

# CASE STUDY



## DESCRIPTION

- To explore how Chiltern Railways could **increase passenger numbers** while supporting their 'Route to 2030' goals around **financial viability**, **carbon reduction**, and **customer experience**.

## THE CHALLENGE [REFRAMED]

- “How might we encourage car-reliant commuters to always consider rail alternatives?”

## THE REBEL PUNKWORX APPROACH

Rebel Punkworx designed and facilitated an **innovation sprint** with six shortlisted multidisciplinary University of Birmingham students.

Key elements included:

- Fieldwork at 3 stations,**
- 12 qualitative interviews**
- An immersive inclusive design experience:**  
Students used simulation props provided during the design sprint to explore physical and cognitive impairments.
- Design thinking tools:** empathy mapping, persona building, rapid prototyping



To register your interest or book, please call Richard at +44789 4718300 or email [hello@punkworx.org.uk](mailto:hello@punkworx.org.uk)

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## OUTPUTS

“One of the most thoughtfully structured and impactful experiences of my degree.”

— *Engineering Student*

“Rebel Punkworx guided us to define the right problem—not just solve the wrong one better.”

— *Economics Student*

## VALUE ADDED

### For Chiltern Railways:

- Pipeline of **fresh, unexpected ideas**
- New **commuter insights** beyond traditional surveys
- Early access to **high-potential graduate talent**

### 3 Solutions developed

AR/VR Heritage Journeys — immersive, educational rail experiences

AI Journey Wizard — smart trip planning beyond price/speed

Inclusive Smart Ticketing — phone-free access for older/digitally excluded passengers

### For Students:

- Experience with **real-world briefs** and stakeholder feedback
- Exposure to **design thinking**, systems thinking, and inclusive innovation
- Professional recommendations, with outcomes supporting **career progression**



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