



Edited Transcript

Welcome to the Rail~Volution podcast.

Vedran Dzebic and Ntianu Eastmond-Visani join us to talk about wayfinding apps and how improved wayfinding can enhance the customer experience. Stay with us. This Rail~Volution podcast is a different format we will use from time to time: two guests speaking with each other. For this episode, technology experts from two different places talk to each other about their work on apps and wayfinding as well as how they think about moving around in cities and spaces. Let's listen in as Vedran Dzebic, head of research at Entro, and then Ntianu Eastmond-Visani, creator of WayfinderNYC discuss.

Verdran Dzebic: Hi everyone. My name is Verdran Dzebic I'm head of research at Entro, with offices in Toronto, in New York, Calgary, Vancouver, Zurich, and Sydney. We specialize in creating signage and wayfinding programs that allow riders to intuitively find your way through the transit environment to get from point a to point B as easily and effectively as possible. Our process involves significant assessment, planning and pre- testing, resulting in a wayfinding strategy that accommodates diverse ridership, eliminating confusion and resulting in a straightforward, seamless transit journey. Wayfinding begins well before a rider arrives at a transit stop station or terminal. It begins at home as they plan and begin their trip, and it continues as they approach a station or a bus or subway or a train and exit to engage with their surroundings and the environment at their final destination.

More and more, we're seeing the trend towards two main topics of discussion or questions when it comes to transit wayfinding. The first is how do we incorporate personal technology such as mobile apps into the rider transit journey? We've all become super used to Google maps to move around and get through our cities. The question becomes how do such apps inform and assist with the transit journey? The second question we often get asked is how we can create a Wayfinding journey in response to a wide range of user needs, expectations and abilities? How we can create a transit experience that is welcoming, friendly, equitable, and inclusive.

And today we'll get an opportunity to dig into both of these topics - the topic of mobile technology and accessible transit experiences - in my discussion with Ntianu Eastmond-Visani, who is in a process of developing a wayfinding application to meet the unique needs of a very specific user group.

Verdran Dzebic: So Ntianu, can you tell us a little bit about this app that you're working on?

Ntianu Eastmond-Visani (4m 20s): Sure. Thank you so much. Vedran I'm so happy to have this conversation with you today. The name of my app is WayfinderNYC and we're calling it "waze" for New Yorkers with small children and strollers. Essentially its a mobility app to help that specific group of

people navigate the New York city public transportation system, specifically the subways, which are extremely inaccessible with very few elevators as well as being extremely outdated. Most of the current routing solutions don't take into consideration the fact that a lot of caregivers carry their strollers and children up and down the stairs rather than go to elevator stations because they are so few and far between.

Vedran Dzebic (5m 3s): Tell us a little bit about your journey into developing the app. What gave you the idea?

Ntianu Eastmond-Visani: Sure. So my background is actually working as a digital strategist primarily for eCommerce brands that focus on female consumers. And I also became a stay-at-home mom. I was at home with my son for 18 months and trying to figure out how I was going to return to work and how motherhood really shaped my future. It just so happened that I was accepted into MotherCoders, a tech training program for moms, just after returning from a trip to Asia with my son, who was just one was one at the time, and my husband. We traveled through Japan and Thailand with my toddler, who was barely walking, a stroller and all of our luggage. The challenges or lack thereof became apparent when we landed in Tokyo and needed to take the train into the city and found it extraordinarily easy to navigate it with all of our stuff, our kid and the stroller. And not only was it easy because the wayfinding signage was so clear, there were elevators everywhere.

It was just a unique experience for us because it was so different than trying to get around with the stroller and a child in New York City. As we travel through Thailand, we encountered pretty much a similar experience, in that elevators were plentiful. Wayfinding signage was clear, in spite of the language barriers. And also strangers were willing to help, which was completely different than New York City. So when I returned and started MotherCoders, I was trying to figure out how to make my experience in New York more similar to what I experienced in Asia and I started working on WayfinderNYC.

