



HSMC Innovation Project Competition 2017



Integrative Technologies : Enabling universal accessible transportation



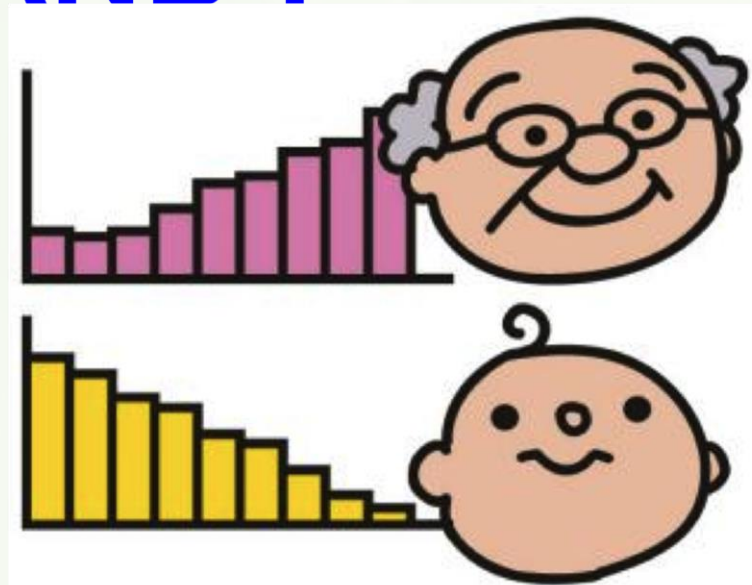
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SCM 4

Background

VERY HARD TO REACH the DEMAND !

Aging Problem

AGED 65 OR ABOVE
GROWTH RATE :
50%



Increase in Disabled

DISABLED GROWTH
RATE: 60%

Social expenditure is LIMITED.
Many applicants are
UNSUCCESSFUL.

APPLICATION & BENEFITS

Data Visualization

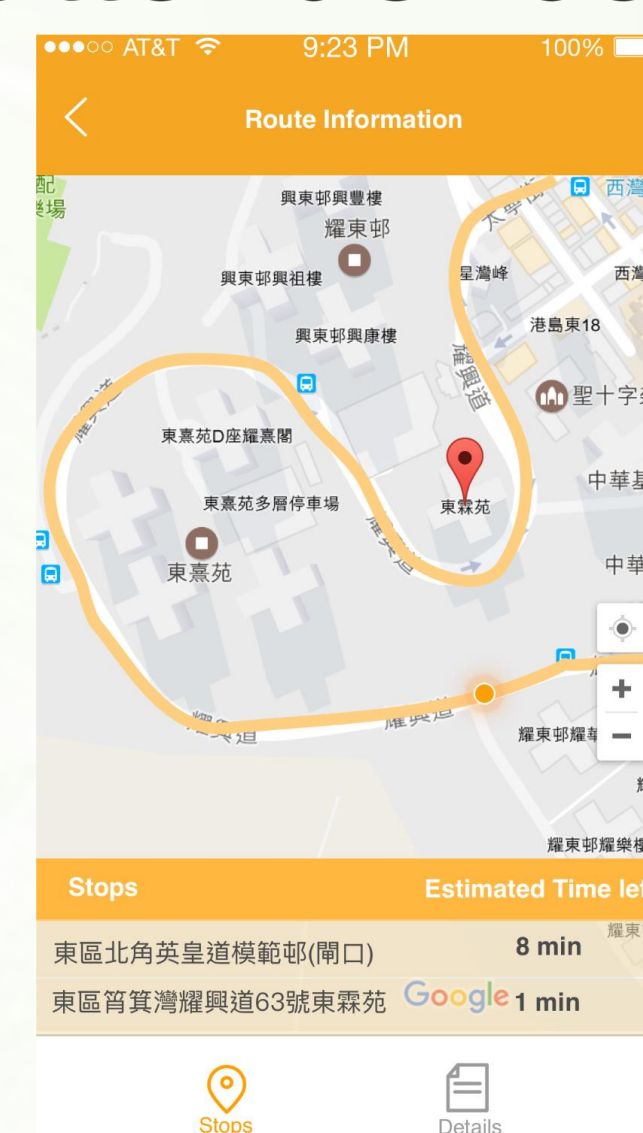
- Diagnose actual performance in a systematic and data-driven way
- Identify the application status of users

Vehicle Schedule System

- Maximize vehicles' utilization
- Reduce manual works

Mobile App

- Minimise the paper work and procedure
- Passengers can track vehicle status in real time
- Driver can take attendance instantly



With the integrative technologies, The Organization can

- Maximize the operational efficiency for scheduled route services
- Paper-less: More environmental-friendly
- Utilize the vehicle capacity

