

Travel BLISS!



(Prime minister of India, Narendra Modi ji travelling by public transport in Delhi)

IDEO HUMAN CENTER DESIGN COURSE

PROJECT: MISSION GREEN DELHI

CHALLENGE: POLLUTION & TRAFFIC CONTROL IN DELHI

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New Delhi, India
June, 2017

INSPIRATION PHASE

NICE ARTICLE FROM DR. HEMANT THAT INSPIRED OUR RESEARCH

Why young people don't buy cars and apartments anymore

Nowadays, the traditional measure of success — owning an apartment and/or a car — is out of date. An increasing number of young people around the world don't want to buy them.

Research shows that the so-called millennial generation, who are now 30-35 years old, rarely buy houses and even more rarely — cars. In fact, they don't buy super expensive things at all. In the USA, people under the age of 35 are called 'the generation of renters.'

Why does this happen?

Some sociologists say the current generation of young people differs from their parents' generation. They have other values.

The youth today has reconsidered the concept of success, which means:

Successful people don't buy property — they rent.

If you want to be considered successful, invest in experiences: travel, do extreme sports, build start-ups.

The point is that people now don't want prosperity and stability — all they want is flexible schedules and financial and geographical independence.

People have started to have no interest in material things

Why own a car if you can take a cab?

It's almost a personal car with a driver. And it's not more expensive than having your own car. Why buy a house in a beautiful place and go there for vacation, if you can find a place to stay through Airbnb in any corner of the planet? You don't have to overpay for rent or buy a property in a country you love. The same thing with real estate in your hometown:

You don't know how long you'll stay where you live.

You can take on a mortgage for 40 years, or you can accept the fact that you'll spend your whole life in a rented place.

You'll probably change your job in the next few years. If you rent, nothing prevents you from moving closer to the office.

According to Forbes, modern young people change jobs every three years on average.

The concept of ownership is no longer relevant

James Hamblin, The Atlantic's columnist, explains the phenomenon as follows: 'Over the past decade, psychologists carried out a great amount of research proving that, in terms of happiness and a sense of well-being, spending money on new experiences is much more profitable than buying new things. It brings more joy.'

Experiences help us make friends

Social interaction between people is crucial to whether they feel happy or not. Talking to others and having a lot of friends makes you a happier person. But would people rather hear about how you spent a year in a wild country or about how many apartments you've already bought?

Remember that even a bad experience can become a good story. Material things cannot.

Buying things makes us worry

There's one more thing. The things we own, especially if they're very expensive, make us worry about their condition. If you buy a car, you'll flinch every time someone's alarm sounds outside. If you buy a house and fill it with expensive items, you'll be afraid of being robbed. Not to mention the fact that a car can be scratched or break down, and a super expensive TV might break after a year of usage. But no one can ever take away the experiences you have.

Every purchase will go down in price over time

Our parents were not able to travel as often as we do. There wasn't the possibility to have so much fun. They didn't have so many opportunities to start a new business. Therefore, they invested in houses and cars, and we don't want to do that. After all, every purchase, if it's not a house or an apartment, will depreciate over time. And if we think about how quickly real estate depreciates during a crisis, then everything becomes even more obvious.

Experience is the only thing that matters: it won't go down in price, and no one can steal it.

TAKE HOME MESSAGE - The Author of the above article is from the USA and has explained of a growing trait in the USA. But India is not far behind. More and more of my friends, family and people I know who live in metros like Mumbai, Pune, Delhi and Bangalore are shifting to the above mindset.

The change is happening fast.

And experience has become the new age motivator.

Very soon youth in developing cities will understand the power of the above and adopt it.

It's an evolutionary change, where we are moving away from Materialistic value to Higher Emotional Value to Life!

If we consider the Maslows Pyramid, this is a further step towards greater happiness.

If we consider what Krishna Said in the Bhagwat Gita- Detachment is essential to experience Bliss!

If you still depend on Materialistic approach to happiness. Then this is a great time in the social evolution of society to experience the other side, without being considered a Rebel or having to break too many comfort zones!