Vedran Dzebic (6m 59s): It's a really interesting story. And it makes me wonder about a point you made about universal, I guess, information and a sense that, although you weren't a local, you were able to interpret and pickup on the wayfinding information to experience the environment intuitively and in and effectively. **Can you make any comments about what it was about the information, any strategies or design decisions that you noticed within the wayfinding that made it so easy for you to understand and navigate through the environments?**

Ntianu Eastmond-Visani (7m 28s): Well, I think number one, how plentiful the signage was, so it didn't necessitate or it didn't create the need for you to kind of figure out where your next marker was or feel kind of some sense of uncertainty about which way to go. So it was very clear that every 50 feet there was a sign telling you where to go. In most cases, those signs were in several languages, not only English and Japanese, in the instance of Tokyo, but there were also icons that were somewhat universal that you start to identify.

And when you realize how easy it is to identify these icons, you also start to realize how few and far between, again, they are in the context of New York City, because we are not using a lot of visual identifiers that can be universally recognized. And I think that having the expectation that you're going to have to do some sort of translating when you're in a foreign environment, the fact that that need was eliminated because of that iconography and clearer signage, it was really interesting to me and compelling.

Vedran Dzebic (8m 38s): Hmm. Yeah, that makes a lot of sense to me. I mean, from our perspective as wayfinding designers and strategists, a lot of what you're talking about has to do with the notion of progressive disclosure and guiding people through the space and providing the information when it's required. Right? So it's not necessarily about bombarding the space or the transit station with signage. It's being strategic and giving it to the rider at those key decision points. I think that's one interesting thing about an app- based approach, where at that point, all the information ends up being, I guess, at the fingertips of the user. Right?

Ntianu Eastmond-Visani: It's really interesting because in your introduction, you talked about the different times in which someone is thinking about navigation. So in my particular use case around this trip to Asia, I was so paranoid about how we were going to get around. And the first piece of information - it's not easy to take a cab from the airport in Tokyo into the city center - kind of disrupted my whole way of planning, because that's what I would have planned to do in most instances.

So the planning began at home, not only researching what digital tools I could use when I was on the ground, but also really making a hard copy version of our entire route from Brooklyn, New York, to Tokyo, to Bangkok, to the beach and back. So we took eight flights. And so I basically had this paper dossier and this like digital notebook of all of the things I thought I needed to be able to navigate. And it was interesting because that did create the framework for how we traveled.

But again, all that on the ground signage and that idea of a progressive disclosure within each one of those journeys really is what made it so simple for us.

Vedran Dzebic: So for you definitely the transit Wayfinding journey began well before actually arriving on site, which I think is a key point, especially as a novel travel there, who isn't familiar with the transit experience on the transit system. Like you need to provide that information as early as possible to someone. And then as you said, that information needs to be supported and clarified by the actual physical signage that's present when you actually arrive on site.

Ntianu Eastmond-Visani: I agree. And I think that I can juxtapose that to the experience of traveling around New York City. So I'm a New York native I've lived in the same neighborhood, Bedford Stuyvesant in Brooklyn, my entire life and I don't drive. So the subway has always been my primary mode of transportation throughout the city. And what happens now when I'm planning a trip with my son, is that the level of planning required before I leave the house, if I'm going someplace I've never been before, is enormous.

Because number one, like I said, there are so few elevator stations. So either you're planning a convoluted journey to be able to access those elevators, or you're kind of going into this abyss of not knowing how you're going to get in and out of as a subway station. Depending on strangers, which is obviously not super reliable. And taking a chance. And so I think that it was interesting that I felt so much more safe and assured traveling halfway around the world than I do sometimes traveling between Brooklyn and the Upper East side.

Vedran Dzebic: That's a really interesting and important point that you just made. **Tell us a little bit more about the functionality of the app. So from user perspective, what can they expect to see, what's that actually user experience is intended to be like, and how does that end up clarifying, I guess, a stroller-friendly transit experience?**

Ntianu Eastmond-Visani: Sure. So we're in the midst of building out a prototype right now and I can talk a little bit about the starting point of what I thought the app was going to be.

