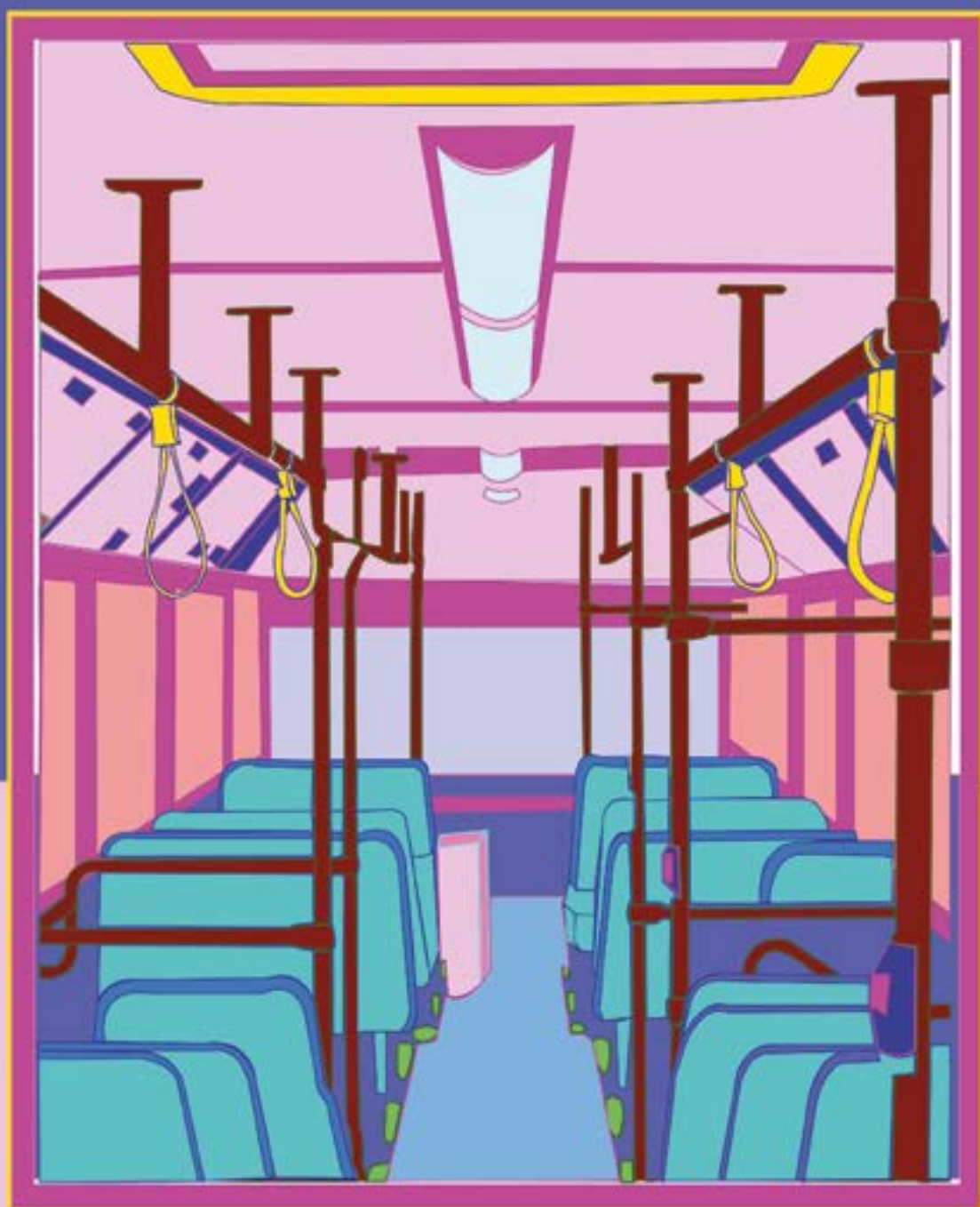


SAIGON DESIGN STORIES

CREATIVE THINKING & INNOVATION



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SELF-PORTRAIT



Fig.01. Nguyen, P 2019, 'Self Portrait', Vietnam, image, photo by author.

THINGS ARE IMPORTANT
TO ME

SOCIAL DESIGN ISSUE

In an accelerating pace of urbanization and motorization, upgrading transportation mobility is one of the most noticeable concerns in Viet Nam especially Ho Chi Minh City – the financial centre. According to Moavenzadeh and Markow (2007, p.8), several dire situations such as congestion, air pollution, health effects or decreased economic activity might follow the poor transportation system. In recent years, there is a significant increase in the number of Sai Gon citizens within a great need for daily mobility. However, in 2018, the number of passenger using public transportation dropped by 3.6% comparing to that of in 2017. The two main reasons for this issue are the degrading facility and the development of transportation network companies such as Grab, GoViet or Be. Hence, improving service quality is essential to encourage the public to use bus instead of private vehicles (Moavemzadeh & Markow 2007, p.10).



Fig.02. Binh, N 2018, 'GrabBike', photograph, Ho Chi Minh City, Vietnam, viewed on 23 June 2019, news.zing.vn.



Fig.03. Nguyen, P 2019, 'Bus Stop', image, photo by author.

Based on the information provided in “bus using habit” research in 2012, the majority of the passenger using bus in Ho Chi Minh City is in the 16-29 age group. It can be said that public transportation agencies should also focus on students and civil servants to provide a better transportation system beside the elderly and children. Recently, numerous practical solutions have been offered such as the bus stop button, GPS voice navigation or free bus pass for the disabled. However, besides these positive improvements, there still exists multiple problems which ought to be resolved. There is a common situation in which some people did not bring small change so it took a lot of time for the bus staff to return charges. Furthermore, every passenger has to wait for their turn to receive bus tickets from the staff, therefore, it is a waste of time to remain the traditional ticketing system. Another problem is the lack of seat while there is a great demand for using the bus in rush hours.



