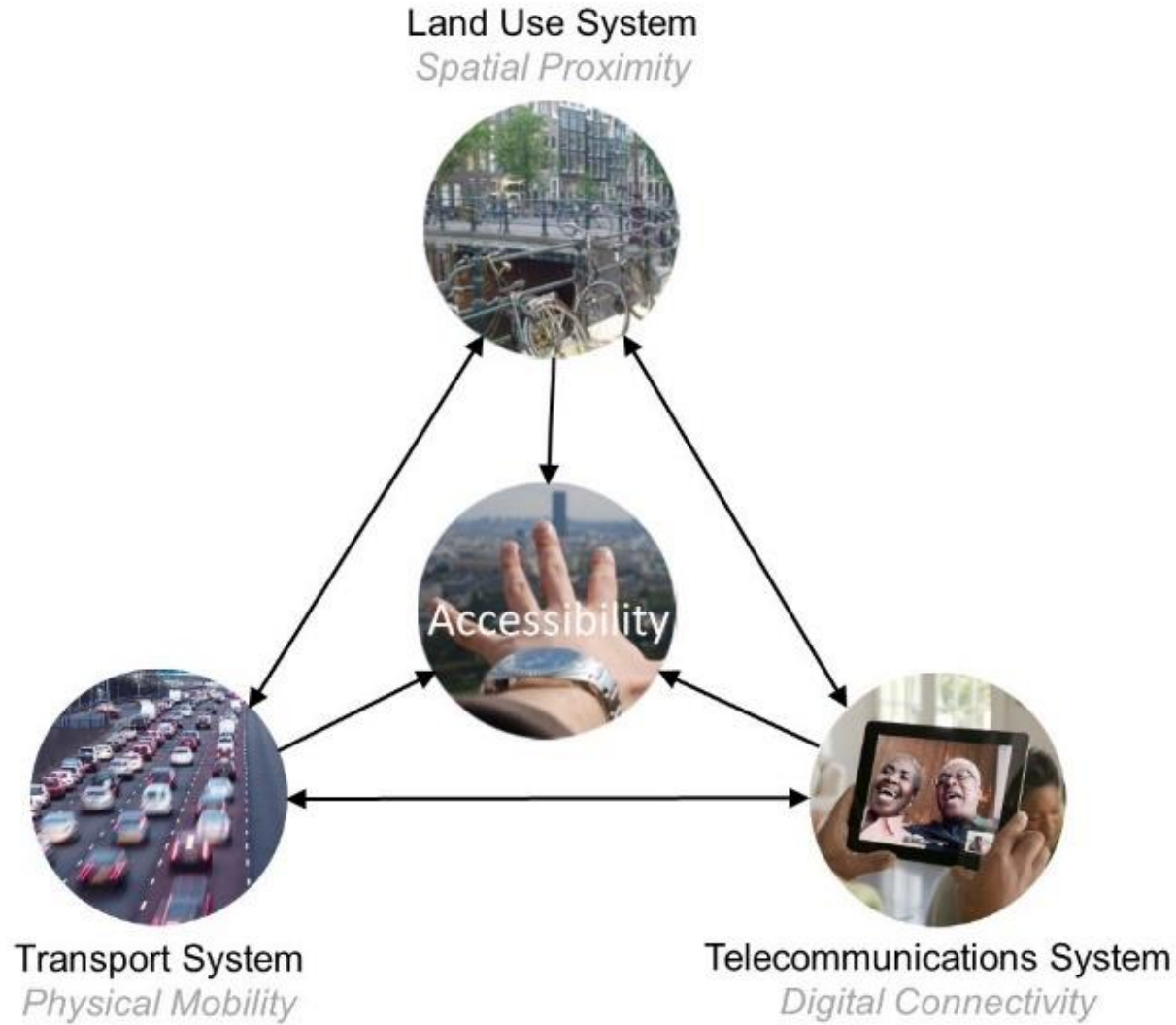


EQUITY



Image: Robert Wood Johnson Foundation,
as used on healthcarehome.org.nz

Language matters.



