

## PROJECT DEVELOPMENT

METHODOLOGY, PERSONAS, OUTLOOK,  
MILESTONES, PUBLIC PRESENTATION, PARTNERS



# THE IDEAS TRAIN

## Concepts for the future of regional transport

Merging functionalism, aesthetics and economic viability to create an exceptional customer experience.

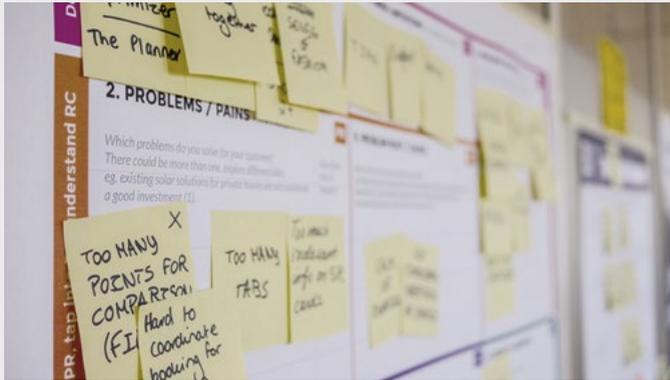
During the development stage, design studio Neomind integrated partners' innovations and customers' wishes, global trends and benchmarks (e.g. modernisation of Munich S-Bahn's ET 423 trains), new conceptual approaches and experts' opinion (operations, maintenance, cleaning, etc.).

It worked with passengers and specialists to produce ideas and adapt them to find the perfect fit with customers' needs.

# PHASE 01

## RESEARCH: TRENDS, BENCHMARKS AND TECHNOLOGY

### UNDERSTANDING AND ANALYSING



Research: trends, benchmarks and technology



Observation and user surveys



Interviews with experts

## PHASE 02

### IDENTIFYING CUSTOMERS' NEEDS

## DEVELOPING IDEAS



Workshops for collectively developing ideas with passengers and experts



Prototyping for quickly communicating ideas



Prototyping for quickly visualising ideas

# PHASE 03

## PASSENGER PARTICIPATION

### SPRINTS



Travel chain



Passenger surveys

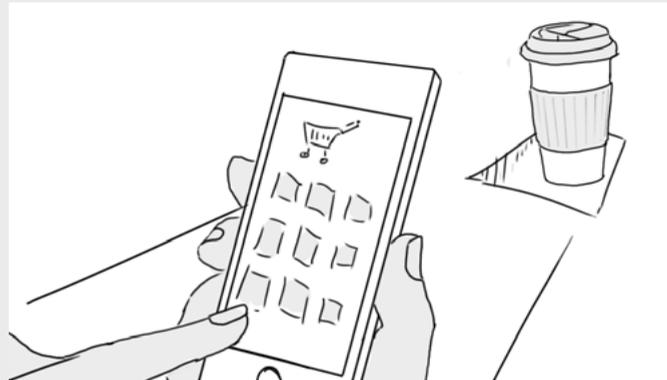


Workshops

# PHASE 04

## DEVELOPING PERSONA CONCEPTS

# PERSONAS



"Personas" were used for the process of elaborating the topics. They are fictional individuals who represent typical service users within a target group. They cover the entire travel chain, illustrate important characteristics and enable designers to understand the personal needs of different people.

# PHASE 04

## DEVELOPING PERSONA CONCEPTS

### PERSONAS



**Jan** is a commuter with an interest in digital technology. He is 38 and works as an architect from his home in Dorfen. He travels to Munich approx. 2-3 times a week.

Jan believes that good services are essential in this day and age. He wants to be able to make the best use of his time and expects good customer support.



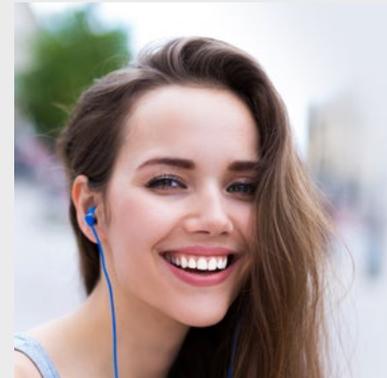
**Elwira** is a pensioner from Markt Schwaben. She is 74 and uses the train because it gives her mobility despite her difficulties walking.

The train is a relaxed and comfortable way to travel to the city, where she can run errands and visit friends.



