

East by West

Guiding commuters before
and after their trip on the ferry

Research

How does the ferry work now?

People

The two main user groups of the East by West ferry are **commuters** and **tourists**. Commuters depend on the ferry to get to work in the morning, and have to make sure they catch the proper ferry to arrive at work on time. Whereas tourists are able to be more flexible. Most of the tourists we talked to said they happened upon the ferry as they were walking past, and didn't mind going to a nearby cafe to wait for the next one, whereas **missing a ferry or having delays can really mess up a commuters day**.

Processes

The ferry throughout the day offering morning/EOD times which are ideal for commuters, and trips throughout the middle of the day which appeal more to tourists. In order to take the ferry, the ferry operates using physical ticketing. **There is no way to book a ticket online**, it must be done either at the ferry terminal or on the boat. They have a website to be able to check the times that the ferry is running, but it's hard to see delays in real time.



Research

How does the ferry work now?

Product

The ferry is useful to take passengers from A to B, but also as a scenic way to explore Wellington. The value that commuters get from the service is that they're able to skip the traffic & parking costs that can make travelling by cars unfeasible, and they can avoid the need to frequently stop like with a bus or train. Simply put, the ferry serves as a very efficient way to get from Days Bay to Wellington quickly.

However, the ferry can be **seriously impacted by the weather**, unlike other forms of transport – often causing **delays and in some cases cancellations**.

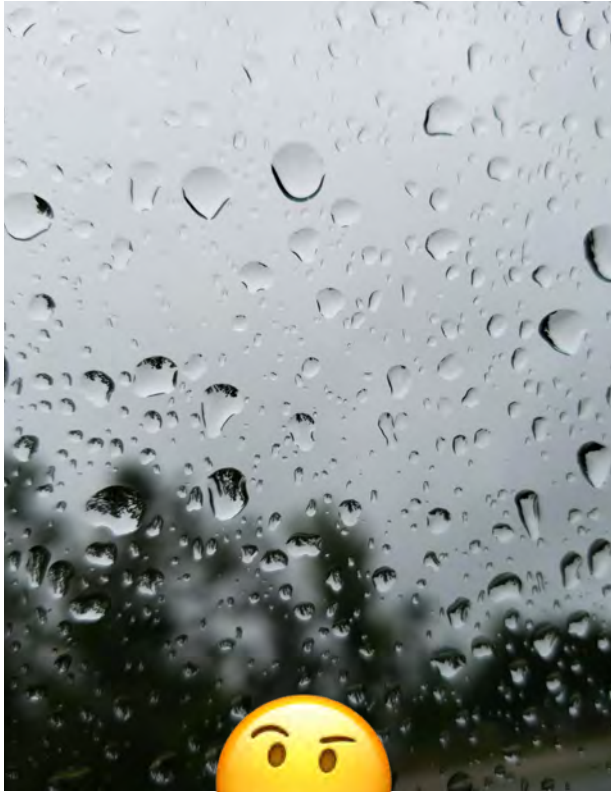
Partnerships

The ferry currently has a small number of partnerships. They work with Metlink to provide routing options and to show information about cancellations – which is a good start. This means that commuters can use the metlink website to plan their journey. However **the Metlink app doesn't give them contextual information as they go** – it's used to plan a journey in advance, and it's for public transport only. No consideration of Olas, Ubers, Scooters, and the like. Otherwise, they have very minor partnerships, like the food & drink they serve onboard.



