



NZ TRANSPORT AGENCY  
WAKA KOTAHI

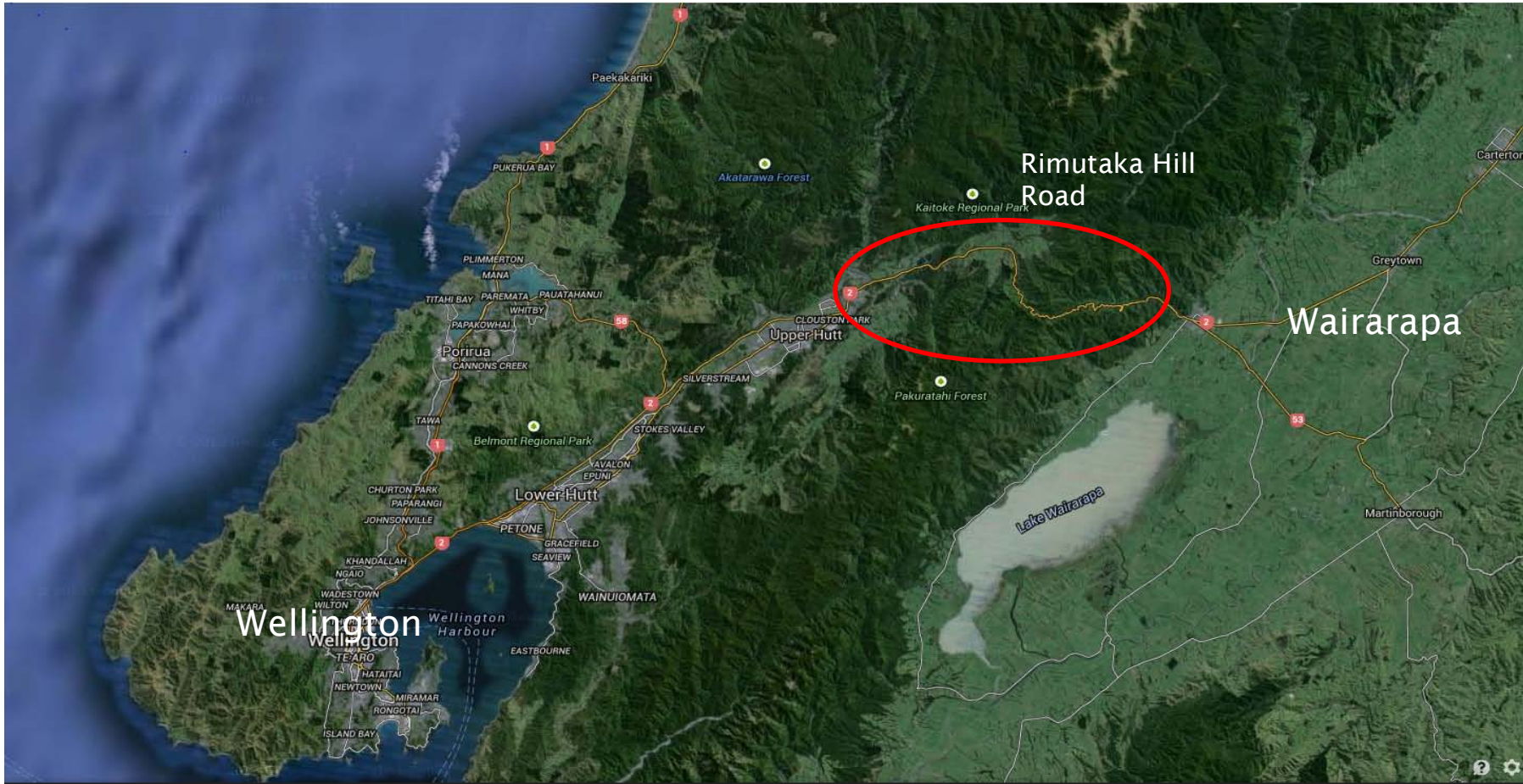
# Wellington to Wairarapa: A customer focused future vision

