

13. Sponsor: NCR

Challenge

Identify a daily journey, and improve it in a way that improves it for many people. Make people look forward to their daily commute. *Disclaimer: this is not for drivers.*

Background

The daily journey to and from work or school is a necessary evil in most of our lives. Although travel literature and magazines praise the journey as being as significant as the destination, the same experiential romance can rarely be attributed to the daily commute.

Regular short journeys are, for most people, a mental and physical burden, often cited as the 'stress that doesn't pay.' Stress arises when people simultaneously feel a loss of control and the pressure of time, often compounded by unavoidable delays on public transport, whether tube/underground, tram, train, or bus; traffic congestion for those who drive or cycle; and noise and chaos, and the emotional displays and outbursts of frustrated strangers. Commuters have buried their heads in newspapers for decades, while the audio-book, e-book, and iPod are more recent distractions.

What more can be done to improve the daily journey, even make it a high-point of the day? Make it a more social experience? Consider the compounded effects on elderly users, parents with young children and those with special needs. For many people, commuting is an aspect of daily life that requires a lot of valuable time, but is often an emotional and physical drain. More and more people now use their commuting time to get a head start on their work for the day or continue working into the evening.

Considerations

- How might a design solution or intervention enhance the commuting experience or make better use of commuting time?
- How could people think of their commute differently, thereby increasing their own personal well-being? How can your solution address the economic, social or environmental issues of people's daily journeys – or indeed, all of these.

Target audience

The audience is global. Within that, target your user group and profile them accordingly.

Further information on sponsor

NCR

www.ncr.com