It started off with the problem that, you know, it's hard to get around the city with your stroller. In investigating the problem, the initial solution was to create a static version of the MTA map that had a gender neutral icon denoting subway stations that had elevators. That was right next to the wheelchair icon currently used on the current version of the MTA map. And it was interesting, because users were excited that we were acknowledging that there was a problem. It did nothing to solve the problem.

So it went from the idea of trying to visualize the problem to trying to create some solution for what a lot of caregivers were telling me they were facing, which is essentially everyone carries their stroller up and down the stairs. The way that people become more comfortable doing that is usually because they have very specific information about how to do that in specific stations. So you know that at the Spring Street train station, there's only one flight of stairs and the staircases wide, and it's not very crowded. So you can carry your stroller somewhat to safely up the stairs of that station. And all of that information right now is kind of localized within very specific communities of parents who know each other or live in a very small geographic area. So in talking to parents, everyone has these tips and tricks of which stations you can carry safely or relatively safely, which stations you shouldn't even try, which stations you're likely to get more help or not.

And so the goal of WayfinderNYC is to take all of that information and to put it onto a platform that is searchable and shareable and dynamic so that it can inform stroller-friendly routes. And so by stroller-friendly routes, we're saying, depending on your specific mobility preferences (carrying, not carrying; how many children you're traveling with; how physically able you feel you are) we're going to create a route that gets you from point A to point B the quickest, the safest, and not only using the elevator stations.

Vedran Dzebic: I love this notion of how your perceptions and experience of a transit station or terminal changes based on your specific needs and expectations, right? This notion that to me, a staircase is just

a staircase, but for a parent with the stroller, it matters how many staircases there are and how wide the staircase is and so on and so forth, right? A lot of the effort is for us to try to put ourselves into the perspective or in the shoes of diverse rider types and rider groups, right? So it's so interesting you use little anecdotes, which so clearly and very nicely describe how **design decisions within a transit terminal are going to completely shape how one person will experience a terminal relation to someone else.**

Ntianu Eastmond-Visani: (15m 20s): Thanks. It was actually a revelation for me as well, because I am a very, very strong believer in user-centric design. And in this instance, I get to put myself at the center as the user because I'm solving for problems that I face every day. And I have a small child, I have one small child, and taking my use case and kind of trying to extrapolate and think about other people who might be traveling with three small children, a stroller, a toddler and someone in a carrier, plus packages. That person's journey is so much more difficult than mine. And I think I honestly never even considered all of these different variations until I started to dig in deeper to figure out how to make Wayfinder a better solution.

Vedran Dzebic: (16m 14s): So now acknowledging that is this still a product that's in development, how will content be generated and maintained? Is this something that you see occurring as a public product where it's crowdsourced? Or is this something where you feel transit terminals, a facility and the owners will have control or input into?

Ntianu Eastmond-Visani: (16m 35s): I think it has to be a combination of sources in order for it to actually be useful. So in investigating the information currently available from the MTA and from New York City, there are holes. So, you know, you might be able to see how deep a station is, but not how many stairs. So, you know, we can lay the baseline of information that this is a deep station. That's not a stroller-friendly station. We would layer onto that, okay, there are 142 stairs and they're steep and narrow. That's why it's not a stroller-friendly station.

Alternately, I can give the example of the Union Square subway station, which is a partially accessible station in New York City. And the reason being that one line, the 4-5-6 line, there's no elevator from the turnstile to the platform. All of the other lines - it's one of the busiest stations in the city - have a full elevator access. But because of that, it's not an ADA accessible station. We would call that a stroller-friendly station because of data collected by us, me, where I was with son. And knew that there was no elevator there and went and counted stairs.

