Long lines form at ticket machines just before a train arrives. The ticket-buying process is long and cumbersome.

Riders need to pay their fair share without inconveniencing them too much.

A passenger got annoyed when he arrived at the station to buy a ticket one minute before his train arrived. He wasn’t aware of the Clipper card system.

Conductor went through train only once during a ride from Palo Alto to SF. The ticket-checking process is inefficient and misses people, especially during rush hour.

HMW remove the need for proof of purchase?
At the train pulls up, riders gather around the doors, sometimes making it hard for people to leave. They’re worried they won’t get on or won’t get the seat they want.

People line up inside train ahead of time. Worried they might not get off in time.

Riders with bikes need to make sure their bike isn’t blocked before getting off. They are more anxious than normal passengers about being ready to disembark.
One person was standing on his tip toes looking around. He was trying to find a seat without inconveniencing anyone.

One person was asking fellow passenger about tickets/schedule, when info was posted in front of him. Not comfortable unless receives it in a more personalized, digestible manner.

One person asked a fellow rider on how taking bikes on the train works. Could have asked the official at the station or the conductor, or read online.
HMW give each rider a sense of ownership over an area in the train?

Passengers, often riding the Caltrain daily, need to feel a sense of privacy and personal space

A rider places a bag on seat next to him, despite the train being full. Wants to discourage people from sitting there.

A rider wears ear plugs during the entire train ride, despite it not being that loud inside. Wants to feel alone or removed from everyone.

Guy leaves seat to take a phone call, despite there being no rule against talking on phone. Wants to have his conversation in private.

Lady covers mouth with napkin while on phone. Wants to have private conversation.

When seatmate leaves, moves to outside seat. Wants to discourage people from sitting next to him.

People move away from those smoking on platform. Don’t want smoke in personal space.

Unless people know each other, no one sits next to each other until they have to (electron valence rule). People don’t want to invade others’ space.
Riders, confused by the delays caused by an accident, need to know ride options when circumstances change.

“What happens to my ticket now”? A rider asks as he gets off a delayed train, presumably looking for other transportation. Doesn’t know what his options are and can’t find conductor.

Conductor announces “there was an accident, that’s all we know”. Conductor doesn’t know what questions to answer.

HMW use veteran riders to disseminate knowledge and information

HMW communicate questions to conductor so she can answer over PA
HMW introduce strangers to make all rides more familiar?

Riders, both daily commuters and first-timers, need to feel a sense of familiarity and comfort during their journey.

HMW make conductors/officials more accessible and use them to make passengers more comfortable?

Person comes into empty car, looks around leaves. Must be looking for someone he knows or for something comfortable/familiar.

Despite empty train, rider clutches bag in lap. In interview, says he used to sleep with body pillow and that this position is comfortable.

A couple walks from car to car, passing many empty seats. “I think there are two next to each other up there”. Want to sit next to someone familiar.

Person standing on tip-toes, scanning upper deck. Could be looking for a familiar face.
HMW decrease the amount of personal belongs people need on the train

Riders with long journeys need to access their personal belongs conveniently

Despite empty luggage racks right above seats, riders hold onto bags or place them next to them on seat. **Must need immediate access to bag**