

Design Thinking



Rogaland



Oslo og Viken



Vestland



Trøndelag



Buskerud





PRODUCT

SOCIETY GOALS



BUSINESS MODEL



SERVICE



PRODUCT

SOCIETY GOALS



BUSINESS MODEL



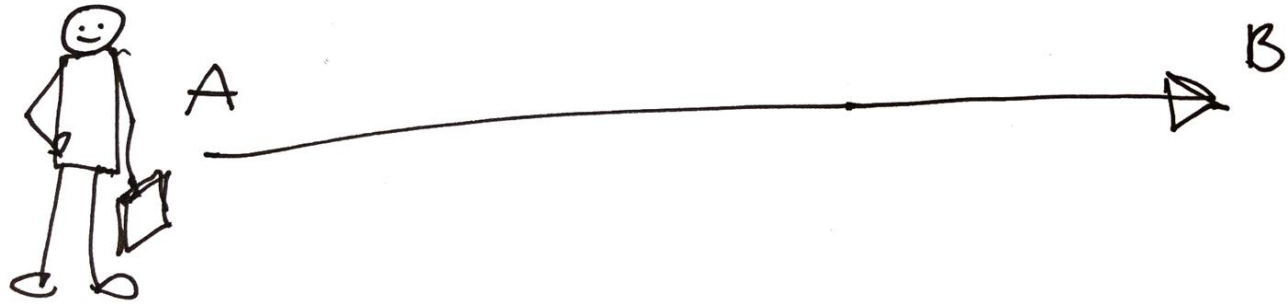
