



# Research on Bus Station in Beijing

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# Contents

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Part 1	Project Description
Part 2	Research Conclusion
Part 3	Research Methods
Part 4	Research Results
Part 5	Suggestions

# Project Description

Beijing Public Transport Company wants to improve the user experience of bus stations, please complete a research project.

The project includes:

- 1, context observation and research on the bus station user experience;
- 2, according to the collected data, conducted workflow analysis, to find out the "pain points" and "opportunity points" ;
- 3, proposed 1-2 possible UX solutions.





## Research Conclusion

Users cover all ages and have diverse physical characteristics.

The current bus stop meets most passengers' needs, but the pain points include: narrow shades, small seating area, no real-time bus information, tortuous bus routes, small bus station sign, unreasonable placement and design of station information, no place for change, inconvenience for the special groups to get on and off, the routes crossing with auxiliary roads, crowded entrances and exits at platform (noisy and disordered environments).

The proposed changes are:

Provide real-time bus information broadcast, combine billboards and station plates to increase the seating area space, set up automatic currency change machine, build awning and electronic screen, set up automatic lifts to help special groups.

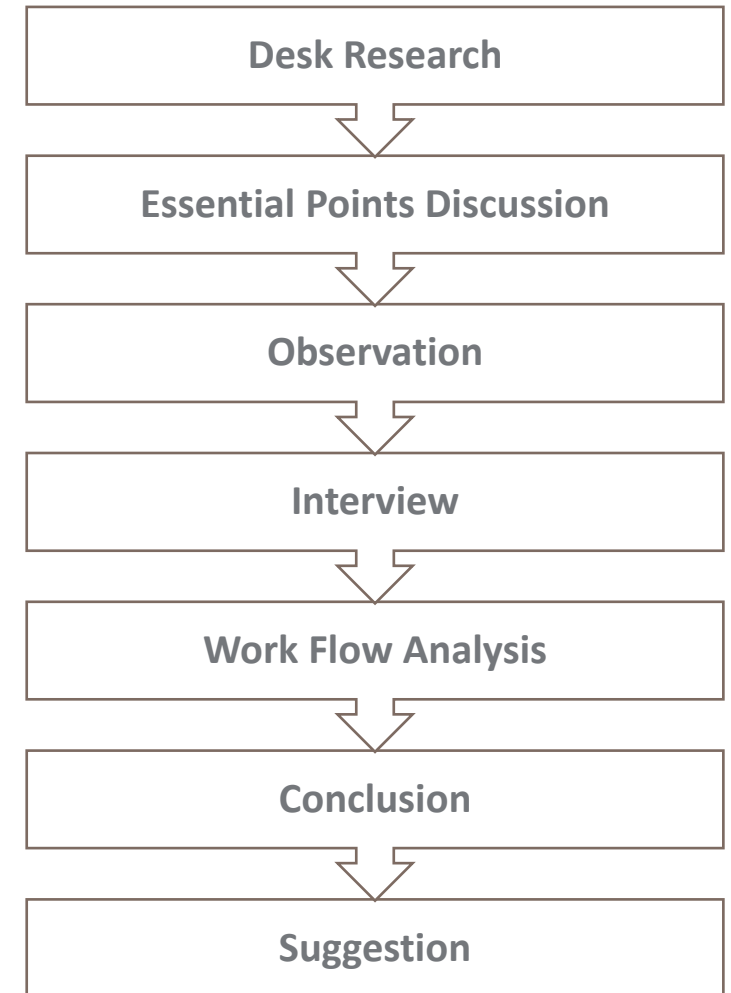


# Research Methods

Group No.1, Faculty of Psychology, BNU



# Research Methods



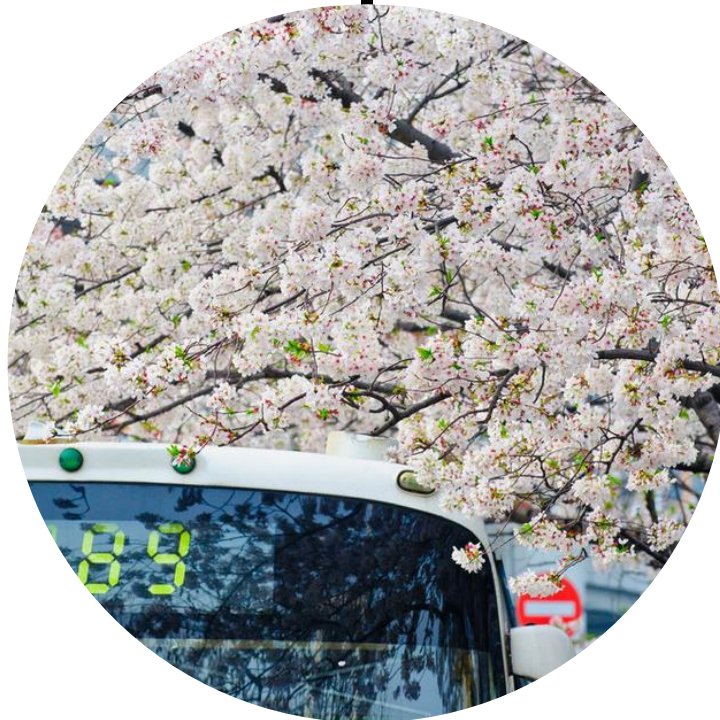
# Essential Points Discussion

Environments	Users	Tasks	Function(Data)