So, ideally we're thinking that the baseline information is coming from the MTA and New York City open data. We're layering on top of that information collected by the WayfinderNYC team. And then ultimately we would like to have updates and information being crowd sourced and hopefully live. So we're combining all of those things to kind of created a rating system for the stations around the city.

Vedran Dzebic: (18m 19s): I really like that. It's like a multi-phased or a multilevel approach to hopefully provide the most accurate and a useful information. Do you have any thoughts about developing, or I guess expanding, this app to other transit providers or cities? Is that something that you've thought of?

Ntianu Eastmond-Visani: (18m 35s): We're thinking about how to expand, but it's interesting because I think that New York has the worst situation. I think, you know, you compare it to Chicago with all of the elevated stations that they've managed to add elevators to. New York is slow. And, you know, we knew that it was going to take years to become fully ADA compliant before COVID. Now it's probably even further out, realistically speaking. So we're thinking about going deeper in terms of New York City and layering in information for other under-served groups of people.

So the next group I think of, which is actually an overlap with caregivers, has to do with elderly people. And I'll use another anecdote of my aunt who was in her sixties, seventies, and taking care of her grandchildren and nieces and nephews using public transportation. And so her hack was: rather than go to the station that had a lot of stairs, you take a short cab ride to the station that has fewer stairs and it's easier to get in and out of.

So I think that there are starting to become overlaps in both the solutions and the problems for other groups of people. So for pregnant women, for example, or anyone, anyone carrying stuff, honestly in New York City, that's a problem. So we're thinking about going deeper in terms of segments within New York City. I wonder what the solution looks like in a city that has fewer issues around accessibility than New York. So I think that's really interesting question.

Vedran Dzebic: (20m 9s): I really liked this notion of expanding the user groups or the audience. I think a lot of the issues identified from a stroller-friendliness perspective are going to be relevant to other individuals. I remember when I was younger, I had a knee surgery and that kind of made a really clear to me how much more difficult it was going up and down stairs when my knee was in a, in a splint, right? At various points in, I think, in each of our lives, we're going to be potentially met with instances where this kind of information would be really useful. It would really make our lives a lot easier and create a more inclusive transit environment as a whole, to broad range of individuals and users and riders. It's a really interesting point. Thanks. Is there anything that we haven't touched and that you would like us to touch on?

Ntianu Eastmond-Visani: (20m 57s): So, my background obviously comes from outside of transportation. My knowledge of wayfinding is through working with retailers to basically improve the customer experience, ultimately to get people to buy more stuff. **I've started trying to do more research and find out more about issues within the intersection of technology and transportation. And one thing I'm noticing is that so many of the solutions around cities are about single users and involve cars.** So it completely excludes my key demographic at least. When you think about ride hailing, most cars don't have car seats; the ones that do have forward-facing car seats for kids that weigh more than 40 pounds. **There are so few options in terms of trying to think about innovation around transportation options in cities for anyone who's not an abled bodied individual.** And I'm wondering just what you think about that, or do you have any insight on that issue?

Vedran Dzebic: (22m 12s): This is why something like a mobile app is so powerful. It is very flexible and it can provide very personalized information, right? So what you're developing is something that, put into the hand to somebody that actually needs that information, ends up being really, really valuable. That content and information generated on the mobile app can be modified based on your geographic location, time of day, what your needs are at various points during your actual journey. So instead of having a transit wayfinding system, which is static and somewhat inflexible, a mobile or tech based approach ends up being much more flexible and adaptable to your specific needs and expectations.

Now, in regards to the point about a car centric, could you elaborate a little bit, what do you mean, I guess, are you referring to specifically to rideshare programs and the likes?

Ntianu Eastmond-Visani (22m 59s): Well, I could be wrong, but it seems like a lot of the options being offered right now in terms of mobility in cities are car-centric, around ride hailing, car sharing, or even when you think about like scooters, bicycles. Any of those modes of transportation completely exclude the vast majority of the people who WayfinderNYC is targeting. And so I wonder, what do you think about the future of alternatives to public transportation that might be more inclusive of larger groups of people other than the able bodied single user?