SERVICE



PRODUCT



UNDERSTAND → MAKE → TRY

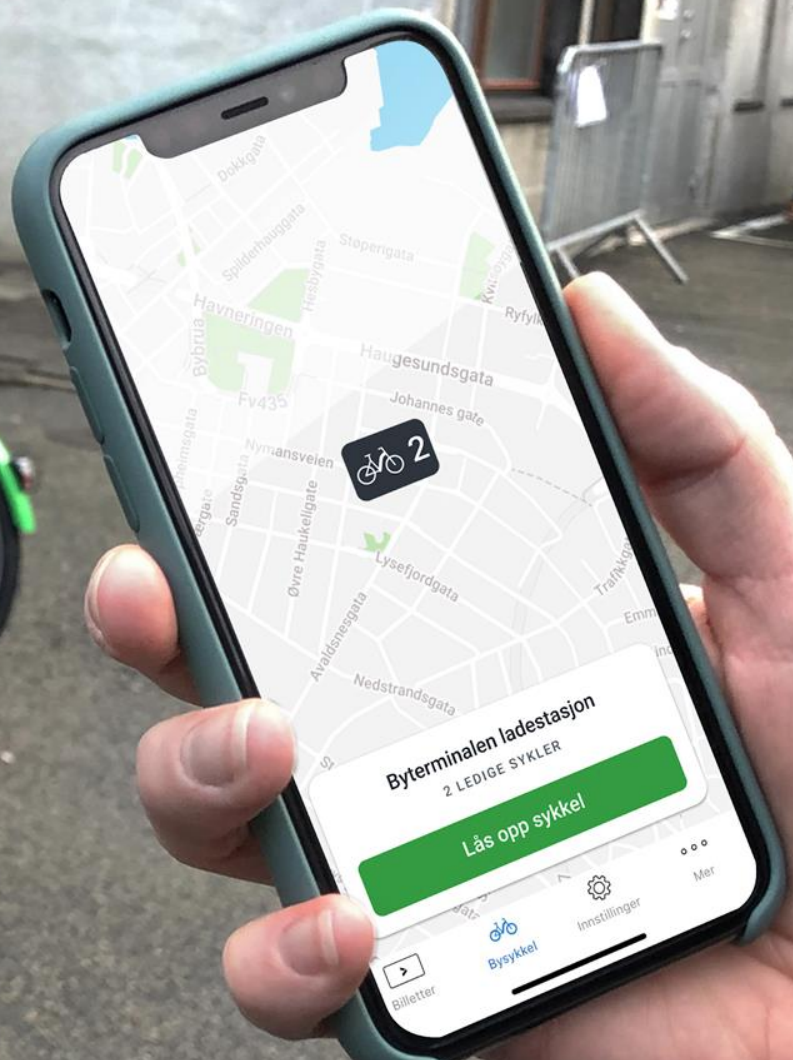


Sustainability

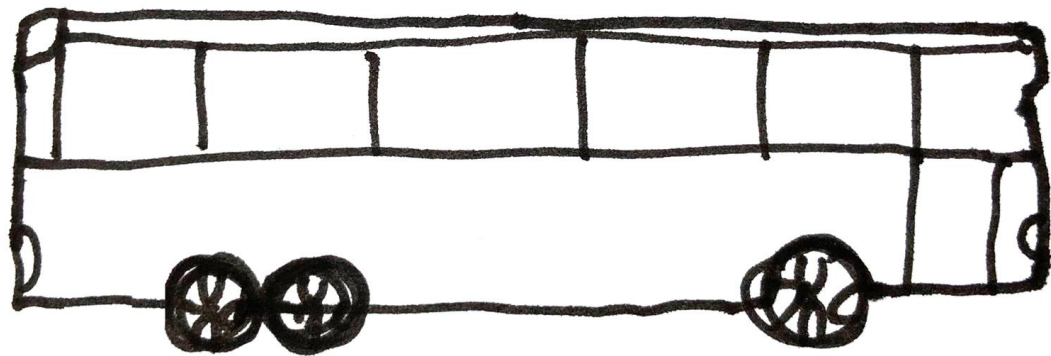
Welfare

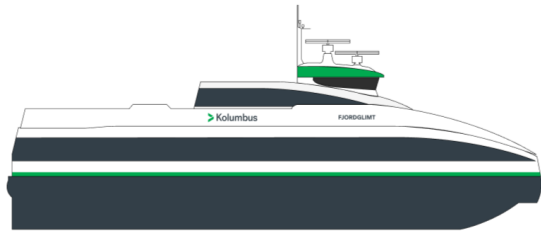
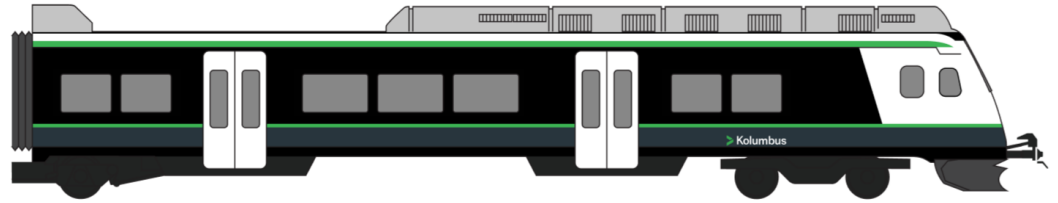