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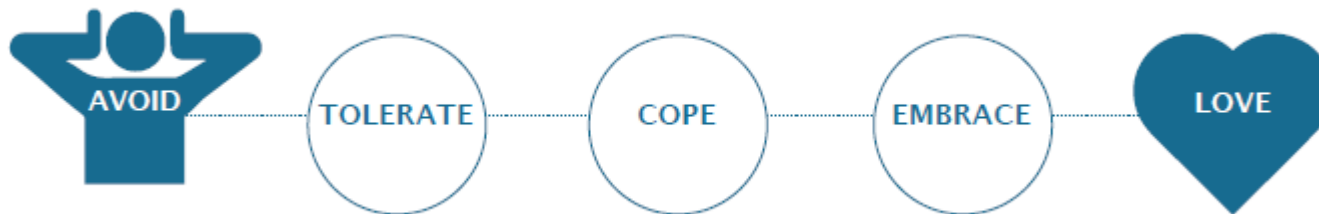
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# Some of things we learnt





# Our customers - personas

## Customers of the Wellington-Wairarapa Connection





**EXPERIENCING THE OTHER LOCATION**  
*'City culture: cafés, entertainment, shopping'*

Anabel lives in the WRP because her husband's family is from there, but she is originally a city person. To get her city fix, she travels to WGTN every six weeks or so for the ethnic food, shopping and entertainment. She sometimes goes alone to re-charge and sometimes she takes her children along. She usually travels on the train, especially when she takes the children.

*'I would love to go to Wellington once a fortnight, but it's probably more like once a month...I'd love to use the train, but there's only two trains that run and they're really funny times.'*

## ANABEL

### WHO NEEDS TO...

- A train timetable that matches WGTN retail hours and also evening hours for the theatre, dinners etc. without waiting too long
- A safe place to park her car at the train station in the WRP
- Good parking for when she brings her car to WGTN for a day
- Entertain the children on the train

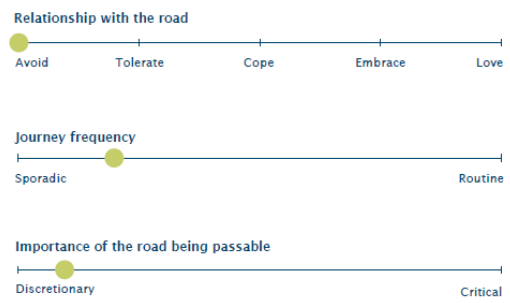
### WE WERE SURPRISED...

- The train wasn't an easy option for her because the timetable doesn't always match up to the retail hours or go frequently enough to attend events

### WOULDN'T IT BE REVOLUTIONARY IF...

- She didn't have to park her car in an unsafe area
- She could catch a bus to the train station
- She didn't have to wait long on either side to catch the train or do her shopping/attend an event
- Her children enjoyed the train journey

### EXPERIENCE SCALES



# A customer focused future vision

## A Customer Focused Future Vision

- Multiple transport modes working in concert
- Supporting the journey and the whole experience of travel and connection
- The journey itself has a character and identity that is aligned with purpose

**An integrated Wellington-Wairarapa transport experience that supports the diverse connection needs of customers & protects the unique qualities of Wellington & the Wairarapa while enabling economic growth and overall prosperity**

- Designing for access AND separation
- The connection between Wellington and the Wairarapa enables prosperity and growth

- Connection options that are appropriate to the purpose of connection
- Keeping pace with the growing and evolving connection needs of customers