It's not all about transport.

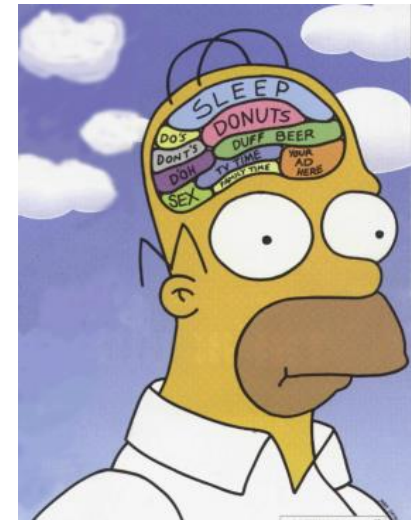


Homo economicus

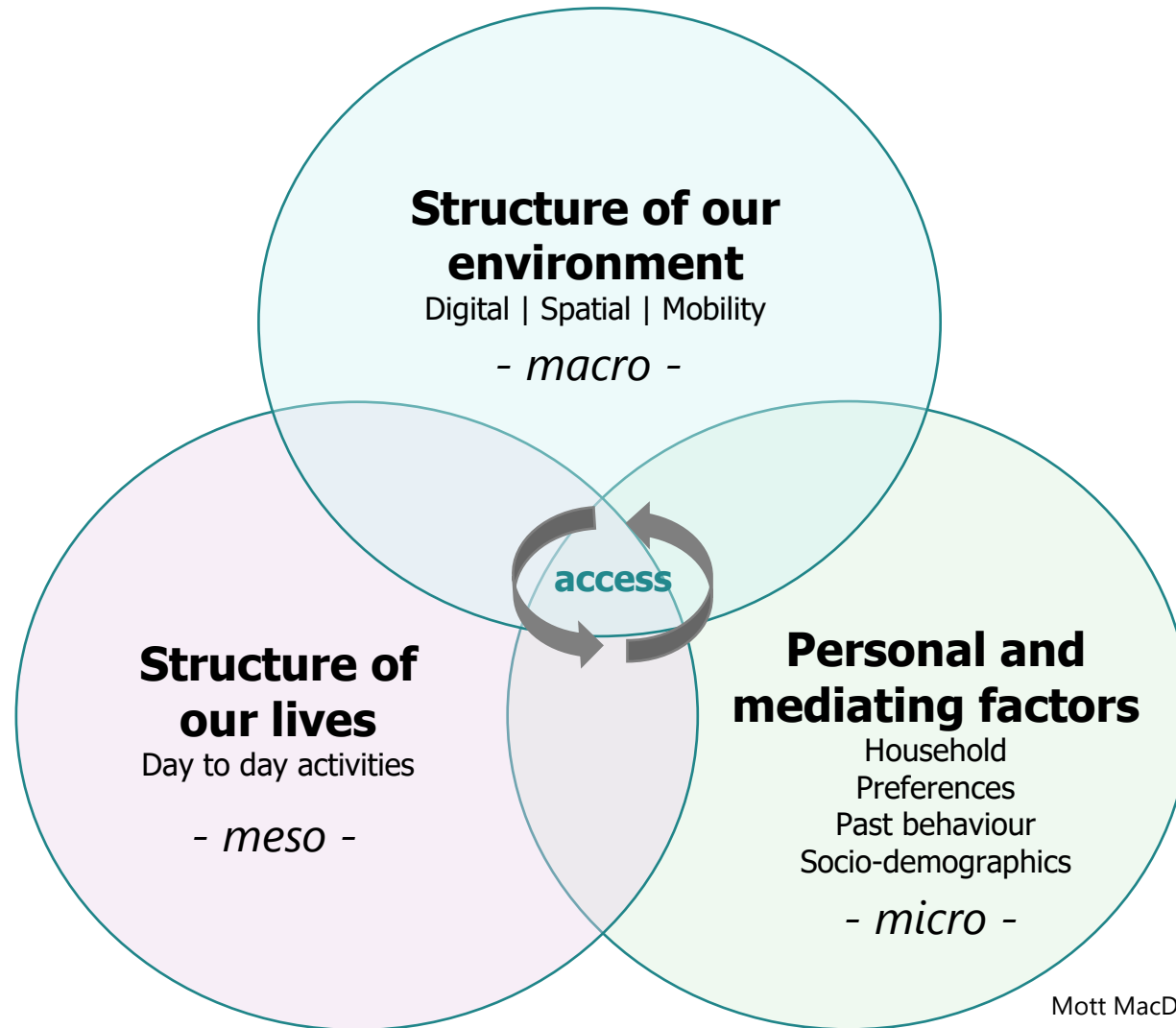
For every trip the individual wishes to have as full a knowledge as possible about all the options and to make a set of decisions which maximises the utility (attractiveness) of the trip