User journey in bad weather

Leaving home



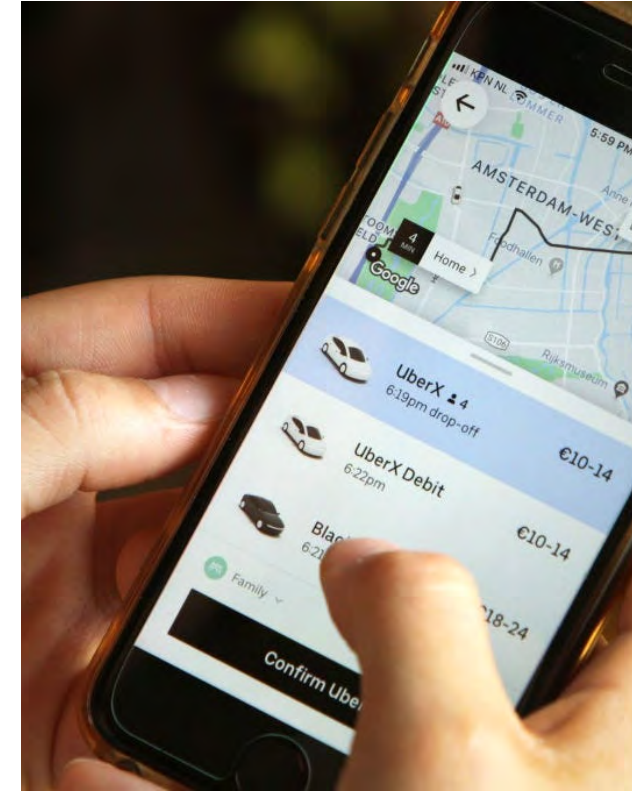
Will I be late to work?

“Yikes, looks like nasty weather. I hope I won’t be late to work because of delays.”



How should I get to the ferry?

“I normally ride my bike to work, but since it’s raining I guess I’ll have to bus. When is the next one?”



What time do I leave?

“Doh. I’m too late to catch the bus. Guess I’m Ubering. But what time should I book it for?”

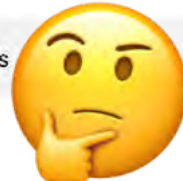
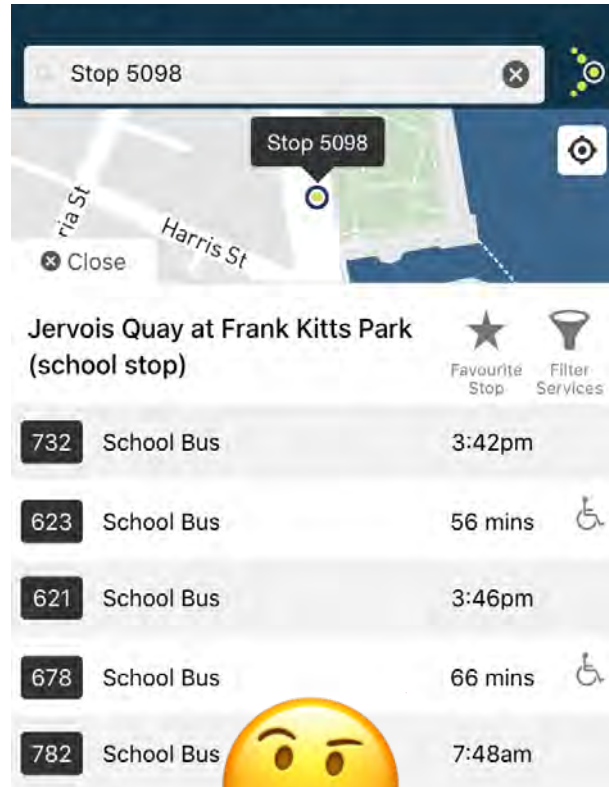
User journey in bad weather

