Empathise

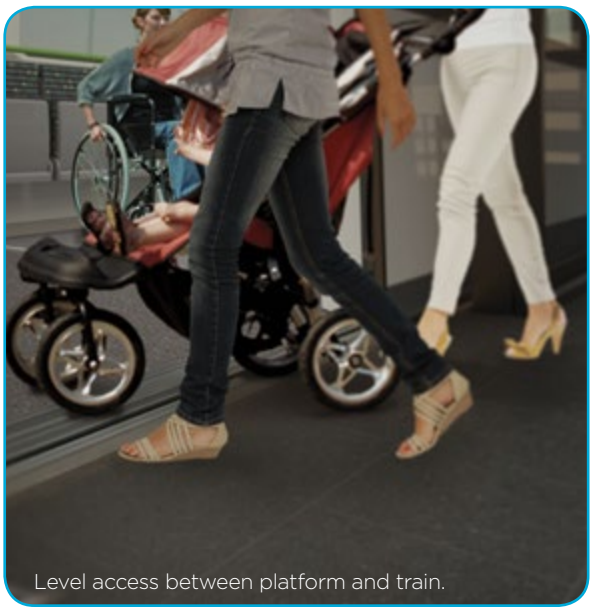
Put yourself in our customer or user's shoes to fully understand the issue you are trying to solve.

» Conduct thorough research using **sydneymetro.info** and your resource pack to gain a deeper understanding of the Sydney Metro project and customers.

» Observe, engage and listen to those you are creating your innovation for to gain insight into their needs, put yourself in the user's shoes.

To create a meaningful innovation your team needs to understand the user and care about their lives.

We have many types of customers and users in the Sydney Metro network. What do customers currently experience when travelling on trains? What are customers' needs and wants? How do we put them at the centre of designs? How do we make travel easier and improve their lives?



Level access between platform and train.

Define

Define the core issue using the information you have identified in the Empathise stage.

» Consider what insights you gained from your research and observations.

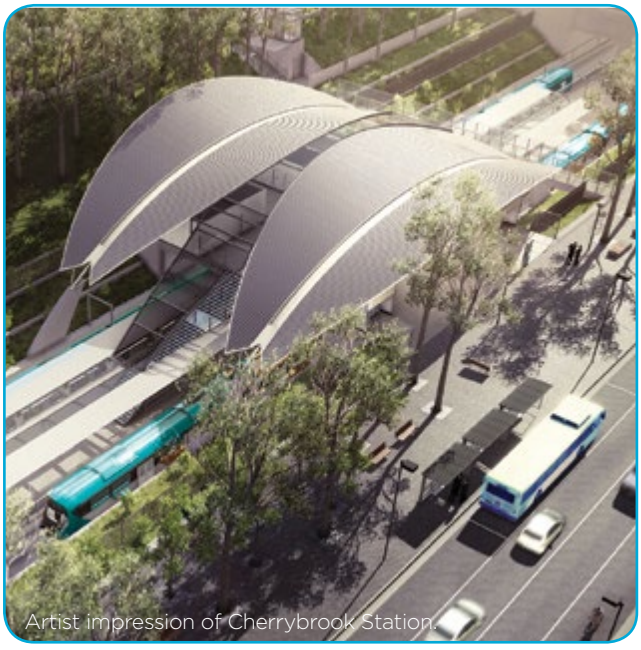
» Compose a point of view that considers the user, the need and your insight.

» The problem or issue must be clearly defined in order to understand what needs to be solved.

What does the issue really mean?
What is involved?

Design

The identified opportunity was - how do we design new metro stations that give customers a sense of place and community while still being functional?



Artist impression of Cherrybrook Station.

Ideate

Start generating your ideas. In your team record possible solutions to your issue.

- Brainstorm, mind map, storyboard or role-play as many ideas as possible for an innovation that solves your identified problem.
- 'Think outside the box'.
- Look for new solutions to your defined problem or issue.
- Try to select an innovation idea that doesn't already exist and while innovative it should also be realistic.

It's not about coming up with the 'right' idea straight away; it's about brainstorming the most diverse range of possibilities.

Ideate

Our Northwest stations have been designed to improve the customer's experience. Features include natural ventilation, harnessing natural light and coloured light pieces to brighten station interiors. Technology like wayfinding, video help points and real-time updates will make journeys easier, while platform screen doors and minimal gap between trains and stations improve customer's safety.

Tallawong Station under construction.

Prototype

Create a prototype in order to investigate the solutions suggested during the 'Ideate' stage.

- It is a good idea to bring a few ideas to the prototype stage.
- Your prototype can be a physical model, computer design or an artistic impression.
- It should be an inexpensive scaled-down model of your innovation.
- This stage is a trial to find out what works, what needs to be modified and whether the solution should be accepted or reconsidered. This will be presented in your pitch.

Build with the user in mind.

Prototype

Two life-size prototypes were built for official testing in Sydney's Northwest. These were important in informing the station design team as to whether the designs were effective and supportive of customers' needs.

Station prototype.

Test

The purpose of this stage is to test the prototype created, in order to gain insight into the user-experience - does it address the defined problem?

» Hand the prototype over to a new user to see how they interact with it.

» You may have to create multiple prototype versions before you get it right.

» Create experiences to test how your users would interact with your prototype in the real world.

Put your prototype in the users' hands

Test

Local community members, school students as well as different customer user groups tested the life size prototype station design.

Sydney Metro prototype station.

View **youtu.be/dzyILnGf_bo** to see innovation and design thinking in action.