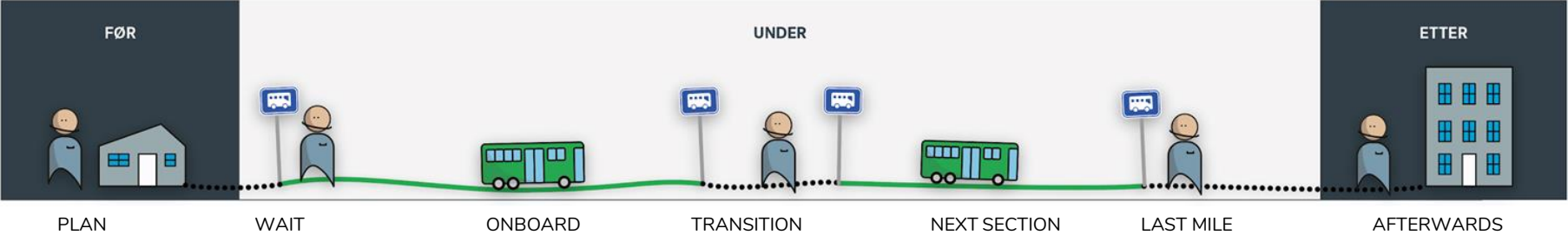
Kolumbus HentMe

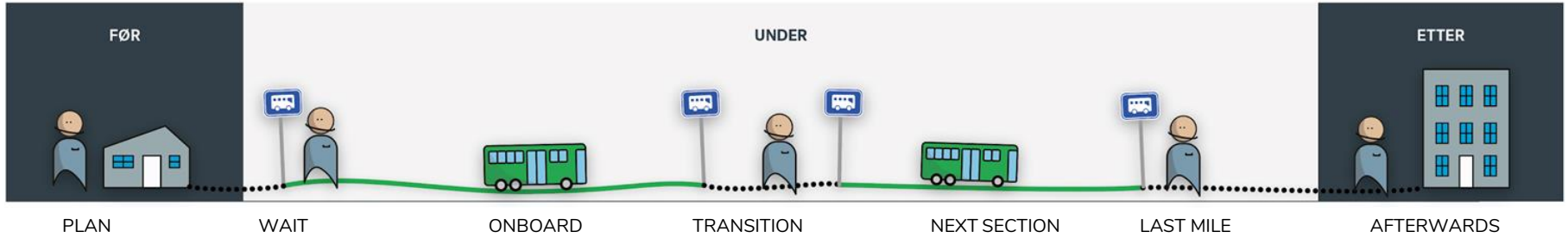




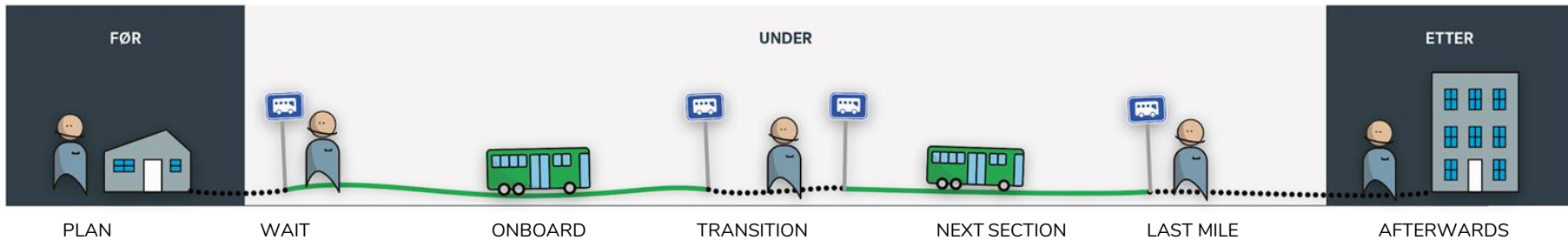




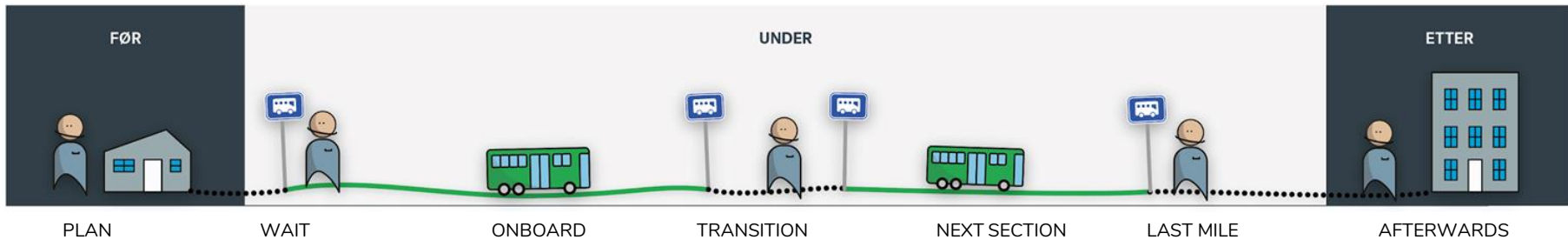




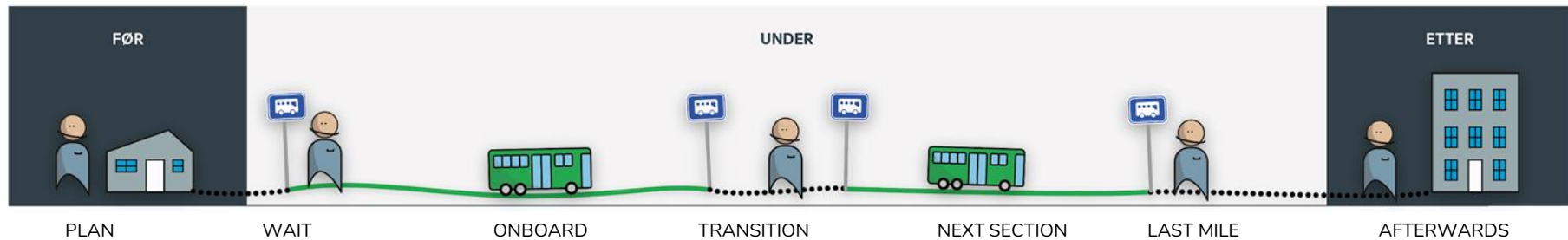
Which app should I download?
What! 3 apps?
Which ticket should I choose?