On the ferry



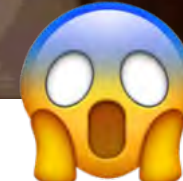
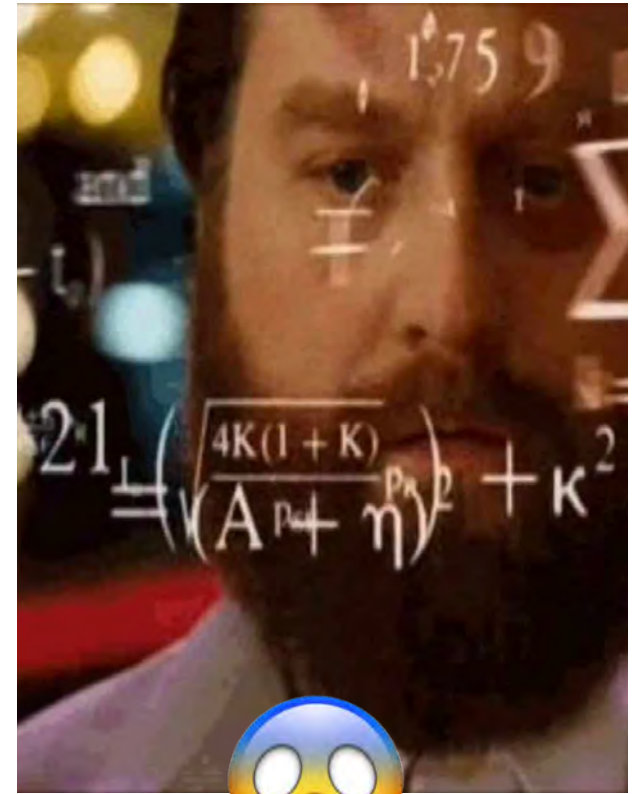
How much longer?

"The boat is taking forever because of the weather. I wonder if we'll arrive on time?"



Will I miss my connecting bus?

"I'm getting really worried I'll miss the bus I usually take. What then??"



What's my plan B if I do?

"OMG I think I will miss it, what other options do I have, and how will that affect when I get to work?"

Macro trends

Relevant to East by West's service



Micro mobility & last mile transport

Micro-mobility is one of the solutions to the problem of getting between destinations that are too far to walk, but too short to drive. That's why it's no surprise e-scooters have been so favorable for this purpose since you can walk up to any of them in town, hop on and start riding.

It will be increasingly important for cities to develop safe infrastructure for last mile vehicles like e-scooters and bikes, and other transport services need to account for that sooner rather than later. **How can these services be tied into your transport system?**



Digital payments

With the rise of tech like paywave, Apple Pay, digital loyalty cards, access cards and even identification, the wallet as we know it may be a thing of the past.

Think about the last time you used cash or a physical ticket for getting on a plane, bus or cab. Every year digital payments grow more and more popular at a greater rate, and **this is something that East by West needs to address sooner rather than later**. Apple has even created something called an express transit card, and is working with Snapper to let iPhone users can tag on and off even with a dead phone battery.



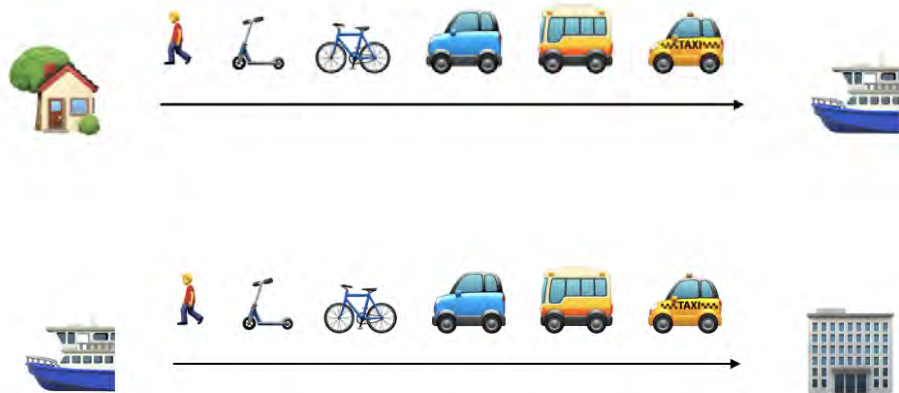
Know before you go

We are connected more than ever in this modern age because of the Internet and the advancement in technology. We no longer have the stress of waking up and not knowing how long the commute to work will be or if the weather will change.

We can estimate to the minute how long something will take, and can plan well ahead of time for just about any case scenario. Apps are taking over our days from ordering lunch from our desk, to booking a theatre show from our living room. **This plays a significant role in being ahead of the game, before you start.** Knowing before you go!

