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<u>Task</u>

Urban sprawl has created many problems for modern society. One of the most significant problems is moving people from suburbs to downtown cores in a manner that is safe, efficient, and minimizes the effect on the environment. The average commute time in the Columbus metropolitan area is 43 minutes[6]. While this is not bad in comparison to some cities such as New York, the market still demands improvement. There are many potential strategies that could tap into the transit market in an area such as Columbus like light rail and smart highways[8].

<u>Pains</u>

- Traffic can be slow, especially during rush hour
- Reckless drivers
- Pollution
- Frequent construction required to maintain roads

Gains

- A new solution would cost commuters less
- A new solution would revitalize neighborhoods
- A new solution would restore green spaces

User Experience Chart

Ease of Use- Should be the same or as easy to operate as a modern car.

Fast Commute-Commute times need to decrease.

Safe- Should be safer than a modern car.

Private- Everyone should have their own vehicle.

Always Ready- Can get around anytime the user desires, not at scheduled times like a train or bus.

Reliable- Vehicle and any related systems always need to work.

Low cost- Cost of ownership including purchasing, maintenance, fuel, licensing, etc. should not be more than a modern car.

Internet Connectivity- Vehicle connects to the internet to share travel status with family, run diagnostics, track the vehicle, etc.

Customizable- User should have a similar range of choices to the modern car market.

Environmentally Friendly- Vehicle should be carbon neutral.

User Needs

User Need	Score(1-5)
Ease of Use	5
Fast Commute	5
Safe	5
Private	4
Always ready	4
Reliable	4
Low Cost	3
Internet connectivity	1
Customizable	2
Environmentally Friendly	2

The needs chart will be an essential piece of information when finalizing a project design. If a product does not need a user's needs, then he or she will be unlikely to purchase the project. The problem is that often times the end user does not know what their needs are, or how they would rank those needs if they conflict. A car buyer for example may put a high emphasis on having an expensive car that is a status symbol, but also have a need for a low cost of ownership due to budgetary restraints. The pairwise comparison allows to compare numerous needs at once and see how the user values each one over each other. This can yield very different results than simply asking people to give importance to each individual need without consideration of the others. This can yield surprising results such as ease of use, which users rank as an important need, only being normalized to a five.

Pairwise Comparison

The Pairwise comparison chart shows how people actually value each of the user needs in comparison with each of the other needs. People may think they really value safety but what if they had to choose between safety and a fast commute. The pairwise chart below is an example of a reweighted user needs chart using the pairwise method.

Persona

The graphic presented on page is an example of what we expect our typical user to be like. The persona includes things such as demographic information, hobbies, career info, etc. The persona helps clarify who the target audience is.

Pairwise Comparison

	Ease of Use	Fast Commute	Safe	Private	Always Ready	Reliable	Low Cost	Internet Connectivity	Customizable	Environmentally Friendly	Total	Normalized	Original
Ease of Use		0	0	0	1	1	0	1	1	1	5	3.7	5
Fast Commute	1		1	0	1	1	0	1	1	1	7	5.0	5
Safe	1	0		1	1	1	0	1	1	1	7	5.0	5
Private	1	1	0		1	0	0	1	1	1	6	4.3	4
Always Ready	0	0	0	0		0	0	1	1	1	3	2.3	4
Reliable	0	0	0	1	1		1	1	1	1	6	4.3	4
Low Cost	1	1	1	1	1	0		1	0	1	7	5.0	3
Internet Connectivity	0	0	0	0	0	0	0		0	1	1	1.0	1
Customizable	0	0	0	0	0	0	1	1		1	3	2.3	2
Environmentally Friendly	0	0	0	0	0	0	0	0	0		0	-	2



Ashley

- 34, Married with 3 chil/dren
- Nurse
- Columbus, OH



Profile

- Commutes 45 minutes to OSU Medical Center
- Vice-President of the PTA
- Volunteers at Franklin County Animal Shelter

Technology

- iPhone XR and iPad owner
- Drives Infinity QX80
- Extensive PC usage at work
- Keeps family calendar electronically



Hobbies

- Coaches Her Daughter's Soccer Team
- Rocking Climbing with her Husband

Research Plan

We will be conducting an online survey in order to obtain research on what the needs of our potential users are. The survey will be spread online via Facebook, twitter, reddit, and discussion boards. The survey be anonymous so there are no concerns about using people's real names as we will not know what their names are. The survey data will not include any personally identifiable information but will include a few demographic questions such as age and gender. These questions as with all the others are optional and as it is online survey , survey takers may quit at anytime they choose. Each Team will contribute at least 10 questions to the survey and will post it publicly in at least two places online. The Questions will be presented in two different formats. First the survey takers will be asked to rate how important each of the user needs are to them, then they will be asked to select which need is more important between each need and each of the other needs. This will allow use to use a pairwise comparison to create a weighted average of the user needs. Please see Appendix for complete listing of survey questions and results.

Question Type 1:

How important is USER NEED A to you?

Leas	st Impo	rtant					Mos	t Impo	rtant
1	2	3	4	5	6	7	8	9	10
0	0	0	0	0	0	0	0	0	0

Question Type 2

Which is more important to you, USER NEED A or USER NEED B?