-Dr. Hemant (Psychiatrist)

INSPIRING STORY OF FRENCH TEACHER HODA RAAD WHO LIVES IN LABNON



The only thing that French teacher Hoda Raad would love more than running would be running through a lush green space. But in Lebanon, where Hoda lives, industry and other human activity has disappeared 20 percent of the country's trees in the past half century. Hoda's home of Baalbeck, in the Beqaa Valley, is especially barren. As part of a USAID-supported reforestation project, Hoda brings the diverse sects of her community together for a common goal - turning the Beqaa Valley green again. Watch her video [here](#).

NEWSPAPER STORIES THAT INSPIRED US

'I DON'T WANT TO VISIT DELHI'

...says former athlete PT Usha, as she feels that increasing pollution can affect an athlete's stamina

Ruchika Garg

One of the most celebrated sports personalities, former Indian athlete PT Usha's love for Delhi has diminished over the years, owing to pollution in the city. "I came to Delhi in 1979 for my practice sessions. I fell in love with the place. But now I don't want to visit the Capital as it's full of pollution," says Usha, who is training children for the upcoming 2020 Olympics. Usha was recently in the Capital for an event, where she became nostalgic about how the city

has changed since the '90s. "Travelling in the city was fun in the '90s, but now, it's a task! It's worse for runners, as pollution can affect their stamina," she says. Usha, who lost a bronze medal by 1/100th of a second in the 1984 Los Angeles Olympics, feels that the athletes these days have better facilities. "During my time, winners bagged medals all by themselves without support or facilities. Today, there are schemes to promote sportspersons and authorities are also supportive. The facilities are much better. If the same were provided to us,

we, too, could have won gold medals in Olympics," she says. When we pointed out that India has been participating in Olympics for over two decades now but is yet to win a gold medal in athletics, she says, "When we lose in Asian Games or Olympics, we get disheartened. We forget the training aspect. We can't skip other competitive races, and participate only in Olympics. The competitive races are a great training ground and are important for success in Olympic-level races, too." [ruchika.garg@thehindu.com](#)

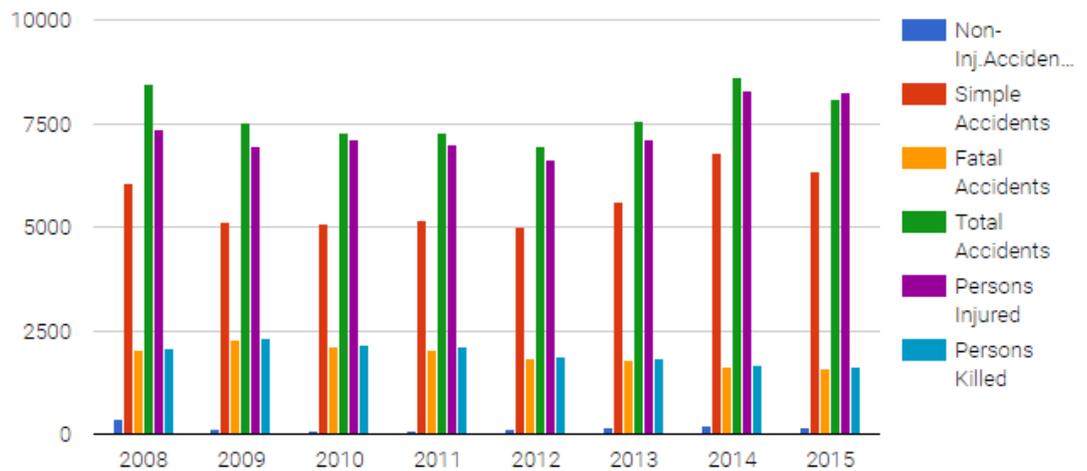
PHOTO: RAJESH KASHYAP/PHOT



Travelling in the city was fun in the '90s, but now, it's a task! It's worse for runners, as pollution can affect their stamina
PT USHA, FORMER ATHLETE

GOVERNMENT DATA STATS THAT INSPIRED US

The graph shows year wise accidents stats in Delhi.