Homo psychologicus

Many trips are 'no big deal' and so long as they work out there are plenty of other things to occupy the mind

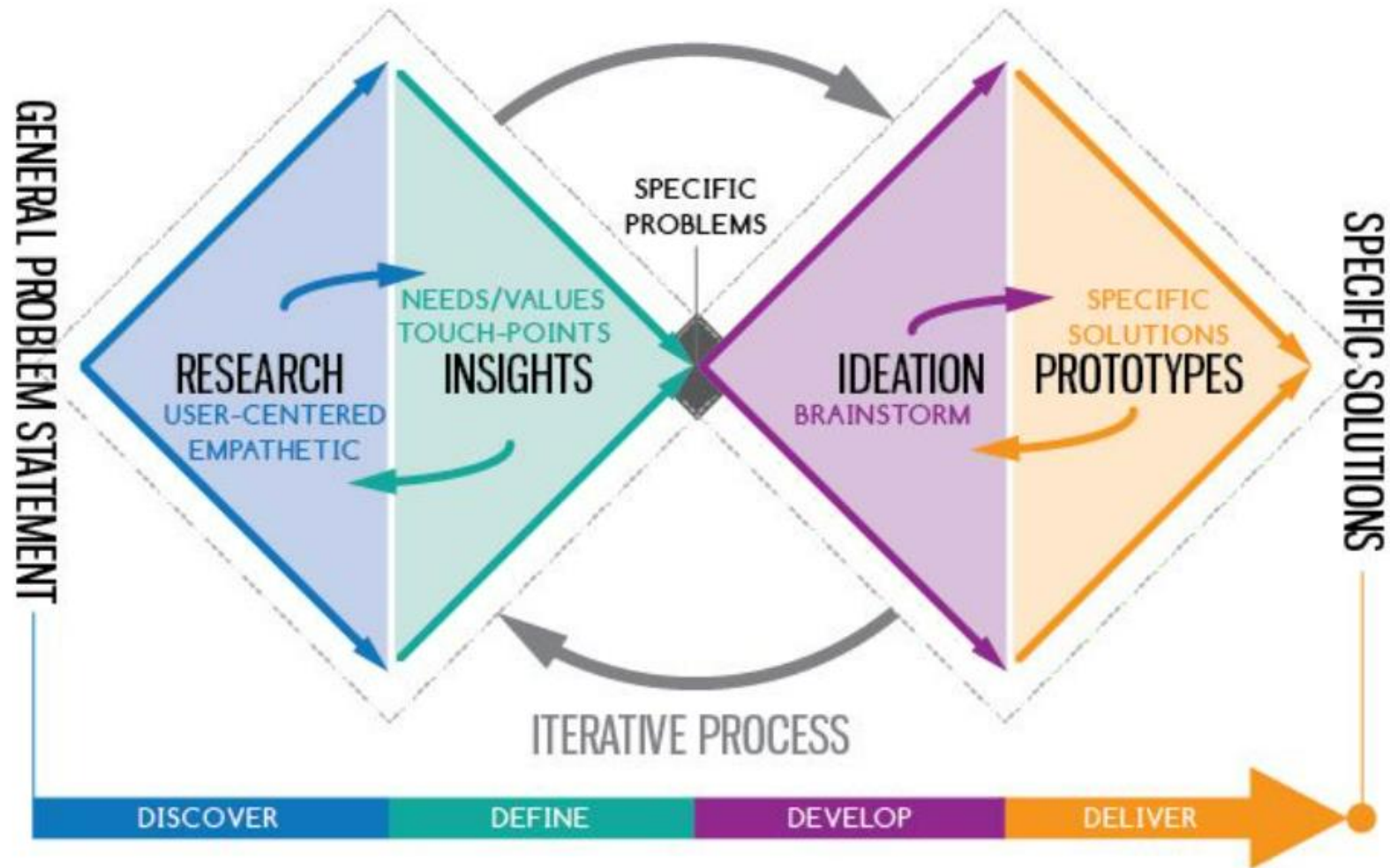


We are not Spock.



Making sense of choice making.

Double Diamond DESIGN PROCESS



Putting the user front and centre.