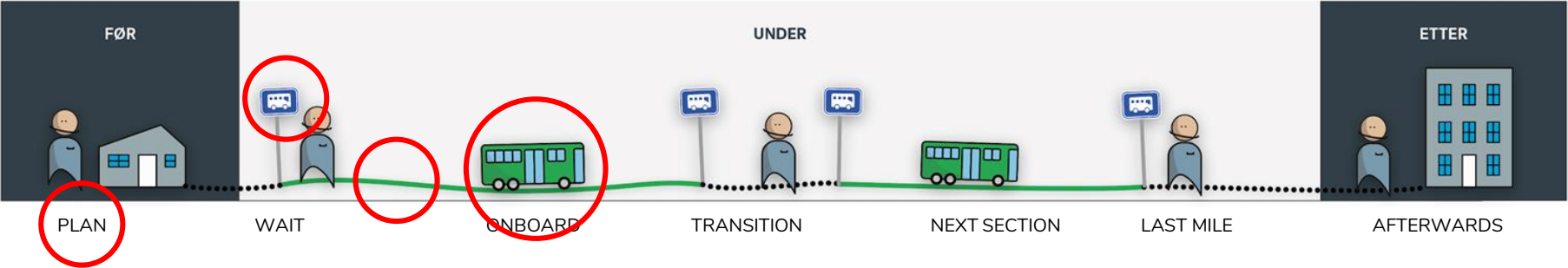
And what if the correct stop is not in the bus's path?
How can we ensure the bus arrives at the correct stop?



Should show multiplication where?
In the end, going to bus stop.



I forgot my gloves in the bus.



BARN KR: 10.00
RUTE: FRA SNE HPL
0021 102 OFOLSKROKEN
TIL SONE:
100 STAVANGER
OVERGANG GYLDIG TIL:
7 MAR 97 19:38
342704 107 18:22 07MAR97

Betal bussturen etter hvor langt du reiser

Kolumbus utreder for tiden en helt ny betalingsløsning for kollektivreiser. Grunntanken er at man i større grad enn i dag skal betale etter hvor lang strekning man reiser.

Publisert: 7. februar



Kolumbus jobber med et banebrytende prosjekt for prising av kollektivreiser. Foto: Jarle Aasland



Av **Stein Halvor Jupskås**
Journalist



Lise

Lives at Hundvåg

Cycles to work 2-3 days/week

Takes the bus 1-2 days/week

Pays 38 NOK/ride

6 NOK/km



Per

Lives at Hundvåg works at Forus

Takes the bus every day.

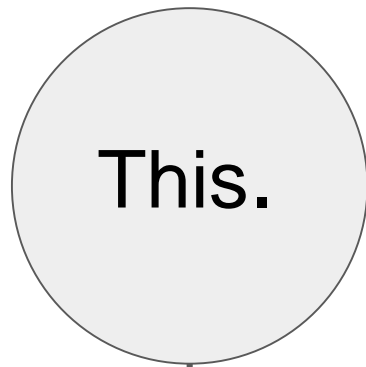
Pays 11 NOK/ride

0,60 NOK/km

10 : 1

What is the point with payment
for public transport?

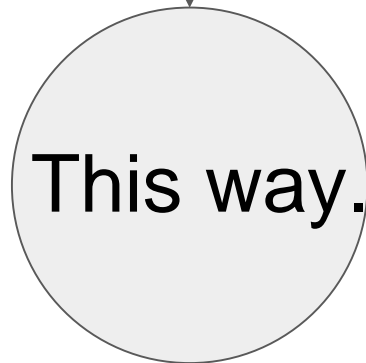
What is the point?



