

Original Opportunity Statement:

How might we make private hire car rides shorter?

General Opportunity Statements:

Format 1

*Increase/Decrease Metric from Baseline % to Desired level %

Metric: Cost of private hire cars

Baseline: 0.70 dollar / km (for 20 km distance)

Desired Level: 0.30 dollar / km (for 20 km distance)

How might we decrease the cost of private hire cars from 0.70 dollar to 0.30 dollar per km travelled?

Format 2

How might we What we want to achieve for Whom by How we measure?

What we want to achieve: Create a better transport experience

Whom: Working adults

How we measure: Reduced cost of private hire cars

How might we create a better transport experience for working adults by reducing the cost of private hire cars?

Format 3 (Hypothesis)

We believe that by doing *Action or creating *Experience for Whom we will achieve Outcome. We will know this to be true when *Feedback/ qualitative insight/ quantitative measurement is seen.

Action/ Experience: Improving the pick-up location at supermarkets

Whom: Housewives

Outcome: Make private hire car rides more enjoyable

Feedback/ qualitative insight/ quantitative measurement: Increase in usage of private hire cars

We believe that by improving the pick-up location at supermarkets for housewives, we will make private hire car rides more enjoyable. We will know this is to be true when increase in usage of private hire cars is seen.

Original Opportunity Statement:

How might we make private hire car rides shorter?

Specific Opportunity Statements:

Format 1

*Increase/Decrease Metric from Baseline % to Desired level %

Metric: Annual traffic accidents

Baseline: 15 000 accidents

Desired Level: 5000 accidents

How might we decrease annual traffic accidents from 15 000 to 5000?

Format 2

How might we What we want to achieve for Whom by How we measure?

What we want to achieve: Make private hire car rides smoother

Whom: Working adults

How we measure: Reducing stops at traffic junction in CBD area

How might we make private hire car rides smoother for working adults by reducing stops at traffic junction in CBD area?

Format 3 (Hypothesis)

We believe that by doing *Action or creating *Experience for Whom we will achieve Outcome. We will know this to be true when *Feedback/ qualitative insight/ quantitative measurement is seen.

Action/ Experience: Enhancing traffic prediction

Whom: Traffic light

Outcome: Higher efficiency of road use

Feedback/ qualitative insight/ quantitative measurement: Commute time to CBD area is shortened

We believe that by enhancing traffic prediction for traffic light, we will achieve higher efficiency of road use. We will know this to be true when commute time to CBD area is shortened.