User	Need	Α						Use	r Need E	3
1	2	3	4	5	6	7	8	9	10	
0	0	0	0	0	0	0	0	0	0	

Market Characteristics

The market for transportation is very broad because most everyone has to leave the house or have someone come to them in order to meet their basic needs. Transit has an affect on almost everything we do and thus almost everyone would be a stake holder to any significant changes to the transit system. If we take Columbus, Ohio as our market the stakeholders would include, but not limited to: Commuters, COTA bus system, small businesses, Ohio State University, Ohio Department of Transportation, large businesses, suburbanites, shipping companies, and many, many more. Virtually everyone in the area would be affected, some positively and unavoidably some negatively. Columbus represents an almost perfect to test in as it has demographics that almost perfectly represent the country as a whole[5][3]. The Columbus market includes approximately 900,000 in the city proper and 2 million in the metropolitan

area[4]. One must assume that essentially all of these people will make use of some form of transportation and thus number of potential users in the Columbus market is approximately 2 million.

The market in Columbus has a number of current alternative transit methods. These include cars, bikes, scooters, buses, taxis, ride hailing apps, and walking. Each of these have different characteristics which are shown in the competitive matrix below.

	Car	Bike	Scooter	Bus	Taxi	Uber	Walk
Ease of Use	✓	×	×	✓	✓	✓	✓
Fast Commute	✓	×	×	×	×	✓	×
Safe	✓	×	×	✓	✓	✓	✓
Private	✓	✓	✓	×	✓	×	×
Always ready	✓	✓	×	×	×	×	✓
Reliable	×	✓	×	✓	✓	×	✓
Low Cost	×	✓	✓	✓	✓	✓	×
Internet	×	×	✓	×	×	✓	×
connectivity							
Customizable	✓	✓		×	×	×	×
Environmentally Friendly	×	✓	√	×	×	×	√

Currently cars meet most of the needs of users but fall short in needs such as reliability and cost. Also, while cars generally have fastest commute of any of the current options in the local market, that changes quickly when there is heavy traffic. Bikes and scooters are good options part of the year, but their usefulness decreases as the weather gets cold or rainy. Buses in Columbus are generally reliable but have a stigma that would almost impossible to overcome[2]. Ubers take often take too long to arrive and the cost is can vary wildly. Uber also represents some serious ethical concerns regarding how they treat their drivers[1]. Walking is easy and reliable but very slow and not always safe for a number of reasons. Columbus does not currently have any kind of light rail option and that does not appear to be changing anytime soon[7].

Research Results

The main form of primary research for this project has been the online Google Forms survey. The results of the survey have been consolidated into an average in order to generate the pairwise comparison seen below. The results came from 13 respondents to the survey. Additional primary research was conducted by searching online discussion boards for conversations about traffic and commuting in Columbus, as well checking traffic maps. Examples are available in the appendix. This research allowed us to get a feeling about what]people think are the pains in their commutes. Care must be taken because there is an inherent bias towards online postings being about bad experiences because few people take the time to post about how easy and uneventful their commute was.

Pairwise Comparison

	Ease of Use	Fast Commute	Safety	Privacy	Instant Access	Reliable	Low Cost	Smart	Customizable	Environmentally Friendly	Total	Normalized	Original
Ease of Use		0	0	1	0	0	0	1	1	1	4	2.1	4.2
Fast Commute	1		0	1	1	0	1	1	1	1	7	3.9	4.3
Safety	1	1		1	1	0	1	1	1	1	8	4.4	4.5
Privacy	0	0	0		0	0	0	1	1	0	2	1.0	3.3
Instant Access	1	0	0	1		0	1	1	1	1	6	3.3	3.9
Reliable	1	1	1	1	1		1	1	1	1	9	5.0	4.8
Low Cost	1	0	0	1	0	0		1	1	1	5	2.7	3.7
Smart	0	0	0	0	0	0	0		0	0	0	-	1.4
Customizable	0	0	0	0	0	0	0	1		1	2	1.0	2.4
Environmentally Friendly	0	0	0	1	0	0	0	1	0		2	1.0	2.6

Secondary Research

Secondary research was conducted in order to learn more about the user's needs, pains, gains, the local market, and other things. Secondary research was conducted using both google scholar and the regular google search engine. A list of references is provided is provided at the end of this document and sources are cited throughout.

References

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Appendix

A: Survey

Mark only o	eave? *		importa	ant is ins		enn	on Survey transpo	ortation	to you,	i.e. not
	1	2	3	4	5	6	7	8	9	10
Least Important		\bigcirc	\bigcirc	\bigcirc		\bigcirc		\bigcirc	\bigcirc	\bigcirc
5. On a scale Mark only o			importa	nt is cu	stomiza	able trai	nsporta	tion to y	/ou? *	
	1	2	3	4	5	6	7	8	9	10
Least Important					\bigcirc					\bigcirc
6. On a scale Mark only o			importa	ınt is en	vironm	entally t	friendly	transpo	ortation	to you?
	1	2	3	4	5	6	7	8	9	10
Least Important										
7. On a scale			importa	nt is lo	w cost t	ranspo	rtation t	o you?	*	
			importa 3	ant is lo	v cost t	ranspo 6	rtation t	o you? 8	*	10
	one oval.					•				10
Mark only o	1 of 1 to	2 	3	4	5	6	7	8	9	10
Least Important 8. On a scale	1 of 1 to	2 	3	4	5	6	7	8	9	10
Least Important 8. On a scale	1 one oval.	2	3 importa	4	5	6 hile cor	7	8 O	9	0
Least Important 8. On a scale Mark only of Least	1 e of 1 to one oval. 1 c of 1 to one oval.	2 10 how 2 10 how	3 importa 3	4 ant is pr	5 ivacy w	6 hile cor	7 mmuting 7	8 o j to you	9 ?* 9	0
Least Important 8. On a scale Mark only of Least Important 9. On a scale	1 e of 1 to one oval. 1 c of 1 to one oval.	2 10 how 2 10 how	3 importa 3	4 ant is pr	5 ivacy w	6 hile cor	7 mmuting 7	8 o j to you	9 ?* 9	0

Transportation Survey *Required

How do you currently commute to work or school? * Mark only one oval.	
Car	
Bicycle	
Bus	
Taxi	
Uber/Lyft	
Walk	
Train	
Other	
Prefer not to say	
2. What is your age? * Mark only one oval. 16-18	
18-25	
25-35	
45-55	
55-65	
65+	
Prefer not to Say	
3. Please Enter your Gender *	
Mark only one oval.	
Male	
Female	
Prefer not to say	
Skip to question 4.	

