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SCOPING A TRANSPORT SERVICE

RELEVANT STAGES

Scope and frame: Current situation, Contributors and influencers

Create: Understanding users, Research

STRENGTHS

User-centred, holistic approach, user journey

PROJECT TITLE

Vision for the high-speed train service

CLIENT

Ministry of Transport, Thailand

DESIGN SUPPLIERS

Live|work, London, UK

LAUNCH DATE

Unknown

USEFUL LINKS

www.liveworkstudio.com

SUMMARY

The Ministry of Transport in Thailand asked Live|work to develop the vision for the high-speed train service to guide architects, engineers and policy-makers towards developing a customer-centered transport system. Together with the Thailand design centre (TCDC), they developed a service vision for the future high-speed train in Thailand.

INSIGHT

Transport systems are usually designed from an engineering perspective, with a focus on infrastructures and vehicles. As a result, the customer experience might lack consistency and seem fragmented. Service inefficiencies cause irritations to passengers and will cost time and money to fix. Live|work helped the Thai government anticipate the service for a future high-speed train, preventing expensive service repairs later on. Adopting a customer-centric mindset at such an early stage allowed architects and engineers to embrace the full customer experience – before, during and after the train journey.

APPROACH

Meeting future users of the high-speed train service at an early stage provided insight into habits and routines that will influence the adoption process. The early awareness of future passengers' needs allows the creation of stations, trains and commercial offers that are sustainable from a commercial and transport perspective. Developing a high-speed train service requires collaboration between a variety of people. From day one, Live|work involved different stakeholders in the process of anticipating the future passenger experience – ensuring focus on the passenger instead of the train. This collaborative approach encouraged the person in charge to really take ownership and apply the 'future passenger' vision throughout the entire high-speed train development project.

OUTCOME

The service design project for the high-speed train has made Thai senior government officials recognise the benefits of applying service design in the early stages of a project. The officials see how this approach can ensure greater success of large infrastructure investments in Thailand. Moreover, a service design approach might save the Thai government costs and it can potentially prevent delays and PR disasters that are the result of fixing the services after their physical and technical delivery.