



Let me tell you a story . . .

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. . . it was summer, in that region was a disintegrated hot wheatear, nobody was on the streets, the sand and the sun captivated everybody in their houses . . . after a while on the road a shadow appeared, there was a man searching the way to the river . . . a villager met the stranger and asked him what does he want . . . the stranger said that he is searching for the river . . . the villager answered him with gratitude and said that the river couldn't exist in their dry region and that they are cursed to have no water, and the discussion went further . . . Five years after this communication, the village was enriched with water, an aqueduct was created and the water has been brought to the villagers. Later the village became a grateful town . . . this happens when 2 good ideas come together and this could become possible only when people communicate. . .

I thought to myself, what it will happen if you can share the ideas between Townsends of people in a direct way? And this has arrived in my mind . . .



1. The service context

March, 2012, East Europe, Bucharest, (the capital of Romania), The Bucharest subway system.
630 000 people use the subway every working day.

Things are quite the same each day for a normal traveler. He spends an average of 40 minutes in the subway. Usually he makes two roads. He goes from home to work, or to school, and comes back. The main activities that he has during these two trips could be: observing others (doing nothing), using mobile phones, listening to music, reading or talking with friends or colleagues (if they exist).

The most common activity is unfortunately – doing nothing.

The communication is almost zero, nobody talks with anybody. The exceptions appear when people know each other already, but this is a particular case. Most people are travelling alone, and they refuse to interact with others.

Just imagine this symbolic case: 7 o' clock, early morning, in the subway are between two central stations 1000 people. Excepting those that are talking or reading (less than 300 (33%)) all the other people are using time in an inadequate way. More than 700 people are doing nothing, waiting their station to come.

While:

1. all this people have a life experience (rich or poor), some ideas in their brains, some feelings in their souls, a lots of stories to be told, a quite big pleasure to communicate (this is general and available in the case in which they speak with known people because otherwise they won't do it).
2. all this people could enrich their experience, their knowledge by using the time spent in subway to communicate to each other.

Let's see now the big picture. We have:

- a large number of people which are wasting time in subway by doing nothing
- a big quantity of useful information and positive energy blocked in the minds and souls of these people which refuse to communicate

My project is about a solution that could bring people together, make them use their subway time in a productive way and generate a supplementary value if they choose this way of transport.





I truly believe in the power of communication, of human interaction, as the only way that could raise a society by bringing together all the ideas and by selecting the best ones.

I propose this:

Change the subway car windows by electronic screens that could expose what the travelers want to share. The traveler will connect his smartphone through Wi-Fi and will share to others all the content that he wants to share. Also in all the stations on the wall near where the train arrives will be installed big screens with the same use. The great thing will be that everybody could share something and the application will divide the screen in many pieces and also will group the information by the subject. Also the identity could remain unknown for the public if the story teller wants so. This will give to a large number of persons enough courage to express their ideas under the protection of anonymity.



2. The provider and the users

The users of the service are people that travel by subway. My story is about Bucharest, but this project could become a wide spread one. The providers of the content will be the story tellers, people that see ideas and want to spread their ideas to the community.

This interaction will be possible with the help of the subway management which has to develop the window display system for each underground train, the smart-phone application, the rules of this system, the promoting and description of the system strategy and implementation.





1. The main question about target is this – how is it possible to fit the interest of the listener with the idea of the story - teller? This is not too difficult because the system will provide the possibility to have more story tellers in an underground train that will use the same window display. The information will be presented on spread screen. All the information will be available through a special application directly to the listener smart-phone. This will be also the method to receive the sound of the presentations.

2. How to find every day story tellers?

This is not difficult because in a city like Bucharest you have many artists, many students of Universities, many companies that could provide valuable information that relates to their business and many people that have something to say. As many associations, clubs and passions, so many stories to be told. Also, the subway could organize contests with voting to stimulate the creativity.

3. The service idea

The service idea is quite simple: let's make people communicate, changing ideas in order to make the city to evaluate. Like in the story that I told you in the beginning, when you put more ideas and arguments together you can build something unimaginable for the instant (in the beginning). I have entitled this project “let me tell you a story” because is all about listening and trying to use the information in a positive way.

All the interaction will be possible using an application for smartphones. This application will provide the possibility to share the ideas through the window displays of the underground train but also to receive the sound and even the images (for those who will want to see it on the personal smartphone).

The application will also be the method of making an agreement of non-exposing inadequate content for a public space, for not exposing advertising materials, political stuff or other content which can be manipulating and discriminating. The application will continually check the content to see if the rules are followed. Also a group of employees will monitorize all the exchange of information. The copyright international rules will be respected.

Example 1: Cristi is an university student which has a big passion for freeride ski. He goes to the mountains to a European contest and discovers once again the beauty of this kind of activity. He takes many pictures and he thinks that it is possible to share this beauty with others by using the “Let me tell you a story . . .” subway service. He goes in a Monday morning and shares for 20 minutes 40 pictures taken in the mountains. All the people are attracted by the pictures and wonder where that place could be.





Exemple 2: The art event called “MIX Salonul de Arte Textile, București/2013” will start on 1st March 2013. The organizer will create 5 PowerPoint slides that will show to the people what it represents. After these should count a double number of visitors as in 2012.



4. Benefits for the environment

The biggest benefit is that now will be possible to make people communicate. This is awesome because it's an easy way to spread a good idea and to make people see new ideas.

1. The cultural events will have bigger support from the local community. This because will be better promoted and explained to the local people and in consequence, better understood.
2. The Romanian values (history, culture, people of culture, places, tradition) could be reinforced by delivering it to the people;
3. The country branding could start from this point by making aware the people of the national values and of their responsibility and power;
4. The intern tourism could gain from this by showing attractive places from the entire country, even the Ministry of Tourism could build a campaign for this;
5. The social responsibility could be promoted;
6. Ecology and sustainability could also be promoted as indispensable values for a better future;
7. Seeing new things in the subway will be also an efficient way to make disappear the distress of the travelers

5. Advertising

This project will be wide mediatized because is something new and because will bring a change in the way of travelling by train. Also, the consumer exists, media will bring only awareness and also in the first day also some early adopters that had used before other way of transportation not the subway.