Vedran Dzebic (23m 37s): Well, I think public transit is, is meant to be that right. It's meant to meet the transportation needs of wide range of riders and people and individuals. Now I think you're right and identified that there are some limitations in regards to that specifically to your example of, of strollers, right? It's not as accessible that it's not as universally available or as easy to experience for a certain user groups. But I feel like what we need to do is push it towards a direction of making more inclusive and more accessible through projects such as yours and through other initiatives, such as the one that you're working on.

Public transit will continue and has to be the backbone of a universal and egalitarian transportation system within urban centers. But now the question is how we get there. And I feel like this app that you're developing is a step in the right direction in regards to supporting public transit and positioning public transit as something that can be easily used and intuitive to a broad range of users and rider needs and expectations.

Public transit isn't going anywhere, nor should it. I hope it's not going to be replaced by ride sharing and the likes. One of the problems now that we kind of haven't really touched on is how do we think about ridership post-COVID? So you would think a lot of individuals that didn't own cars, all of a sudden purchased cars. There's a lot of individuals that would use public transit all of a sudden are much more likely to ride a bike or even call an Uber or Lyft, simply because they want it to minimize their contact with people. Maybe something such as the app that you're working on ends up pulling people back towards transit, in a sense of creating a more intuitive and friendly and welcoming transit experience. So maybe it's a way to invite people back to public transit once we move past this global pandemic.

Ntianu Eastmond-Visani (25m 36s): I sincerely hope so. I think two trends that you just spoke about are extremely, extremely clear in my neighborhood. I mean, in the city at large, but in Bed-Sty, which is a gentrifying neighborhood, if not gentrified, is that a lot of people left and didn't come back. A lot of

families who didn't feel the need to own a car previously now do, and then anyone who can avoid public transportation does, myself included. And I personally feel like it's a luxury to live in a city that has a robust public transportation system. And I feel like the people who don't have any other choice but to ride public transportation are the ones who will continue to ride. And a lot of people, I don't think they're going to go back.

Vedran Dzebic (26m 30s): Yeah. It's an interesting point. If you have no other choice, you will continue to ride. But I would hope that through the initiative that you have underway that hopefully even if you do have other choices, you're going to select and choose public transit simply because I think it serves an important function. Hopefully we can make it intuitive and easy for people to choose to use public transit over other modes of transportation.

Ntianu Eastmond-Visani: Yeah. I share that hope.

Vedran Dzebic: What sort of process have you undertaken to develop usability and the features and functions within this app? Have you engaged with other caregivers? And what does this process actually look like?

Ntianu Eastmond-Visani: So the process actually started when I was developing the idea because I was doing it as a part of MotherCoders. And so I had the amazing privilege of having the most qualified group of intelligent, thoughtful testers that I could ask for: a group of New York City moms who were interested in technology. And so I kind of walked away feeling super confident that I had it in the bag in terms of what WayfinderNYC was and what it should do. However, I encountered something that was unique to this particular demographic. I've done user testing before. However, when you start to talk to moms about this kind of a solution, the initial reaction is excitement. Everyone is excited that you're talking about the problem and everyone has their own version of how they solve for it. But the conversation kind of stops there. And so I realized that it was starting off asking, without a product, asking users, what they wanted. And what they wanted was just a solution. And they didn't, they couldn't drill down on what that solution was.

I built something small, which it didn't do very much, the static map, and I didn't get any useful feedback. There's nothing to react too. And I kind of went back to the drawing table. I actually put myself in the center and created a couple of use cases and then built out a feature set based on those use cases. And then started casually interviewing other caregivers: would you use this feature or that feature as opposed to what do you want?

So that's been an over the course of the past year, doing casual user testing or user interviews. And now we're building out the prototype based on all of those inputs. And so the thought is that we'll push out this prototype with all of the bells and whistles for user testing and get feedback and use that to inform an actual MVP [minimum viable product].