 $https://docs.google.com/forms/d/1zIS_kc2Hxi8yN_AHMH63IcxBSmVnbpIuAXjlEOlygSo/edit$

Ranked Choices

	1	2	3	4	5	6	7	8	9	10	
Fast Commute											Internet Connectivit

)	Transportation Survey
	52. Which is more important to you, safety or reliability? Mark only one oval.
	1 2 3 4 5 6 7 8 9 10
	Safety Reliability
ţ	53. Which is more important to you, fast commute or reliability? Mark only one oval.
	1 2 3 4 5 6 7 8 9 10
	Fast Commute Reliability
ţ	54. Which is more important to you, ease of use or customization? Mark only one oval.
	1 2 3 4 5 6 7 8 9 10
	Ease of Customization use
į	55. Which is more important to you, safety or customization? Mark only one oval.
	1 2 3 4 5 6 7 8 9 10
	Safety Customization
ţ	56. Which is more important to you, reliability or customization? Mark only one oval.
	1 2 3 4 5 6 7 8 9 10
	Reliability
ţ	57. Which is more important to you, privacy or customization? Mark only one oval.
	1 2 3 4 5 6 7 8 9 10
	Privacy Customization

46. Which is r						sportatio	ii Oui vey				
Mark only			o you, r	eliabilit	y or low	cost?					
	1	2	3	4	5	6	7	8	9	10	
Reliability											Low
47. Which is r			o you, c	onstan	t availal	oility or	custom	izationí	?		
	1	2	3	4	5	6	7	8	9	10	
Constant Availability	()										Custo
48. Which is r			o you, s	afety o	r interne	et conne	ectivity?	•			
Mark only											
	1	2	3	4	5	6	7	8	9 1	10	
Safety (\supset (\supset	\supset (\supset		\supset			ternet onnectivi
Mark only	one oval.	2	3	4	5	6	7	8	9	10	
Ease of Use											Privacy
	more imp		o you, e	ease of u	use or a	fast co	mmute?	?			Privacy
Use 50. Which is r	more imp		co you, e	ease of u	use or a	fast co	mmute?	8	9	10	Privacy
Use 50. Which is r	more imp								9	F	- ast
50. Which is r Mark only	more impone oval.	2 Doortant t	3 (4	5 (6	7		9	F	
50. Which is r Mark only Ease of Use	more impone oval.	2 Doortant t	3 (4	5 (6	7		9 9	F	-ast

							Transpor	tation Sur	vey				
40.	Which i Mark on			ant to y	ou, priva	cy or be	eing env	vironme	ntally fi	riendly	?		
		1	2	3	4	5	6	7	8	9	10		
	Privacy) () () ()	J) ()		vironmenta
												Frie	endly
41.	Which i Mark on		6	ant to y	ou, ease	of use	or interi	net coni	nectivity	/?			
		1	2	3	4	5	6	7	8	9	10		
	Ease of use											Intern	net ectivity
42.	Which i Mark on			ant to y	ou, cons	tant ava	ailability	or low	cost?				
			1	2	3	4	5	6	7	8	9	10	
	Con	stant ibility											Low
				. 1001127	100								
43.	Which i			ant to y	ou, fast (commut	te or lov	v cost?					
43.	Which i Mark on			ant to y	ou, fast o	commut 4	t e or lov	v cost?	7	8	9	10	
43.	Mark on		oval.	-					7	8	9	10	Low
	Mark on	Fast mute	1 import	2	3	4	5	6			9		
	Com Which i	Fast mute	1 import	2	3 ou, cons	4	5	6 or being	ng envir		ntally frie		
	Com Which i	Fast imute s more	1 import	2 ant to ye	3 ou, cons	4	5	6 or being	ng envir	onmen	ntally frie	ndly?	
44.	Com Which i Mark on	Fast imute s more clay one class ant lity	import	2 ant to you	3 out, cons	4 citant ava	5 ailability 5	6 or or being	ng envir	onmen	ntally frie	ndly?	cost

34. Which	is more	ımpoı	rtant to	o you,	const	ant ava	illability	or int	ernet	conne	ctivity	y?		
Mark or	nly one o	val.												
		1	2	3	4	ı.	5	6	7	8	9)	10	
Const Availab														Inter
35. Which i	is more	6	rtant t	o you,	ease o	of use	or being	g envir	onme	ntally	friend	lly?		
	1	2	3		4	5	6	7	8	9)	10		
Ease of use) (nvironm riendly
36. Which i	is more		rtant to	o you,	privac	y or in	ternet o	connec	ctivity	?				
		-	2	3	4	5	6	7		8	9	10)	
	1		-	Ū		5	O			_	•	10		
Privacy) (Internet
37. Which		impoi												
37. Which	is more	impoi					interne	t conn			9		10	
37. Which	is more	impoi	rtant to	o you,	reliabi	ility or	interne	t conn	ectivit	cy?				
37. Which Mark or Reliabil	is more only one of	impor	ertant to	o you,	reliabi	illity or	interne	t conn	ectivit	cy?				Interr
37. Which Mark or Reliabil	is more of the state of the sta	impor	rtant to	o you,	reliabi	illity or	interne	t conn	ectivit	ky? 8				Interr

