

THIS IS YOUR MISSION

1

Convince people that this system is a good idea and is good for everyone.

*Which people need convincing?
What are their problems?
What about the people who don't have any opinion yet?
How will you convince them?*

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2

Compare it to the other proposals or options available currently.

*What are other transportation systems that perform this task?
What are their pros and cons?
What are the costs involved?
What cons or lapses does this system solve for?*

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THIS IS YOUR MISSION

3

Describe how you would align this system between two geographic locations.

*What kind of land would it pass through?
How few people can you disrupt?
What are other problems related to using land for transportation infrastructure?*

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4

Imagine all the new supporting infrastructure and services necessary for this system's success.

*Adequate infrastructure and appropriate services are key for a winning transportation system.
What kind of needs will we have while using this system?
What desires will it satisfy?*

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5

Design a foolproof and tamper-proof system that discourages misuse and vandalism.

*In what ways can the system be misused by the public?
How can the system be cheated?
What are the vulnerable areas for vandalism and damage?
How would you discourage this?*

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CONSIDER THIS PERSPECTIVE

S

Road accidents & rail derailment cases everyday. Is this system safer? What happened to the need for safety in transportation systems?

SOCIAL

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CONSIDER THIS PERSPECTIVE

P

Interstate transportation flows are improving but intrastate flows are poor and struggling to keep up. The state of last mile connectivity is very bad.

POLITICAL

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CONSIDER THIS PERSPECTIVE

R

The value of travel time savings (VTTs) is the economic value of the time saved from travel. It is an important factor for economic and happiness index of a nation.

ECONOMIC

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CONSIDER THIS PERSPECTIVE

T

Are there potential reconfiguration possibilities? What sort of flexibility does the system allow for? Can it handle the future?

TECH & TRENDS

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CONSIDER THIS PERSPECTIVE

E

A proposed route passes through a forest which has no significant fauna in it. The construction cost becomes 5 times as much for the route which goes around the forest.

ENVIRONMENTAL

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CONSIDER THIS PERSPECTIVE

S

The masses protest this "elitist" system for being non-inclusive and insensitive to more burning problems of the nation. Their problems are not getting solved by this.

SOCIAL

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CONSIDER THIS PERSPECTIVE

P

Many are of the impression that it's better to focus on developing or fixing existing systems rather than invest in a new project right now.

POLITICAL

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CONSIDER THIS PERSPECTIVE

R

The revenue from sale of tickets is a very small amount compared to revenues from cargo transport. The economy will grow only if it helps the cargo supply chain.

ECONOMIC

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CONSIDER THIS PERSPECTIVE

T

Smart textiles that integrate with the Internet of Things enter the market and generate high demand very soon. People are increasingly exposed to technology.

TECH & TRENDS

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CONSIDER THIS PERSPECTIVE

E

A new manufacturing plant will have to be set up for the development of this system. This plant will have a significant carbon footprint and impact on the local soil.

ENVIRONMENTAL

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THIS IS YOUR MISSION

Think about the nature of disruption by this system. Imagine what new businesses/services develop because of it.

Systemic waiting in airports gave rise to the opportunity for duty free shopping stores in terminals. What new activities might we engage in because of the nature of this system

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THIS IS YOUR MISSION

Think about the nature of disruption by this system. Accommodate people & businesses it may hurt.

*Who are the direct competitors for this system
How can they be accommodated?
Which services are no longer needed in this system?*

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THIS IS YOUR MISSION

Elaborate on the long term indirect benefits to the citizens from this system.

Launching satellites into space lets us make more accurate meteorological predictions and hence get optimum agricultural yields. So space research indirectly solves for hunger crisis.

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THIS IS YOUR MISSION

Describe the impacts this system can have on human life and lifestyles. Social disruption?

The advent of the cellular phone brought more than just connectivity to mankind. It enabled us with infinite possibilities and left us with many undesirable effects as well, like addiction to fake realities.

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THIS IS YOUR MISSION

Imagine the nature of development of a place connected by this system.

*Will it increase urbanization?
Can urbanization happen in a non-destructive way in this system?
How will the non-connected areas around this place be affected?
Too much localized development?*

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CONSIDER THIS PERSPECTIVE

Upperclass citizens do not want to share their dream transportation with the masses because they will overcrowd it and ruin its experience. Classism is a real hurdle.

S SOCIAL

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CONSIDER THIS PERSPECTIVE

Very strong lobbies exist in opposition to this system from very influential people. Understand their angle to this situation.

P POLITICAL

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CONSIDER THIS PERSPECTIVE

Is it a scalable solution or a one-hit wonder? Should it be scaled up at all considering the huge amount of capital and time investment required?

