

2025

[opendata.transport.nsw.gov.au](https://opendata.transport.nsw.gov.au)

# Innovation Challenge

Guidelines



Transport  
Open Data

# Acknowledgment of Country

Transport for NSW acknowledges the traditional custodians of the land on which we work and live.

We pay our respects to Elders past and present and celebrate the diversity of Aboriginal people and their ongoing cultures and connections to the lands and waters of NSW.

Many of the transport routes we use today – from rail lines, to roads, to water crossings – follow the traditional Songlines, trade routes and ceremonial paths in Country that our nation’s First Peoples followed for tens of thousands of years.

Transport for NSW is committed to honouring Aboriginal peoples’ cultural and spiritual connections to the lands, waters and seas and their rich contribution to society.

Find out more:

[www.transport.nsw.gov.au](http://www.transport.nsw.gov.au)

Title: Open Data Innovation Challenge – Guideline

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# Overview

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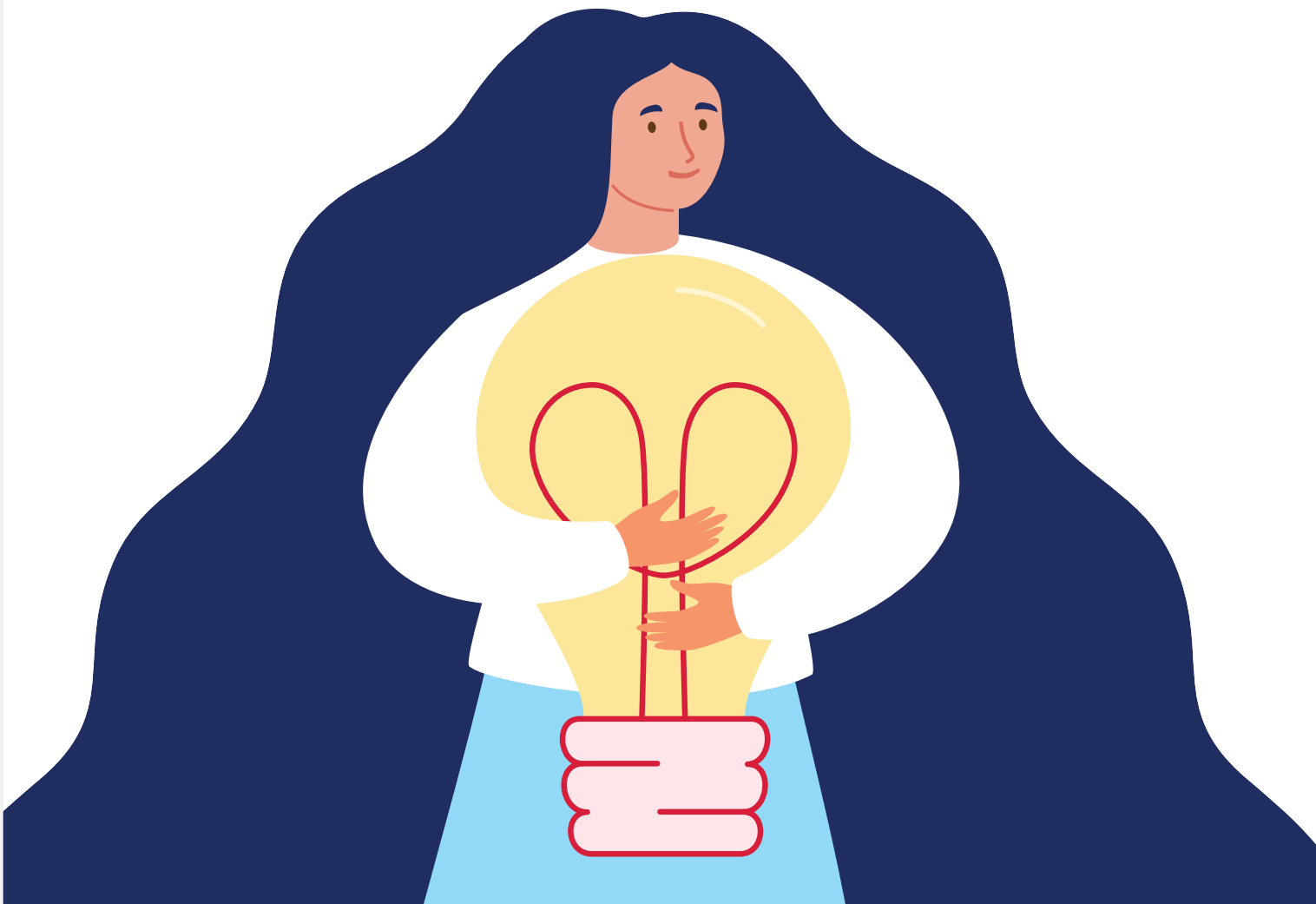
The “Context Aware Travel Innovation Challenge” seeks solutions that enhance how passengers’ access and interact with transport information during unplanned disruptions. The goal is to improve the travel experience by delivering curated, contextually relevant information that reduces uncertainty, enhances situational awareness, and enables better travel choices.

