



HSL
HRT

Larger Established Company



TEAM 7

Design Strategy & Entrepreneurship



OSONS CAUSER

Young Company

Team Profile



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HSL
HRT

Timeline



Operator

Metro in Service

1945

1982



Organizer

HSL
Revamped
version of
Reittiopas

The new
route planner
was opened
for public use

HSL new
zones are ac-
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1862

2010

2016

2017

2019



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Operator

Introduction



VISION 2025

To Make Public Transport Become The No.1 Choice for Travel.

370 million journeys are made on HSL's transport services annually.



Plans / Organize

Improve operating condition



Facilitate

Public transportation services



Approves

Fare, Ticketing system
Ticket Price, sales, inspection



Responsible

Marketing / Passenger info

Introduction

VISION 2025

To Make Public Transport Become The Number One Choice for Travel.

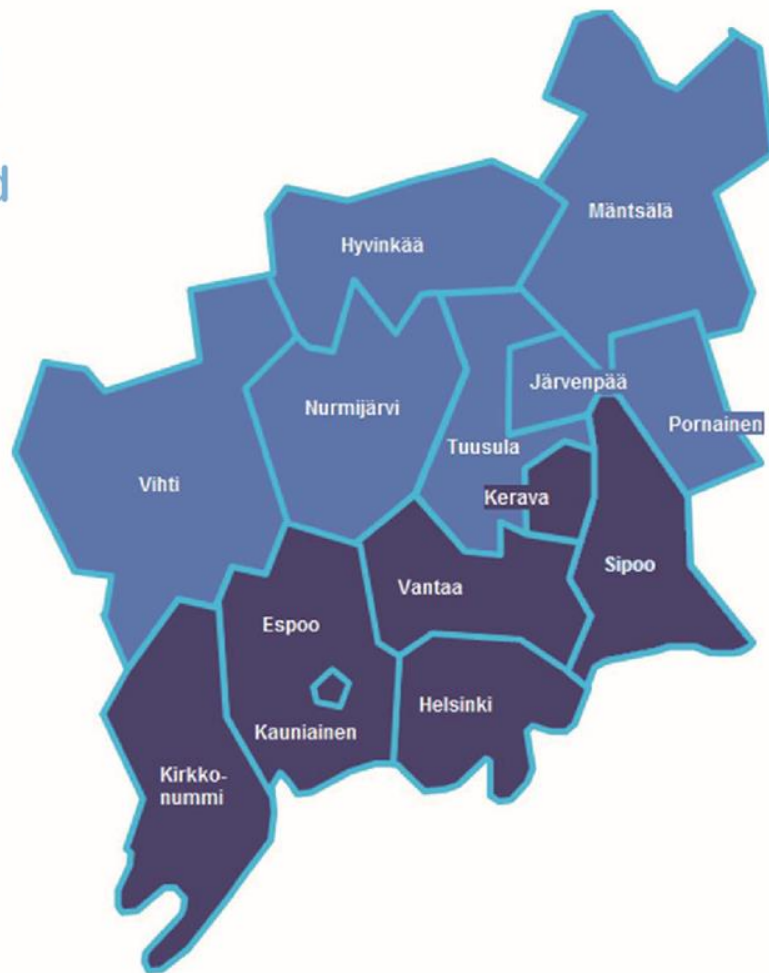
Goals

- Smooth Journey for Citizens
- Increasing Public Transport Use
- Fewer Emissions
- Effective Finances
- Compact and Attractive Region



Introduction

Cooperation area and expansion of HSL



Business Model



SUBSCRIPTION

Customer pays a regular monthly or an annual fee, in order to gain access to a product or service.



PAY PER USE

Customer pays on the basis of what he or she effectively consumes.



SELF-SERVICE

Customers benefit from efficiency and time savings, while putting in their own effort.



