

WSPÓŁPRACA LOKALNA

DESIGN THINKING WEEK

17-24 października 2014

Design Thinking w projektowaniu transportu publicznego

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Solaris Bus&Coach S.A.*

WSPÓŁPRACA OGÓLNOPOLSKA

Patronat honorowy nad wydarzeniem objął Minister Nauki i Szkolnictwa Wyższego, prof. Lena Kołaraska-Bobinska



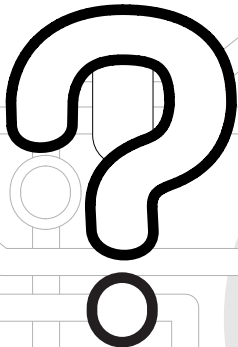
have we already met?



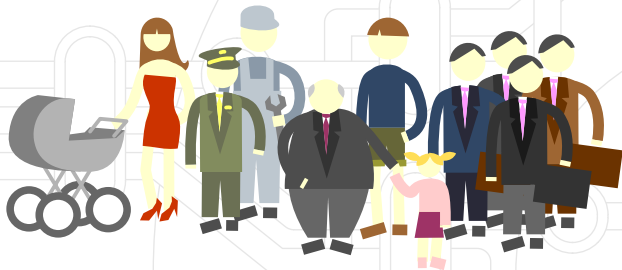
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Power of Enthusiasm

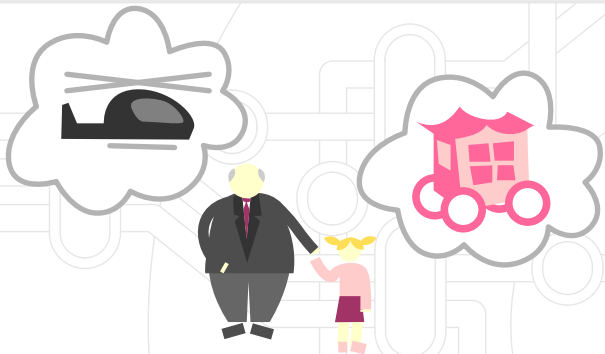
why are we asking questions...
...but not giving answers?



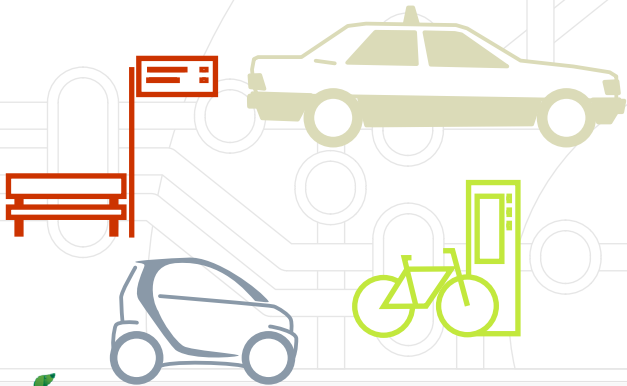
who is a client?



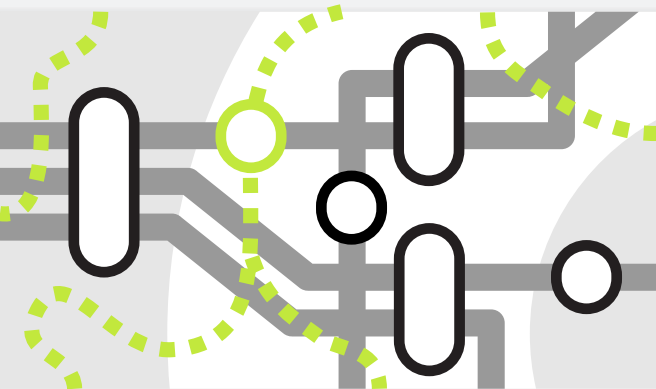
...and what does he wish for?



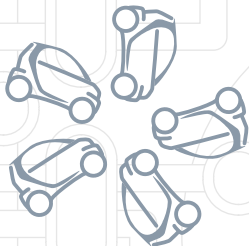
individual or mass transport?



what about other kinds of public transport?



owning a car or using a car?



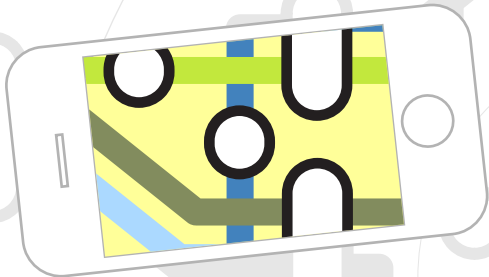
driving by yourself, getting a driver or going driverless? 