Fig.04. Quang, Đ 2018, ‘Bus Ticketing System’, photograph, Ho Chi Minh City, Vietnam, viewed on 24 June 2019, tuoitre.vn.



Fig.05. Nguyen, P 2019, ‘Bus Stop’, image, photo by author.

A transit pass is considered as a smart card which is one of two implementations of electronic payment systems beside wireless transmitters (Moavemzadeh & Markow 2007, p.113). Generally, this is a pre-purchased ticket that allows the passenger to travel on the trams, subways or buses without paying cash to pass the ticket checkpoint (ibid).

In numerous developed countries such as the United States, Germany or Norway, transit pass or travel card is one of the indispensable mobility tools which made a great contribution to transportation sustainability. Interestingly, the Department of Transport in Ho Chi Minh City decided to put the smart card into operation this July. The idea of this project was given by a Limited Liability Company called Zion and the Joint Stock Commercial Bank for Foreign Trade of Vietnam.

In details, transit pass was made from plastic within the credit card size and the function is similar to debit cards (Andrew & Gernard 2016). There is a microprocessor that can update and put the information in storage inside the transit pass (ibid). The user can easily refill this card at the convenience store, post offices or the Automated Teller Machines (ATMs) (Moavemzadeh & Markow 2007, p.113).

TRANSIT PASS

DESIGN PRECEDENT 1

Fig.06. Smart Card, 'PVC Smart Card', Shape: Rectangular, viewed on 24 June 2019, www.indiamart.com.



CASE STUDY 1

In various developed countries such as the United States, Germany or Norway, transit pass or travel card is one of the indispensable mobility tools which made a great contribution to transportation sustainability. The government in Germany provides a special transit pass for students named “semester ticket” which allows them to travel on every kind of public transportation. However, they have to pay for it every semester along with the university’s student fees. It can be said that this is one of the practical solutions to reduce demand for private vehicles because the parents do not need to drive their children or pick them up. Gradually, every family member can raise their consciousness about the long-term benefit of using public transportation.

According to Habib and Sami (2019, pp. 111-133), in Toronto, the transit pass is quite popular among the people with work or student status and nuclear families. Furthermore, their studies showed that it not only has a positive impact on ridership behavior but also can be exploited to seek the strategies to improve environmental quality (ibid). More interestingly, the passenger can buy a transit pass online by using the Transit store app then show the driver their digital ticket. In conclusion, the Vietnamese Government should utilize this user-friendly system in order to enhance transportation mobility because of various benefits



Fig.07. MTAEnthusiast10, 2017, 'R160A E Train entering World Trade Center', New York City, the United States, viewed on 24 June 2019, en.wikipedia.org.

DESIGN PRECEDENT 2



Fig.08. Quynh, T 2018, 'Vietnam Sightseeing', Ha Noi, Viet Nam, viewed on 24 June 2019, news.zing.vn.

Double-decker bus is defined as a bus which has two decks (Allan 2012). The first double-decker bus was founded in 1954 by London Transport, Park Royal Vehicles, and the Associated Equipment Company. This special bus made a strong impression on the passenger because of the unique design and the large capacity.

Early twofold deckers put the drivers in a different taxi. Traveler access was by means of an open staging at the back, and a transport conductor would gather charges. Current twofold deckers have a primary passage entryway at the front, and the driver takes charges, in this manner dividing the number of transport laborers on board, however moderating the boarding procedure. The back often frame, well known with passengers, was deserted for safety purposes, as there was a danger of travelers falling when running and jumping onto the bus.

In Vietnam, the first double-decker bus was put into operation on November 30th, 2018 and received various feedbacks from the passenger.

DOUBLE-DECKER BUS

CASE STUDY 2

As the aforementioned discussion, one of the practical solutions for traffic congestion and reduce the amount of greenhouse gas emissions is increasing the demand for public transit.

Some urban areas in mainland China have twofold deckers in customary use on certain jam-packed lines, while some have a couple of twofold decks transports being used on lines which additionally utilize single – deck vehicles. Guilin is the main city that works twofold deckers routinely in most routes; in its central avenue, the twofold deckers wins and run one-by-one consistently. Other than Guilin and Nanning, Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Hangzhou, Wuhan, Dalian, Foshan, and Kunming additionally have those transports in administration, especially on course during rush hours. Larger towns in the advance seaside provinces, including Shaoxing, Zhejiang area, utilize twofold decker buses.



Fig.09. Guilin travel guide, 'City Buses', Guilin, China, viewed on 24 June 2019, www.sinotour.com.cn.

Habib and Sami (2019, pp.III-133) stated that the daily transit service and passenger behavior are closely related to each other. Indeed, the improvement in public transportation system is the reason why the number of people who travel by bus in Ho Chi Minh City is higher than the other places in Vietnam (Sai Gon Giai Phong Online 2017). In this case, stakeholders including the government, designers, bus staff, the user, the investors and manufacturers are play an essential role in the production of the new design. While the designers main focus is a simple and multifunctional product; the government, the investors and manufacturers missions are ensure it quality and can approach to the users.

There are several types of passenger such as students, civil servants, the elderly, the disabled, the foreigner and children. They are the key points which can help the other stakeholders to seek the practical solutions for the public transportation system drawbacks (Moavenzadeh & Markow 2007, p.8). It can be seen that the foreigners are rarely travel by bus because of the lack of bus routes information and not fluent in Vietnamese. Besides, the elderly and children do not have a good access to the modern technology due to multiple reasons.