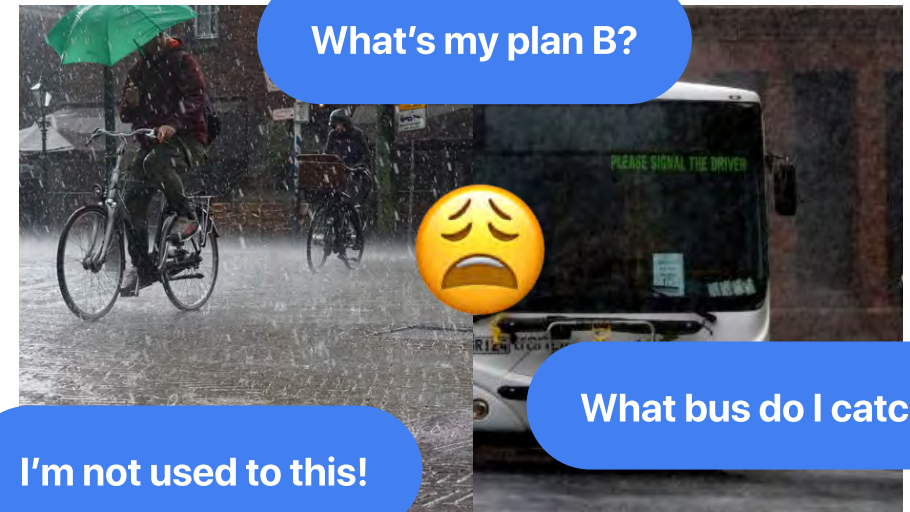
Main opportunity

Guiding commuters to and from the ferry



Consider transport before and after the ferry

One of the key observations we made was that the ferry obviously **isn't commuters only transport throughout the day** and that they have a routine they usually follow to get to and from the ferry between home and work, for example they might ride their bike to the ferry, and catch a bus to work.



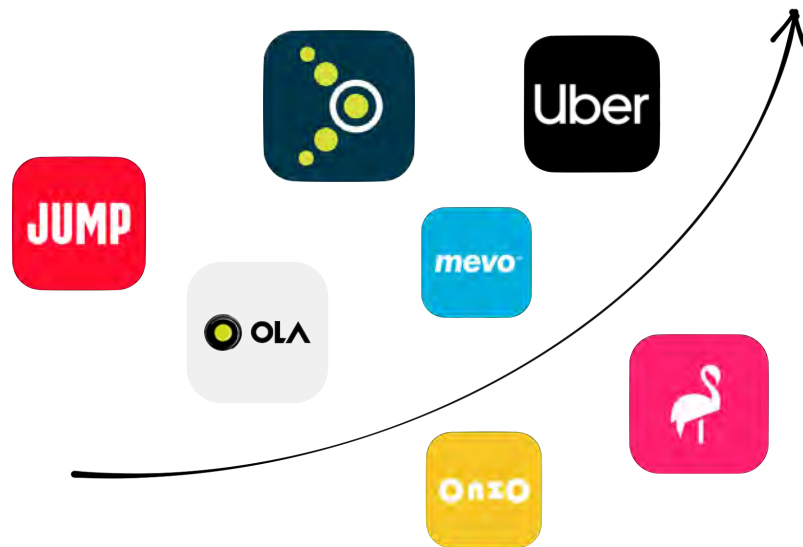
I'm not used to this!

Come up with a plan B for them

However, the ferry is also very subject to **delays by weather**, and someones regular cycling commute might turn into a bus commute. This means that commuters often need to make contingency plans on the spot and **always have a plan B**. Wouldn't it be nice if the ferry thought of all of the "what if scenarios" for them?

Main opportunity

Guiding commuters to and from the ferry



What if East by West could guide commuters to and from the ferry, and help them along the way if they get stuck?



Do more partnerships with transport






Simply put the ferry service makes no considerations to the other transport types commuters take – which will only get more important as first & last mile transport options grow in popularity. Partnering with or even just acknowledging these companies exist will be key to the success of East by West in the years to come.