Data source: <https://delhitrafficpolice.nic.in/about-us/statistics/>

04

Plan Your Research

Precrafted design challenge—1+ hours // Personal design challenge—2+ hours

Work with your design team to write down potential people to speak to and places to visit as part of your research. Remember to choose some research targets that will be feasible to accomplish during the second half of this workshop.

A. People to Learn from
(Prefrafted—3+ individuals // Personal—8+ individuals)

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As our design challenge was to understand why people prefer to use their car to travel to their work places, we thought of talking to industry leaders about why they prefer to commute by their cars and not public transport. We talked to marketing experts like Mr. Satinder Juneja from Kelton Technologies, Mr. Jaspreet and Sumit from NIIT Technologies.

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B. Experts to Speak to
(Prefrafted—1+ expert // Personal—3+ experts)

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We also talked to experts who basically work on digital storytelling to create awareness. One of such experts is Arunima Shekhar who is founder and chief editor of Tell-A-Tale Magazine. <https://www.tell-a-tale.com>

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05

Build an Interview Guide

Precrafted design challenge—1+ hours // Personal design challenge—2+ hours

Now it's time to create an interview guide to prepare for your conversations. It's best to create your guide in teams of two or three people. You'll likely need more space than this worksheet, so use your notebook to write down additional questions. Start building questions following the structure below.

Open General

What are some broad questions you can ask to open the conversation and warm people up?

Examples

- What do you do for a living?
- Who makes up your family or household?
- Describe your last family meal. Who was there? Where did it take place?

Broad question we asked was basically why most of the

learned and educated people in Delhi travel using their

personal cars and not public transport.

The second question was what frustrates them while commuting

to office and what motivates them.

Then Go Deep

What are some questions that can help you start to understand this person's hopes, fears, and ambitions??

Examples

- Draw your dream grocery aisle. What would be on the shelves, the coolers?
- Describe your favorite meal. What do you love about it?
- Imagine you can only eat one meal everyday. What would it be and why?

Then we asked them about discomfort they feel while

travelling by their personal cars instead of asking them about

comfort and privacy they get. This will give us clarity about

what they most dislike about increasing pollution in

capital of India and hence talk about their pain points.

CHALLENGES TO CONTROL INCREASING NUMBERS OF VEHICLES IN DELHI



1. **Elitism & Reluctance to change:** People are not willing to come out of their comfort zone and embrace reality. Society's responses to climate change are wholly inadequate and are leaving people vulnerable.
2. **Ask for Comfort & Security:** People see timing flexibility, privacy to do, eat, listen whatever you want to do, drive at own pace sheer driving pleasure in having their personal vehicles. People find it convenient, single medium of commute instead of big crowds in public transport.

3. **Unawareness about Policy on usage of public transport:** Companies do not encourage work from home, and smart cities start shaping up things should improve. Using public transport, including car pools carry lot less guilt.

IDEATION PHASE: SYNTHESIS

04

Create Insight Statements

Precrafted design challenge—1 hour // Personal design challenge—2+ hours

Write Your Design Challenge

Our design challenge was to combat increasing Pollution level in Delhi. We named the challenge 'Mission Green Delhi'

Theme: Elitism & Reluctance to change

Insights:

1. People are not willing to come out of their comfort zone and embrace reality
2. Society's responses to climate change are wholly inadequate and are leaving people vulnerable
- 3.

Theme: Comfort & Security

Insights:

1. People see timing flexibility, privacy to do, eat, listen whatever you want to do, drive at own pace sheer driving pleasure
2. People find it convenient, single medium of commute instead of big crowds in public transport
- 3.

Theme: Policy on usage of public transport

Insights:

1. We have a strict policy of using public transport, even though we own multiple cars

GENERAL QUESTIONS

Why do people travel by personal car ?