STAKEHOLDERS

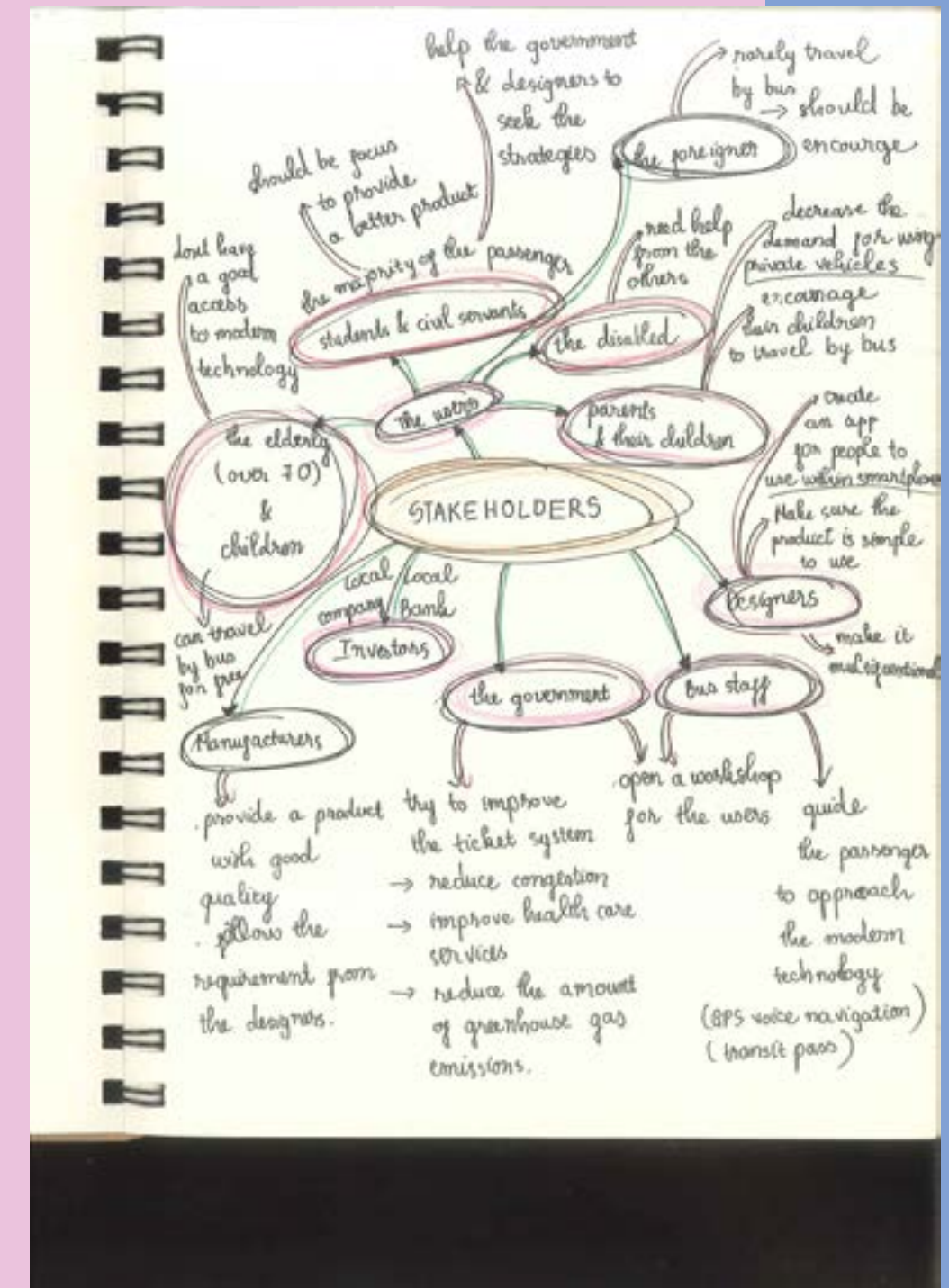


Fig.10. Nguyen, P 2019, 'Stakeholder map', Vietnam, image, photo by author.

In fact, people whose age over 70 must present their identity card or a free travel ticket which had already been registered at People's Committee of Ho Chi Minh City centre to travel for free (InforNet News 2015). Moreover, children who are under 1 metre tall can travel on several kinds of public transportation especially bus for free without their birth certificate (Ibid). However, an informative, affordable and simple-to-use product should be provided for the elderly whose age under 70 or children who are over a metre tall.



Fig.11. Nguyen, P 2019, 'Second Stakeholder map', Vietnam, image, photo by author.

1: CULTURAL Generally, there are various common behaviour patterns from almost passengers including queuing up before boarding the bus, pressing the stop button when the bus nearly comes to their destination or getting on the bus from the front door and getting off from the back door. Furthermore, people always offer their seat to pregnant woman, children and the elderly. All these things made a significant contribution to the improvement of public transportation system in Ho Chi Minh City. Interestingly, students usually wear headphones and access to the social networks when going alone instead of interacting with the others (Danang Urban Bus 2017). However, the older tend to talking with the bus staff and asking for useful information (ibid).

2: SOCIAL According to Moavenzadeh and Markow (2007, p.8), using public transport can help people avoid sunburn due to an overexposure to ultraviolet radiation. Moreover, the World Health Organization (WHO) has estimated that 1.1 percent of annual deaths are caused by outdoor air pollution (ibid). Traveling by bus, in this case, can be one of the most practical solutions in Vietnam. Based on the research, a lot of people especially women travel by bus because they can not drive motorbike and want to protect their skin from sunburn. On the other hand, the flexibility and time-saving are the two main reasons why high income people tend to using motorcycles instead of bus or private cars (Lao Dong News 2018).