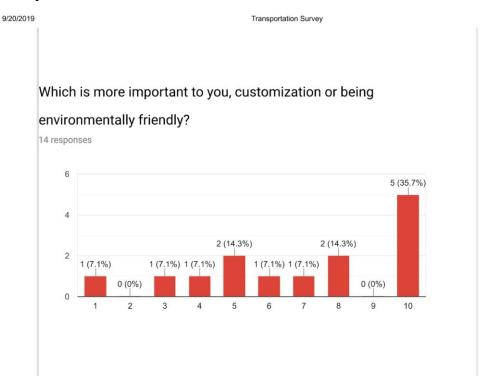
						Transp	ortation S	Survey				
28	. Which is n Mark only o			you, Int	ernet co	onnectiv	ity or c	ustomiz	ation?			
		1	2	3	4	5	6	7	8	9	10	
	Interne											Custom
29	. Which is n Mark only o		ortant to	you, Int	ernet co	onnectiv	ity or b	eing en	vironme	entally f	riendly	?
		1	2	3	4	5	6	7	8	9	10	
	Interne											Environ friendly
30	. Which is n		ortant to	you, rel	iability	or envir	onment	ally frie	ndly?			
	·	1	2	3	4	5	6	7	8	9	10	
	Reliability											Environme Friendly
	Mark only o	one oval. 1	2	3	4	5	6	7	8	9	10	
	Fast Commute											Customiza
32	. Which is n Mark only o		ortant to	you, ins	stant ava	ailability	or eas	e of use	?			
		1	2	3	4	5	6	7	8	9	10	
	Instar Availabilit											Ease of use
33	. Which is n		ortant to	you, lov	v cost o	r being	environ	mental	y friend	lly?		
	1	2	3	4	5	6	7	8	9	10		
	Low Cost										Envi	ronmentally

	1	2	3	4	5	6	7	8	9	10	
Low											Ease of use
23. Which is n Mark only o			o you, f	ast con	nmute o	r being	enviro	nmentall	y friend	lly?	
	1	2	3	4	5	6	7	8	9	10	
Fast Commute											Enviro Friend
24. Which is n Mark only o	•		o you, e	ease of	use or s	safety?					
Wark Only	1	2	3	4	5	6	7	8	9	10	
Ease of											Safe
Use											
Use 25. Which is n Mark only o	nore imp		so you, f	fast con	nmute o	or privac	c y?	8	9	10	
25. Which is n	nore imp							8	9	10	Privac
25. Which is n <i>Mark only o</i> Fast	nore impone oval. 1 one ore imp	2 Oortant 1	3	4	5	6	7		9	10	Privac
25. Which is n Mark only of Fast Commute	nore impone oval. 1 one ore imp	2 Oortant 1	3	4	5	6	7		9 9	10	Privac
25. Which is n Mark only of Fast Commute	nore impone oval.	2 oortant t	3 co you, f	4	5	6	7	ability?			Privace Instant Availal
25. Which is n Mark only of Fast Commute 26. Which is n Mark only of	nore impone oval. 1 nore impone oval. 1 nore impone oval.	2 cortant to cortant cort	3 co you, 1	4 Fast con	5 nmute c	6 or instan	7	ability?			Instan

Ma												
		1	2	3	4	5	6	7	8	9	10	
Pri	ivacy											Low cost
	hich is ark only			nt to yo	ou, safet	y or lov	w cost?				10 Low Cost	
		1	2	3	4	5	6	7	8	9	10	
Sa	afety											Low Cost
Ma	ark only			2	3	4	5	6	7 8	3	9	10
			1	2	3	4	5	6	7 8	3	9	10
	Constan	o+ -	_	_		_			_	_		
	Constar ⁄ailabilit											Reliabi
Av 19. Wi	/ailabilit	more i		int to yo	ou, low o	cost or	customi	zation?				Reliabi
Av 19. Wi	/ailabilit hich is	more i		ant to yo	ou, low o	cost or	customi 6	zation?	8	9	10	Reliabi
Av 19. Wi <i>Ma</i>	hich is ark only	more i	/al.						8	9	10	Reliabi
Av 19. Wi Ma	hich is ark only	more i	val. 2 mporta	3	4	5		7		9	10	
Av 19. Wi Ma	hich is ark only	more i	val. 2 mporta	3	4	5	6	7		9 9	10	
Av 19. WH Ma	hich is ark only	more i	2 mporta	3 ant to yo	4 Du, low o	5 cost or	6 internet	7 connec	tivity?			
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Least Important 11. On a scale of 1 to 10 how important is a fast commute to you? Mark only one oval. 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Least Important 1 3. On a scale of 1 to 10 how important is ease of use to you? Mark only one oval. 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Comparison 14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability 15. Which is more important to you, fast commute or safety? Mark only one oval.			200					nsportatio					
Least Important 11. On a scale of 1 to 10 how important is a fast commute to you? 1					importa	nt is sa	fety wh	ile comi	muting	to you?	*		
11. On a scale of 1 to 10 how important is a fast commute to you? * Mark only one oval. 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Least Important 1 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Least Important 1 2 3 4 5 6 7 8 9 10 Comparison 14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability 15. Which is more important to you, fast commute or safety? Mark only one oval.			1	2	3	4	5	6	7	8	9	10	
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12. On a scale of 1 to 10 how important is internet connected "smart" transportation to Mark only one oval. 1 2 3 4 5 6 7 8 9 10 Least Important			1	2	3	4	5	6	7	8	9	10	
1	lı												I I
1 2 3 4 5 6 7 8 9 10 Least Important					importa	nt is int	ernet c	onnecte	ed "sma	rt" trans	sportati	on to yo	u?
13. On a scale of 1 to 10 how important is ease of use to you? * Mark only one oval. 1 2 3 4 5 6 7 8 9 11 Least Important Comparison 14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability 15. Which is more important to you, fast commute or safety? Mark only one oval.		,			3	4	5	6	7	8	9	10	
Mark only one oval. 1 2 3 4 5 6 7 8 9 19 Least Important Comparison 14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability Instant Availability Availability Mark only one oval.	1												1
Least Important Comparison 14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability Instant Availability Availability Mark only one oval.					importa	nt is ea	se of us	se to yo	u?*				
Comparison 14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability			1	2	3	4	5	6	7	8	9	10	
14. Which is more important to you, instant availability or ease of use? Mark only one oval. 1 2 3 4 5 6 7 8 9 Instant Availability	- In												I
Instant Availability	14. V	Which is m	ore imp ne oval.								9	10	
15. Which is more important to you, fast commute or safety? Mark only one oval.	-	Instan											\
Mark only one oval.		Availability	y										_
					o you, f	ast com	ımute o	r safety	?				
1 2 3 4 5 6 7 8 9			1	2	3	4	5	6	7	8	9	10	

