We will provide an overview of key trends in travelers’ habits and attitudes according to recent data.

We will cover technologies and methods that represent current best practices when designing or improving the digital and physical services provided to customers. We will describe how data-driven techniques and human-centred design are being applied.

The above will support our discussion about how the rail industry can address key challenges and opportunities, such as designing eco-friendly customer experiences, simplifying travel planning and shopping, supporting passengers during disruptions.

**WORKSHOP OBJECTIVES**

- Learn how best practices in product and service design can be applied and make a difference
- Attend breakout sessions, conducted in a digital collaboration workspace
- Contribute with your colleagues to ideate how to make an impact on passenger rail