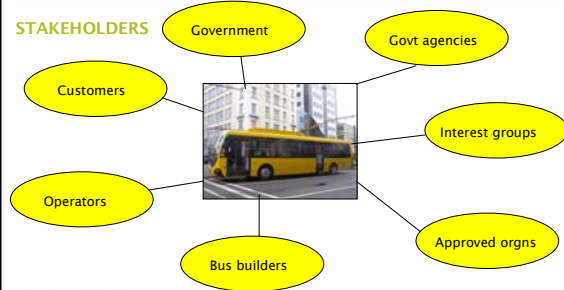


Important elements of vehicle quality

The vehicle has to accommodate a range of objectives to satisfy all the stakeholders.

Important elements of vehicle quality

STAKEHOLDERS



Important elements of vehicle quality

OBJECTIVES

- must be legal
- must be safe
- must be affordable
- must be accessible
- must be environmentally sound
- must be comfortable
- must allow for efficient entry, payment of fare, passage to seating/standing, exit
- must be clean
- must be practical and cost efficient to maintain
- must be vandal resistant
- must be reliable & productive etc etc etc.

Important elements of vehicle quality

Each stakeholder has a slightly different/different take on the importance of each.

Important elements of vehicle quality

COMFORT

Public authority	Operator	Passenger
<ul style="list-style-type: none"> ○ perceived comfort and appeal factor 	<ul style="list-style-type: none"> ○ comfort is one of the main certification criteria ○ comfort that is easy to maintain 	<ul style="list-style-type: none"> ○ noise and vibrations ○ temperature ○ visibility ○ smell ○ touch

IRISBUS research

Important elements of vehicle quality

CATEGORISING THE VARIOUS ELEMENTS

- design and performance
- accessibility
- passenger safety
- passenger comfort and use
- facilities for passengers with disabilities
- driver compartment
- standards for existing buses

Important elements of vehicle quality

Accessibility has been a focus.

Important elements of vehicle quality



Important elements of vehicle quality



Important elements of vehicle quality

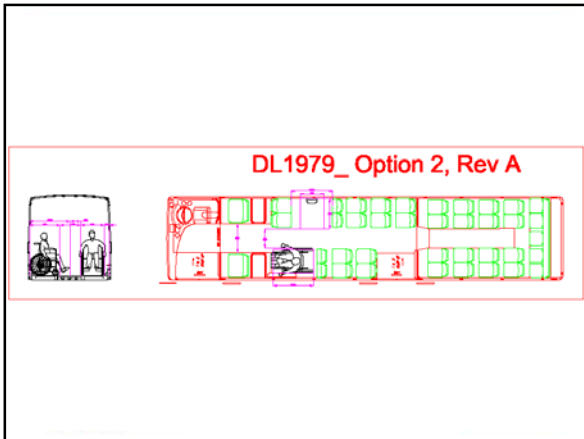


Important elements of vehicle quality



Important elements of vehicle quality





Comment on approach

- got buy-in from the start
- influential project team
- sound technical advice
- developed and used overseas contacts
- did our homework
- worked constructively with stakeholders
- developed a readable, practical document that will improve quality across NZ...

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Comment on approach

...but, where is the customer and customer experience in all of this?

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The missing link?

Good design.

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The missing link?

GOOD DESIGN

- Looks good
- Works well
- Gives pleasure
- Creates desire

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The missing link?

If something is attractive it leads to desire, and desire can lead to increased demand.

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The missing link?

Car industry eg Prius vs. Honda Civic Hybrid.



The missing link?

The new Honda Civic Hybrid.



The missing link?

Are we missing out on the benefits of good design?

The missing link?



The missing link?



The missing link?



The missing link?



The missing link?



The missing link?



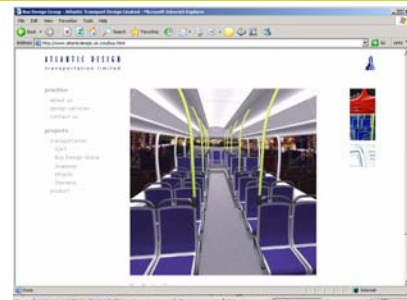
The missing link?



The missing link?



The missing link?



The missing link?



The missing link?



The missing link?



The missing link?

BMW have studied why people are so attached to their cars. Do we need to understand this better?

The missing link?

Bus Design Group in the UK say that buses should not try to compete with cars, but create an innovative and better experience.

The missing link?

Good design might be what we need to bring all of the vehicle quality elements together in a harmonious and satisfying whole.

The missing link?

CONSTRAINTS

- other priorities
- cost
- practicality
- legislation
- competitive considerations
- unloved space/vandalism

Concluding remarks

FUTURE VQS

- continuous improvements in accessibility
- better security
- more technology
- more environmentally friendly vehicles
- better testing and monitoring of vehicles
- more focus on ergonomics
- an increasing focus on the customer experience?
- better design?

Concluding remarks

CONCLUSION

- Given you an idea of what we currently consider important elements of VQS, and why
- Let's push the customer and customer experience further forward in the development of public transport vehicles in the future
- Let's consider adding the tools and technology of designers into the mix.

Thank you for listening!

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