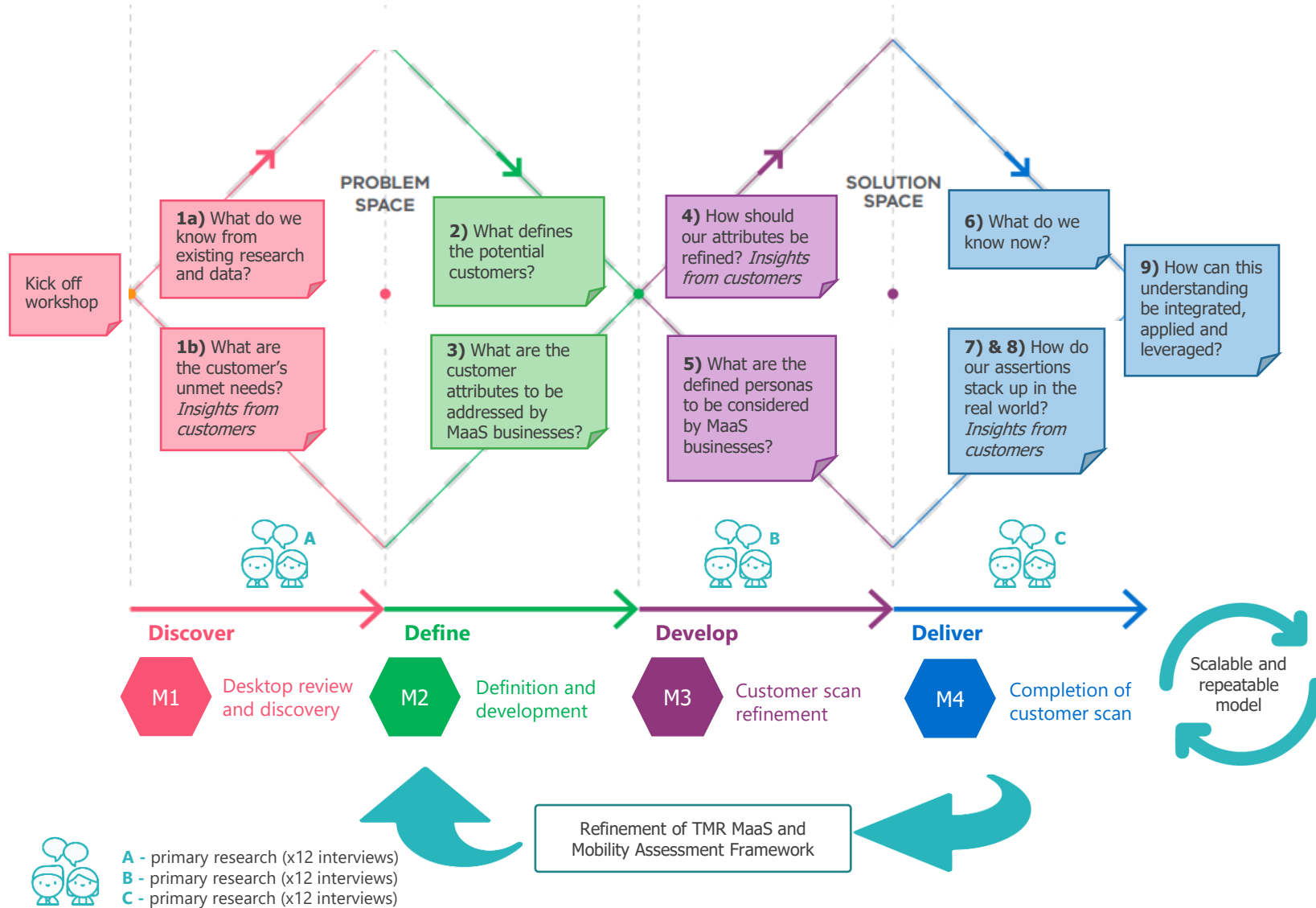
Department of Transport and Main Roads

MaaS

Mobility as a Service



MaaS in Queensland.



Developing a next generation transport strategy.

Interview 1 – macro and meso

The big picture - How do people live their lives? How do they *want* to live their lives?

Interview 2 - micro

Understanding the day-to-day activities people are doing in their lives.

Interview 3 - validation

How do our assertions stack up in reality?

A structured approach to listening.

Four key attributes identified for anyone considering developing a MaaS product:

Trust

- How easy is it to gain or lose this person's trust?

Value

- What does the person value about services and products they use or might use and why?

Commitments

- How much flexibility does this person have in their day? Is their day highly structured around activities?

Sharing

- How comfortable does this person feel about sharing space and sharing ownership, including digital subscriptions?

Alongside these were two fundamental pre-requisites for any MaaS product to be successful:

Competency

- How many different forms of transport are they currently familiar with?
- How easy is it for this person to try new products and services including digital and transport?

Access

- How important is it for this person to access activities and services?
- Is access challenging for individual reasons other than competency?

Synthesising themes.

MOVER & SHAKER



These people are comfortable in their life, although they always wonder what else is out there...

Stage of life:

- People with an Established Career
- Growing Families
- Looking for or Experiencing Change (Promotion, Moving, New Baby)

Looking for:

- Excitement
- Instant Gratification
- A change in routine for the better

Typical age:

Early 20's - Early 50's