Unplanned disruptions create significant uncertainty and inconvenience for passengers, as passengers often don’t know the severity or duration of these disruptions. Current communication channels lack the detailed context needed to inform passengers about how incidents will impact individual travel plans. Context-aware solutions put passengers in control by delivering curated information, reducing uncertainty, increasing awareness, and empowering informed decisions.

A context-aware solution provides passengers with curated information based on their specific needs, preferences, and surroundings. It filters data like location, weather, and past behaviour to deliver the most relevant information at the right time. A context-aware journey is a customer experience where we interact with customers through digital interfaces, delivering the right suggestions at the right time and place to meet their needs.

Transport for NSW (TfNSW) is inviting innovators to solve how we facilitate this customer experience by trialling context-aware solutions. This solution could be a new digital interface, a way to determine a customer’s context, a forecasting model, Ai or new tools for getting the right information to customers. Seed funding (Seed Funding) up to \$50,000 is available for applicants to trial this technology as a proof of concept.

A proof-of-concept (PoC) trial is a specific type of technology trial that aims to validate the fit between the identified problem and the proposed solution. The primary purpose of a PoC is to test the viability, desirability, and feasibility of a solution, helping determine whether it can be successfully implemented, meets the needs and preferences of the target users, and is technically and financially feasible. A successful PoC does not guarantee implementation on a larger scale, but it provides valuable insights to build a stronger business case for further exploration and development.



The Innovation Challenge is delivered over five phases. Each phase is competitive, and not all applicants will proceed through each phase.



### Phase 1 - Submit

Applicants apply outlining a proposed solution to the innovation challenge. Applications are assessed against evaluation criteria, with up to 5 invited to present their proposed solution at a Pitch Day.



### Phase 2 - Pitch

Selected applicants present a 5-minute pitch to a judging panel and answer panel questions about their submission.



### Phase 3 - Incubate

From the pitches up to 3 applicants are invited to enter into funding agreements for up to \$50,000 to plan and deliver a proof of concept over a period of 10 weeks.



### Phase 4 - Trial

After a successful incubation, the applicants idea is tested over a 10 week period.



### Phase 5 - Evaluate

Following the trial applicants prepare a report evaluating the success of their trial.

# Innovation Challenge Statements

This innovation challenge aims to develop solutions that enhance how passengers' access and interact with transport information during unplanned disruptions. The goal is to improve the travel experience by equipping passengers with relevant and timely information that helps them better navigate their journeys, adapt to changes, and make confident decisions.

Our vision is to empower passengers by delivering curated, contextually relevant information that reduces uncertainty, enhances situational awareness, and enables better travel choices.

Applicants submitting a solution to the innovation challenge must address the challenge statement, problem statement and value proposition.

## Challenge Statement

How can context-aware solutions assist customers in making travel choices during disrupted journeys?

## Problem Statement

Unplanned disruptions create significant uncertainty and inconvenience for passengers. One of the primary challenges is that customers often don't know the severity or duration of these disruptions, making it hard to understand how their journeys will be affected.

Current communication channels lack the detailed context needed to inform passengers about how incidents will impact individual travel plans. While alerts are issued once an incident is classified as a disruption, customers remain in the dark during the evaluation period. This gap in information leads to frustration, anxiety, overcrowding, and a loss of trust in public transport as a dependable and accessible travel option.

## Value Proposition

Putting passengers in control by delivering curated information, reducing uncertainty, increasing awareness, and empowering informed decisions.



# Objectives

## Process

The aim of the innovation challenge process is to:

- **Test and trial innovative technologies:** The innovation challenge focuses on evaluating new technologies in real-world transport settings to ensure they meet the specific needs of passengers and stakeholders before potential deployment.
- **Evaluate whether technology is fit for purpose and offers value for money:** The innovation challenge allows suppliers to demonstrate the functionality, scalability, and cost-effectiveness of their solutions, helping TfNSW determine their suitability for broader adoption.
- **Collaboration on solutions:** The innovation challenge invites suppliers to work in collaboration with TfNSW to address a specific challenge and provides a framework for experimentation.
- **Facilitating future deployment considerations:** While participation does not guarantee procurement, the challenge aims to provide Transport for NSW with the insights needed to evaluate and potentially adopt effective solutions for large-scale deployment.