**Holger** is 56 and lives with his family in Mühldorf. Every day, he commutes to Munich, where he works as a quality manager. He wants punctuality and has made the conscious decision to avoid long traffic jams on the motorway. Environmental issues are important to him.

He uses his commute to relax and sometimes has an after-work beer when homeward bound.



**Sophie** is an open-minded student. She is 24 and travels from Markt Schwaben to Munich every day. She has a monthly ticket that she orders and extends using her app.

To Sophie, being connected is important. She loves being able to make good use of her travel time - to buy things or for workouts, for example.



The Schmidt family is from Mühldorf. They like to take the train to visit their grandparents at the weekend. To them, it's important that their children feel at ease and have room to play.

Julia, the mother, buys the tickets online for accessing later via the app.

# PHASE 05

## IDEAS AND SOLUTIONS

# ELABORATION



Concept sketches



Sorting and evaluation



CAD concept structure

# PHASE 06

## ITERATION WITH PASSENGERS

### TESTING



Workshops



Customer tests



Feedback sessions

## PHASE 07

### INTEGRATING CUSTOMERS' FEEDBACK AND GENERATING DETAILS

## ELABORATION



CAD visualisation



Materials and colour concepts

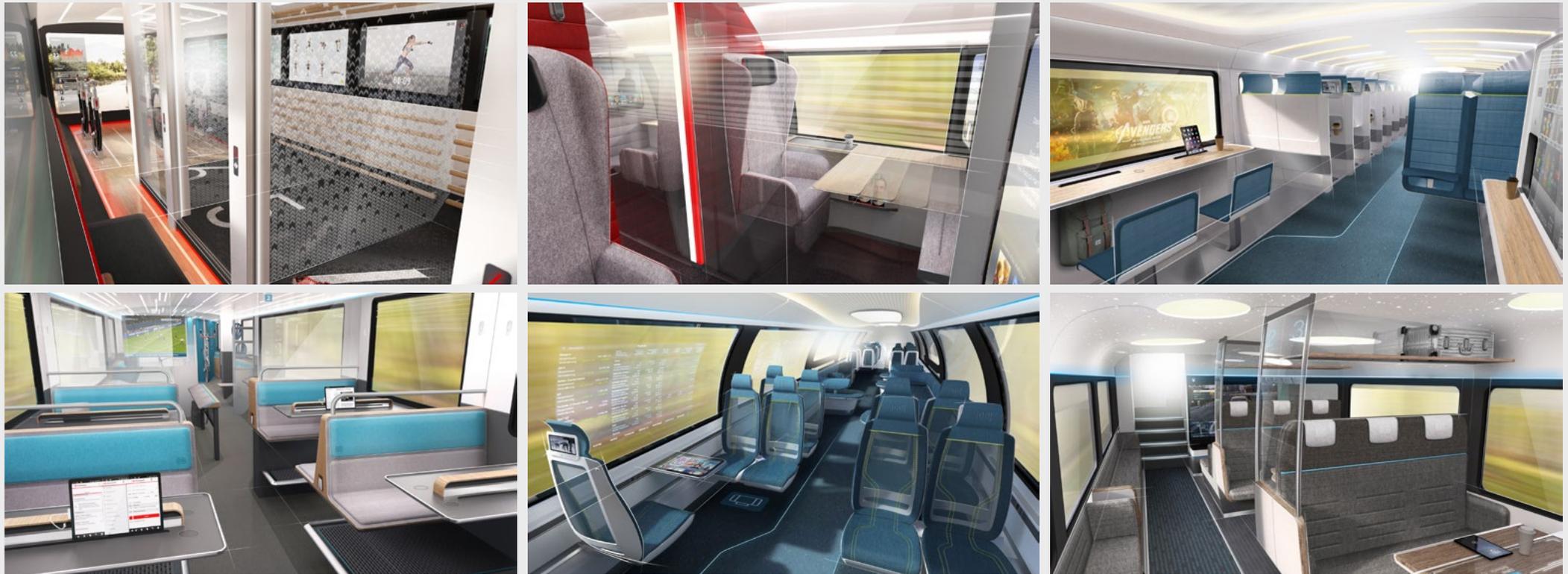


Materials and colour concepts

# PHASE 07

## VISUALS

### ELABORATION



# PHASE 08

CREATING A NETWORK OF PARTNERS

## PARTNERS



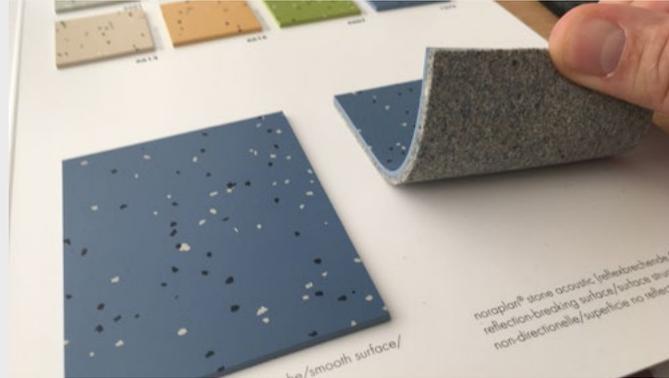
# PHASE 09

## FULL-SCALE MODEL

### MOCK-UP



CAD detailed structure



Technology and choice of partners



Full-scale mock-up construction

## MODULE GEOMETRY



"Cage" module

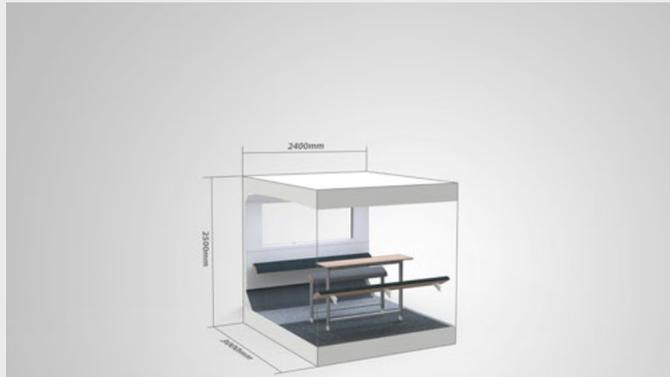


"Walls & ceiling" module



"Interior design" module

### MODULES' STRUCTURE



Module dimensions



Modules of lower and upper decks

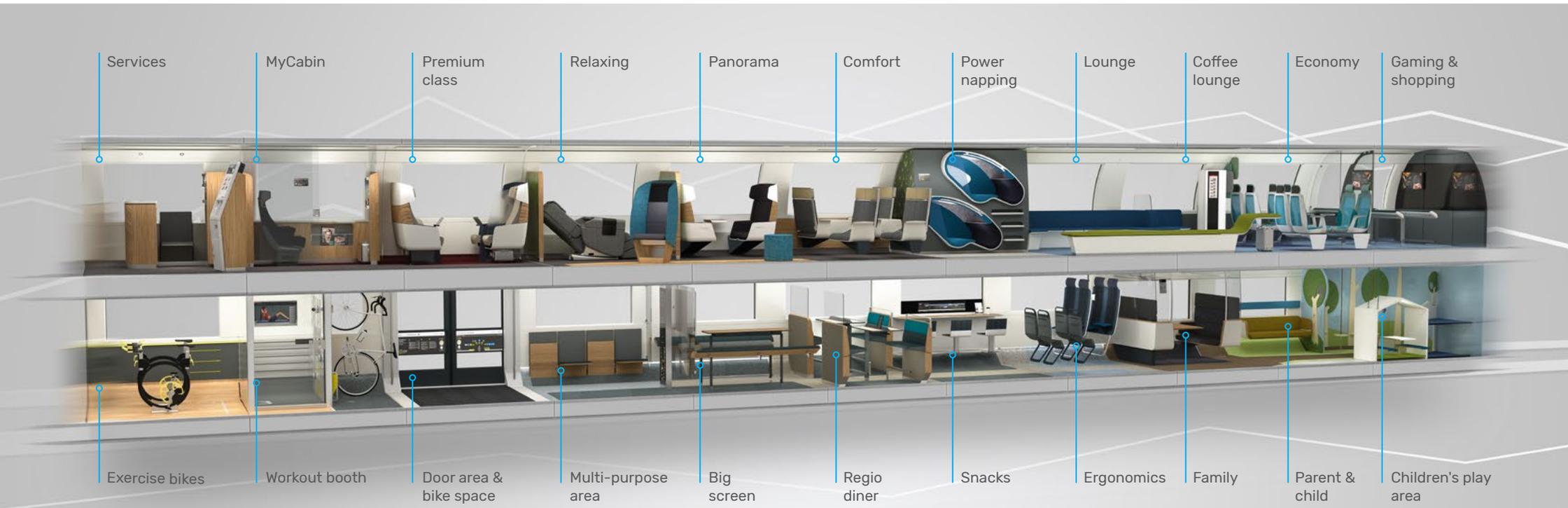


Combining modules

# PHASE 10

A FULL-SCALE MODEL THAT DEMONSTRATES WHAT CUSTOMERS WANT

Experience in VR  
360.neomind.eu



What will rail travel look like in the future? What amenities should regional transport offer tomorrow's customers?