People are not willing to come out of their comfort zone and embrace reality

Society's responses to climate change are wholly inadequate and are leaving people vulnerable

People see timing flexibility, privacy to do, eat, listen whatever you want to do, drive at own pace sheer driving pleasure

People find it convenient, single medium of commute instead of big crowds in public transport

Elitism

Companies do not encourage work from home, and smart cities start shaping up things should improve.

DEEPER QUESTIONS

what frustrates you while commuting ?

Traffic Stress

Crowd in public transport and discomfort

Reaching Office Late

Insecurity in cabs like Uber and Ola during late hours - Women

Road Rage Events

Companies do not encourage work from home

05

Create “How Might We” Questions

Precrafted design challenge—30 minutes // Personal design challenge—40 minutes

State Your HMW Questions

Insight:

People have elitism and reluctance to change

How might we involve community to create and disseminate information by using campaigns for awareness on change?

Insight:

People think public transport is insecure and not comfortable

How might we highlight solutions which have more comfort and security?

Insight:

People don't know about our strict policies on usage of public transport

How might we create campaigns on strict policies on usage of public transport?

HOW MIGHT WE...

05
Create “How Might We” Questions
Precrafted design challenge—30 minutes // Personal design challenge—40 minutes

State Your HMW Questions

Insight:
People have elitism and reluctance to change

How might we involve community to create and disseminate information by using campaigns for awareness on change?

Insight:
People think public transport is insecure and not comfortable

How might we highlight solutions which have more comfort and security?

Insight:
People don't know about our strict policies on usage of public transport

This became pretty tough. Sitting down with each other and finding the exact wording to what all three of us could believe in was pretty tough.

- How might we involve community to create and disseminate information by using campaigns for awareness on change?
- How might we highlight solutions which have more comfort and security?
- How might we create campaigns on strict policies on usage of public transport?

HOW MIGHT WE QUESTIONS

How might we handle elitism and reluctance to change ?

How might we highlight solutions which have comfort ?

How might we highlight solutions which more secure for women commuters ?

How might we create awareness on strict policies of govt to use public transport

How might we involve and engage learned people to create and disseminate information and stories for awareness ?

How might we provide both tactical and strategic solutions of this challenge

OUR INSIGHTS/UNDERSTANDING/SOLUTIONS

1. **INSIGHT1:** Technologies like self-driving cars paired with transportation networks like Uber will pretty much kill the need to own a car in 25 to 30 years, Jamais Cascio, a futurist and senior fellow at the Institute for Ethics and Emerging Technologies, told Business Insider.
2. **INSIGHT2:** Use smart technologies to put an end to the traffic mess: Awareness on usage of navigation apps like google maps is required to avoid traffic congestion on roads.
3. **INSIGHT3:** - If you put 40 cars in a line it will occupy at least half kilometer on a single lane. If 40 people travel in public transport, they that leads to less vehicles on the road and less pollution as well.
4. **INSIGHT4:** Traffic congestion is mainly due to the lack of road reflections. I will explain in detail. Imagine the road has 3 lanes, each lane has different speeding systems, we should follow the same speeding system. We cannot decide our own speeding system on the roads, we need to follow the reflections of the road and move accordingly. I noticed some motorist moves very low speed and some of them are very high speed, it will create confusions. So, as per me road reflection is important.
5. **SOLUTION1:** Ridees allows users to share a ride and split the cost with co-worker(s), who happens to be going on the same direction.
6. **SOLUTION2:** Psychological traffic calming methods such as trees, plants and art works which, by narrowing and softening the street, can reduce forward visibility which discourages drivers from speeding.
7. **SOLUTION3:** Encourage residents to drive less: Organise a street event to raise awareness of the traffic issues in your street and give alternatives to getting around by car. Why not encourage people to try out cycling and walking instead? You can ask your local school if they have Travel Plans which encourage children and staff to walk, scoot and cycle to school (LINK TO big pedal) or start your own "walk, scoot or cycle to school" group. When using the car, try to car-share for trips to the city, supermarket or school with other residents heading in the same direction.

It reduces traffic and pollution and helps you get to know your neighbours.

