

Imagine, Customer-Centered Transport

Transportation as a Product

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Challenges in Transportation

1 Transportation as Infrastructure

The tendency to focus on transportation as mere infrastructure rather than its purpose of serving people and goods movement.

2 Hard to Gather Diverse Perspectives

The need to include a wider range of voices and experiences in transportation planning to address the diverse needs of the community.

3 Hard to Coordinated Studies

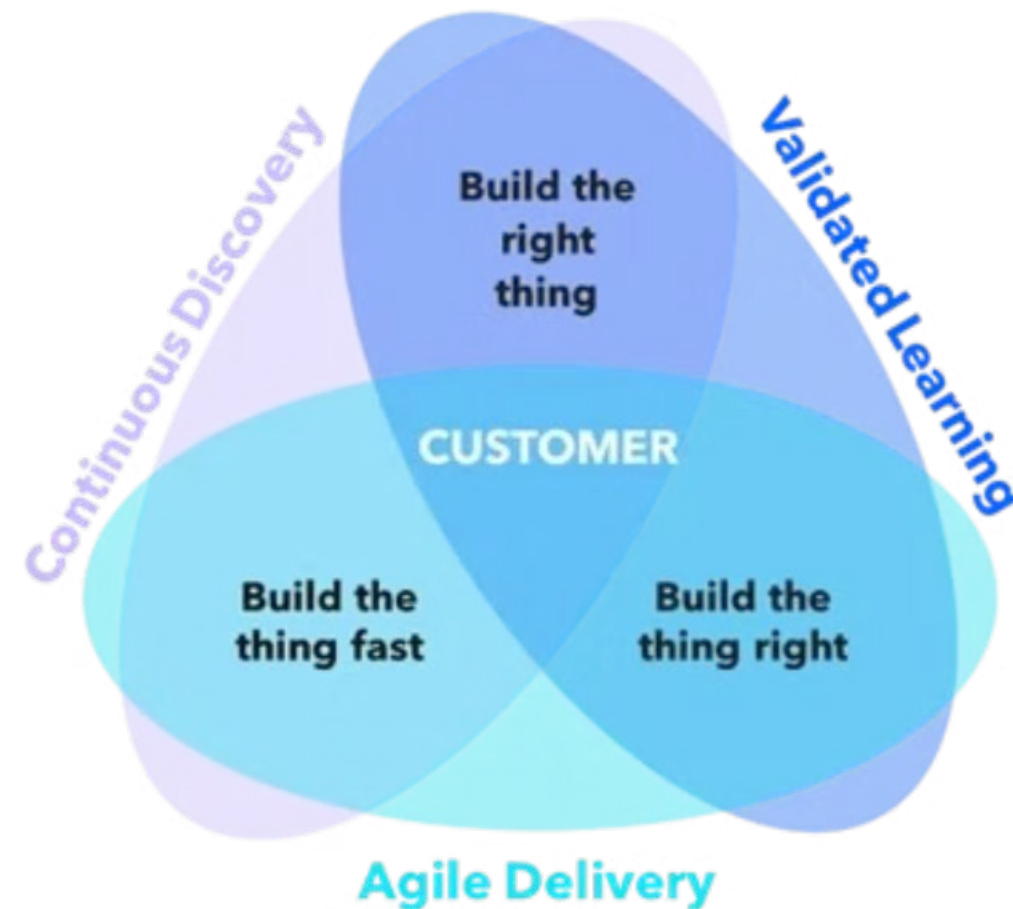
The inefficient process of conducting fragmented studies and the resulting slow decision-making that hinders progress.

Introducing the Product Mindset

The customer-centric universe of product

Product revolves around customers and experiences.

Success is measured by outcomes rather than output, in a continuous cycle of discovery, experimentation, validated learnings, and iterative delivery.



Rethinking Transportation as a Product

Defining the Transportation Product

Clearly defining the transportation product based on the desired outcomes of efficient, accessible, and equitable movement of people and goods.

Corridor-based Approach

What if.. we focused on transportation corridors rather than mode-specific infrastructure? Could we focus more on understanding how people and goods use the system?

Assembling the Product Team



Product Manager

Understands and prioritizes customer needs throughout the planning and construction lifecycle.



UX Designer

Understand the complete human journey by exploring what creates a fully aligned, context-driven experience for customers.



Data Scientist

Finds and interprets rich data sources (e.g., socioeconomic, social media posts, speed, crash, video, travel patterns, environmental impacts, public health)



Infrastructure Engineering and Operations

Leverage knowledge of infrastructure to develop options



Beginning the Product Journey

1

Data Collection

Travel patterns, demographics, and infrastructure performance to inform decision-making

2

Customer Research

Interviews, ride-alongs, market research, voice of the customer surveys, etc. to define the problem, explore to uncover solutions, and prototype the solutions

3

Stakeholder Engagement

Regular connections with major employers, travel management organizations, elected officials, divisions within the DOTs, and sister agencies that have influence over how things work for their travelers

Designing the Operating Model

1

Organizational Transformation

Restructuring the organization to support product teams, breaking down silos and fostering cross-functional collaboration.

2

Integrated Vision and Goals

Aligning the organization's vision, strategic objectives, and key performance indicators around customer-centric outcomes.

3

Agile Ways of Working

Empowering multidisciplinary teams to work together, leveraging diverse perspectives and expertise to solve complex transportation challenges.





Transport as a Product

1 Enhanced Performance

The product mindset enables transportation agencies to prioritize and deliver solutions that significantly improve safety, mobility, and accessibility for all users.

2 Responsive and Impactful Solutions

By focusing on customer needs and rapidly iterating, product teams can quickly develop and deploy solutions that have a meaningful impact on the community.

3 Addressing Equity

The customer-centric approach of the product mindset allows transportation agencies to better identify and address issues of equity, ensuring fair access and representation.



What's Next?

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