LENSES

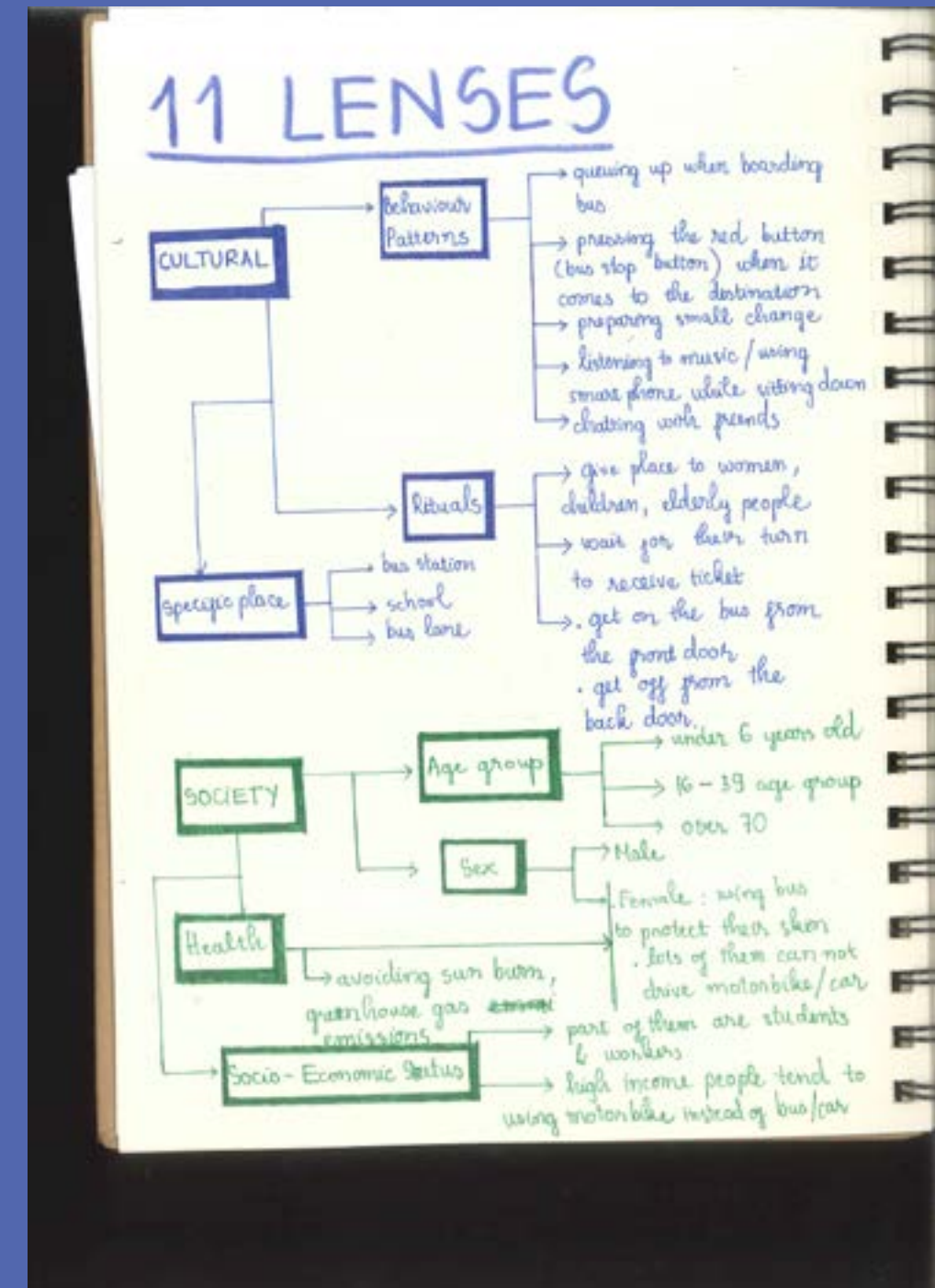


Fig.12. Nguyen, P 2019, '11 lenses analysis', Vietnam, image, photo by author.

3: ECONOMICAL There are multiple adverse impacts from congestion due to the significant increase in the number of private vehicles. One of them is decreased economic activity. Moavenzadeh and Markow (2007, p.9) proved that the UK loses 20 to 25 billion USD per year because of traffic congestion while the United States estimates over 43 billion USD per annum. It is obvious that improving public transportation system like offering transit pass is really important in the recent years. Two economical benefits are reducing the demand for gasoline, helping the passengers to have some money saved up.

4: EMOTIONAL After a hard working day, people have a tendency towards relaxation and entertainment. Therefore, spending their free time on listening to music, chatting with friends, reading books or even taking a nap are absolutely some great ideas for the passengers. Instead of worrying about the bad weather, the traffic jam or getting lost; they can utterly enjoy a short moment while sitting on a bus bench like a self-reward.

5: POLITICAL Sustainable society is the society in which it could support and protect the vulnerable, and improve everyone's quality of life (Moavenzadeh & Markow 2007, p.15). Based on this purpose, public services are the inevitable approach. However, people are using them without the consideration of those meanings. It could be seen that the price for poor students as well as successful businessman are the same. Law reinforcement is necessary for the change. However, publishing new law without taking people's opinions could not be a good idea. For this demand, opening channel for people to complain about bus services maybe a solution. To give people some information about the bus routes, free information in details should be provided. While general reinforcement might not have any impact, the specific one could be two difficult to create. Those feedbacks from the passengers have a high chance to make a huge effect.

