Both:

Gender

Age

Do they use the uni bus

Do they use any other transport apps

Interviews:

What would you want in a uni bus app to help you get them to travel around.

How would you visualise that app?

What non bus related aspects would you want to see in a bus app?

Would you want a login system and if so what would you want it to do?

Focus Group:

Given you need to travel somewhere in Portsmouth but don’t know whether it would be faster to take the bus or to walk, how would you like to be able to find out?