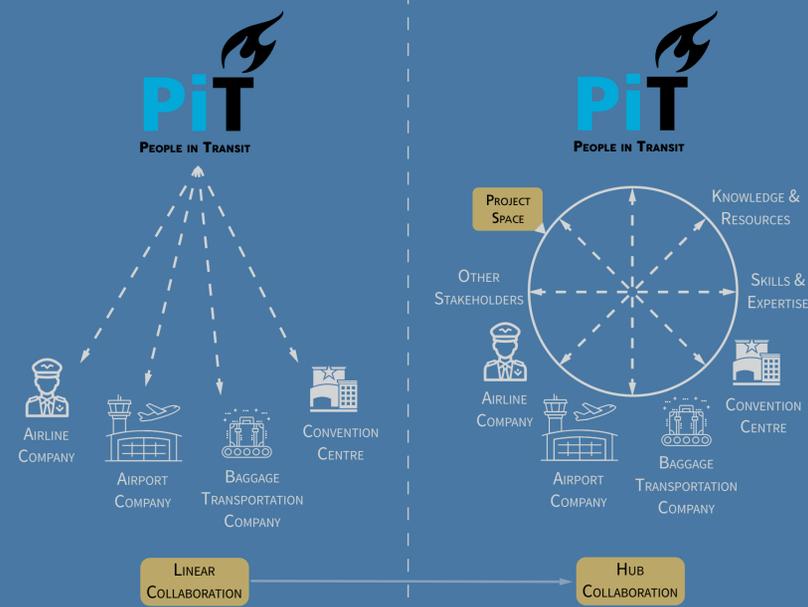


# Engaging 'People in Transit' : Design of a Collaboration Hub

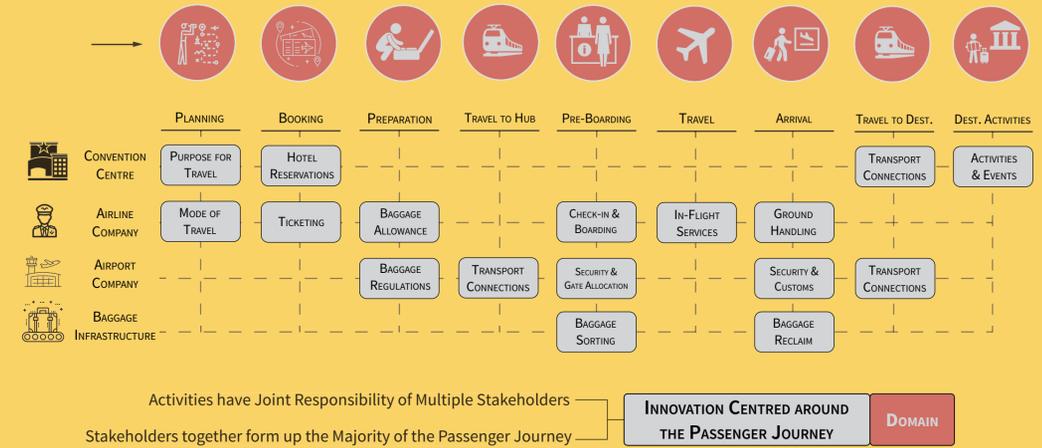
## 1 SCENE



The current collaboration system followed in the "People in Transit" research theme is similar to a linear style of collaboration where each stakeholder has an individual relationship with the university. In this model, the activities and the influences of the collaboration are dependants on the interactions only between the two stakeholders. The outcomes of the linear collaboration require replication of the activities if required to be transferred to a second industry stakeholder. The resources and expertise available to execute the innovation activities are only from the two stakeholders involved in the partnership. Moreover, the different relationships formed between the university and each of the stakeholders are varied, thereby leading up to an unequal collaboration that elicits varying levels of involvement from the stakeholders. This approach requires the additional workforce and resources to cater to the individual stakeholders.

The outcome of this project is to transform these multiple linear style collaborations into a single hub style collaboration where the interactions between the university and the industry stakeholders are unified on a single collaboration platform. In this model, the activities and the influences of the collaboration dependencies are mitigated among several stakeholders, thereby making the resources and expertise pool available to execute the innovation activities are also vast and varied. The outcomes of a hub collaboration are communicated simultaneously, across various stakeholders that the activities and the resources required for transfer of knowledge are minimised. A uniform style of collaboration is maintained across all stakeholders, eliciting an equal involvement from all stakeholders towards future innovation. Due to this equal collaboration, the approach does not require additional workforce and resources to cater to the stakeholders involved.