6: ETHICAL Another negative impact which is caused by congestion is the bad behaviors from the residents. Lots of them disobey the traffic laws because worry about their lateness. Moreover, they might also feel uncomfortable and angry at being delayed then blame the people around for their small mistakes.

7: TECHNOLOGICAL The technology has been involving in the modern life a lot. For that reason, the new technology could be applied to the transportation including buses. The passenger can use transit pass or buy tickets online and then swipe through the bus door instead of buying ticket traditionally, which is very time-consuming. Furthermore, with the innovation of technology, the stop button on bus can be replaced with the voice navigation system on the mobile phone, when the user nearly comes to their destination, the phone will automatically send a notice to the bus so that the driver will know where to drop them.

8: FUNCTIONAL Based on the information from the three cultural probes video, the Hong Kong color themes from those reflective light at night could be one of the main aesthetic characteristics. More interestingly, the colors of traffic lights as well as the bus information sign are the same. Combining the online bus information and the transit pass within a minimal appearance is a practical solution to improve the public transportation system.

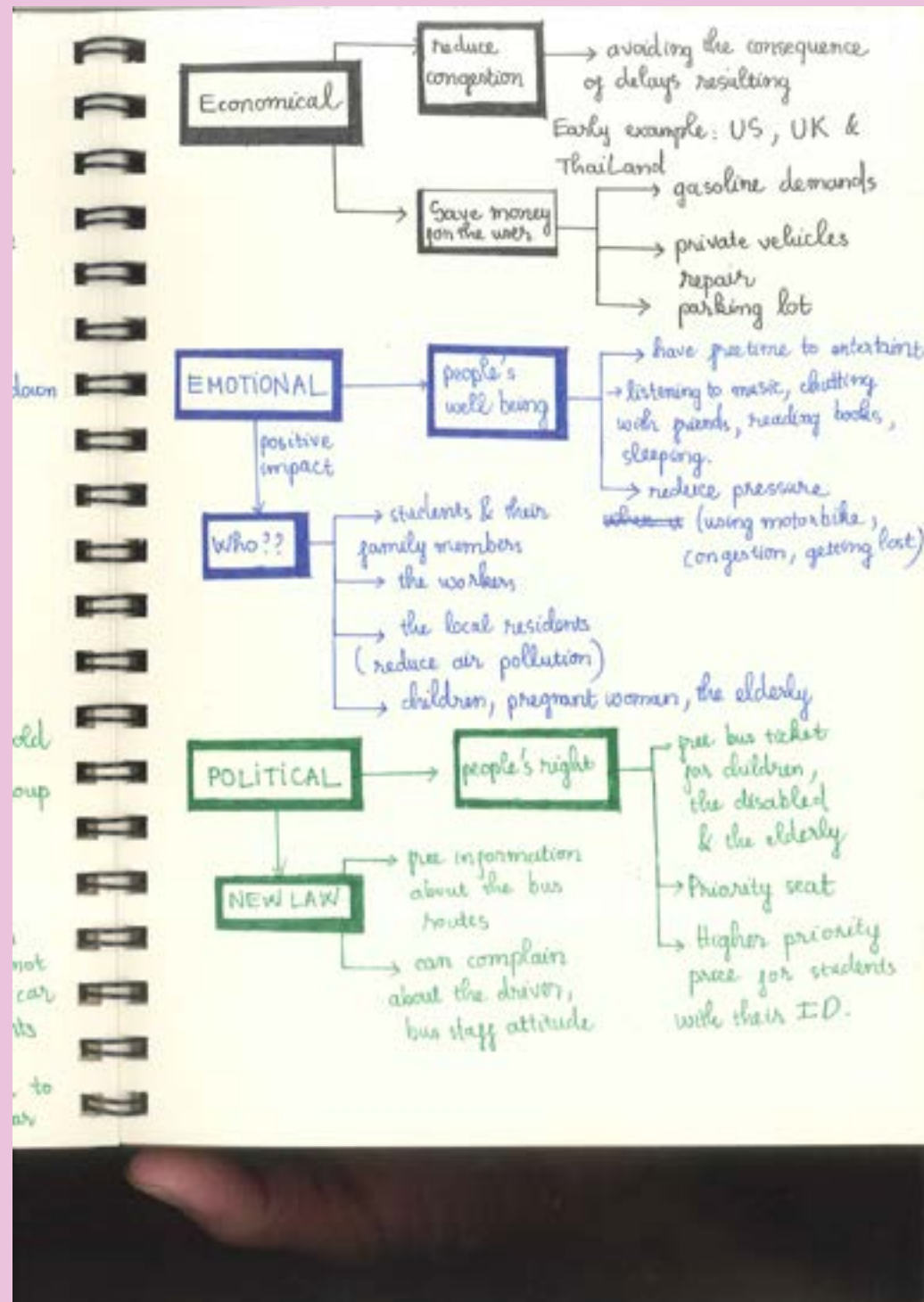


Fig.13. Nguyen, P 2019, '11 lenses analysis', Vietnam, image, photo by author.