<ul style="list-style-type: none"><li>• General Stations (small, medium, large)</li><li>• Night Bus</li><li>• Bus Rapid Transit</li></ul>	<ul style="list-style-type: none"><li>• Passengers(Divided groups, like elder, disabled)</li><li>• Volunteer guiders</li><li>• Conductor</li><li>• Bus driver</li></ul>	<ul style="list-style-type: none"><li>• Waiting</li><li>• Getting on</li><li>• Getting off</li><li>• Finding ways</li><li>• Guiding</li><li>• Dropping by</li></ul>	<ul style="list-style-type: none"><li>• Bus station sign</li><li>• Bus routes</li><li>• Mobile phones</li></ul>

The results of the discussion:

- 1, need to consider the environment of different stations;
- 2, bus station's main users are passengers, so research mainly focus on passenger and different needs of them.

# Research Results







# Context Research

- Large station
- Medium station
- Small station





# Observation

Place: Jishuitanqiaonan Station (Medium Station)

Period: 12:04 —— 12:14

Gender: Male 8, Female 17

Age: Young 1, Middle aged 18, Elder 6

Activities: Playing mobile phones 2, looking at car's direction 12,  
taking luggage 1, talking 4, searching station information 2,  
running to get on the bus 4





**Users**



**Observation**

**Data**

**Environments**



**Behaviors**





# Interview

Place: Jishuitanqiaonan Station

Elder 2 Male

Elder 1 Female

Middle Aged 1 Female

Young 2 Male

Place: Deshengmenxi Station

Old Man 1 Female

Middle Aged 1 Pregnant female

Middle Aged 1 Male

Young 1 Female

Participants (10)





## Interview

Feedback:

- Shades are too narrow
- Passengers cannot know when the bus will come
- The bus stop is too remote, and the route to the bus is tortuous
- The seating area is too small to have enough seats
- The bus stop sign is too small and needs to get close to search and check information



