

Business
INSPIRING INNOVATION

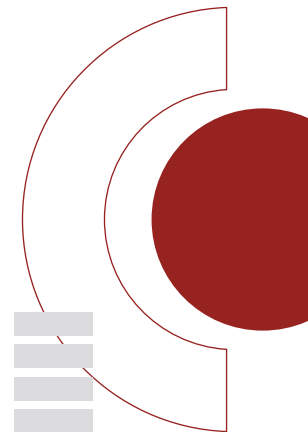


Member of VTC Group
VTC 機構成員

DESIGN THINKING

Business Casebook

2022



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FOREWORD

The global pandemic has accelerated the importance and power of digitalization. To prepare students to thrive in an ever-changing world, Business Discipline continues to nurture skilled talent through the promotion of Design Thinking, Project-based Learning, Workplace Learning and Assessment, and Technology-enhanced Learning.

Embracing digital transformation for business practices, a more human-centered approach has been encouraged to interact and understand the needs of users. To provide hands-on learning opportunities to solve business challenges, the Discipline has deepened the collaboration with partners, such as the Urban Renewal Authority, to integrate learning with real-world experience.

This casebook outlines the concepts and framework of how to apply Design Thinking. It is an inspiring guide to stimulate innovative and practical solutions that will ease business challenges.

Dr Wallace Lam
Academic Director
Business Discipline
Vocational Training Council

CREATING A CARING EXPERIENCE FOR PASSENGERS WITH SPECIAL NEEDS IN THE PUBLIC TRANSPORTATION

David Chung

Background

One of the major public transportation companies in the Greater Bay Area of China wants to be recognized as a provider of safe, effective, caring services.

Challenges

Passenger volume has dropped dramatically since the COVID-19 pandemic, with many people having to work from home. To enhance business, the company decided to create a differentiated passenger experience.

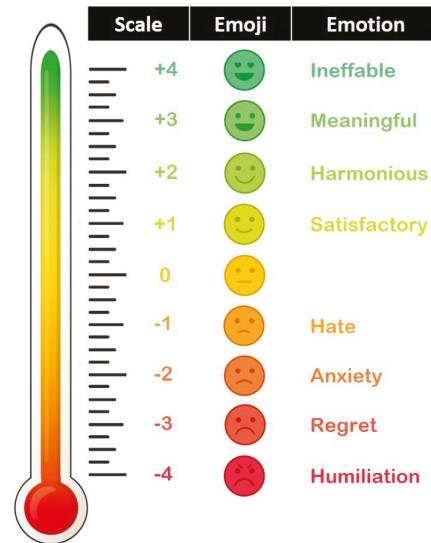
Project Objectives

- Discover unmet, hidden & potential needs.
- Define significant pain points.
- Develop digitalized customer-care services.
- Deliver the execution blueprint with predictable impact.

DISCOVER

After conducting desk research on passengers with special needs, management decided to focus on pregnant women and environmentalists. The team conducted on-site observations and empathy interviews with direct stakeholders such as passengers and indirect stakeholders such as front-line customer service staff and drivers.

The quantitative InnoEdge Human Emotion Measurement System was used to analyze the emotions and feelings behind passenger needs.



InnoEdge Human Emotion Measurement System

DEFINE

Over 100 sets of findings were analyzed. 24 pain points for pregnant passengers, and 15 pain points for environmentalists, were identified across seven customer journey stages: Navigating the Station, Non-paid Area, Ticketing, Paid Area, Waiting for Train, In-train, and Exiting Station. Two Personas were also developed for these segments.

Persona: Pregnant Women

Major Pain Points	Feeling
Some passengers were unaware of their condition and abused them for occupying courtesy seating, and ordering them to leave the seat.	Humiliation
The gates were too narrow and dangerous.	Scared
The design of the customer service center was inconvenient because pregnant bellies hit the counter.	Uncomfortable
Insufficient handrails for support in the train.	Worried

Persona: Environmentalists

Major Pain Points	Feeling
Posters were made of paper.	Hate
Escalators operate during non-peak hours.	Depressed
Paper-based receipt dispensed after ticket add-value services.	Disappointed
Lighting for the station was too strong.	Dislike

DEVELOP

The team invited staff from different departments to conduct brainstorming sessions and develop workable solutions:

Pregnant women

- Wider gates (with notification on the mobile App).
- Accessible toilets.
- Specific train compartments.
- Iconic badge with RFID tab.

Environmentalists

- Use eco-friendly ink and paper for printing.
- Provide information through mobile App or electronic notice board.
- Suspend unnecessary escalators during non-peak hours.
- Operate-on-demand through IoT technologies.

The team then prioritized the ideas into five categories: Emotional Impact, Feasibility, Originality, Cost Effectiveness, Corporate Social Responsibility.

DELIVERY

The project team predicted the emotional impact on the passenger experience after implementation of prioritized ideas.

	Pregnant women	Environmentalists
Before	-1.7	-1.4
After	+2.1	+1.2
Increment of passenger experience	64%	52%

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Building Money Management Concept for Children

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Reinventing Sports Mask for Tertiary Students

Chow Yin Tung
Chung Ka Yan

Ho Cheuk Ying

Designing a Bus Apps for Elderly Commuters

Fan Kwok Mau
Ng Kwan Ming

Ng Wing Sang
Tam Wing Kwan

Addressing the Travel Need of Young-old

Au Sze Kiu
Chen Chun Lin
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