These are questions we have been studying at DB Regio as part of a joint project with our colleagues from Südostbayernbahn and DB's d.lab team. The result is a full-scale model demonstrating visionary possibilities for design, sound system, lighting and services on board trains.

Developing ideas like these requires exploring a host of different considerations. How will commuters travel in the future? How can they use their journey times productively – for work or relaxing? How can DB Regio make travelling by regional trains even more attractive for families in 2020? How about sport on board? Can DB Regio offer fitness booths?

Can we screen matches between Germany's Bundesliga football teams, show them on a big screen for all passengers?

# PHASE 10

A FULL-SCALE MODEL THAT DEMONSTRATES WHAT CUSTOMERS WANT

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## EXPERIENCING THE FULL-SCALE MODEL



FLEXIBLE AND INFORMATIVE

### Door & multi-purpose areas

Maximum convenience from the moment you enter - we've turned our attention to the area around the doors and created a multi-purpose compartment. Lighting features guide passengers from here to their preferred seats. Anyone who wants to spend their journey here can use the new folding seats and rely on the information system for a range of essential updates. There is a special feature for bikes: vertical stands with an innovative hoist-based mechanism make place-saving bike storage possible during a train trip.



MOBILE OFFICE

### Premium

Train travel is ideal for working? All you need for this is a laptop or tablet workstation with a functional design that delivers comfort and convenience. The semi-surrounding shape of the backrests' upper section and a glass partition between seats absorbs ambient noise. Separate one-person booths are available if anyone wants maximum privacy and/or enjoy greater comfort. They feature smart glass that can be turned opaque if desired.



TRAVELLING WITH AN ENTIRE GROUP

### Family

There's space for everyone: the new 3+3 benches and tables have all the room that a family or group needs. Nobody will ever have to sit on their own again. Ample space for storing luggage is available above the seats. There is a separate module for families with small children. It is equipped with a climbing frame and slide, and it offers plenty of room for storing pushchairs.



EXERCISE BIKES AND WORKOUT BOOTHS

### Sport

Not interested in relaxing or working? Passengers on the Ideas Train can make active use of their time - in the most literal sense. The on-board gym features bookable workout booths with exercise bikes and a digital fitness trainer that gives people tips to achieve a workout programme that's right for them.



EATING IN A RELAXED SETTING

### Regio diner

For commuters and occasional travellers with a taste for comfort and conviviality, there are innovative dining benches and tables that make travel even more enjoyable: passengers can use them for spending time with friends, family members or other sociable souls they meet on board. Integrated tablet spaces and luggage storage under the benches ensure that tabletops remain free of clutter. Anyone who wants something small to eat can head over to the vending machine for snacks and baked goods. Coffee and soft drinks are available too, and there's even a beer tap.

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## EXPERIENCING THE FULL-SCALE MODEL



PEACE AND QUIET

### Rest and relaxation

Whether our passengers just want a moment to themselves or are looking for more profound relaxation, our rotating noise-cancelling seats block out sounds, while larger windows open up a panoramic vista and green partition walls seclude users from their surroundings. There are also reclining pods for anyone who needs a power nap. Sound-absorbing materials ensure passengers enjoy maximum relaxation.



ALWAYS UP TO DATE

### Big screen

Information is always readily available during travel. The Ideas Train contains an area with a big screen for watching sport broadcasts, news and documentaries. No matter where you are, you can keep track of the latest news, watch a documentary or follow the progress of a match. Functionally designed rests serve as comfortable supports when standing, and we have included tables with additional rests on the opposite side.



SHORT TRIP, GOOD VALUE

### Low budget

We've all been there: you're only travelling one or two stops and finding a seat is just hassle. A low-fuss, low-cost option would be ideal in this situation. The Ideas Train features a budget travel compartment with rests. Travellers won't have to forgo convenience: innovative cupholders mean their hands are free for reading or using a phone. Screens at head height display information and entertain passengers until they reach their destination.



