

Team 8

Flow

Addition of the AR in-station mapping, virtual assistance, and dynamic pricing features to the existing MTR App for better station navigation, user experience and potentially easing the problem of overcrowding.

Geoffrey Nyakiongora, Hei Julius Choy, Wan Yee Lo, Natalie Sutrisno, Shun Hang James Yau

The solution for better navigation and easing overcrowding lies within the existing MTR app which, with additional features, can manage crowd flow in stations by:

- Increasing navigability
- Better Commuter Distribution
- Creating Incentives to Choose Another Route
- Happier User Journey Experience

How can the MTR manage system design to allow maximum flexibility and the capability to adopt new technology to drive better safety, customer experience and ESG targets without significant impact to project cost and programme?

- Enhancing the MTR App as the Most Powerful Mass Transit App Worldwide!
- Addition of the AR in-station Mapping, Virtual Assistance & Dynamic Pricing Features to the Existing MTR App for Better Station Navigation, User Experience and Potentially Easing the Problem of Overcrowding.

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