8. **INSIGHT5:** At the rate private car ownership is climbing in India, all these new roads are going to get filled up mighty quickly.
9. **INSIGHT6:** The minute you drive a car out of the showroom, it starts depreciating. Most cars are used only by their owner. Do this test yourself, count the number of people in a car when you are on the road next time.
10. **SOLUTION4:** However, the emergence of services such as Uber and Ola, that have made hailing a taxi extremely easy. Even with the occasional surge charge, using these services regularly costs not that much more than owning a car. They are cheaper than owning a car with a driver. And, because someone else is driving you can catch up on work or your calls.
11. **GOVT STRATEGY1:** Improving Public Transport and Dis-incentivizing use of private vehicles by promoting public transport and discouraging private transport, per capita emissions can be reduced drastically and will result in positive effects on health, environment and finance of the city of Delhi.
12. **GOVT STRATEGY1:** Making public transport more attractive and enhancing the use of NMT.
13. **GOVT STRATEGY2:** There is also an up-surge in private motor vehicle ownership, and a corresponding increase in pollution, congestion, loss of man-hours and increase in urban poverty. This situation, has grown to alarming proportions in the past two decades. Therefore, a paradigm shift is required in the way we plan and the principles of Transit Oriented Development need to become an integral part of the DNA of city planning.
14. **GOVT STRATEGY3:** The country witnesses close to 1.5 lakh deaths annually of which 60% are pedestrian and cyclist deaths. Road safety is thus the most important concern and is one that involves a high degree of involvement of the road users as well as the road designers. Traffic management by use of IT, improvement in junction design and densifying network of streets to have more pedestrian and cycle-only streets are important measures to be undertaken to reduce road fatalities. Other measures to enhance road safety could include improved driver training, measures for segregation of slow and fast moving vehicles and improved road signs. Improvements in the emergency response system would also contribute greatly in reducing fatalities. A freight audit of Delhi should to be carried out to understand the transport facilities and traffic management policies that are needed to cater to goods movement to / from and within the city.

IDEATION PHASE: PROTOTYPING



IN ACTION WITH PROTOTYPE TESTING AT QED GROUP (www.qedgroupllc.com)

Next step was Prototyping. We found that people were more interested in more comfort while travelling. So, we have divided our prototypes into

1. Tactical Approach - Quickly Optable & Comfortable Solutions to reduce traffic on roads
2. Strategic Approach - Solutions that require little time for mindset change
 - a. Create awareness platform for information dissemination
 - b. Share strict govt. policies on public transport and discourage use of personalized transport
 - c. Make people aware of stress related to use of private transportation like road rage and time wastage etc.
 - d. Target most effected location of the country ie: Delhi
 - e. Giving priority to smart technology solutions
 - f. To change mindset to 'Think Green' before taking any action
 - g. Choose a domain name for online platform that is strategically more focussed for points d, e and f above.

TACTICAL APPROACH



We shared this prototype with people on various platforms like Facebook, Twitter, LinkedIn and Whatsapp. Most of the people (most female participants) liked to do private carpooling (Option D) and most of young people were with option C to do bicycling.

STRATEGIC APPROACH

We have an online platform greentechdelhi.com now which we would like to use to collect ideas from people and then disseminate information on this platform. Priority would be given to small campaigns that would create govt. policy awareness to discourage use of personalized cars. Based on ideas collected through this platform, we would be sharing pain points experienced while driving personal cars.

MAKING DELHI BETTER PLACE TO LIVE



Here is a list of important features of Mission Green Delhi platform



SHARE IDEAS

Mission Green Delhi platform allows us to share ideas related to pollution control & traffic congestion in most polluted city of India.

<http://www.greentechdelhi.com/blog/share-your-idea/>



ENVIRONMENTAL LITERATURE

Provides a platform for learned people to showcase their creative writings to targeted audience of Delhi.