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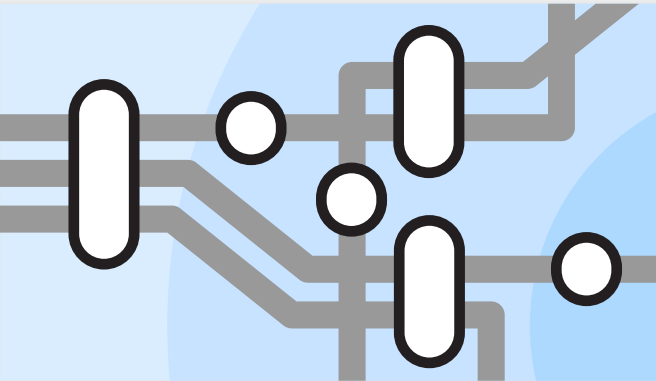
public transport on demand?



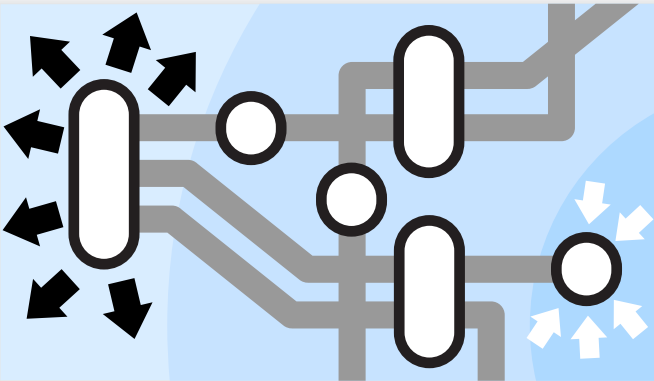
public transport on demand?



urban or suburban?



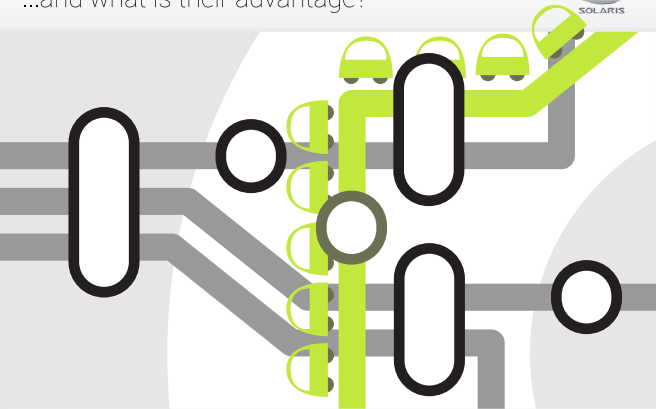
can we find better solutions?



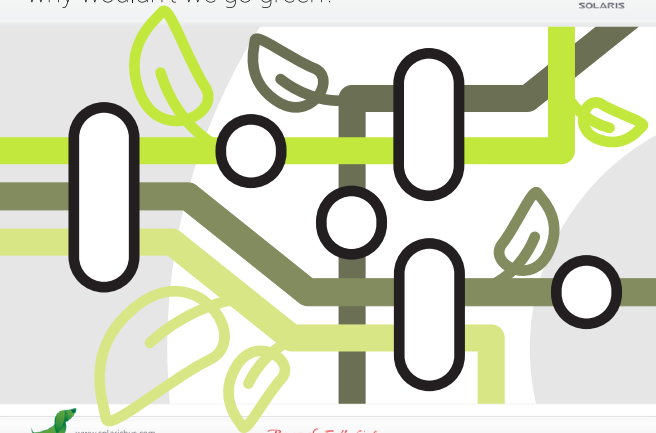
how many operators do we need?



...and what is their advantage?



why wouldn't we go green?



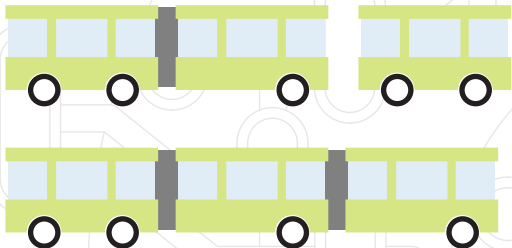
why wouldn't we go green?



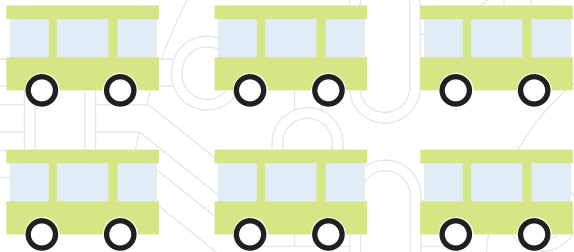
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is that simple enough?



is THAT simple enough???



by the way, have you already seen new urbino?



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