



Stay at home mum - Lagos

What are her key goals and needs as she travels? What does she struggle with most when she travels? What modes of transport does she use predominantly?

1. Traveling to markets for the goods I need for myself and my family. The cheaper markets are further away. I wear smart, comfortable, casual outfits like jean trousers, leggings, etc., when I am going to the market in public transport. However, I avoid wearing flowing or too loose clothings or skirts that could obstruct my movements. BRT

2. School runs. 3. Family visits. 4. Church.

2. Get home in time to help and care for my family. Safety is always top of mind, whether I am walking to the taxi or on board, I have to be vigilant. Uber



Setting off
Planning, walking, choosing

Thinking
What is she thinking about as she travels?

In my neighbourhood, there are often fights among rival cult groups and, as such, I always check the neighbourhood for signs of any chaos. I ask my neighbours if I suspect anything, just to confirm.



At the hub or station
Alighting

Doing
What does she do? What information does she look for? What is her context?

- Before leaving the house, I make sure that all appliances are turned off and the house is locked up correctly.
- I walk to save time and money as the traffic can be quite heavy.



On board
Experience while traveling

Feeling
What is she feeling?

☹️



Arriving
Getting to the final destination

Needs and Pains
What does she want to achieve or avoid?

I call my husband, who is a logistics practitioner for security reports to confirm suspicions.



It would be better if...

My Cowry card worked every time.

There was less violence and gangs in my area.

I felt safer.

Strategies
What does she do to avoid the pains?

I do not eat food in public transport neither do I buy on route. I make sure to eat before leaving the house.

Tools
What does she use?

- In my bag: bank token, money, handkerchief, hand sanitizer, face mask, phone (not always), baby change of clothes and other personal effects.
- I also use Google Maps for traffic and often get information on Nairaland (social media platform).

On board
Experience while traveling

- I am very observant and safety conscious. I think about safety and have a plan to quickly get off the ride once I suspect anything is off.
- I am very conscious of my posture and try to be at my best (modest) at all times. I am always careful not to send the wrong message and avoid possible misconception by other commuters.

On board
Experience while traveling

Normally, I do nothing. I just sit and look around.
I feel like 40% safe using public transport. I feel relatively safer in an Uber or other ride hailing service.

I felt safer.

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On board
Experience while traveling

A major consideration for me is cost, so, all things being equal, I would rather take the least expensive route.

On board
Experience while traveling

I believe using the phone could make me less conscious of the environment or less watchful, (i.e. could be a distraction). Sometimes, I even leave my phone in the house.

On board
Experience while traveling

I use cowry card for BRT although sometimes there are issues with the card. At times I use cash. I use my phone for important or urgent calls. I engage with the drivers particularly when I am not very sure of where I am going.