## Design

The Innovation Challenge is designed to support:

- **Collaboration between stakeholders to refine problem understanding:** Engage with passengers, industry experts, and government stakeholders to ensure a comprehensive understanding of the challenges faced in delivering context-aware travel solutions.
- **Development of detailed technical solutions:** Design technically sound and innovative solutions tailored to the needs identified in the innovation challenge.
- **Adaption of technology to address identified challenges:** Modify and refine proposed technologies to ensure they effectively target the challenges associated with communicating unplanned disruptions.
- **PoC and demonstrations of technology potential:** Conduct small-scale trials to test and showcase the capability of proposed solutions in real-world transport scenarios.

## Solution

The funded solutions are expected to achieve the following outcomes:

- **Customer-First Approach:** Curated information that ensure passengers feel informed and confident, making public transport more safe, reliable, and accessible for everyone.
- **Public Transport First Approach:** Offering relevant, trustworthy, and personalised information to encourage passengers to choose public transport over other modes, knowing it meets their needs and preferences.
- **Improved Accessibility:** Context-aware solutions that make it easier for passengers to navigate public transport by providing specific, relevant information suited to their needs.
- **Reduced Uncertainty:** Solutions that minimise the impact of disruptions by providing timely, actionable information, reducing stress, and making travel more dependable.
- **Proactive Disruption Management:** Solutions that gauge disruptions, improving customer awareness and closing the gap between disruption occurring and alerting customers.



# Funding

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Up to \$50,000 Seed Funding will be available for each of the successful applicants to complete a trial (phase 4). Payments will be staggered to align with project deliverables/stages and with departmental processes. The applicant will have 10 weeks to complete this phase.

The Seed Funding amount will be determined based on an evaluation of the proposed project budget presented in the application and once a key milestone (Key Milestone) has been successfully met and up to a maximum amount of \$50,000.

Seed Funding will take the form of a cash contribution paid at Key Milestones.

Seed Funding will be subject to the execution of a funding agreement between the applicant and the NSW Government.

The NSW Government, at its absolute discretion, may choose not to award or recommend Seed Funding under the Innovation Challenge, or split funding amongst multiple applicants.

Seed Funding for procurement of successful solutions beyond proof of concept will be at the discretion of the NSW Government agency proposing the challenge. Seed Funding for ongoing procurement is not provided within the Innovation Challenges.

Payment of Seed Funding will be in line with the following Key Milestones:

Key Milestone	Amount	Condition	Indicative Timing
Milestone 1	\$10,000	Upon entering incubation phase	March 2025
Milestone 2	\$15,000	Upon completion of incubation and approval of trial readiness plan	April 2025
Milestone 3	\$15,000	Upon submission of mid-trial progress report	June 2025
Milestone 4	\$5,000	Upon completion of trial period	June 2025
Milestone 5	\$5,000	Upon completion of trial period	July 2025

# Funding Agreement

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All applicants who accept the offer of Seed Funding through the Innovation Challenges will be required to enter into a funding agreement with the NSW Government. The funding agreement will include any details the applicant has agreed with the NSW Government.

Funded parties are expected to work closely with the NSW Government and comply with regular reporting and meeting obligations.

Before receiving Seed Funding, applicants must agree to the performance measures in this document and co-design several performance indicators about their solution in consultation with the NSW Government.



# Reporting

## Trial Readiness Plan

To complete the incubation phase applicants are required to submit a trial readiness plan outlining how the trial will be conducted and compliance with any NSW Government guidelines, frameworks or policy applicable, such as cybersecurity and privacy controls.

### The Trial Readiness Plan must include:

- Compliance and Control Requirements
- Objectives and Key Performance Indicators
- Experimentation Methodology
- Trial Environment Requirements and Configuration
- Target Trial Groups and Participants
- Communications and Stakeholder Engagement
- Surveys and Feedback Instruments
- Timeline and Key Milestones
- Risk Management and Contingencies

## Mid Trial Report

During the trial applicants will provide a mid trial report providing an interim checkpoint, and communicating progress, initial observations and any changes from the trial readiness plan.

### The Mid Trial Report must include:

- Status of Trial Execution
- Environment and Technology Setup
- Operational Adjustments and Observations
- Preliminary User Feedback (If Available)
- Compliance and Governance Check-In
- Risk and Issue Management Update
- Data Collection Progress
- Planned Adjustments

## Closing Report

Applicants are expected to collect a survey of customer feedback during the trial phase. At the conclusion of the trial phase, funded parties will be required to submit a closing report and present their results of this survey and performance indicators to the NSW Government.

### The Closing Report must contain an explanation and analysis of the following:

- Trialled solution
- Trialled functionalities
- Technology Process Map
- Trial User Interface and Experience
- Trial Format and Preparations
- Target Customer
- Promotion
- Survey Results and Customer Feedback
- Performance Measures
- Lessons Learned
- Capabilities and value the solution offers to TfNSW
- Future Commercial Model - Indicative costings for full implementation (for budgeting purposes).
- Future Scalability –how would you fully implement the solution, highlighting the key risks and potential mitigations.