Old Toolkit

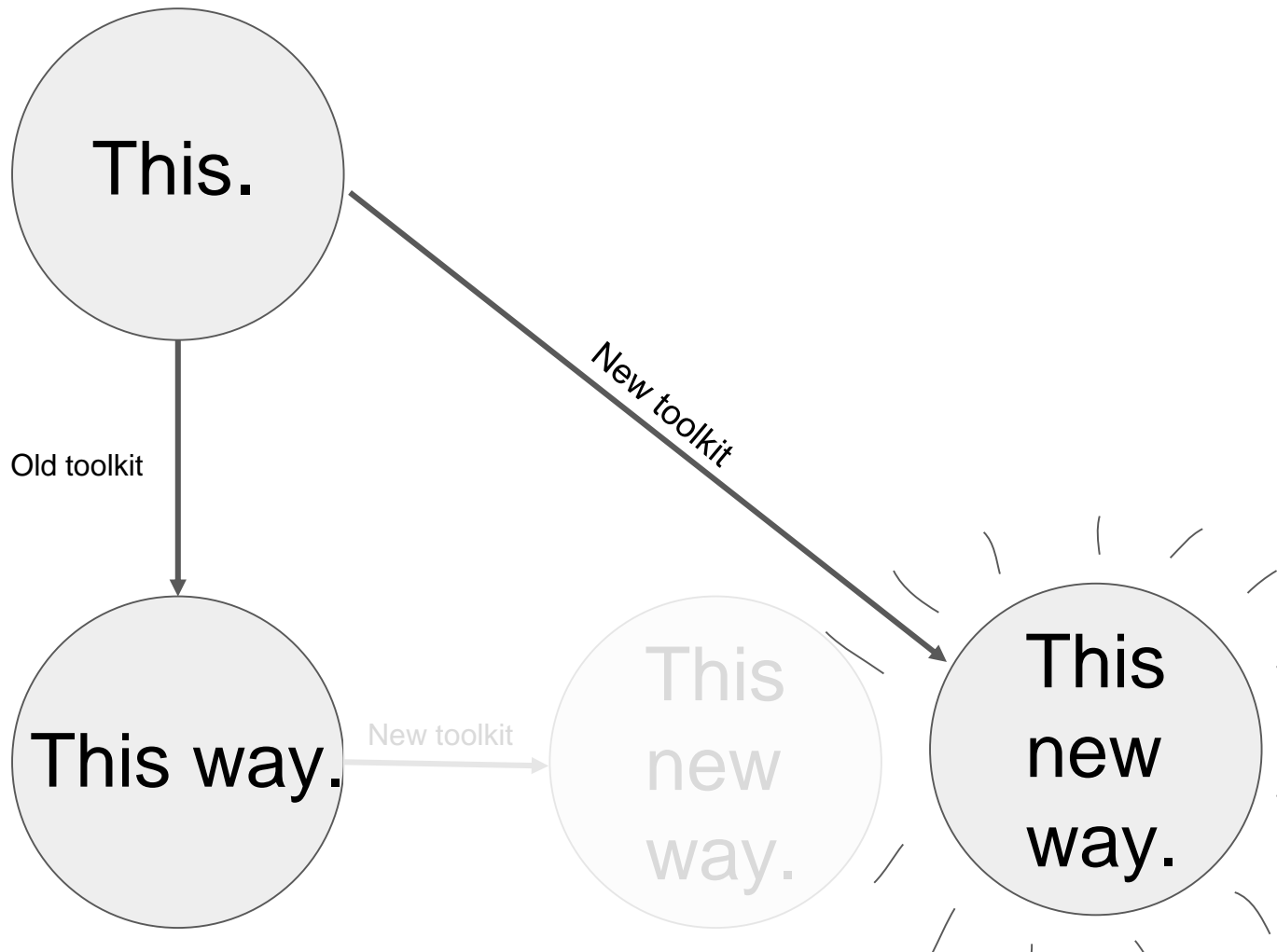


How do we do it?



What is the point?

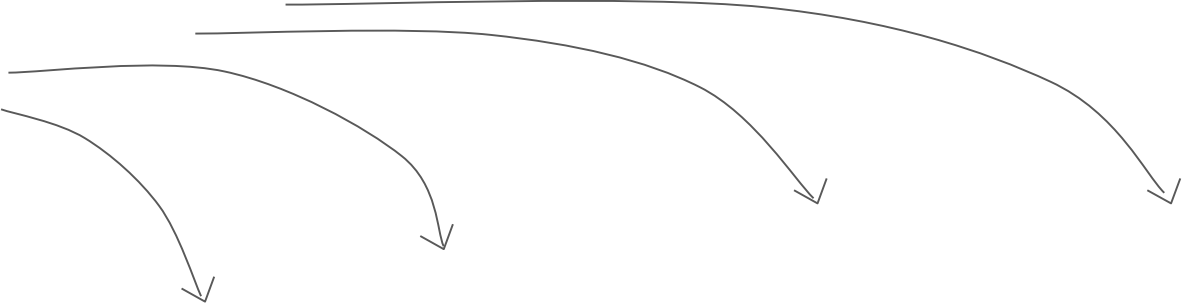
How do we do it?



Payment model

Single ticket
Period tickets
zones
Roles

Technical solution





iTunes



What is the point with payment
for public transport?

