

# Redesigning HGU BUS STOP



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## Problem

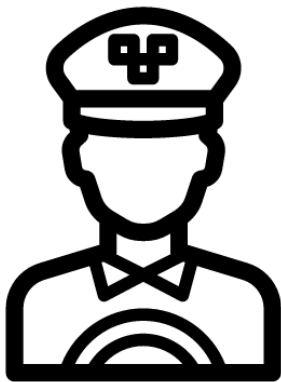
Bus Stop is hard to Find.

Survey and Interview



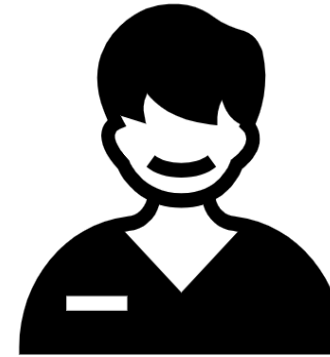
I had trouble with finding bus stop.(75%)  
I couldn't find the bus sticker.(78%)

Survey about Bus Stop(40 Handong Students)



Students are often in a different place!  
We have to stop a bus on the road.

Interview of HGU Bus driver



Students line up toward the  
Parking lot.  
Customers have difficult to Park.

Extra Problem!

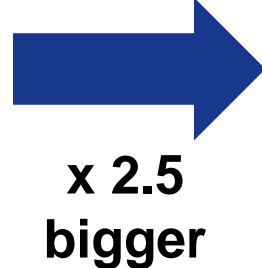
Interview of 화담면옥 staff

1. As a result of survey, **Many students had trouble with finding bus stops.**
2. According to the interview results, **there were many complaints about students not lining up properly.**

## Prototype Design



Before



x 2.5  
bigger



After

## Expectation

Make Students find Bus Stop more easily.  
An Increase of Using Unfamiliar Bus Stop

1. Improve **Visibility** of bus stop stickers(Size, Design)
2. Add more Information(Bus stop Name, Direction)

## Experiment

- 1) **Date:** 2019.11.8-2019.11.10(3 days)
- 2) **Target:** Handong Students who get on the bus at the Experiment Place
- 3) **Method**
  - a. We set target area to E1 Gas stations and Hwanho Station(from Survey)
  - b. We attached our Bus sticker and waiting line in there.
  - c. We observed student's action when they waiting the bus.
  - d. We Interviewed students.

### 4) What we want to Know from Experiment

- a. Students stood in front of stickers.
- b. Students keep the line

### 5) Result

- a. 4 times Success, 2 times Failure. When Sunlight Exists, Students stood behind the Tree.
- b. 4 students said Sticker is more visible, 1 said still difficult.
- c. 4 Students said Sticker is better than before, 1 said it is similar.
- d. 3 Students Waiting line is helpful, 2 Students said it is not Helpful.



Waiting Lines



Distributions of Students in E1 Bus Stop

## Conclusion

### Insights

Sunny Weather



Consider the Circumstances

Waiting line is Pressured



Consider user's psychology.

Foreign Students!



Consider everyone who will use the product.

### Limitations

1. Restrictions due to regulations
2. We can't change Environment around the bus stop
3. Small experiments due to time limit.
4. User Characteristics of Handong University(too kind)

**Handong University have to Improve Bus Stops by  
Many Experiment and User Feedback.**