# Eligible Expenditure

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Seed Funding received through the Innovation Challenge must be spent in accordance with the funding agreement and only on eligible expenditure.

To qualify as eligible, expenditure must:

- Be incurred by the funded party during the project period.
- Be a direct project cost or incurred to undertake required project audit activities.
- Fit within one of the six categories of eligible expenditure.

If your application is successful, we may ask you to verify the project cost and request evidence of actual costs incurred such as supplier contracts, quotes, and invoices.

You must demonstrate value for money by ensuring projects costs are reasonable and reflective of market rates. We may use industry cost benchmarks to assess whether costs are reasonable.

The NSW Government may, at its absolute discretion, determine a cost that falls within the category of eligible expenditure is in fact ineligible where it is unreasonable or excessive.

# Expenditure Categories

## 1. Labour expenditure including on-costs.

Eligible labour expenditure for the Seed Funding covers the direct labour costs of employees you directly employ on the core elements of the project. We consider a person an employee when you pay them a regular salary or wage, out of which you make regular tax instalment deductions.

We consider costs for technical, but not administrative, project management activities eligible labour expenditure.

We do not consider labour expenditure for leadership or administrative staff (such as CEOs, CFOs, accountants, and lawyers) as eligible expenditure, even if they are doing project management tasks.

Eligible salary expenditure includes an employee's total remuneration package as stated on their Pay As You Go (PAYG) Annual Payment Summary submitted to the ATO. We consider salary-sacrificed superannuation contributions as part of an employee's salary package if the amount is more than what the Superannuation Guarantee requires.

You can only claim eligible salary costs when an employee is working directly on agreed project activities during the agreed project period.

### Labour on costs and administrative overhead

You may increase eligible salary costs by an additional 30% allowance to cover on-costs such as employer paid superannuation, payroll tax, workers compensation insurance, and overheads such as office rent and the provision of computers.

You should calculate eligible salary costs using the formula below:

(Eligible salary costs = Annual salary package) x Weeks spent on project x Percentage of time spent on project.

You cannot calculate labour costs by estimating the employee's worth. If you have not exchanged money (either by cash or bank transactions) we will not consider the cost eligible.

## 2. Contract Expenditure

Eligible contract expenditure is the cost of any agreed project activities that you contract others to do. These can include contracting:

- Another organisation.
- An individual who is not an employee but engaged under a separate contract.

All contractors must have a written contract prior to starting any project work – for example, a formal agreement, letter, or purchase order which specifies:

- The nature of the work they perform.
- The applicable fees, charges, and other costs payable.

Invoices from contractors must contain:

- A detailed description of the nature of the work.
- The hours and hourly rates involved.
- Any specific expenses paid.

Invoices must directly relate to the agreed project, and the work must qualify as an eligible expense. The costs must also be reasonable and appropriate for the activities performed.

We may require evidence of contractor expenditure such as written contracts and invoices.

You must ensure all project contractors keep a record of the costs of their work on the project. We may require you to provide a contractor's records of their costs of doing project work. If you cannot provide these records, the relevant contract expense may not qualify as eligible expenditure.

## 3. Travel Expenditure

Eligible travel expenditure may include domestic travel limited to the reasonable cost of accommodation and transportation required to conduct agreed project and collaboration activities in Australia.

Eligible air transportation is limited to the economy class fare for each sector travelled.

## 4. Material Costs

Any material costs including consumables specific to the project.

## 5. Capital Equipment

Any capital equipment relevant to the project.