Where



Who



What



How

Data

Function

Waiting Zone

Passengers finding directions

Looking for bus stations

Station Name  
Route

Bus Station Information

Checking Zone

Passengers with disability

Checking

Bus No.  
Informing

The voice reminder of the bus

Rest Zone

Passengers with burdens

Waiting

Arrive Time  
Ticket Price

Map

Sidewalk

Staff

Queuing

Operating Time

Entrances and Exits

Billboards

Get aboard

Map

Sheilds

Direction

Transfer

Place of Interests along the Routes

Protection

Work Flow Analysis Results

No function provided that data

Unsatisfied

Problematic solutions





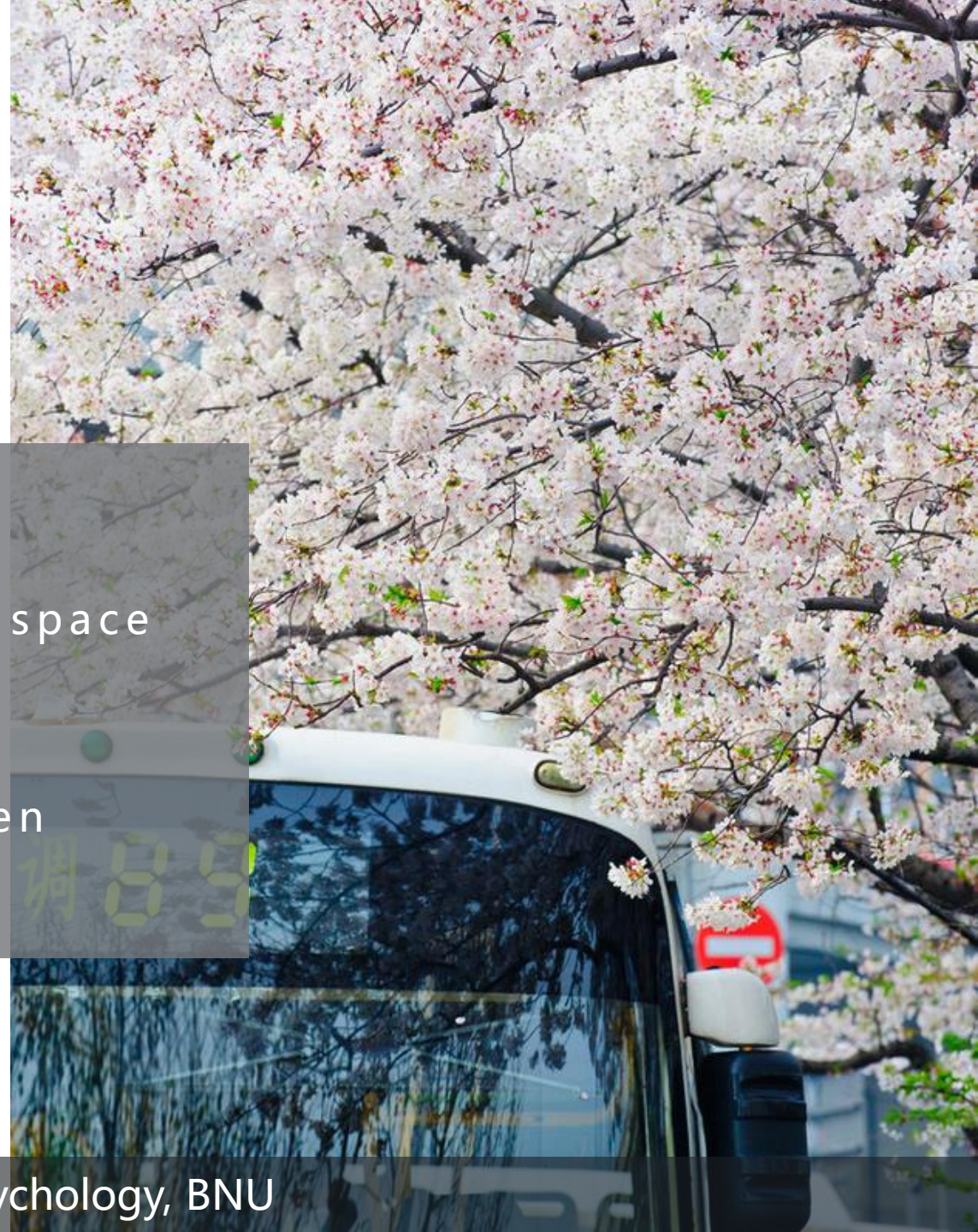
### Pain points:

- Unreasonable position of the station sign: only one side presents information, and it is inconvenient to search and check during peak hours
- Unclear station sign information: too small characters
- Unknown arriving time
- Inconvenient for special people to get on and off
- Inconvenient to change
- Crossing with auxiliary roads
- Crowded entrances and exits at platform (noisy and disordered environments, narrow space)