PLAYING AND SHOPPING

### Gaming and shopping

The last word in mobile entertainment: gamers can pursue their favourite pastime during train journeys too. New gaming releases let people play singly or against other passengers as they battle it out to win nail-biting contests or set off for an on-screen adventure. Anyone who'd prefer to do some shopping has a virtual supermarket at their disposal on the video wall. They can order its countless products for delivery to their address or to a collection point at the station.



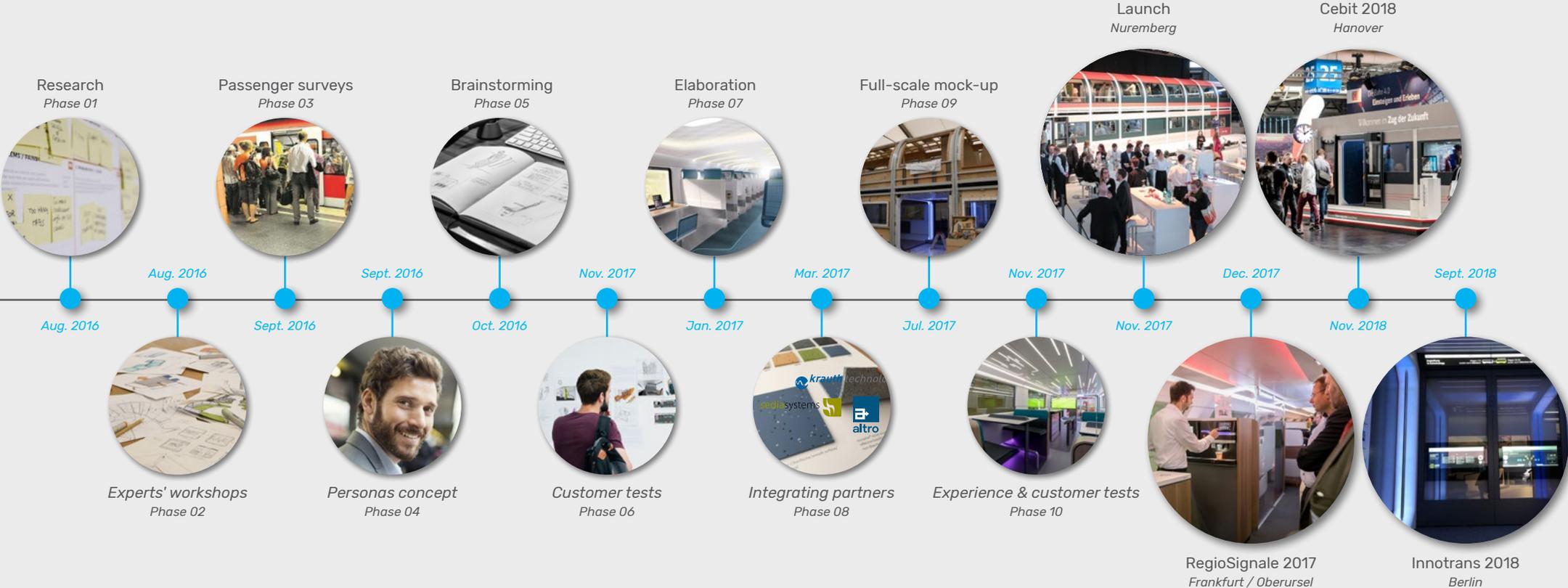
SPACE TO ENTERTAIN

### Lounge

Groups of friends travelling together have all the room they need in the lounge. If you enjoy hanging out and spending time together, our new lounge benches are designed to make sure you get to do just that. The "coffee cube" has a range of speciality coffees for everyone. Anyone who wants some time to themselves can enjoy at-seat entertainment and information served up on their personal screen. Maximum comfort comes courtesy of special mesh seat covers, which mould themselves to the body.

# TIMELINE

## CREATING THE IDEAS TRAIN



## Where can I see the Ideas Train?

The Ideas Train is on display at Oberursel, near Frankfurt. Visits to the exhibition hall are open to individual or multiple groups (approx. 8-12 people per group). The hall is also available for bookings as an event location, i.e. for meetings or workshops.

DB Regio manages the hall and is more than happy to open it to anyone or any organisation interested in using it.

Address: Ludwig-Erhard-Strasse 34  
61440 Oberursel (Taunus)  
Germany

Further information is available at [www.ideenzug.de](http://www.ideenzug.de).

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