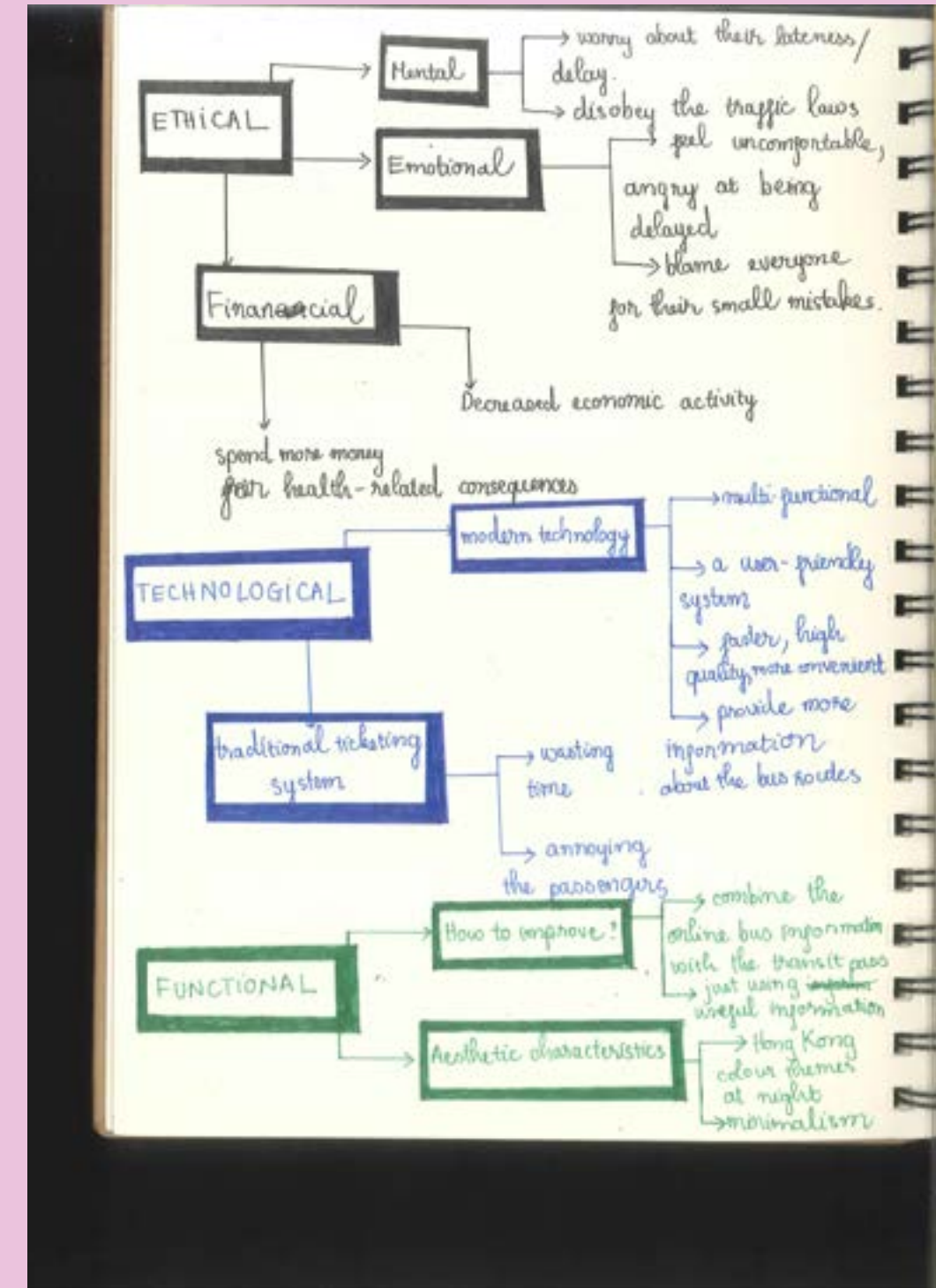


Fig.14. Nguyen, P 2019, '11 lenses analysis', Vietnam, image, photo by author.