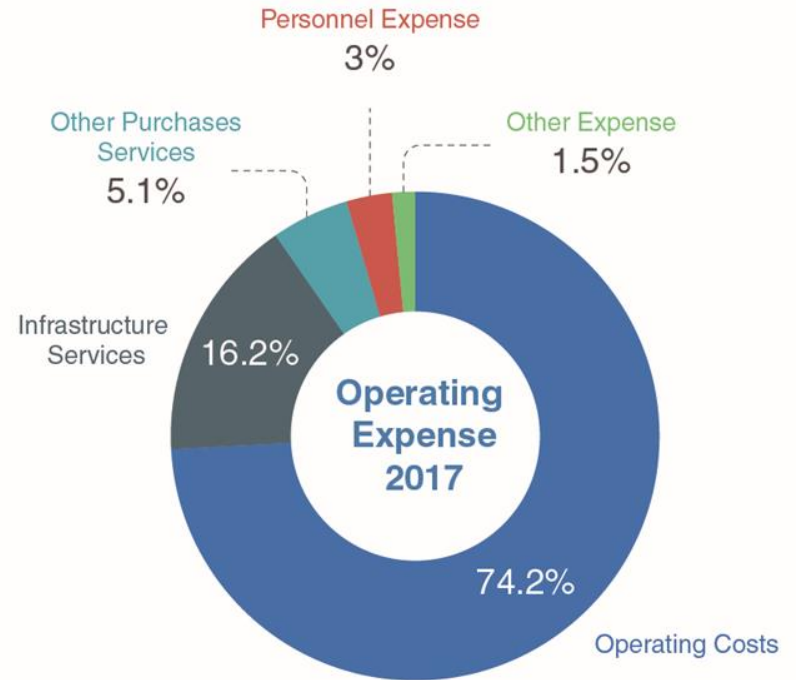
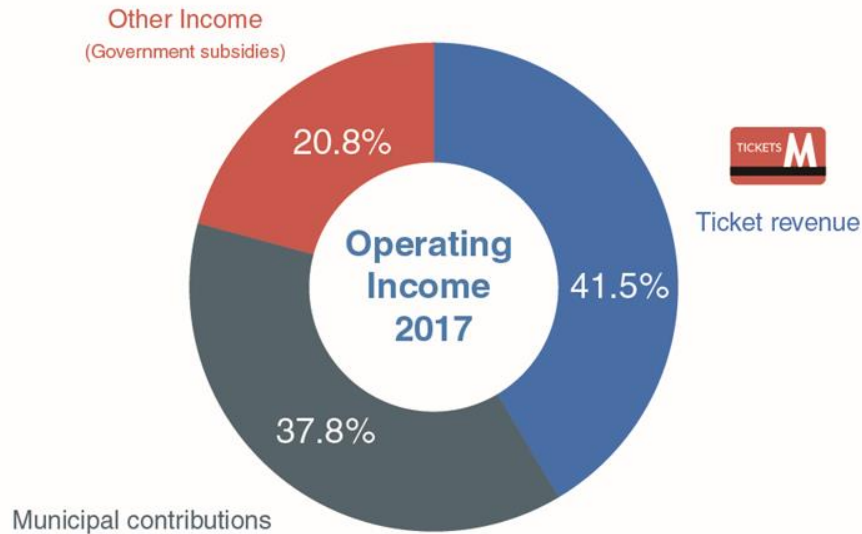
RENT INSTEAD OF BUY

This lowers the capital typically needed to gain access to the product.

Current Income

Half of the funding for HSL's public transport services comes from ticket revenue, the other half from the member municipalities' tax revenue.

It has been agreed that the amount of municipal funding will not be increased, which means a sufficient amount of ticket revenue is needed to maintain the level of service.



How HSL Use Design



Interview



2 Finnish



3 International People





Plan Route

Google Maps / Whim / HSL



Buy Ticket

Travel Card / Mobile APP / Ticket Machine



Sensor Machine

4 Regions to choose



Get on Train

2 Direction



Get off

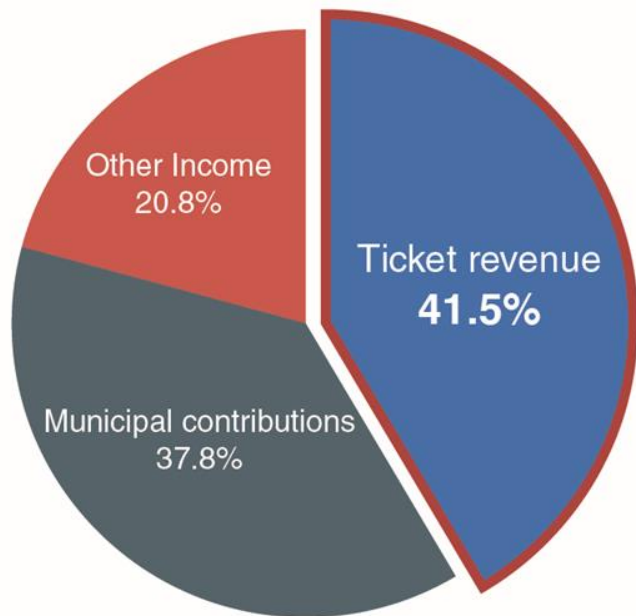
3 Reminding Languages



Find Direction

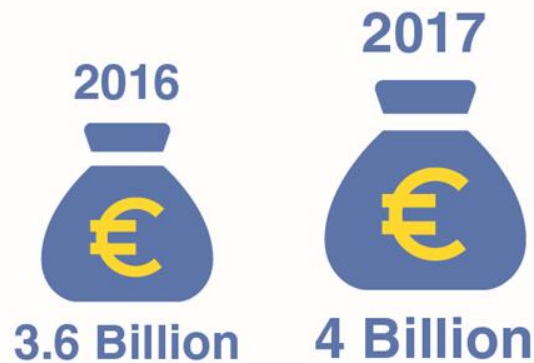


Next...



Operating Income 2017

Tourism Is Increasing



20yearschallenge