Vedran Dzebic: I think it's a really important point. Problems are easy to identify, a lot of the time. Developing a solution is a lot more challenging. It's difficult to know what that's going to look like before

you actually get there, right? When we do research at the start of any transit project, we won't necessarily even ask riders and users what the solution should be. Instead, we just asked them to tell us about their transit experience. We use a variety of techniques, from workshops to in person interviews to online questionnaires, just to get a sense of how you're currently using the system. And through that, you can uncover what some of the opportunities and challenges are. I think a lot of the anecdotes you mentioned, about what it's like going up a set of stairs with a stroller, identify what the problems that need to be solved are. And then alongside that you also develop strategies, understanding how people are already solving the strategies on their own, right? So, what is their actual transit experience like? **At the end of the day, from our perspective as wayfinding and signage designers, although we were experts at that, nobody is going to know the transit experience as well as the rider that actually uses it day in day out. So for your particular example, those caregivers with strollers, we need to listen to those voices and make sure that our strategy is a result of their lived experiences within the transit realm.**

Ntianu Eastmond-Visani (30m 27s): I totally agree. That was the work that we were doing, to ask: how do you solve for these pain points currently? **We came to a paradigm shift, from identifying stations with the elevators, to helping people navigate the way that they already are, which is carrying their strollers, but helping them to do it in a more informed and safe way.**

Vedran Dzebic (30m 53s): I love it. That's really fantastic. Kind of taking a step back, I know we very briefly talked about your previous expertise. From your retail experience, what other lessons can those of us in transportation learn about wayfinding?

Ntianu Eastmond-Visani (31m 8s): I think that consumers are very accustomed to using wayfinding without ever thinking about it. At its best, it's somewhat invisible and just an integrated part of the experience that doesn't stand out. A retailer is concerned about how a particular consumer might navigate from groceries to cosmetics, to, you know, anything else in the store. That particular journey is always guided in some way, whether or not the consumer realizes it or not. **I've worked on huge projects with giant budgets, trying to figure this stuff out, to help people sell. I don't see that applied in other areas of wayfinding, via transportation or anything else in the real world. It's something that's an afterthought or an add on. It stands out. It's not an integrated part of the experience. I think retail and commerce does a really good job about seamlessly bridging the gap between the digital and the real.** So how does your phone basically become a wayfinding tool for the entire world? Like everyone uses their phone that way. So, you know, how can it be applied in other use cases other than entertainment or selling.

Vedran Dzebic (32m 30s): Oh, lots of to unpack there in that comment. I would agree pretty much with all of it. I think you're spot on, in a sense that in the retail world, although it's not considered wayfinding, but that's kinda what they're doing. Wayfinding is about moving through a space in a particular way and getting you to engage with the content in a very specific sort of way. **It's this communication between a product and the user. When we think of wayfinding, we think of communication between a physical environment and the user. So we're not necessarily trying to sell you something, but we're still trying**

to have a direct impact on how you behave and experience the environment. And I think you're also spot in a sense that good wayfinding, you'll never hear about because it'll get people from point A to point B easily and effectively, and that's it. And they won't even know that they read a sign on their Wayfinding journey. While when wayfinding is missing or inadequate, or when it's inaccurate or confusing, you're going to hear about it.

And I think more and more within transit realm this is becoming even more and more important, right? We all want to have an intuitive, efficient wayfinding journey within the transit realm. Let's be honest, you're trying to catch a bus or a train and you need to get there at a very particular point in time. So you need to be able to confidently move through the physical space. And I believe to a certain extent it ends up being the transit owner's role and responsibility to support the rider's journey and to create something that's intuitive and flexible and easy to experience.

I do have another question that we've talked a little bit about. You're developing this app, which puts the power and the ownership within the rider's hands to a certain extent. What role do you see, or what do you believe is the responsibility of the transit provider within this accessible and inclusive experience?