B:Survey Reselts Results



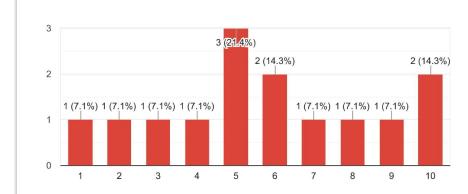
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Google Forms

Transportation Survey

Which is more important to you, Internet connectivity or customization?

14 responses



Which is more important to you, Internet connectivity or being environmentally friendly?

14 responses

4
3 (21.4%)
4 (28.6%)
2 (14.3%)
2 (17.1%) 1 (7.1%) 1 (7.1%) 1 (7.1%)
1 (0 (0%) 0 (0%)

5

7

8

10

3

4

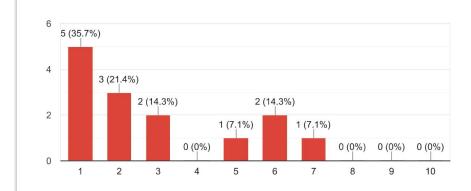






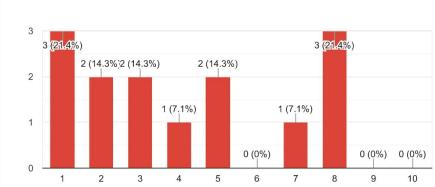
Which is more important to you, low cost or customization?

14 responses



Which is more important to you, low cost or being environmentally friendly?

14 responses

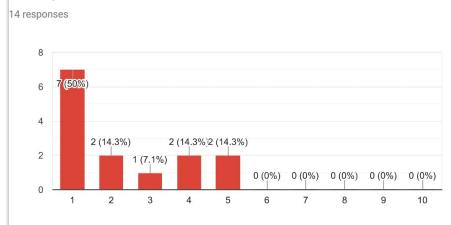


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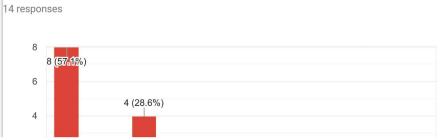
Transportation Survey



Which is more important to you, reliability or environmentally friendly?

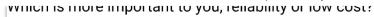


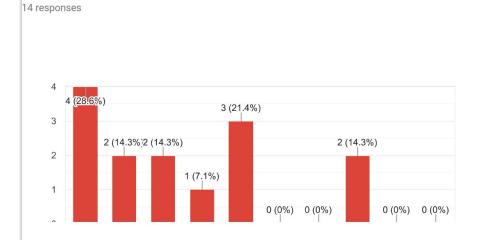
Which is more important to you, low cost or internet connectivity?



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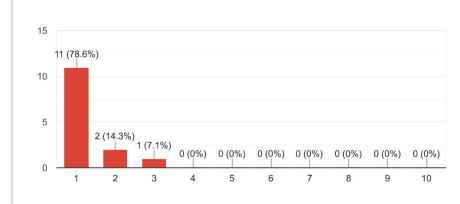
Transportation Survey





Which is more important to you, reliability or internet connectivity?

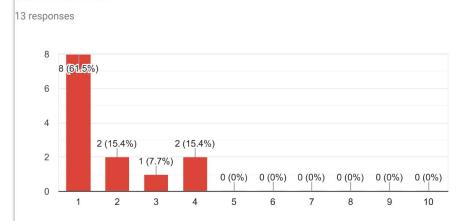
14 responses



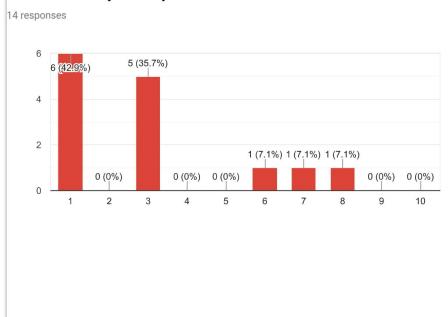
Which is more important to you, reliability or customization?

Transportation Survey

Which is more important to you, constant availability or customization?



