MONASH INDUSTRY TEAM INITIATIVE (MITI)

ENHANCED MOBILITY SERVICES

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WHO IS TRANSURBAN?

As a top fifteen listed company on the ASX, Transurban is one of the world's largest toll-road operators with seventeen roads under operation in Australia, Canada, and the United States. However, Transurban is also a technology company, researching and developing innovative transport solutions for its eight million customers worldwide.
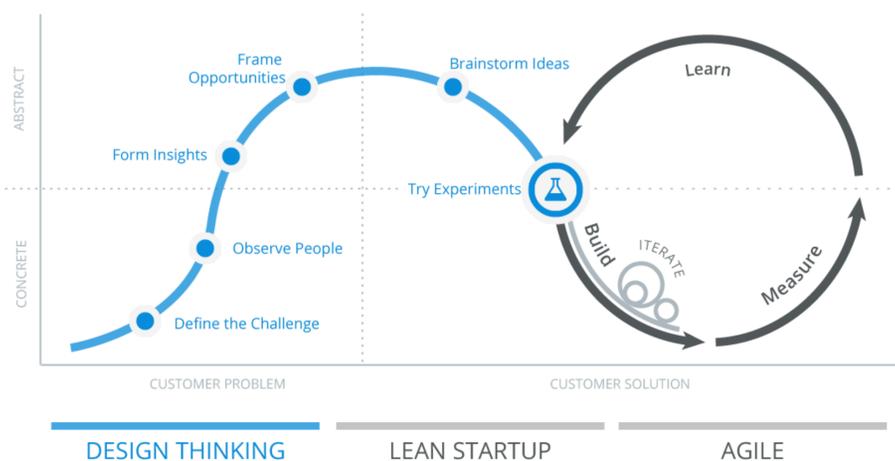
CURRENT SITUATION

Mobility as a Service (MaaS) is a vision of future mobility where travel happens through a combination of public, private and shared transportation modes, all accessible on demand, via a single mobility service. There is an opportunity for Transurban to bring customers more choice and convenience, as well as support efforts to reduce congestion in the local community.

OUR GOAL

Our goal is to explore the MaaS environment, identify opportunities for Transurban to strengthen its customer relationships, and build a prototype to demonstrate our concept.

OUR APPROACH

Our team employed a variety of frameworks and models to achieve our goal. Our project was managed using an AGILE approach, an iterative process of setting goals, engaging stakeholders, prototyping, and seeking feedback. The AGILE approach allowed us to work with flexibility, and ensured that the quality of our deliverables matched the expectations of stakeholders.
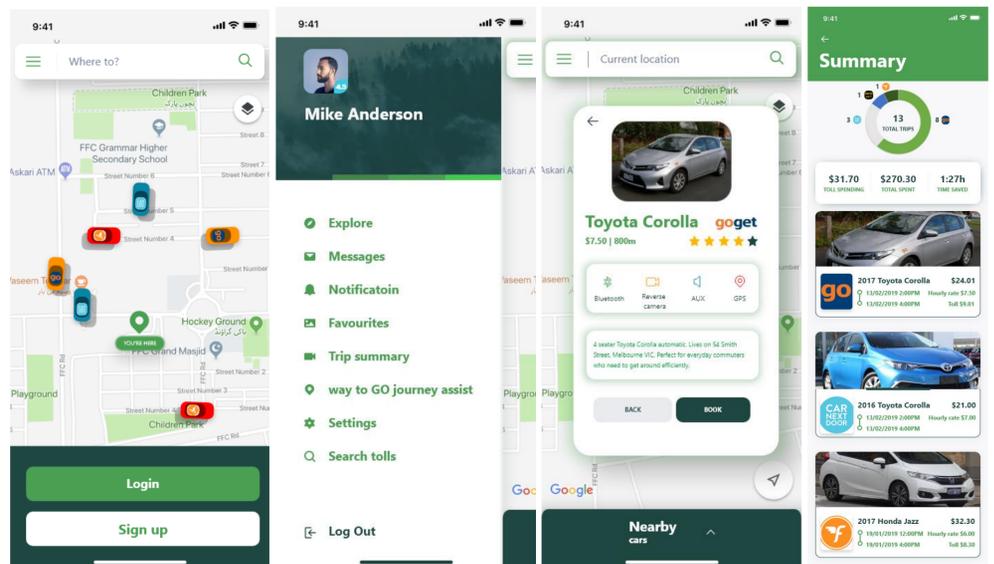

We placed human-centred design principles at the heart of approach. Every element of our design came from in-depth customer research, obtained from questionnaires and customer journey maps.

OUR FINDINGS

We identified two MaaS industries of interest after extensive research. Both the ride-hailing and car-sharing sectors are currently experiencing explosive annual growth of 10-20%. We believe that Transurban could work with players like Uber and GoGet in those industries, to deliver the best possible MaaS product for consumers.

SOLUTION

Our proposed solution is an aggregator app for both the car-sharing and the ride-hailing industries. Our app will provide more choices and information for customers, allowing them to better compare share-cars and ride-hail platforms, whilst streamlining their tolling experience at the same time. We were able to demonstrate our solution by developing a working Proof of Concept with digital teams.

REFLECTION

We had an unforgettable time at Transurban. We've been privileged to work with and learn valuable skills from leading industry professionals, on topics like stakeholder engagement, human-centred design, project management, and creative brainstorming. We were also able to better understand Transurban and the value it provides to the community through its roads and projects. We look forward to put these learnings into practice as we embark on our journeys as young professionals.