Ntianu Eastmond-Visani: I don't know. I mean, I think ideally they would be in complete support of creating, you know, accessible experiences for all of their ridership. I have my doubts and then I also have my hope. I think that within the MTA that the innovation lab is doing some really amazing work around accessibility and mobility. I think that it's interesting because **creating intersections between innovation technology and these kinds of the older institutions, like the MTA, are going to become more important. I don't necessarily see that the intersection is significant, strong, ongoing, comprehensive. Its kind of fragile.**

I was very interested to learn that there's an accessibility lab in the J Street train station. This is a train station I use all the time and had never noticed any of the things that they had done. So I walked past this like 20 times and I'm obviously interested in wayfinding and improving the New York City subway. And I just didn't notice. So in that case, the wayfinding was almost too invisible. So I think that the ability of an agency like the MTA to impact significant change is limited. But I do see that they're making some strides. So it'd be great if they supported more, or had the ability to do so.

Vedran Dzebic: I think it's similar to what I mentioned a little bit earlier. An app allows you to meet a very specific rider ridership need. A lot of times when you're designing a signage program or a static wayfinding program, you need to make it as broadly applicable and as universal as you possibly can. But there's bound to be certain ridership groups whose needs might not necessarily be explicitly met by whatever you end up designing or creating. So an app-based solution allows you to really pinpoint those very specific and unique needs and present information which is in direct response to those needs and expectations. For us the signage and the static wayfinding system is always the foundation of a successful wayfinding program. But then on top of that, we see the opportunity of applying digital solutions, such as mobile apps, to assist and supplement the physical wayfinding, acknowledging, obviously that not everybody has access to a mobile app or wifi or data or internet and so on. And that

technology can be a little bit tricky at times, right? It's not always super usable. I'm sure Ntianu is going to develop a fantastic product. But you know, stuff happens. So you always need to have a physical wayfinding and signage program that stands the test of time and stands the test of the ups and downs and the troubles and the problems that might arise sometimes with digital technologies.

I'll just present a closing question. Rail~Volution is about building livable communities through transit. Not that you've brought your retail skills to the transportation space, to improve the lives of people who use transit, do you have future plans for expanding your work and career into the transportation field?

Ntianu Eastmond-Visani (37m 21s): I'm really interested in bringing WayfinderNYC to life. The reason that I decided to work on this was because of a few things, my love of user centric design, my love of solving problems using technology, and the fact that it was a problem that I felt so personally connected to. And I'm almost out of the realm of being a parent with the stroller. And I see so many other challenges to tackle that I would love to have the opportunity to do so. And I think that there are so many issues related to how livable cities are, and transportation is at the center of that. So hopefully I'll have an opportunity to keep working.

Vedran Dzebic: (38m 5s): Yeah, that sounds great. And Ntianu, I do have to say, although you might be exiting stroller usage and needing a stroller, I'm surely going to be entering that world. So I'm hoping that this app makes quick progress and it's available in Toronto sooner rather than later.

Ntianu Eastmond-Visani (38m 20s): Well, congratulations on entering stroller world. I have all kinds of useful information on how to not break several strollers while commuting with your child.

Vedran Dzebic: (38m 31s): Love it. Can't wait to read all about it. In regards to it, the app, where does a currently stand? Is there anywhere we can learn more about it? What are future plans?

Ntianu Eastmond-Visani: Sure. So right now I've recently engaged with strategy and tech team. So we're working towards building out a prototype for launch next month. I'm really excited about that. And then the next step after that is pushing out a live MVP version of the app. The website is Wayfindernyc.com. Everything is changing and moving very, very quickly and the next few weeks. So I'm really excited to make some progress and to get a real product out there in the world.

Vedran Dzebic: Fantastic. It's been really wonderful chatting with you about this.

Ntianu Eastmond-Visani: Thank you so much for taking the time to speak with me. This was an awesome conversation.

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The Rail~Volution Podcast – Episode 34: Wayfinding in Stroller World

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