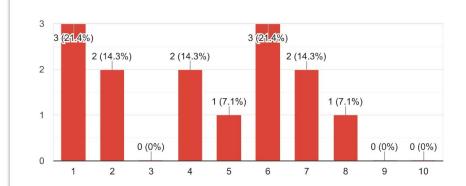
Which is more important to you, constant availability or being environmentally friendly?



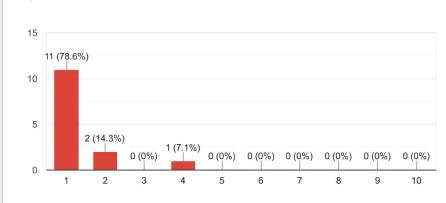
Transportation Survey

Which is more important to you, constant availability or low cost?

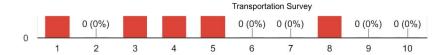
14 responses



Which is more important to you, constant availability or internet connectivity?

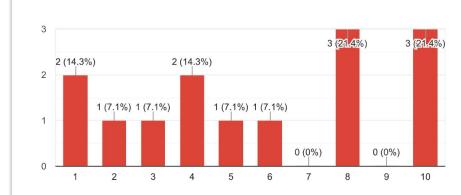




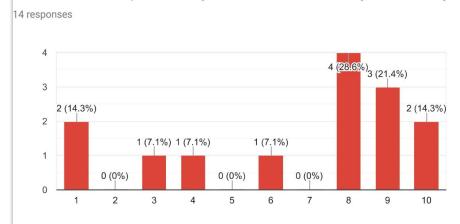


Which is more important to you, privacy or being environmentally friendly?

14 responses



Which is more important to you, constant availability or reliability?



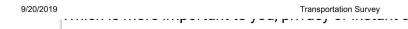
9/20/2019 Transportation Survey 3 3 (23.1%)3 (23.1%) 2 (15.4%)2 (15.4%)2 (15.4%) Which is more important to you, privacy or internet connectivity? 13 responses 5 (38.5%) 4 2 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7,7%) 0 (0%) 0 1 2 3 4 5 6 7 8 10 Which is more important to you, privacy or customization? 13 responses 6 5 (38.5%)

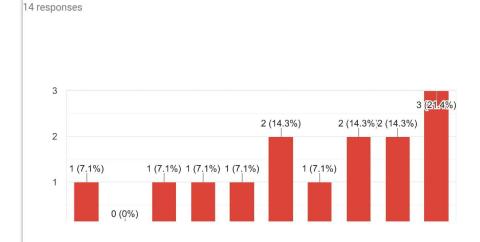
2 (15.4%)

1 (7.7%)

2 (15.4%)

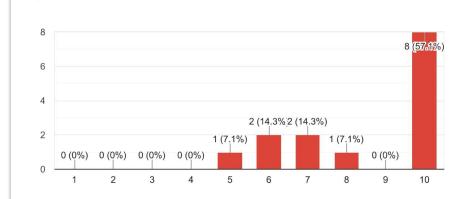
3 (23.1%)





Which is more important to you, privacy or relibility?

14 responses

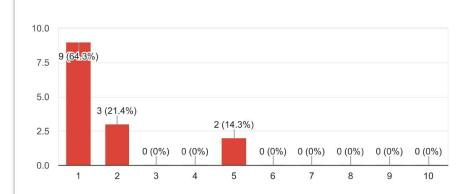


Which is more important to you, privacy or low cost?

Transportation Survey

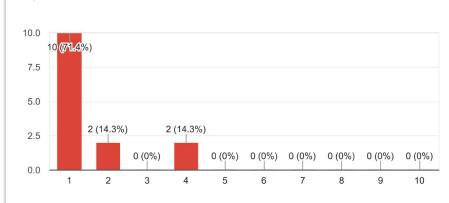
Which is more important to you, safety or internet connectivity?

14 responses



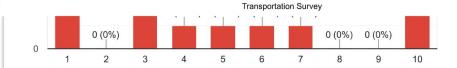
Which is more important to you, safety or customization?

14 responses



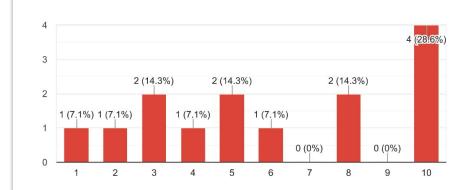
Which is more important to vou. privacy or instant availability?



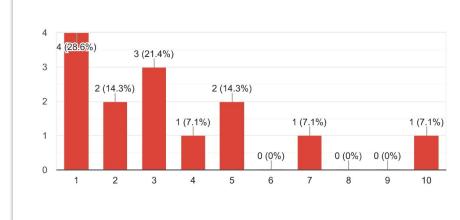


Which is more important to you, safety or reliability?

14 responses



Which is more important to you, safety or low cost?

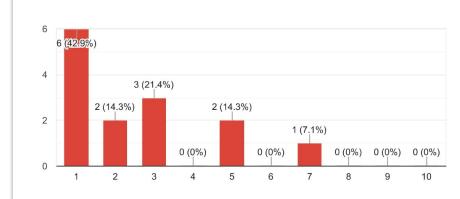


9/20/2019 Transportation Survey

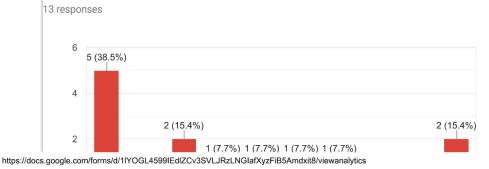


Which is more important to you, safety or privacy?

14 responses



Which is more important to you, safety or instant availability?