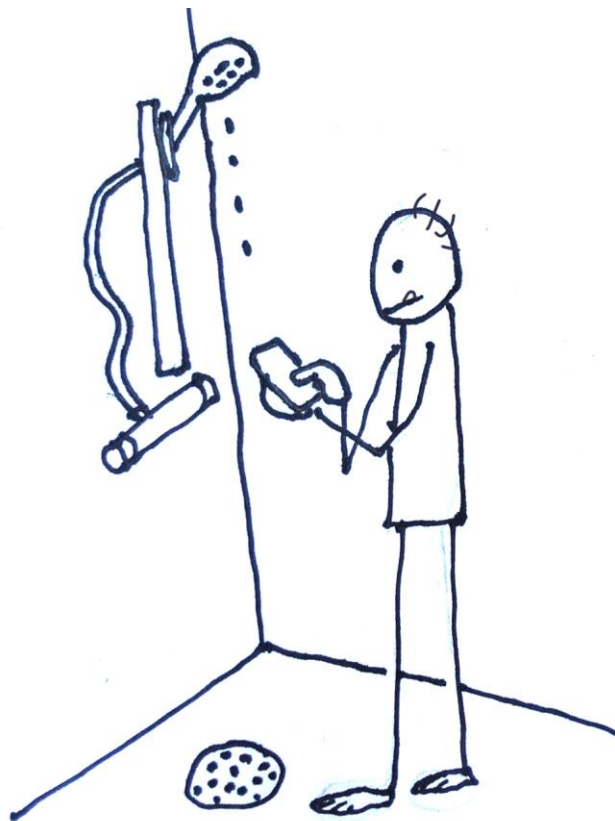
Assure income

Motivate to sustainable mobility

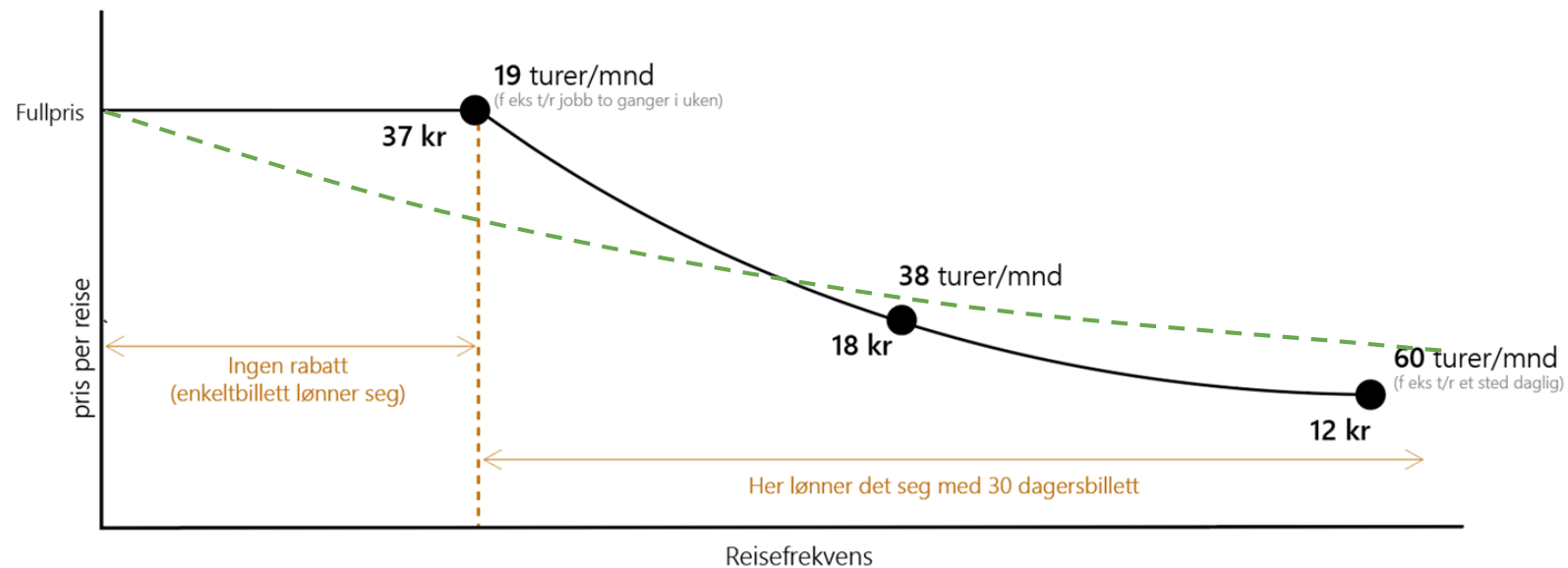
Be fair and simple







Periode