Ideal Holiday Spot?

Somewhere new and exciting!

Attributes:



KEY OPPORTUNITY They will be interested in using a service at least once. Either because of the novelty, the value or how it can enhance their routine. They will stop using the product or switch to a different service if it no longer offers value.

ORIENTATION



LIFESTYLE



COMPETENCY



Mover & Shaker

They will be interested in using a MaaS product at least once. Either because of the novelty, the value or how it can enhance their routine. They will stop using it or switch to a different service when/if it no longer offers value.

ANCHOR



These people like things to stay the same, only large external factors can force change into their lives.

Stage of life:

- Blue Collar Workers
- Transitioning to Retirement
- Retired couples

Looking for:

- Guidance
- Familiarity
- Camaraderie

Typical age:

50+

Ideal Holiday Spot?

Same place as last year, and the year before, and the year before

Attributes:

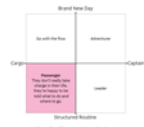


KEY OPPORTUNITY They will not try it on their own, at least the first time. They will need someone to show them how, and get it set up. But once it's part of their routine, they aren't likely to change.

ORIENTATION



LIFESTYLE



COMPETENCY



Anchor

They will not try a MaaS product on their own, at least the first time. They will need someone to show them how, and get it set up. But once it's part of their routine, they aren't likely to change.

LIGHTHOUSE



These people tend to keep to themselves. They're happy with how things are in their life and aren't desperate to change that.

Stage of life:

- Older families with teenagers
- Older Couples
- Older Singles

Looking for:

- Privacy
- Independence
- Control

Typical age:

Early 40's - Early 50's

Ideal Holiday Spot?