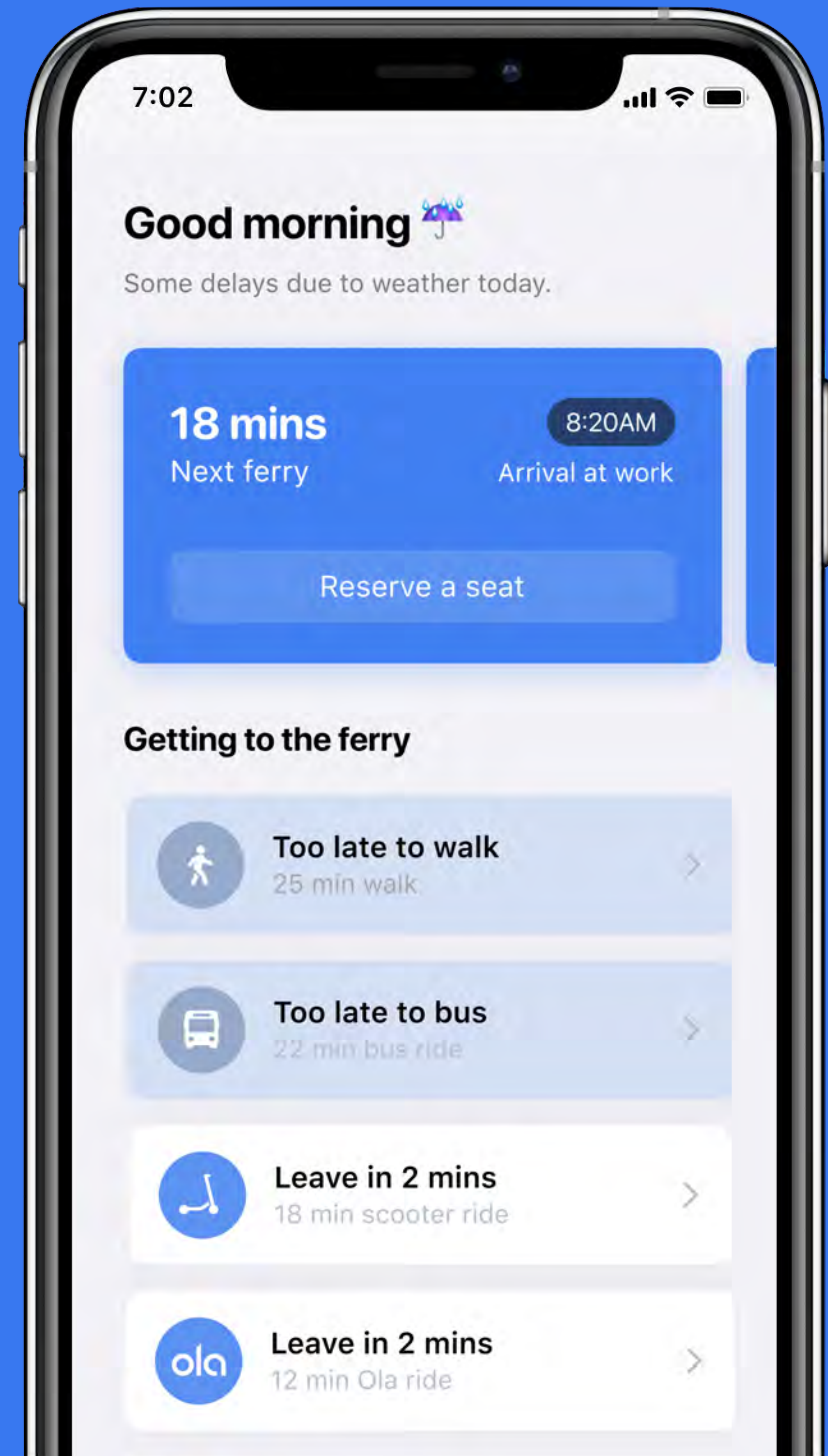
Give commuters better guidance

We see this as the main opportunity that East by West can take to improve their service: **recongize the different transport options commuters take and help guide them to and from the ferry**, while considering what their plan B will be if there's bad weather or they miss their connecting transport option that they're used to – and **come up with solution for them before they even have to think about it.**

Big Idea

An app to guide commuters to and from the ferry.