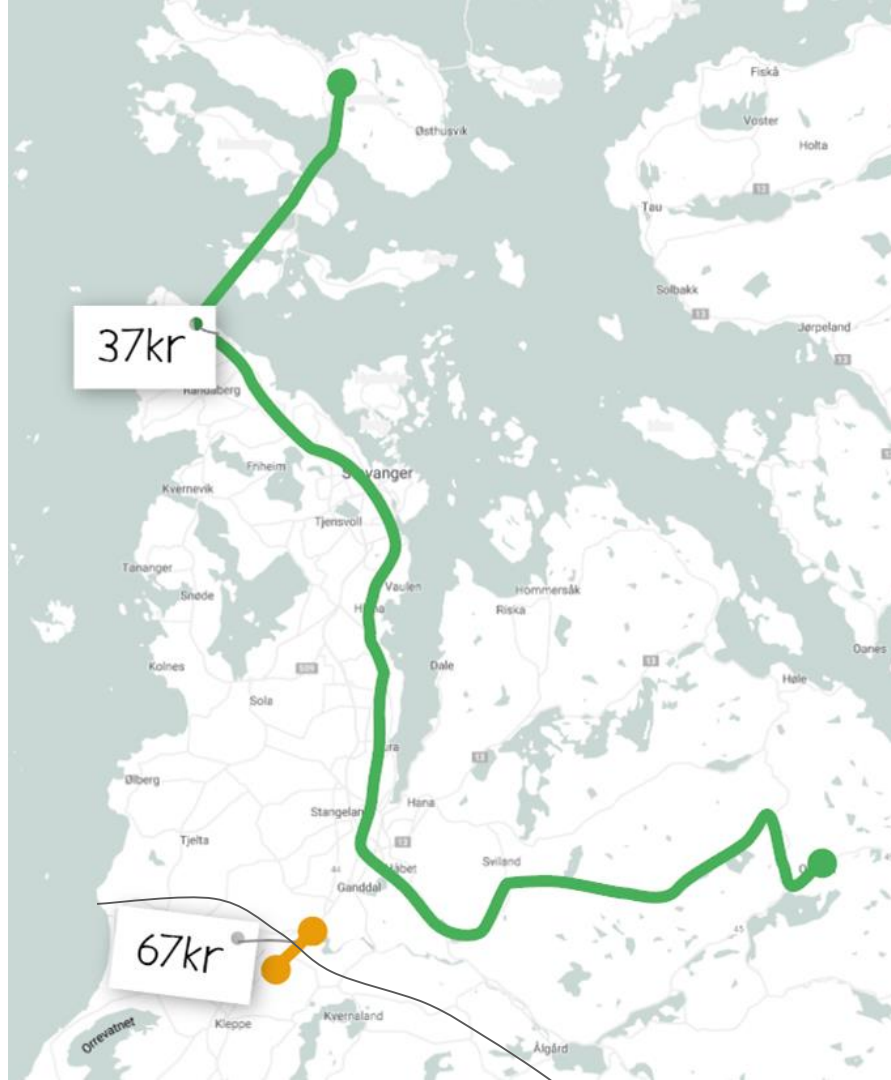


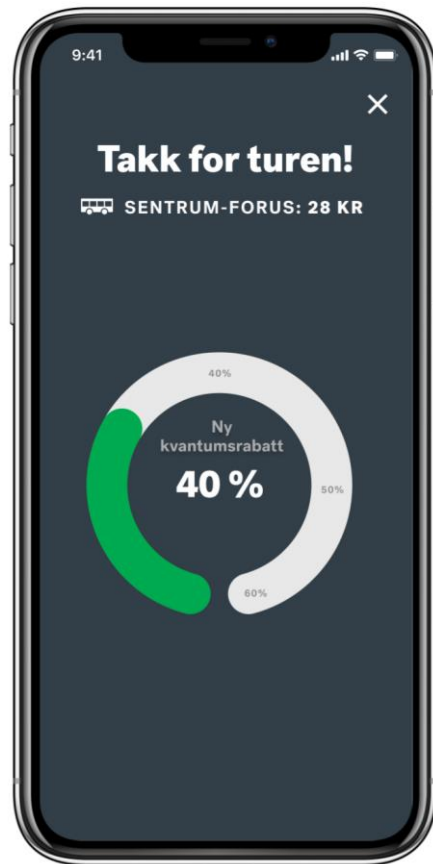
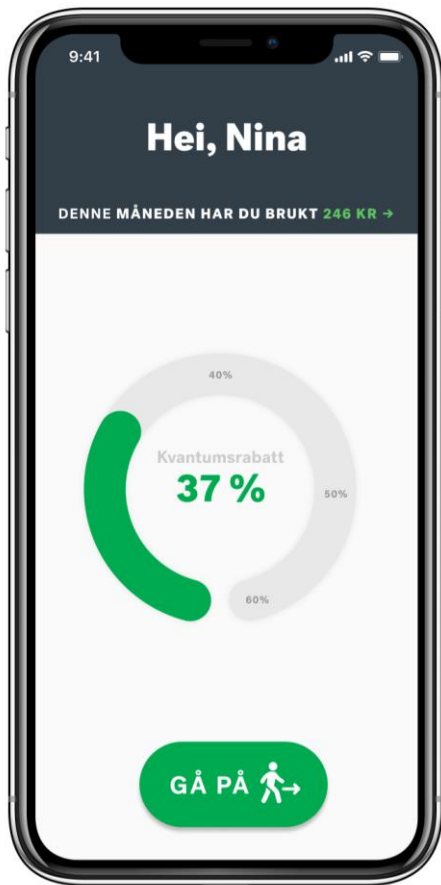
Cycling ratio in companies included in HjemJobbHjem decreases with **20%**