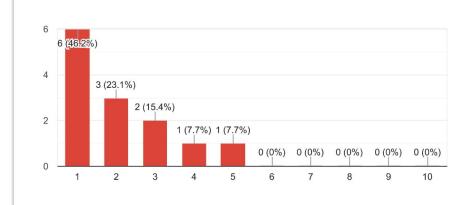


Transportation Survey



Which is more important to you, fast commute or customization?

13 responses

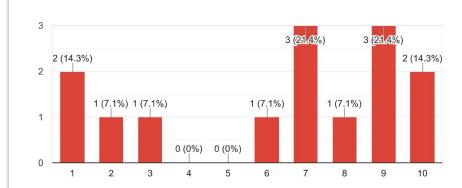


Which is more important to you, fast commute or being environmentally friendly?

Transportation Survey

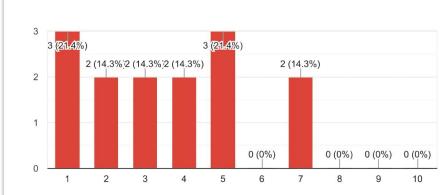
Which is more important to you, fast commute or reliability?

14 responses



Which is more important to you, fast commute or low cost?

14 responses

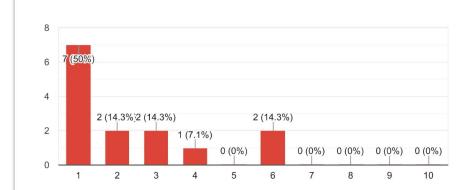


Which is more important to you, fast commute or internet connectivity?

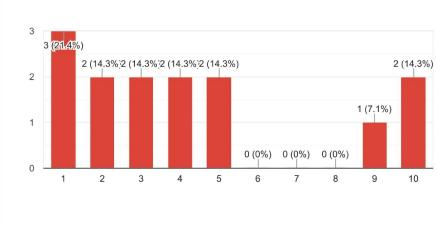
Transportation Survey

Which is more important to you, fast commute or privacy?

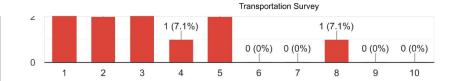
14 responses



Which is more important to you, fast commute or instant availability?

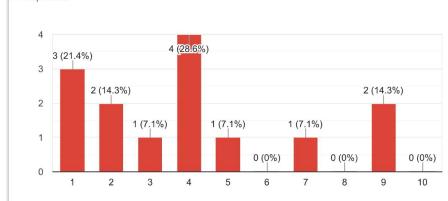






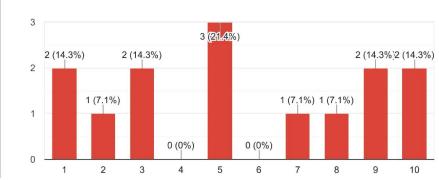
Which is more important to you, ease of use or being environmentally friendly?

14 responses



Which is more important to you, fast commute or safety?

14 responses



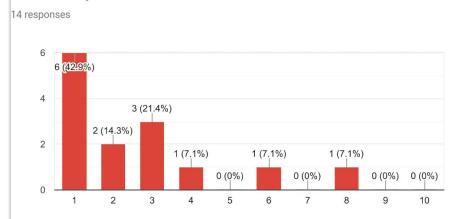
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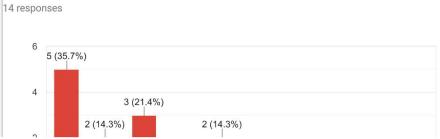
Transportation Survey



Which is more important to you, ease of use or internet connectivity?

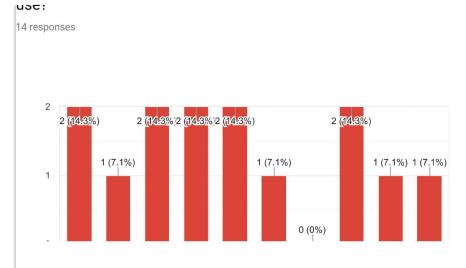


Which is more important to you, ease of use or customization?



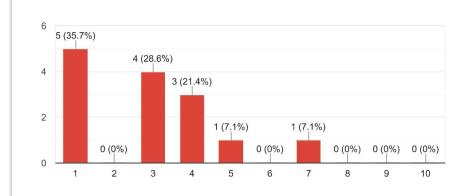
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Transportation Survey



Which is more important to you, reliability or ease of use?

14 responses



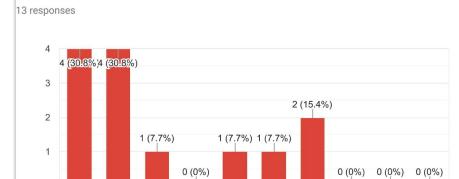
Which is more important to you, low cost or ease of use?

Transportation Survey

Which is more important to you, ease of use or privacy?

2

3



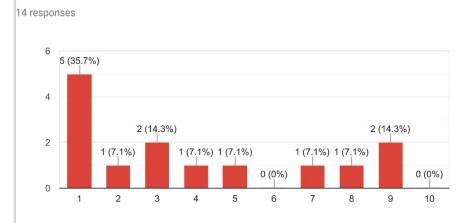
5

6

7

10

Which is more important to you, instant availability or ease of use?