-  See your ETA at work at a glance
-  Get real time updates on delays
-  Get transport suggestions when the route you usually take isn't available
-  Book your next ride straight in the app
-  Get clear directions once you get off the ferry






Time is the medium

The app changes to show the most important information at each stage in the journey.


At home


Getting to the ferry

-  **Too late to walk**
25 min walk >
-  **Too late to bus**
22 min bus ride >
-  **Leave in 2 mins**
18 min scooter ride >




On the ferry

Getting to work

 **Delays**
You might miss your usual bus.


 **3A Bus**
Departs at 8:20am >

Alternative options

-  **21c bus**
8:53am arrival at work >
-  **Flamingo scooter**
8:57 arrival at work >
-  **Ola**
8:52 arrival at work >

Going home

Share your trip home

 **Jessica**
+64 27 743 8742 [Share ETA](#)

Looks like you parked in Day's Bay
Near 32 Middlemore st

[Directions to my car](#)

Two-way

The app learns from your habits over time, like what bus you normally take or who to text when you're running late.

In the morning

"When do I need to leave?"

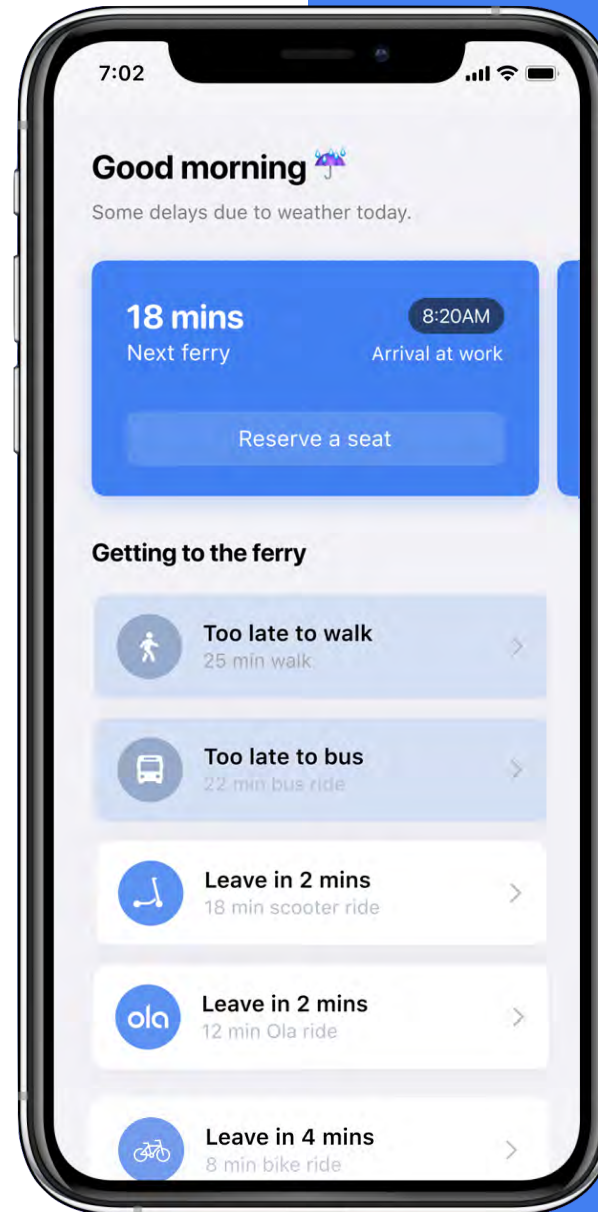
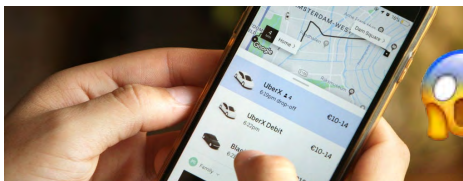
Will I be late to work?



