Clearly and objectively identify and define the problem you are investigating

What does "Clearly" and "Objectively" mean?

Copy the rubric criteria here for the target score your team agreed upon

Target Score

3

We came to a consensus to aim for a 3 in the rubric

Double tap on the target if you need the rubric criteria

Set up the project management

Project Management

DRI	(name)	Completed
Outline Deadline	9/15/20 12:00 AM	☐
Rough Draft Deadline	9/21/20 12:00 AM	☐
Final Draft Deadline	9/25/20 12:00 AM	☐

Answer the questions

"Who" Who does the problem affect? Specific groups, individuals, organizations, etc. Determine a single individual that you can identify and tell their story

Use the boxes for your notes and thinking first.

This problem affects...
- People who live more than at least 1 mile away from public transport and who's destination is .5 miles away from public transportation
- Specifically in the Dallas County area, people who need public transport but can not easily access it. Specifically in the Dallas metropolitan area
- Our end users are people who could be in the lower income bracket who cant afford to own private transportation like cars
- People with disabilities who can't drive cars and rely on public transportation
- Focus on low income workers that rely on access to public transport for jobs and necessary activities
- Could potentially focus on teenagers who can't drive currently but still need to get around town to help parents or for own purposes, need public transport.

Don't forget documentation

You can do the writing to the side or down below on this page

"What" What are the boundaries of the problem, e.g. organizational, work flow, geographic, economic, segments, etc. - What is the issue? - What is the impact of the issue? - What impact is the issue causing? - What will happen when it is fixed? - What would happen if we didn't solve the problem? This is not the place for opinions. Extrapolate out the expected results based on research and expert guidance.

These boxes expand to be as big as you need them to be.

- -The problem is the distance to and from public transportation is over a mile from where the users need to be and get to. This leads to decreased use fo public transport because people it is not feasible to use consistently. This is a brig problem for people who rely on public transport because they can not use or access means of private transport due to affordability or other reasons
- The issue of accessibility to public transport also relates to the poverty cycle as without access to private transport or public transport, holding a job is difficult as ability to get to and from a job can vary depending on availability and without consistent access to transportation methods the poverty cycle continues
- Also if we provide a short distance way to get to a from public transport, then we can promote more use of cleaner/energy efficient transport like trains or buses rather than private transport in cars. Also less traffic if less car use
- If this access to public transport issue is not solved then people will continue to struggle to get places needed for every day activities like work, home, shopping, etc.
- They will have no way of getting to place and have to walk long distances making their commute even longer amount of time than they feasibly can allocate

"When" When does the issue occur? - When does it need to be fixed?

- -The first/last mile problem has had a lot of attempted solutions and ways to counteract it currently. However, the problem still exists and solutions have not fully eradicated the problem
- This problem occurs usually during times when people need to get to and from work. It occurs daily in people's lives and is a consistent issue that holds them back from things they might need to do
- It does not have a hard time that it needs to be fixed but the longer we wait the more people will encounter this problem and people's lives will consistently be harder.

"Where" Where is the issue occurring? Only in certain locations, processes, products, etc.

- -This problem is more prevalent in metropolitan areas where private means of transport might not be the most accessible mode of transport within the city.
- Specifically looking at where public transport is concentrated and around 1-5 miles away from that. So typically within the urban metroplex of big cities
- Our focus is on Downtown Dallas/Urban Dallas. That is where the DART is and other forms of public transport. People need access to the DART and other modes of public transport within that area.