Zones

Low tech distance measurement

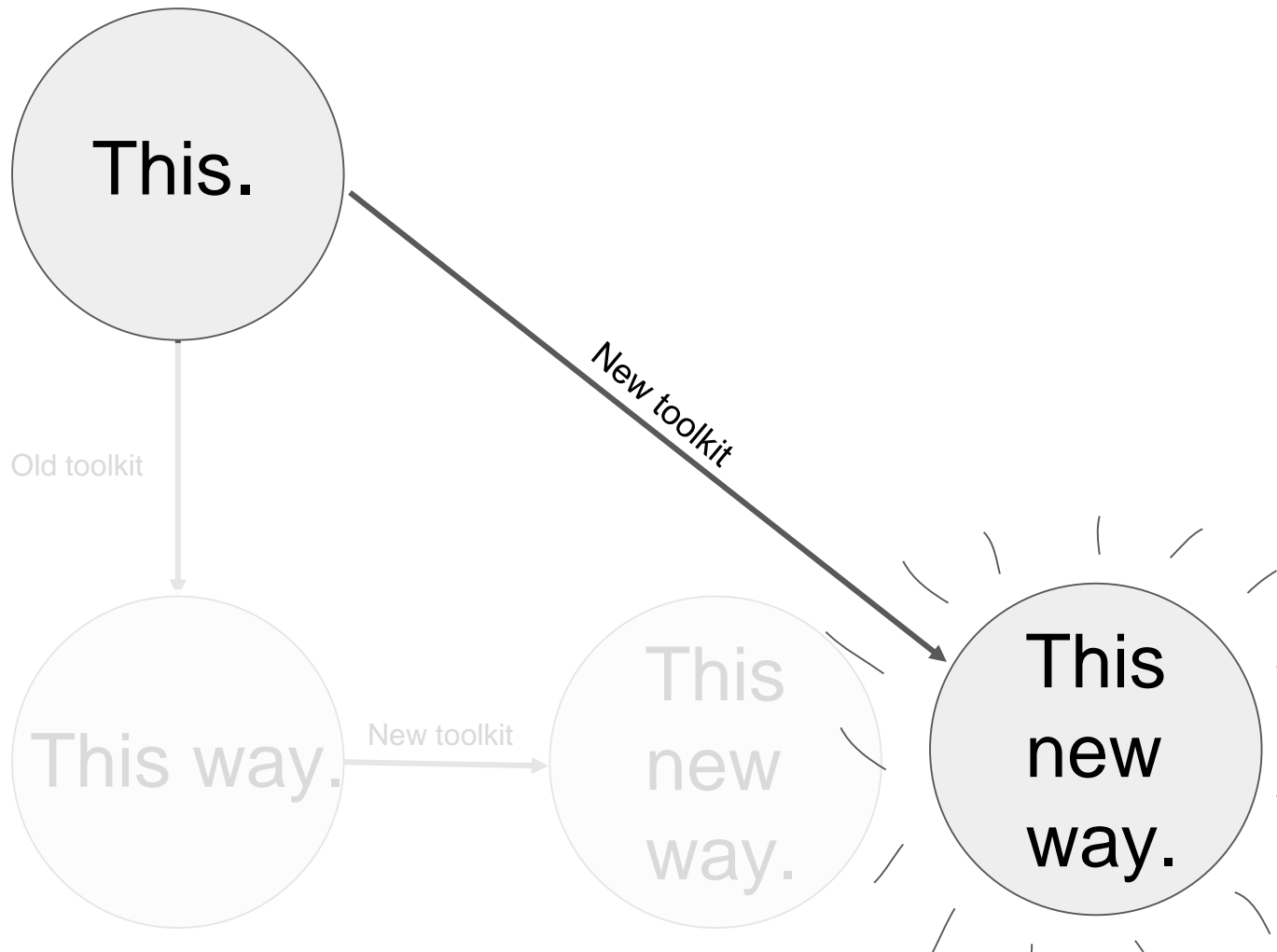
Zone





What is the point?

How do we do it?



UNDERSTAND → MAKE → TRY