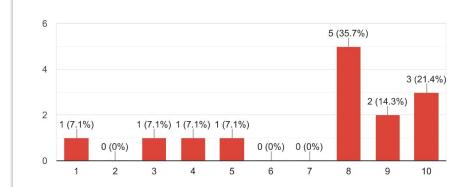
Which is more important to you, instant availability or ease of

Transportation Survey

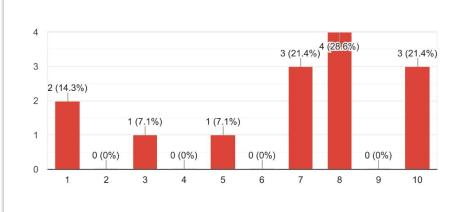
Comparison

Which is more important to you, ease of use or a fast commute?

14 responses

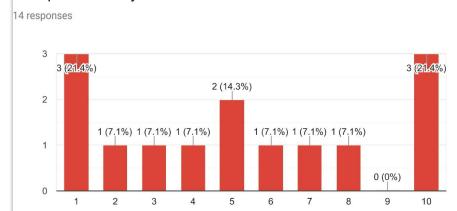


Which is more important to you, ease of use or safety?

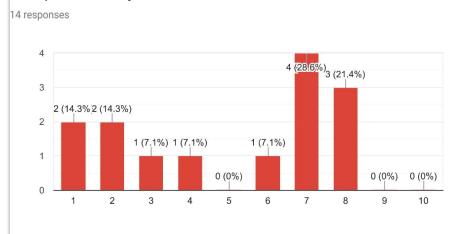




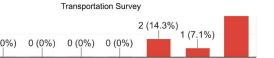
On a scale of 1 to 10 how important is customizable transportation to you?



On a scale of 1 to 10 how important is environmentally friendly transportation to you?







8

10

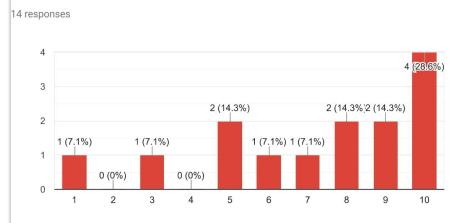
7

6

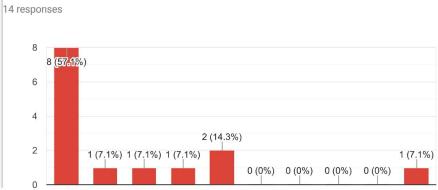
On a scale of 1 to 10 how important is low cost transportation to you?

5

3



On a scale of 1 to 10 how important is internet connected "smart" transportation to you?

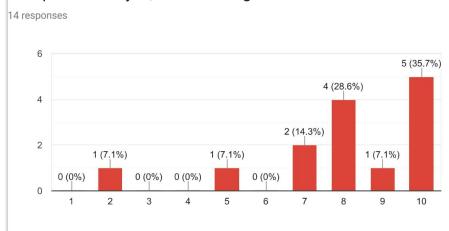


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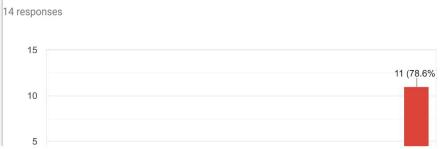
Transportation Survey



On a scale of 1 to 10 how important is instant access to transportation to you, i.e. not having to wait to leave?



On a scale of 1 to 10 how important is reliable transportation to you?

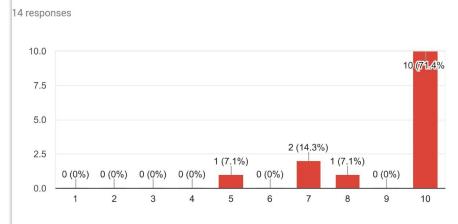


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Transportation Survey



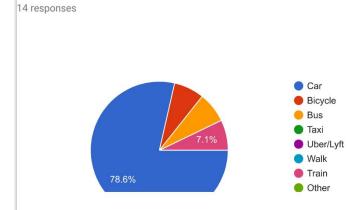
On a scale of 1 to 10 how important is safety while commuting to you?



On a scale of 1 to 10 how important is privacy while commuting to you?

Transportation Survey

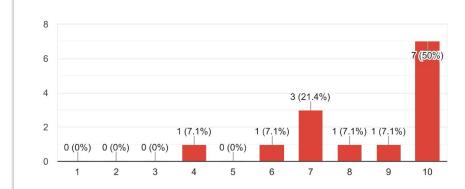
How do you currently commute to work or school?



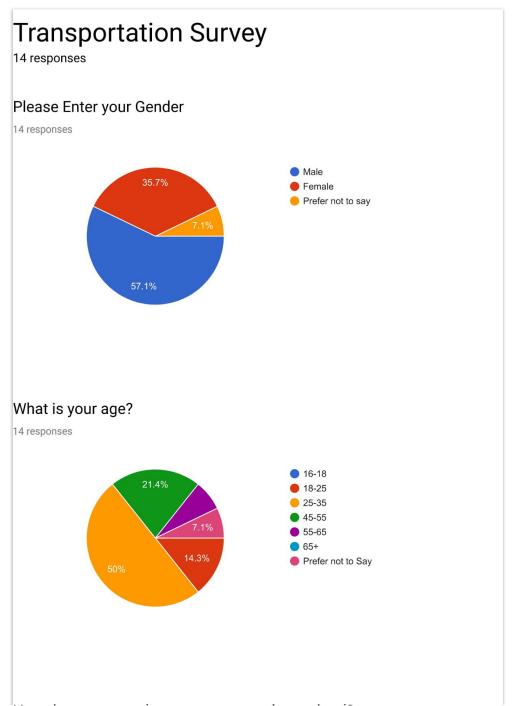
Ranked Choices

On a scale of 1 to 10 how important is ease of use to you?

14 responses



On a scale of 1 to 10 how important is a fast commute to you?



C:Online Primary Research