A friend's holiday home

Attributes:



KEY OPPORTUNITY It's hard for the Lighthouse to immediately see how a MaaS type product could work for them. But they do have some flexibility in their time, which means they might be able to consider doing something differently, particularly if it's of benefit to their household. Once they try something new, if it works for them, they are likely to keep going with it.

ORIENTATION



LIFESTYLE



COMPETENCY



Lighthouse

It's hard for the Lighthouse to immediately see how a MaaS product could work for them. But they do have some flexibility in their lives, which means they might be able to consider doing something differently, particularly if it's of benefit to their household. Once they try something new, if it works for them, they are likely to keep going with it.

COASTER



These people are comfortable in their life, although they always wonder what else is out there...

Stage of life:

- Retirees
- Empty Nesters
- Pensioners

Looking for:

- The next best thing
- Independence
- A change in their routine

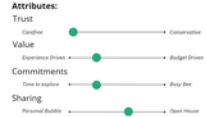
Typical age:

65+

Ideal Holiday Spot?

A Local Hidden Gem

Attributes:



KEY OPPORTUNITY Technology is not always the easiest for them, but they are willing to give new things a try. If it is too hard to learn how to use, they will move on. If it suits their needs they will stick with it.

ORIENTATION



LIFESTYLE



COMPETENCY



Achiever

They are going to be sceptical about any MaaS product and want to know what is in it for them - down to the minute and the cent. They might give something a go but will always be on the lookout for a better alternative too. If it doesn't make their life more efficient and give them more control, they're not likely to consider it.

ACHIEVER



These are the leaders, they want things done and done efficiently. They want to delegate, optimize and reap all the rewards for their hard work.

Stage of life:

- Young Singles
- New Property Owners
- In University / Starting a New Career

Looking for:

- Clear benefits
- Time to research and consider options
- Routines

Typical age:

Early 20's - Early 30's

Ideal Holiday Spot?

All expense paid resort

Attributes:



KEY OPPORTUNITY The Achiever is going to be sceptical about any MaaS type product and want to know what is in it for them - down to the minute and the cent. They might give something a go but will always be on the lookout for a better alternative too. If it doesn't make their life more efficient and give them more control, they're not likely to consider it.

ORIENTATION



LIFESTYLE



COMPETENCY



Quartermaster

The mobility system beyond the private car will be a tough sell for this person. Their overall focus is on needing to be sure they can meet their household commitments, all the time. If they are to consider making any changes to their lives they will need a MaaS product that they can absolutely trust to deliver, every time.

QUARTERMASTER



These people call the shots and execute them as well, they know no one can do it as well as them.

Stage of life:

- New Parents
- Establishing Couples
- People with Growing Careers

Looking for:

- Consistency
- A regular schedule
- A well deserved break

Typical age:

Early 20's - Late 30's

Ideal Holiday Spot?

Somewhere safe and familiar

Attributes:



KEY OPPORTUNITY The Mobility system beyond the private car will be a tough sell for this person. Their overall focus is on needing to be sure they can meet their household commitments, all the time. If they are to consider making any changes to their lives they will need a MaaS offer that they can absolutely trust to deliver, every time.

ORIENTATION



LIFESTYLE



COMPETENCY



Creating personas.

MOVER & SHAKER



These people are comfortable in their life, although they always wonder what else is out there...

Stage of life:

- People with an Established Career
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Looking for:

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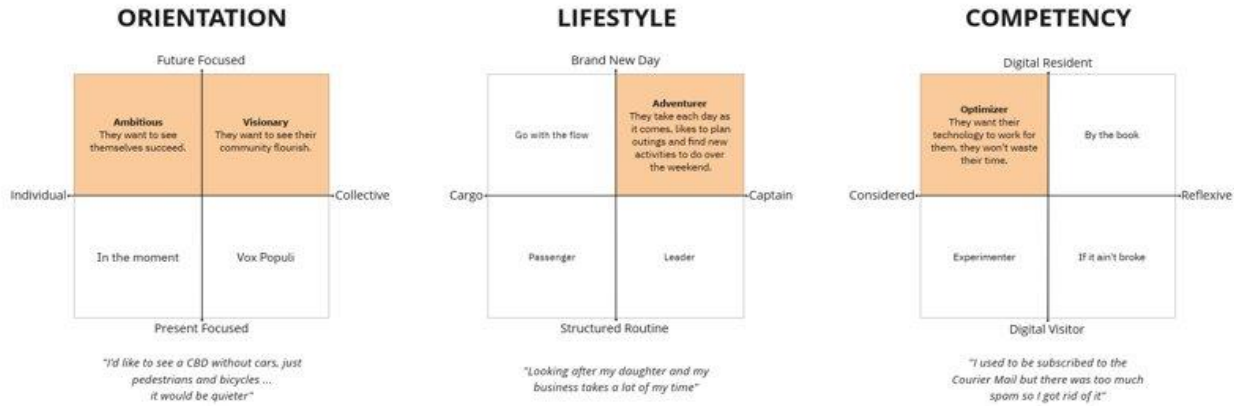
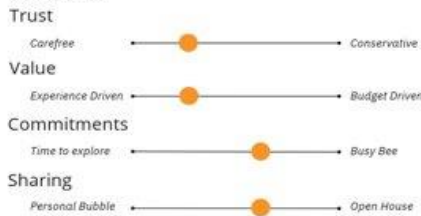
Typical age:

Early 20's - Early 50's

Ideal Holiday Spot?

Somewhere new and exciting!

Attributes:



	MORNING	DAYTIME	MIDDAY	AFTERNOON	EVENING
A DAY IN THEIR LIFE	<p>Their baby wakes them up, nice & early, maybe a bit too early.</p> <p>They start getting some food going for the rest of their family. Can't forget the coffee for themselves.</p> <p>They review their schedule on their phone, it's a new app someone recommended to them to track their schedule, it's been super helpful for them.</p> <p>The rest of their family is drawn to the kitchen from the noise and start going about their own morning routines. It's a controlled chaos.</p> <p>They work from home, so once everyone is settled they slip off to the office to get started.</p>	<p>After a few hours of work they need a break. They have an interview for a promotion later today so they need to clear their head.</p> <p>They head back out to the kitchen and make another coffee. Their eldest kid is doing online schooling, so they check in on them.</p> <p>They're thinking about investing, so they check up on their banking apps about recent developments in their area.</p> <p>They receive a notification about a new property that is open for inspection this weekend so they forward it to their partner to check out. It's within walking distance so they might take their kids too.</p> <p>After that, it's back to work, their interview will be starting soon...</p>	<p>The Mover & Shaker is feeling super confident about their interview!</p> <p>It's time to celebrate with some lunch. They take out a packaged meal from a meal plan they recently subscribed to, they received a voucher for a trial but they're finding it quite handy. This new promotion might make it easier to afford too.</p> <p>While they eat they check out what other meals the plan offers to select their options for their next delivery.</p> <p>They're expecting a delivery today, so while they're on their phone they check to see if it's on track.</p>	<p>With work done for the day it's time to unwind. They like to spend this time working on their hobbies. Unfortunately their package was redirected to the post office so that they have to make a quick trip. Their partner has their car today so they need to catch an Uber.</p> <p>While they're out their partner reminds them they need some milk, so they pick that up as well. Luckily the store is right next to post office.</p> <p>They book an Uber back home, it's always reliable and fairly cheap for them. They're glad to have the option instead of getting a second car.</p> <p>Once they're home they make themselves a quick shake and work on their hobby. They're quite proud of their work so they take a moment to post about it on their community forum.</p>	<p>It's their night to cook, so as the family is settling down for the day they start preparing dinner.</p> <p>They're making a basic meal, and while cooking they're thinking about how they could shake things up, maybe they will research a new cook book to buy, maybe there is something on Youtube that will inspire them. Oh no... is that burning??</p> <p>They quickly plate up the slightly burnt dinner and bring it out to their family. They share some wine with their partner to celebrate a successful interview.</p> <p>This promotion will come with a raise, so after the kids are in bed they chat about some houses to look at over the weekend.</p>
MOBILITY AS A SERVICE - MOBILITY SYSTEM BEYOND THE PRIVATE CAR					
IMPLICATIONS	Always on the move and thinking about next steps - something to reduce the workload would be great.	Finding easy to use applications, technologies. Otherwise they will move on to something better.	They're willing to try new services if they prove useful to their routine.	They don't mind disruption / change, as long as they are kept updated with what's happening so they can adapt.	If they are interested in something, they will give it a go, even if they are a bit unsure of themselves.
COMPETENCY	Technology is an important part of their lifestyle - it helps to keep them organised.	They are comfortable in new or unfamiliar situations.	They enjoy the convenience of being able to do everything remotely, on their phone.	Disruptions in their day are no big deal. They adapt to what's going on.	It can take a few times of practicing something new to get it right - but that's ok, they keep trying.
MOTIVATIONS	Finding some 'me' time is important.	Getting ahead so they can improve their situation for themselves and their family.	They enjoy having a range of options that they can explore.	They get fulfilment from completing tasks and hobbies.	Trying something new is exciting, even if it doesn't quite work out.
KEY OPPORTUNITY	They will be interested in using a service at least once. Either because of the novelty, the value or how it can enhance their routine. They will stop using the product or switch to a different service if it no longer offers value.				