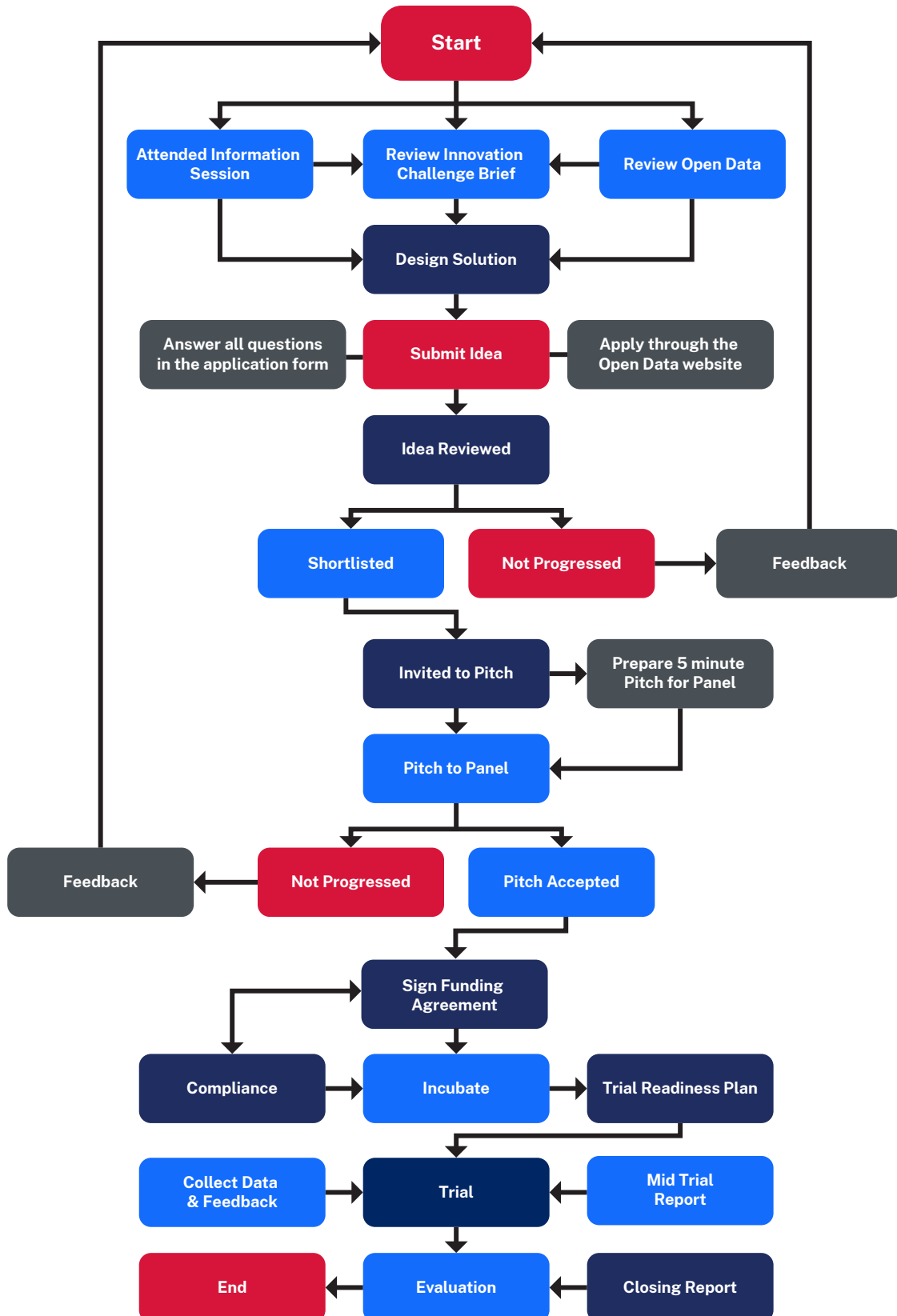
## 6. Other Costs

Other eligible expenditures for the project may include:

- Financial auditing of project expenditure.
- Other specific expenditures may be eligible as determined by the Department.
- Evidence you may be required to supply could include supplier contracts and invoices.

# Innovation Challenge Process

An innovation challenge is a competitive process designed to identify and trial the most promising solutions. Not all ideas submitted, shortlisted, or pitched will be selected for further development. Your idea may not progress beyond the submission, pitch, or incubation stages for various reasons, including alignment with objectives, feasibility, or the level of innovation. The diagram below illustrates how applications move through each stage of the innovation challenge and highlights where they may not proceed further.



## Innovation Challenge Process

The Innovation Challenge is designed to identify, support, and test new ideas that address specific objectives or problems. The challenge is delivered in five distinct phases. Each phase involves certain tasks, assessments, and decision points. Not all applicants will advance through every phase; only the strongest proposals or solutions, as determined by set criteria and expert panels, continue onward.

### Phase 1: Submit

During this initial phase, you focus on turning your idea into a workable proposal:

- **Learn About the Challenge:** Attend a virtual information session to fully understand the challenge's aims, requirements, and timelines.
- **Develop Your Idea:** Based on the information provided, design a solution that addresses the challenge's requirements. This includes thinking through how your solution works, who it benefits, and why it's innovative.
- **Complete the Submission Form:** You must provide all requested details in the online application form. This includes describing your solution, outlining the support you might need, and proposing how you would conduct a trial if selected.
- **Submit Your Proposal:** Once your form is complete, submit it for initial review. Note that many applicants will not progress beyond this stage — only those that meet eligibility and assessment criteria will be shortlisted.

### Phase 2: Pitch

If your application is shortlisted, you will be invited to present a short, compelling pitch:

- **Prepare Your Pitch:** You have around 5 minutes to highlight your solution's benefits, feasibility, and uniqueness.
- **Present to a Panel:** A panel of experts will review your pitch. You must be ready to answer their questions and defend the reasoning behind your solution.
- **Assessment and Selection:** After the pitch, the panel decides who moves on. Not all who pitch will advance; the most promising ideas receive offers to proceed.