Faster social integration process by 1 year

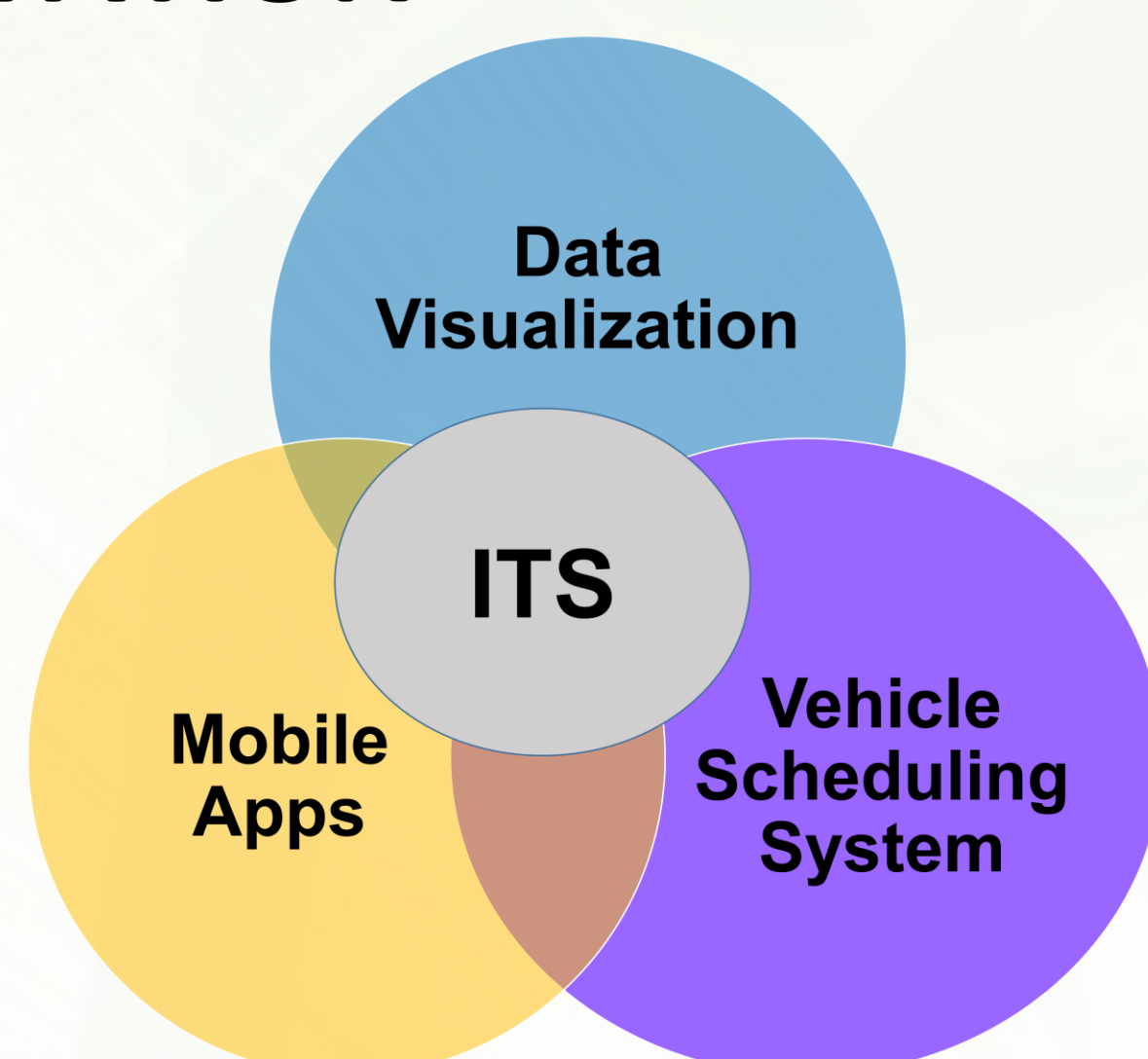


OBJECTIVE

- Design a **PLATFORM** with integrative technologies for enabling universal accessible transportation service in Hong Kong
- Serve MORE needy people
- Enhance operational EFFICIENCY



INNOVATION



DATA VISUALISATION

- Key Performance Indicator (KPI)
- Visualize the operational issues
- Proactively enhance the performance

VEHICLE SCHEDULING SYSTEM

- Automate vehicle scheduling
- Simply the transportation application
- Deal with more applications with less staff

MOBILE APPS

- Innovate the FIRST mobile apps
- Customer and driver management
- Digitalize Application Procedure and Operational Arrangement
- Enhance User Experience

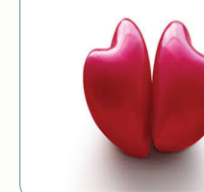
With the integrative technologies, we

- Encourage the disabled and elderly to transport
- Increase the sense of security for user (mobile apps)
- Increase the number of people served (vehicle scheduling system)
- Foster social integration of able-bodied and disabled persons
- A chance for us to in touch with them

SUMMARY

- VISUALIZE the service performance
- IDENTIFY opportunities for service improvement
- SHORTEN application time
- ENHANCE the vehicle utilization
- INCREASE the sense of security and interaction
- Serve MORE people without increase of vehicle
- Create an EQUAL environment

A Chance for us to get us to get
in touch with people with
disability and the elderly



REFERENCE

Mingpao
On.CC
HKJC
Tackk.com
STOCK
PHOTO
DATAPIE