Mail us at missiongreendelhi.com



PLANTS TO YOU

If you are interested to do plantation in your city, this platform provides information about most used saplings and their distribution centers

<http://www.greentechdelhi.com/blog/get-plants/>



GREEN TECHNOLOGY

This platform enables us to highlight our green technology solutions to 500+ visitors per month. For eg- solar energy technologies

missiongreendelhi@gmail.com



DATA VISUALIZATION

Platform displays city data in meaningful charts & visuals form to understand environmental issues closely

www.greentechdelhi.com/blog/data-visuals

Let's Make Delhi
a Better Place to Live

think green with mission green delhi
greentechdelhi.com

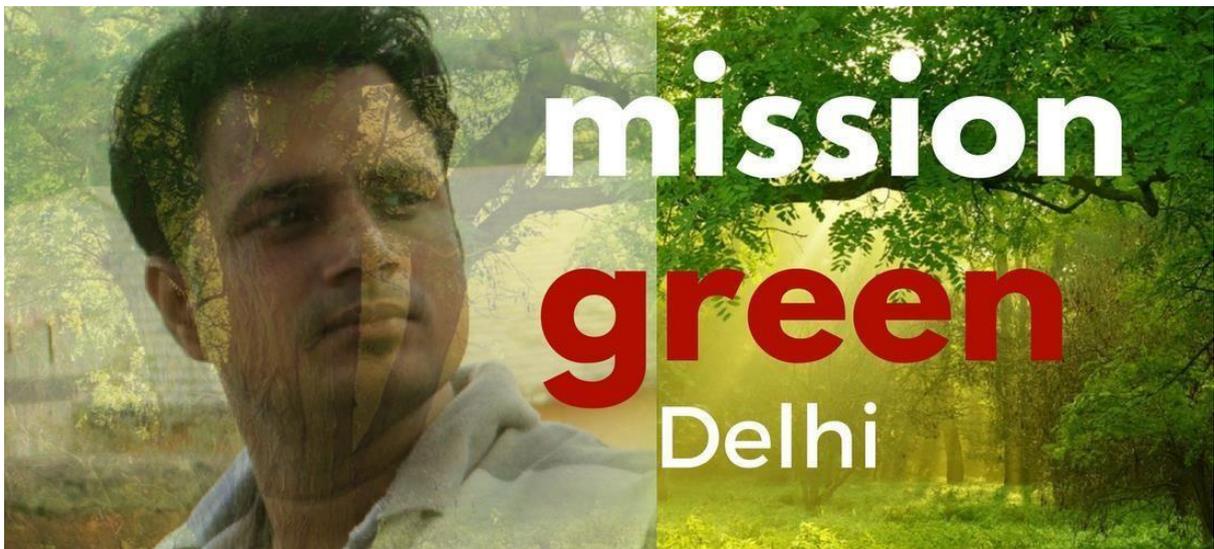


SHARE YOUR IDEAS

Please share your thoughts and ideas for making Delhi a better place to live. Send us your articles, stories and poetry.

THANK YOU

We would like to thank IDEO and Acumen team for giving us an opportunity to understand process of human center design from inside out and value of collaboration with people, learning and finally adapting things. Feel free to visit our final solution greentechdelhi.com OR missiongreendelhi.com.



Google reviews for Mission Green Delhi project



Vandana Rattan
11 months ago

★★★★★ I was searching for Bamboo saplings in Delhi and found Greentechdelhi. Got so much information about saplings centers in the city. People in Delhi are doing great job in promoting plantation drives in the city. Best wishes to Mission Green Delhi project.



👍 Helpful?



Bhairave Maulekhi
a year ago

★★★★★ Mission Green Delhi blog seems to be growing like an online green publication. Source of very interesting green stuff. Puneet Verma is doing great job in content curation and authoring very prolific poetry.

👍 Helpful?



Prince Verma
a year ago

★★★★★ Mission green delhi has been informative source for plantation needs in Delhi. So much information and awesome UI.

👍 Helpful?



Ruchit Kapoor
11 months ago

★★★★★ Mission Green Blogs are very informative and meaningful. Excellent work !!

👍 Helpful?



Shashidhar Bhat
11 months ago

★★★★★ A great initiative by a responsible urban citizen!

👍 Helpful?



Aarti Sareen
11 months ago