### Phase 3: Incubate

In the Incubation phase, up to two applicants will receive their key milestone funding to develop a proof of concept and prepare for a real-world trial:

- **Compliance and Guidelines:** Ensure your solution meets government regulations, including cybersecurity and privacy standards.

- **Integration and Planning:** Integrate government datasets (if relevant) and finalise a detailed project plan. This plan should cover objectives, timelines, methodologies, data collection methods (e.g., surveys), and communication strategies.
- **Trial Readiness:** Select a suitable trial location and refine your solution in consultation with experts. Agree on performance measures to evaluate how successful the trial is.
- **Communication Plan:** Develop a plan for how you'll communicate with stakeholders and manage expectations during the upcoming trial.

Not all who start the incubation phase are guaranteed to move forward — only those who prove their readiness and capability to launch a successful trial will proceed.

### Phase 4: Trial

If your incubation is successful, you move to a live testing environment:

- **Deployment:** Launch your solution on the designated network or platform so it can be tested by real users or customers.
- **Testing and Data Collection:** Carry out experiments to understand how your solution performs. Collect data, record any issues, and measure how well it meets the agreed performance criteria.
- **Continuous Monitoring:** As the trial progresses, regularly review performance, fix any issues, and gather feedback. A Mid Trial Report is usually required to show progress and any learning so far.

### Phase 5: Evaluate

After the trial, it's time to assess how well your solution performed and consider its future:

- **Data Analysis and Reporting:** Review the results collected during the trial. Compare these outcomes against the performance measures established during incubation.
- **Evaluation Report:** Prepare and submit a final evaluation report summarising findings, lessons learned, and insights gained.
- **Next Steps:** Depending on the evaluation results, you may unpublish or remove the solution, implement changes suggested by the evaluation, or plan how the solution can be scaled or adopted more broadly.

The final evaluation determines if the solution can move beyond the challenge context. While some solutions may end here, others may be considered for further development or adoption.



## Assessment

It's important to understand how each phase is assessed, as not all participants continue to the next step:

- **Initial Application Review:** Your submission is checked for eligibility. Applicants might be asked for more information, such as financial statements, to ensure they meet the basic requirements.
- **Assessment Against Criteria:** Eligible applications are evaluated against set criteria by a panel from the department. These criteria are clearly defined but may include factors like innovation, feasibility, social benefit, and value for money.
- **Shortlisting and Pitch Day Invitations:** Eligible, high-scoring applicants are invited to present a pitch. Others receive feedback and exit the process.
- **Pitch Assessment:** Pitches are evaluated, and the best presenters are offered seed funding to move to the Incubation stage.
- **Ongoing Assessment:** As you progress, your solution is regularly assessed at key checkpoints — after incubation, during the trial, and at evaluation.

At every stage, all applicants receive notification of the outcome. Those not progressing often receive feedback to help them refine their ideas for future opportunities.

The Innovation Challenge is not a guaranteed path — each phase is competitive. Participants can exit the process after Phase 1 if their idea isn't shortlisted, after Phase 2 if their pitch isn't accepted, or even later if their proof of concept or trial results don't meet the challenge's criteria. Although not everyone moves through all five phases, the journey provides valuable feedback, learning opportunities, and potential funding for those whose solutions show real promise.

## Eligibility

To be eligible for the Innovation Challenges, an applicant must:

- Hold the Intellectual Property or any relevant rights to commercialise the proposed solution.

The NSW Government reserves the right to exclude applicants where they do not meet the intention of the above eligibility criteria. For example, where the applicant is a shell corporation or local subsidiary of a multinational corporation.

## Joint Applications

The Joint applications between an applicant and NSW-based research organisations (including universities) are encouraged. However, the applicant must lead the project and submit the funding application.

The lead applicant must outline clearly in their application who the project partners are and what each organisation will contribute to the project.

# Assessment Criteria

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Applications through each of the phases will be evaluated against a consistent set of assessment criteria. It is expected that as applicants progress through the phases, the proposed solution would continue to evolve and become more robust.

Applicants will need to satisfy the requirements of the Open Data Innovation Challenge Guidelines and will be scored out of 100 points against the following criteria:

## **Solution Overview (15 points)**

- Provide a brief overview of the proposed solution.
- Explain how the solution addresses the customer value proposition, problem, and challenge statements.
- Outline how the solution will achieve the desired outcomes.

## **Customer Impact (15 points)**

- Describe how the solution assists underserved communities.
- Explain how the solution will support customers before or during unexpected disruptions.

## **Innovation and Feasibility (20 points)**

- Outline the innovative or unique aspects of the solution.
- Demonstrate the technical feasibility of the solution, including details on previous implementations.