₹ ECONOMIC

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CONSIDER THIS PERSPECTIVE

Breakthroughs in telecommunication have allowed life to become increasingly virtual and sedentary. Can this transportation system reverse that trend?

TECH & TRENDS

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CONSIDER THIS PERSPECTIVE

As there are too many people and problems on the mainland, a route is proposed through water bodies like the sea but this would pollute the sea and disturb fauna.

ENVIRONMENTAL

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CONSIDER THIS PERSPECTIVE

The common public does not feel comfortable approaching this system as they either feel it's out of their league or they do not understand it due to being uninformed.

S SOCIAL

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CONSIDER THIS PERSPECTIVE

People want this system but politicians don't find it helpful for immediate returns. Well devised phase-wise deployment strategies could enable the success of this system.

P POLITICAL

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CONSIDER THIS PERSPECTIVE

Benefits are not always in revenue alone. With a new transportation system, new jobs are created and real estate values go up around it, and citizens are happier.

₹ ECONOMIC

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CONSIDER THIS PERSPECTIVE

There is a trend shift away from traditional ownership models for transportation but there is still much inhibition towards adopting public transport options.

TECH & TRENDS

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CONSIDER THIS PERSPECTIVE

Rising adoption of electric mobility has led to the piling up of used Lithium-ion batteries, producing a ton of e-waste. Transportation needs sustainability.

ENVIRONMENTAL

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TRY ON THESE SHOES

Underprivileged pregnant woman

or

Her husband



TRY ON THESE SHOES

Underprivileged delinquent youth vandal



TRY ON THESE SHOES

Underprivileged well educated citizen



TRY ON THESE SHOES

Underprivileged elitist who dislikes mixing of classes



TRY ON THESE SHOES

Wealthy claustrophobic citizen



TRY ON THESE SHOES

Wealthy uneducated rural citizen



TRY ON THESE SHOES

Technophobic politician

(not tech savvy)



TRY ON THESE SHOES

Super productive newspaper reading politician



TRY ON THESE SHOES

Physically handicapped politician



TRY ON THESE SHOES

Uneducated politician



TRY ON THESE SHOES

Wealthy half-informed citizen



TRY ON THESE SHOES

Wealthy opposition party supporter



TRY ON THESE SHOES

Victim of this current/proposed transportation system with a pacemaker



TRY ON THESE SHOES

Victim of this current/proposed transportation system who is well educated



TRY ON THESE SHOES

Victim of this current/proposed transportation system who is half informed



TRY ON THESE SHOES

Victim of this current/proposed transportation system who is a farmer



TRY ON THESE SHOES

Philanthropic businessman or businesswoman who benefits from current/proposed transportation system



TRY ON THESE SHOES

Uneducated businessman or businesswoman who benefits from current/proposed transportation system





TRY ON THESE SHOES

Elitist beneficiary of current/proposed transportation system



TRY ON THESE SHOES

Diabetic businessman or businesswoman who would be a regular user and beneficiary of system



TRY ON THESE SHOES

Middle class half informed citizen



TRY ON THESE SHOES

Middle class elitist citizen



TRY ON THESE SHOES

Middle class delinquent abusers of current/proposed transportation system



TRY ON THESE SHOES

Middle class technophobes (not tech savvy)



THIS ONE'S A WILDCARD

A terrorist attack on one of the sections of the system kills 4 workers and severely damaged infrastructure, injuring many more. It's a huge setback for construction or operation of the system.



THIS ONE'S A WILDCARD

A cyclone warning is announced and predicted to disturb part of the route of this system. What is the role of the system during such natural disasters? Is it resilient enough? Can it also become a solution?



THIS ONE'S A WILDCARD

The system has attracted the attention of many and is garnering appreciation widely. But now everybody wants to use it and there's a sharp rise in demand. Getting a ticket is close to impossible at this point.



THIS ONE'S A WILDCARD

Between two cities which are connected by this system, one end is very happy with it and is prospering but the other end is suffering from the mass migration into it which is hampering development.



THIS ONE'S A WILDCARD

The project is finally sanctioned by the government and tenders for its construction have been released but investors are not coming forward to take up such a risky project without guaranteed returns.



THIS ONE'S A WILDCARD

The government changes and the new leaders do not have the same opinion about this system and the vision it presents. They have different plans for the money allotted to the system development or operation.



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ENVIRONMENTAL

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TRY ON THESE SHOES

Poor pregnant woman
or
Her husband

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TRY ON THESE SHOES

Wealthy uneducated rural citizen

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TRY ON THESE SHOES

Victim of this current/proposed transportation system who is well educated

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