

**ID 582 &  
IPRO 321**

**Pace Project**  
Spring 2005  
Poggenpohl

<b>Description</b>	<p>The Communication Design Workshop is an IPRO and is cross-listed with this main campus program. The sponsor is Pace, a successful and forward looking suburban Chicago bus company serving a six county market the size of Rhode Island.</p> <p>The focus of the workshop is to identify factors that will help Pace retain riders. Retention is a significant issue as it has direct financial implications and Pace does not know why they lose riders. Communication issues may be part of the retention problem. Pace will share existing research with us — we will extend and supplement this work.</p> <p>A substantial amount of the workshop effort will involve research and analysis including:</p> <ul style="list-style-type: none"><li>• ride along interviews, recorded, transcribed and analyzed through grounded theory</li><li>• observation and documentation of riders and their transit environments</li><li>• identification of stakeholders and their various needs</li><li>• examination of user communication preferences and opportunities with a view to building a system using principles of social network analysis.</li></ul> <p>Based on the research and analysis, we will develop and model concepts that address retention enhancement. Because Pace is already planning to use GPS systems and is anticipating the future, there will be no ‘low hanging fruit’ to pick. Our challenge is to develop an integrated system that serves the stakeholders and uses technology in smart ways.</p>
<b>Format</b>	<p>This is a team-based workshop. Class time will be used to explain procedures, create action plans, report on progress, and have team meetings. It is likely that sub-teams will be formed to address particular research and analysis aspects, but the entire class will contribute to one overall project.</p>
<b>Grading</b>	<p>We will follow the IPRO grading guidelines that include a team performance score, documentation and presentation scores, and individual evaluation of performance including peer evaluation.</p>
<b>Instructor’s email</b>	<p>sharon@id.iit.edu</p>