Making it real.



Further qualitative interviews with ODIN Pass trial participants



Online survey with 2,000 Queensland residents



MAVERICK



These people are independent to the core, they don't like to waste time relying on others, they'd rather just get it done themselves.

PATHFINDER



New in town and learning the ropes, these people tend to follow the status quo before forging their own path

Scaling our approach.

Persona Allocation

Your responses to the following statements will align you to one of the MaaS Personas.

How much do you agree or disagree with each of the following statements in relation to your life? (1=Strongly disagree, 2=Disagree, 3=Neither agree or disagree, 4=Agree, 5=Strongly agree).

<p>I will pay as I go rather than pay for a mobile phone plan</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I would rather pay a little more for gas and electricity than spend my time researching for the best deal</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>If I have a bad experience with something, I won't give it a second chance</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I like to slow down and take "me" time</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I always read the Terms and Conditions of any new product or service before purchasing</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I trust organisations run by my local community (e.g. volunteer organisations, sporting clubs, religious groups)</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I pick up new technology quickly</p> <p>0 5</p> <p>1 2 3 4 5</p>
<p>I am comfortable using technology (such as smart phone apps, using online services for banking or shopping etc.)</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I always opt to do things online rather than in person</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I feel anxious when I need to use a new service</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>If I can't figure out how to use a service quickly, I will give up</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>It's extremely important for me to have my independence</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I get stressed about things outside of my control</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I recover quickly from challenging situations</p> <p>0 5</p> <p>1 2 3 4 5</p>
<p>I struggle to say "no" to people/I overcommit my time</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I like to keep the same daily routine</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I enjoy being spontaneous and trying new things</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I am the one in my household who organises everyone else</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>It is important to me to be able to support the people I am closest to e.g. family</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I have a clear plan for where I want to be in five years' time</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I take the lead in planning activities and trips with my friends and family</p> <p>0 5</p> <p>1 2 3 4 5</p>
<p>I'm most comfortable taking the back seat and letting others make the decisions</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I prefer to be around others than on my own</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I would try a new service if all my friends were using it</p> <p>0 5</p> <p>1 2 3 4 5</p>	<p>I am an active member of my local community</p> <p>0 5</p> <p>1 2 3 4 5</p>			

[What persona am I?](#) [Exit](#)

Looking to the future.



Ensuring transport equality through a better understanding of our customers.

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MOTT
MACDONALD

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Thank you

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[What's my Persona?](#)