## **Team Capability (15 points)**

- Describe the skills and expertise of the team and how they will ensure a successful trial.
- Demonstrate a reasonable project plan, including a budget that represents value for money, risk management plan and performance measures.
- Details the extent to which the proposed solution would address the challenge statement, including the solution requirements.
- The proposed solution is ready to enter the Pitch Day stage.
- The proposed solution is superior to what is currently on the market.

## **Data Utilisation (10 points)**

- Indicate whether the solution will use Transport for NSW Open Data or other datasets and list the specific datasets.

## **Implementation Plan (15 points)**

- Outline the timeline and approach to achieving trial milestones, including beginning trials by December 2nd, 2024.

## **Funding and Sustainability (10 points)**

- Specify the amount of seed funding required and how it will be allocated.
- Describe the plan for continuing to grow the solution after the trial, such as through sponsorship, licensing, or consumer sales.
- Demonstrates a reasonable plan for the next steps towards commercialisation and adoption, including identifying potential barriers and how these will be mitigated

# Indicative Timeline

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Date	Phase	Action
January 2025	Submit	<ul style="list-style-type: none"> <li>Attend the virtual information session to learn more about the challenge.</li> <li>Design your solution, keeping the challenge requirements in mind.</li> <li>Complete the online submission form.</li> <li>Submit your idea.</li> </ul>
March 2025	Pitch	<ul style="list-style-type: none"> <li>Prepare a 5-minute pitch that highlights the benefits of your solution.</li> <li>Be ready to answer questions from a panel of experts.</li> </ul>
March / April 2025	Incubate	<ul style="list-style-type: none"> <li>Prepare your solution to comply with government guidelines including cybersecurity and privacy controls.</li> <li>Select a trial environment</li> <li>Prepare trial readiness plan</li> <li>Meet with transport experts to refine your solution.</li> <li>Agree on performance measures for evaluating the trial.</li> <li>Decide on data collection methods (e.g., surveys).</li> <li>Create a communication plan.</li> </ul>
April / June 2025	Trial	<ul style="list-style-type: none"> <li>Launch your solution on the transport network.</li> <li>Test experiments and collect data.</li> <li>Address any errors or outages that occur.</li> <li>Continuously monitor the solution's performance.</li> <li>Complete Mid Trial Report.</li> </ul>
June / July 2025	Evaluate	<ul style="list-style-type: none"> <li>Collate the trial results and review the collected data.</li> <li>Provide answers to the agreed performance measures.</li> <li>Prepare and submit an evaluation report.</li> <li>Unpublish the solution and make any necessary changes.</li> </ul>

## Probity

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The department will ensure that the assessment process is fair and incorporates safeguards against fraud, unlawful activity, and inappropriate conduct.

The department will manage actual, potential, or perceived conflicts of interest identified by applicants, assessors, and administrators of the Innovation Challenges. All applicants and assessors will be asked to declare any actual, potential, or perceived conflicts of interest, or confirm that there are no conflicts of interest.

All information provided to the NSW Government will be collected and stored in accordance with the Privacy and Personal Information Protection Act 1998 (NSW).

The NSW Government will treat information provided in applications as confidential and only use the information for the purposes of assessing the application,

evaluating the performance of Seed Funding awarded under the Innovation Challenges and evaluating the performance of the Innovation Challenges.

The NSW Government may disclose non-commercially sensitive information provided in applications, including business names and a basic summary of the proposed solution, to announce the awarding of Seed Funding.

The NSW Government may disclose confidential information provided in applications if required under law, for example, under the Government Information (Public Access) Act 2009 (NSW).

# Deliverables

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## Submit Stage

- **Completed Online Submission Form:** Includes details about the solution, required support, and trial proposal.

## Pitch Stage

- **5-Minute Pitch Presentation:** A concise pitch explaining the solution, benefits, and unique features.
- **Q&A Readiness:** Ability to answer questions from the expert panel.

## Incubate Stage

- **Compliance Documentation:** Proof that the solution meets government guidelines, including cybersecurity and privacy controls if accessing NSW Government platforms.
- **Integrate Datasets and APIs (if applicable):** Integrate our data with your solution.
- **Trial Readiness Plan:** Detailed plan outlining objectives, timeline, and methodology (e.g., Lean Startup).
- **Select Trial Environment:** Designate where the solution will be trialled.
- **Agreed Performance Measures:** Defined metrics for evaluating the trial's success.
- **Data Collection Methods:** Approved methods for gathering data (e.g., surveys).
- **Communication Plan:** Strategy for informing stakeholders and managing trial communications.
- **Work in Progress Meetings:** Conduct a twice weekly meeting with TfNSW on incubation progress.

## Trial Stage

- **Live Solution Deployment:** Launch of the solution on the transport network.
- **Experimentation and Testing Reports:** Documentation of tests conducted during the trial.
- **Data Collection Records:** Logs of all data collected throughout the trial.
- **Issue Resolution Log:** Records of any errors or outages and the steps taken to address them.
- **Monitoring Reports:** Regular updates on the solution's performance during the trial.
- **Mid Trial Report:** Detail progress, initial observations and any changes from the trial readiness plan.
- **Work in Progress Meetings:** Conduct a weekly meeting with TfNSW on trial updates.