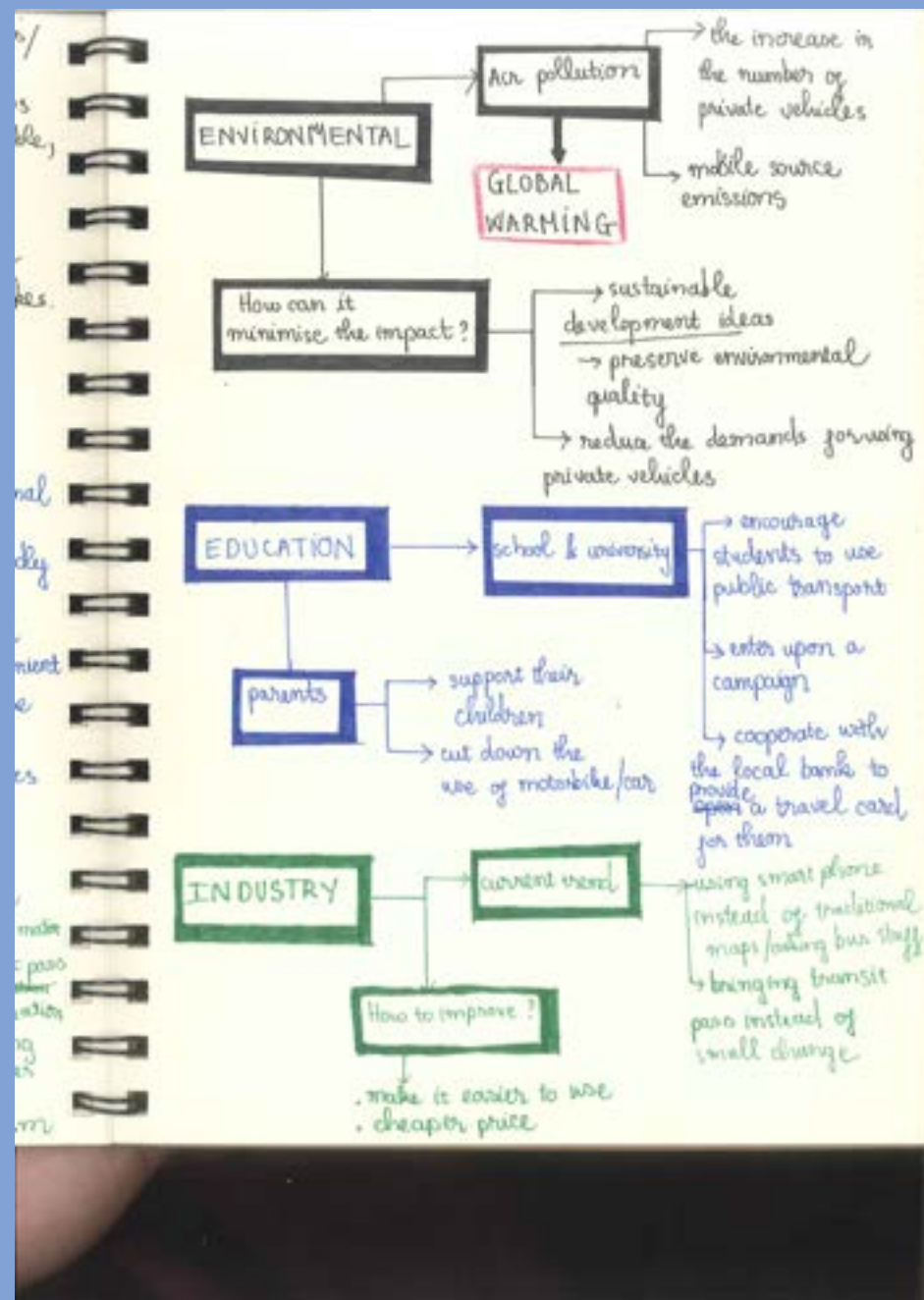


Fig.15. Nguyen, P 2019, '11 lenses analysis', Vietnam, image, photo by author.

9: ENVIRONMENTAL Air pollution is one of the most noticeable concerns in Vietnam, specifically Ho Chi Minh City due to the increase in the number of personal vehicles. It not only had a negative impact on human's health condition but also caused numerous environmental problems especially global warming – a long-term consequence of climate change and human activities. For that reason, the government should be focus on the sustainable development, which can be defined as a strategy to protect the environmental quality (Moavenzadeh & Markow 2007, p.35).

10: EDUCATIONAL/ AWARENESS In order to overcome the use of personal transportation, every family and school need to be aware of the benefits of the public transport and mobilize people to use it. For each family, parents should support their children to travel by bus. Parents should also use buses to set an example for their children and reduce the demand for private vehicles. At school, teachers should support students to use public transport through lessons or organize campaigns for everyone to join. Besides, the university should cooperate with local banks to provide travel cards for each student. It could be said that using buses to replace personal vehicles is a positive action which can protect the economy, society and the environment.

11: INDUSTRY Utilizing smart phones instead of the traditional maps or asking the bus staff is the current trend among people who travel by bus. It is clear that modern technology plays a vital roles in the improvement of bus system, the environmental quality and the economical activities.

CULTURAL PROBES

5 SKETCHES



Fig.16. Nguyen, P 2019, 'Online bus information', Vietnam, image, photo by author.



Fig.17. Nguyen, P 2019, '5 sketches', Vietnam, image, photo by author.



Fig.18. Nguyen, P 2019, '5 sketches', Vietnam, image, photo by author.