How should I get to the ferry?



What time do I need to leave?



Next ferry & ETA

Swipe to compare ferrys, see what time the app thinks you'll arrive at work, and book a seat with one tap.

Compare transport

A list of all the common transport options, including built in booking.

Leave by times

The app lets you know exactly what time you'd need to leave to make it.

On the ferry

"I hope I don't miss my bus"

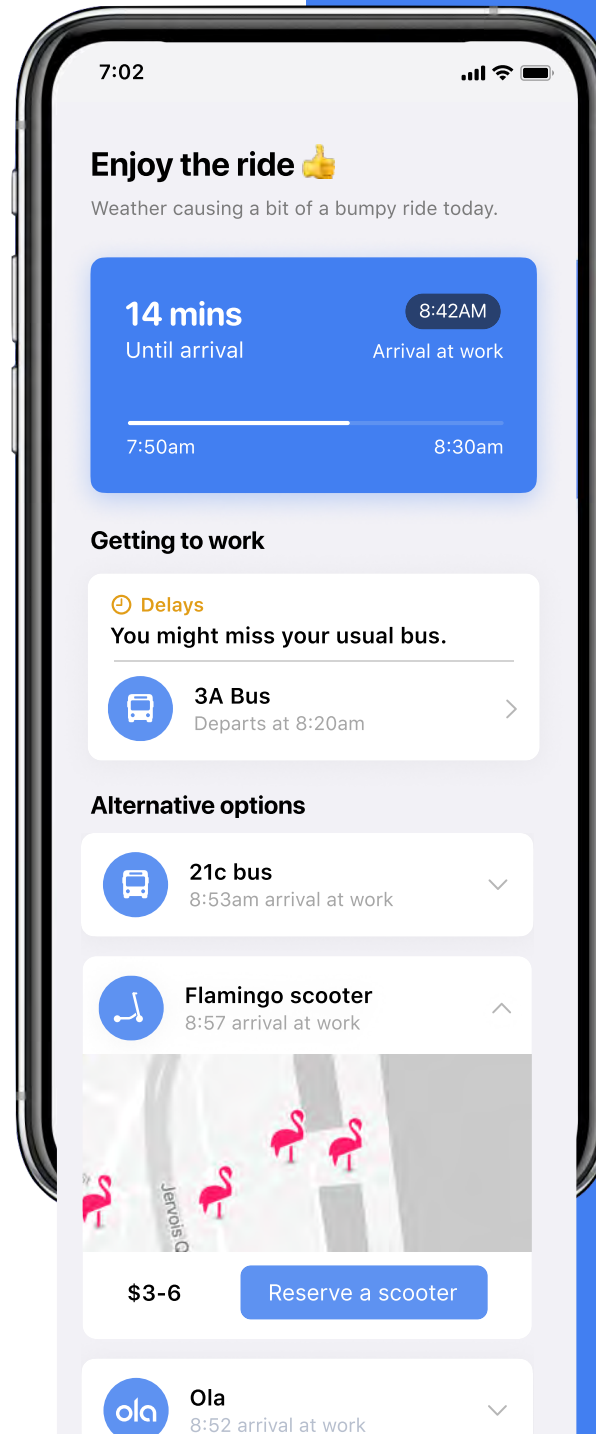
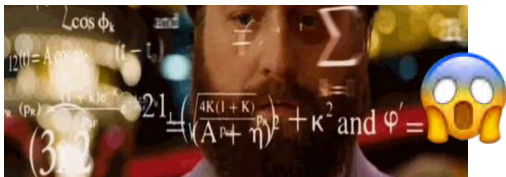
How much longer?



Will I miss my bus?

732	School Bus	3:42pm
623	School Bus	56 mins 
621	School Bus	3:46pm

What's my plan B if I do?



See how long is left

After tagging onto the ferry with the app, the app changes to show how long the journey will take.

Understand delays

The app learns your regular commute over time.

Easily make a plan B

The app recommends other options and lets you book straight away.