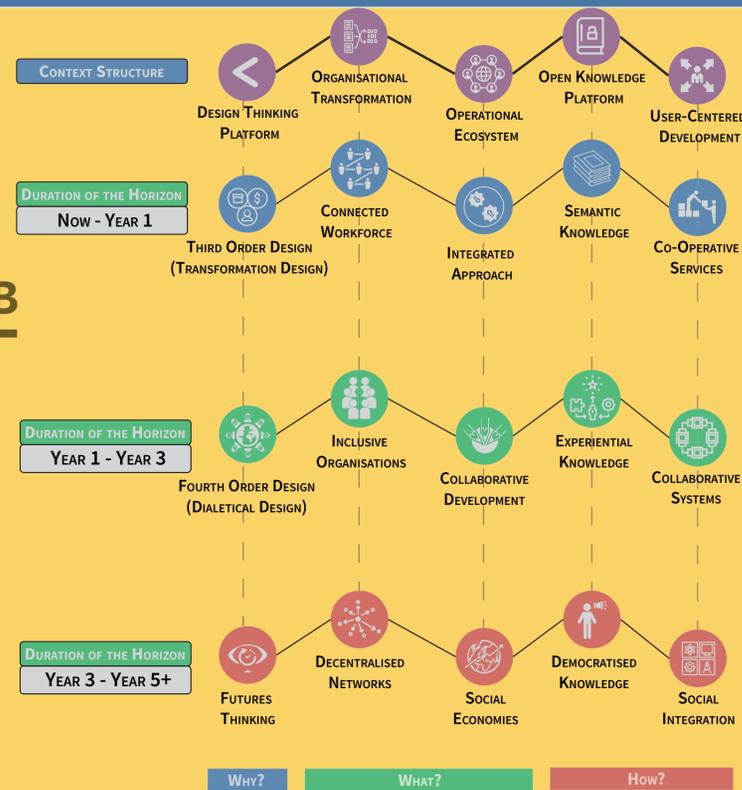
## 2 DOMAIN



A Perceptual Map is created with the typical Passenger Journey in the horizontal axis and the value propositions or the services offered by the current project stakeholders in the vertical axis. It can be observed in the Perceptual Map that the services offered by the current project stakeholders themselves form the entirety of the processes involved in the typical passenger journey. This observation validates the selection of the current stakeholder companies for the evolution of the project as it covers the focus of the "People in transit" research theme. The observation also infers that the outcomes of this project can be catered to the current stakeholders in its initial stages and can be scaled to other stakeholders to fill in the remaining spaces in the Passenger Journey.

A second observation can be made with this perceptual map that most of the processes in the typical Passenger Journey have an interlinked service responsibility of two or more stakeholders. That is for a process to be executed in the passenger journey it takes the combined functioning and efficiencies of two or more stakeholders involved in the process. Hence, for an innovation that is intended to improve the experience of a process in the Passenger Journey, it is only feasible when the multiple stakeholders involved in the process are collaborating in the development process. The identification of such stakeholders can be done when the innovation is targeted at a process in the passenger journey.

## 3 PiTHUB



### KNOWLEDGE PLATFORM

A "Knowledge Platform" where collaborators can network with each other and share their thoughts and insights towards their topic in the context of innovation and receive comments and feedback over them. Articles focussed on PIT are classified and made available in multiple channels and forms for ease of comprehension. Stakeholders can directly contact experts for their consultations and possible co-operation for innovation activities. Stakeholders can collaborate through the tools and features of the platform.

### COLLABORATIVE LABORATORY

A "Collaborative Laboratory" where collaborators can plan and execute their innovation activities towards developing a combined large-scale solutions. The lab is connected to additional labs and workspaces offering additional expertise required for solution development. Collaborators can execute projects on a system scale having access to the resources for development and testing processes.

### INNOVATION TRANSFER OFFICE

An "Innovation Transfer Office" where collaborators can scale their outcomes of innovation activities to various segments of the society and also showcase the potential innovations so that the society can develop the necessary infrastructure regarding physical, legislative and finance with the support of the "People in Transit" collaboration. The Innovation Transfer Office can also facilitate the creation of spin-off startups from the industry stakeholders to add more value to the operations of the stakeholder and passenger experience.

## 4 OUTCOME

For the industry stakeholders, it becomes possible to build courses at the university to develop the skills and expertise that are required for the operation of new value propositions. The industry can build skill improvement programs for the existing workforce to perform their activities efficiently. Industry stakeholders can seek solutions for problems that are concerned with providing a quality outcome to the end-user. Moreover, the hub can provide an operational approach for the university to engage with the industry stakeholder and devise a solution that fits with the operational culture of the organisation.

For the university, it becomes possible to obtain additional sources of funding to generate knowledge creation and development. The hub provides opportunities to form technical partnerships with the industry stakeholders on the developed outcomes, thereby increasing the impact and the role of the university in bringing innovation to the society. The hub also enables the university to place students into careers in the industry and can also influence in identifying feasible goals for academic programmes.



**"Through the PiTHub Collaboration, stakeholders can be the forerunners of innovation around the Passenger Journey, by integrating complex solutions and systems to create gainful impacts for knowledge, business and society."**

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