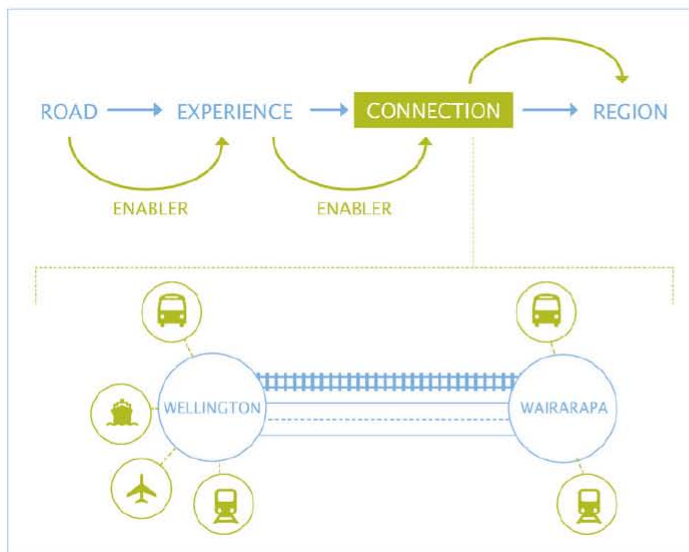


# Customer focus design principles

## Customer focus Design Principles

These customer focus principles describe the fundamental ideas about the practice of putting the customer at the centre that have emerged from this project. They should guide the ongoing design of the programme to enable the desired future vision, as well as the design of the individual projects and design of solutions. They are also intended for anyone who is carrying out change that should put customer focus at the centre.

### 1 Design for the connection



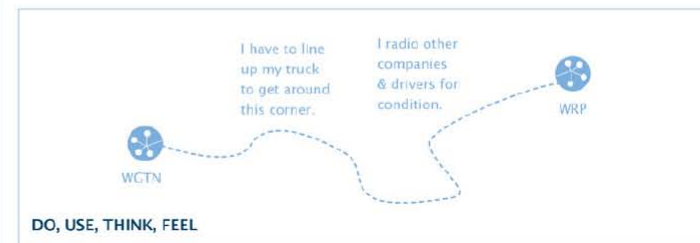
### 2 Design the whole experience, not just the infrastructure

Even though the road is a critical component of the travel experience, there are many elements that make up the experience of connection and the quality of a journey. The experience of connection and the quality of journeys can be improved by addressing all of these elements, not just the infrastructure.



### 3 Design for customer behaviour

Tap into the user experience of the road, their rhythms, rituals and coping mechanisms to give you innovative solutions that will hit the mark because they are by default in tune with the user.



#### 4 Design for meaning as well as function



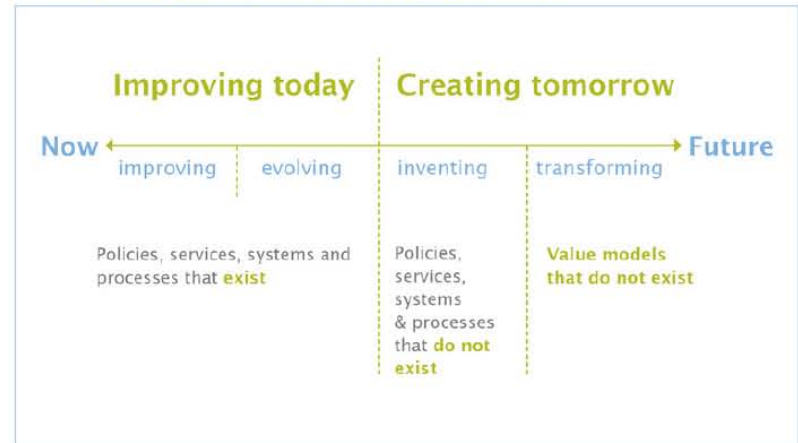
#### 5 Work with others to build a common agenda



#### 6 Achieve NZ Transport Agency goals by meeting customer needs



#### 7 Improving today AND creating tomorrow



# A different way of working

What User-centred Design thinking is	What it is not
A systematic approach to bringing user understanding into the design process	Asking users what they want
A search for articulated and unarticulated opportunities to create both government and customer value	Giving users what they want
Prototyping of possible solutions and visualisation of alternatives based on user insights gleaned from research	Expecting users to provide the design solution
Involvement of user understanding and engagement before there is a project and after implementation	Consultation once a design has been defined
A process of accelerating the exploration of multiple possible solutions and approaches	Validation of a pre-determined design solution
A capability that relies heavily on multi-disciplinary inputs and teamwork to solve complex problems	Lip service to collaboration
A win-win for a government and users – design of solutions that maximise the policy intent and deliver sustainably because their delivery makes sense in the users' world	A search for trade-offs
A disciplined but flexible approach, which can adapt to ensure the intended outcomes are delivered	A rigid step-by-step approach

# Any questions?



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