## Evaluation Stage

- **Evaluation Report:** Comprehensive report summarising trial results and insights.
- **Performance Measure Analysis:** Assessment of the trial's results against the agreed performance measures.
- **Shutdown and Removal:** Plan for taking the solution offline and implementing necessary changes.
- **Final Feedback Summary:** Collated feedback from stakeholders and customers during the trial.



# Performance Measures

The success of the innovation challenge and trialled solution will be determined by the following key performance indicators (KPI). Solution KPI have been developed without a specific product in mind. These will be updated in collaboration with successful applicants prior to trial to align with their solution.

## Innovation Challenge KPI

- **Learning Velocity:** How many learnings did the solution create in a given time period which shed light on the problem and customer segment?
  - **Cost per learning:** How much did the applicant spend to obtain one learning? Cost can be defined as time or resource allocation.
  - **Stakeholder Satisfaction:** Feedback will be collected from key stakeholders involved in or affected by the trial to gauge their satisfaction with the outcomes.
  - **Operational Improvement:** The impact of the solution on operational performance will be assessed by measuring improvements in key metrics such as efficiency, time savings, or error reduction.
  - **User Adoption Rate:** The effectiveness of each solution will also be measured by the level of adoption by intended users during the trial. A high adoption rate will indicate that the solutions are practical and meet user needs.
  - **Problem Resolution:** Each solution is expected to address the challenge identified prior to the trial. The success of the solutions will be measured by how effectively they resolve this challenge. Feedback from stakeholders and post-trial assessments will be used to determine the number and significance of the problems each solution successfully solves.
  - **Customer Satisfaction:** This assesses how satisfied customers (end-users) are with the solution after using it during the trial from survey results.
  - **Cost Savings Potential:** The cost-saving potential of each PoC will be evaluated based on the data collected during the trial phase. The goal is for each solution to show clear financial benefits, such as reducing operational costs or generating other efficiencies. The financial projections will be based on the performance of the solutions during the trial.
  - **Scalability Potential:** after the trials are completed, an assessment will be made to determine whether each solution has the potential to be scaled beyond the initial trial. The scalability of the solutions will be important in deciding their long-term viability.
- **Number of assumptions identified and tested:** How many assumptions were identified prior to the trial and tested by the solution? An assumption being a hypothesis or belief about the solution or problem.
  - **Value Proposition Learning Velocity:** How many learnings were identified during the trial responding to the value-proposition.
  - **Experiment Efficacy:** the number of expected of unexpected experiments resulted in learnings.
  - **Cost per learning:** what was the impact on timing, resources, and expenditure to achieve each learning.

# Performance Measures

## Solution KPI

### User Satisfaction with Notifications

- Percentage of users who rate notifications as timely and helpful, especially during unexpected disruptions.
- Average rating of notification usefulness in user feedback surveys (e.g., 1 to 5 scale).

### Notification Accuracy and Timeliness

- Percentage of notifications delivered within a specific time frame of an unexpected disruption occurring (e.g., within 5 minutes).
- Accuracy rate of notifications regarding disruption details (e.g., location, duration, alternative routes).

### User Engagement with Notifications

- Click-through rate (CTR) or interaction rate with notifications about disruptions and alternative travel options.
- Number of users who act on the information provided (e.g., take suggested alternative routes).

### Reduction in Travel Delays Due to Disruptions

- Average reduction in passenger travel time delays due to the use of real-time context-aware notifications.
- Number of passengers who successfully avoid disruption-related delays due to the solution.

### Adoption and Retention Rates

- Percentage of users who continue using the solution after initial use during the trial period.
- Growth rate of active users during the trial.

### Customer Complaints Related to Disruptions

- Change in the number of customer complaints about unexpected disruptions before and after implementing the solution.
- Number of complaints specifically related to the accuracy or timeliness of notifications.

### Frequency of Unexpected Disruption Notifications

- Number of unexpected disruption notifications sent per week, measured against actual occurrences.
- Ratio of false-positive notifications (notifications sent for disruptions that didn't significantly impact travel).

### User Perceived Value of Alternative Route Suggestions

- Percentage of users who report that the solution was useful during disruptions.
- Feedback scores on the relevance and practicality of solution.

### Impact on Public Transport Ridership

- Change in the number of public transport users during and after the trial, especially during known disruption events.
- Any increase in ridership attributed to improved reliability and communication through the solution.

### System Scalability and Flexibility

- Ability of the solution to handle an increased number of users without a decline in function.
- Number of transport modes or routes effectively integrated into the solution.



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