# Rider Insights

Although each rider and trip on the T is unique, we have observed shared values and ambitions for a positive transit experience. By abstracting each journey into a set of steps and goals, we can begin to solve for individual needs while understanding their place in the larger context of an entire trip.

#### RIDER ATTRIBUTES

T users have specific requirements and ambitions that may vary broadly depending on their familiarity with their destination, the purpose of their trip, and their emotional state. Using the matrix below, we can describe each trip type based on the needs of the rider.

#### Resiliency Level

How well I can adjust when something goes wrong

#### **Emotional Priorities**

How I'd most like to feel when using the T

#### **Travel Priorities**

How I'd like the T to perform functionally for a given trip

### **Access Challenges**

Restrictions that make it more difficult for me to use the T

I need help every time I use the T	I'm fine if my route stays familiar	I know the options along my usual route	I'm self-sufficient throughout the city
I like to feel confident	I like to feel connected to the community	I like to feel productive	I like to relax and reset
I want my ride to be as fast as possible	I want my ride to be as cheap as possible	I want my ride to be as predictable as possible	I want my ride to be as comfortable as possible
I'm managing dependents	I'm carrying something	I have mobility issues	I'm dealing with a

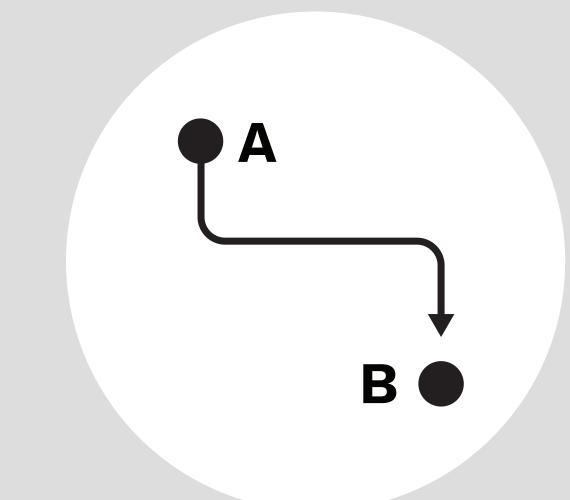
### **EXPERIENCE GOALS**

T users describe similar goals for their experience while riding: in order to design an ideal transit experience, we must create solutions that enable the T to be:



### Reliable

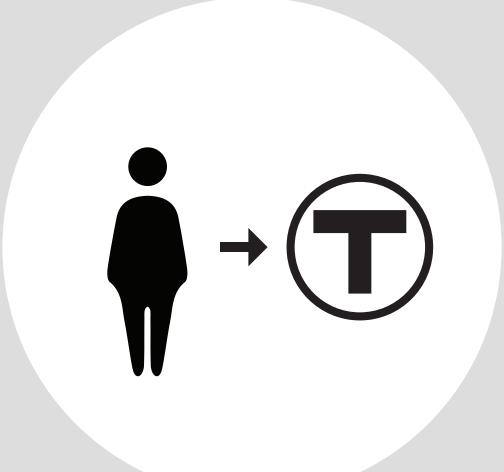
How can the T be more predictable so that riders can plan their departures and arrivals accurately



dependents

### Seamless

How can the system help riders switch easily from one mode to another so that they can access a variety of routes and options without disruption



bulky and heavy

### Accessible

How can the system understand and compensate for users' unique needs so that they can use the system as much as needed, despite access challenges



### Safe

How can staff and facilities be welcoming, and help riders feel at ease so that they feel confident



language barrier

### Positive

How can trips be easy, comfortable, and fast so that riders consider the T to be their preferred option for most travel

### RIDER JOURNEY

Although specific steps and procedures may vary by transportation mode or vehicle type, riders generally encounter a similar sequence of events during the course of their trips on the T. Understanding this journey at a high level as a series of discrete events facilitates exploration of solutions that can improve the whole experience.

ORIGIN

**Enablers:** 

information

**Pain Points:** 

1

PLAN ROUTE +

GET TO THE T

Bike parking, Hubway docks,

off points, accessible access

points, wayfinding, route/trip

Inconvenient stop/station

location, safety concerns,

inaccessible routes

insufficient parking availability,

inconvenient parking locations,

vehicle parking, passenger drop

2

**BOARD** 

### WAIT, PAY,

Stop/station environment, accessibility assets (bridge plates, elevators, etc), arrival information screens, fare collection/ticketing machines, communications

### Pain Points

**Enablers** 

Poor stop/station environment, long or unpredictable wait times, crowding near doors, confusing payment mechanism

### 5

RIDE

THET

### Enablers

Vehicles, tracks, signals, communications

### Pain Points

Crowding, delays, frequent stopping, safety concerns, issues with cleanliness or temperature, noise

### 4

### TRANSFER MODES

### Enablers

MBTA wayfinding, coordinated schedules

### Pain Points

Extra potential for delay,
Unclear path, rushing crowds,
poor stop/station layout,
misaligned schedules,
additional payments, need to
walk or leave the station (i.e.,
subway to bus)

## ARRIVE + ORIENT

Station/stop area wayfinding, hubway docks, passenger pickup points, accessible alighting points

### Pain Points

**Enablers** 

Unfamiliar area or route, last mile connections, language barriers







**DESTINATION**