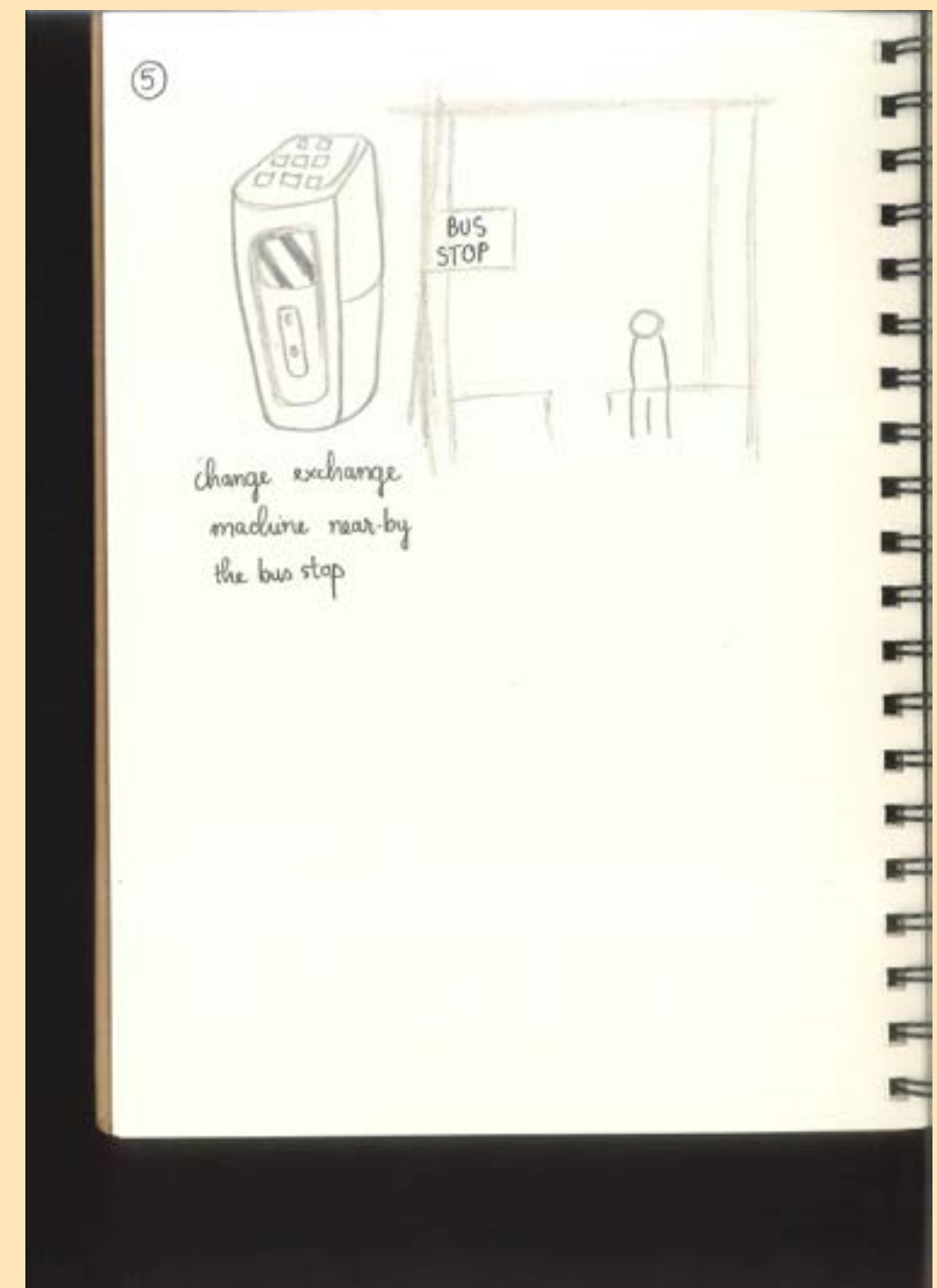


Fig.19. Nguyen, P 2019, '5 Sketches', Vietnam, image, photo by author.

DESIGN STATEMENT

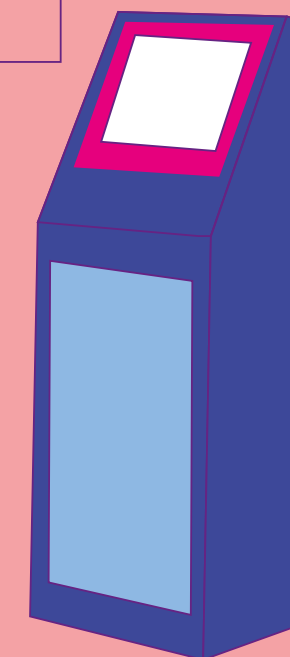
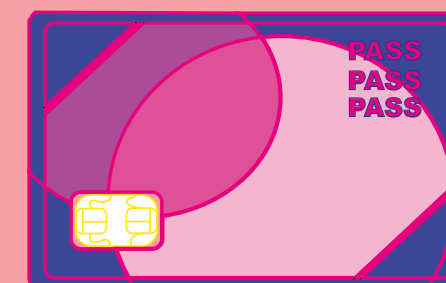
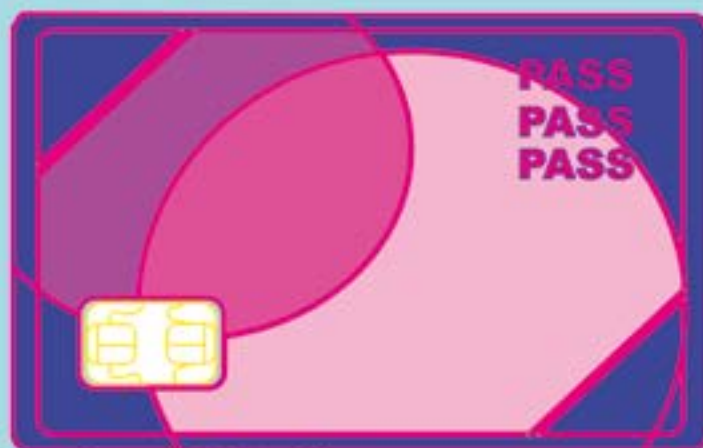
In recent years, the unsustainable transportation system is the reason for several negative problems such as pollution, congestion and economic effects (Moavenzadeh & Markow 2007, p.9). Therefore, it is important to upgrade the transportation services in order to reduce the demands for using private vehicles. Transit pass (a pre-purchased ticket), in this case, can be considered as a user-friendly system because of great value (Habib & Sami 2019, pp. III-133). Besides, high-tech citizens also expect a modern mobility tool within useful information. Through the research, there is an online bus information board which is located nearby the bus station in Ho Chi Minh City. However, just a few passengers utilize it as an informative channel to find the desired bus routes. Consequently, the idea of integrating the “bus information” board into the transit pass is one of the practical solutions for numerous drawbacks of unsustainable transportation malady. Based on 5 lenses from the former research including economical, emotional, ethical, technological and functional, this design solution can be beneficial to the public as well as the national economies. In details, this is a travel ticket which can be refilled at the convenience store on the front side; and an electric online bus information on the backside. Generally, it not only help the citizens raise their consciousness about bus civilization but also provide useful bus information for them. Moreover, with the affordable price and multi-functional system, people might feel more comfortable and do not have to waste their time on some annoying problems.

POSTERS

3

ONLINE BUS INFORMATION						
ROUTE	19	56	04	03	01	02
MINS	1		4			25
KM	0.1	0.5	0.6	1.2	3.7	7.1

ALL ROUTES : 01,02,03,04,19,56,80



**CLICK TO CHOOSE YOUR
BUS ROUTE**

ROUTE	19	56	04	03	01	02
MINS	1		4			25
KM	0.1	0.3	0.6	1.2	3.7	7.1

ALL ROUTES : 01,02,03,04,19,56,88



TRANSIT TO CARE



UNIVERSAL PASSPORT



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