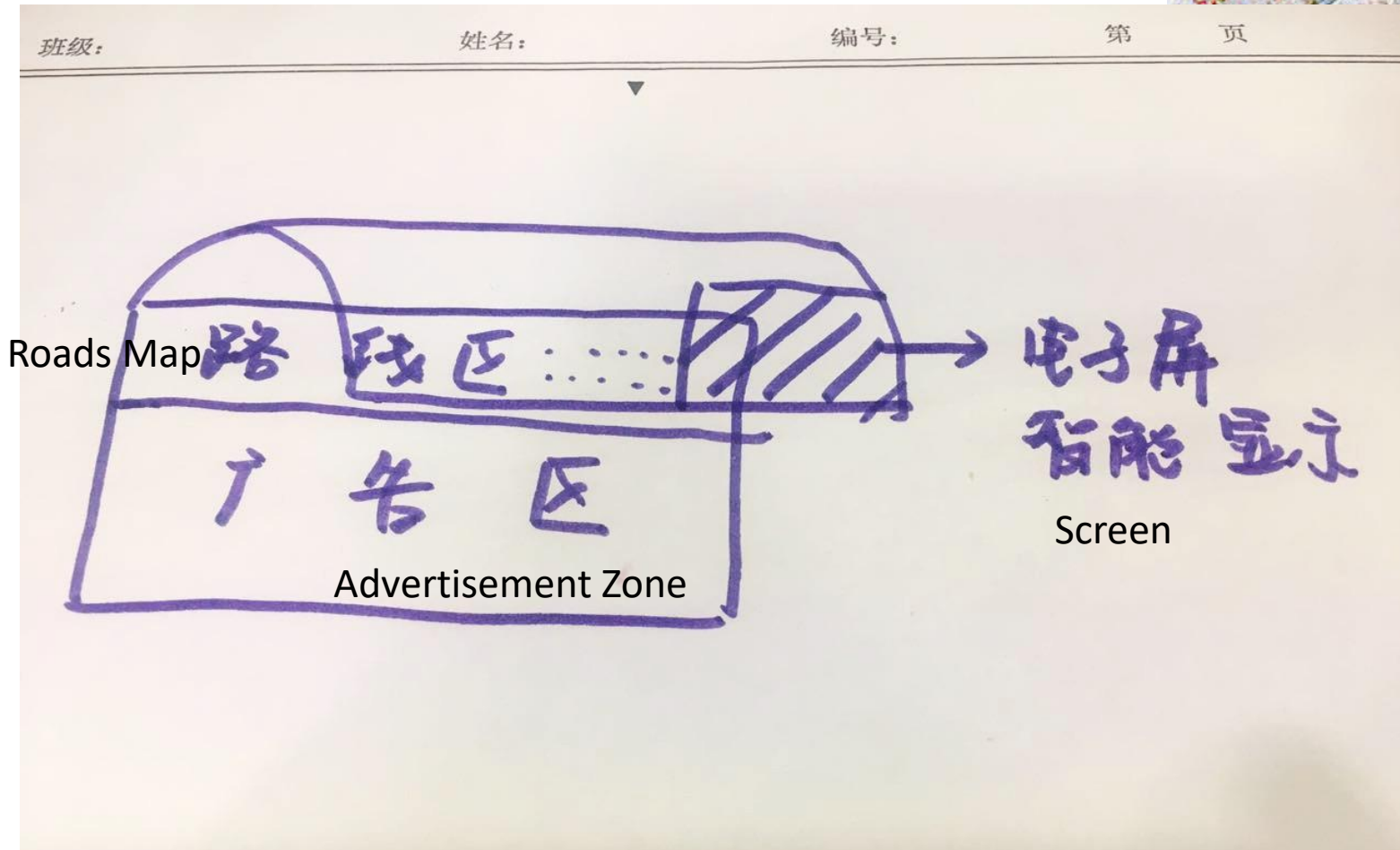
# Suggestions

- Real-time bus information broadcast
- Billboards and Stations in one to save space
- Automatic currency exchange machine
- Awning combined with electronic screen
- Automatic lifts to help special groups



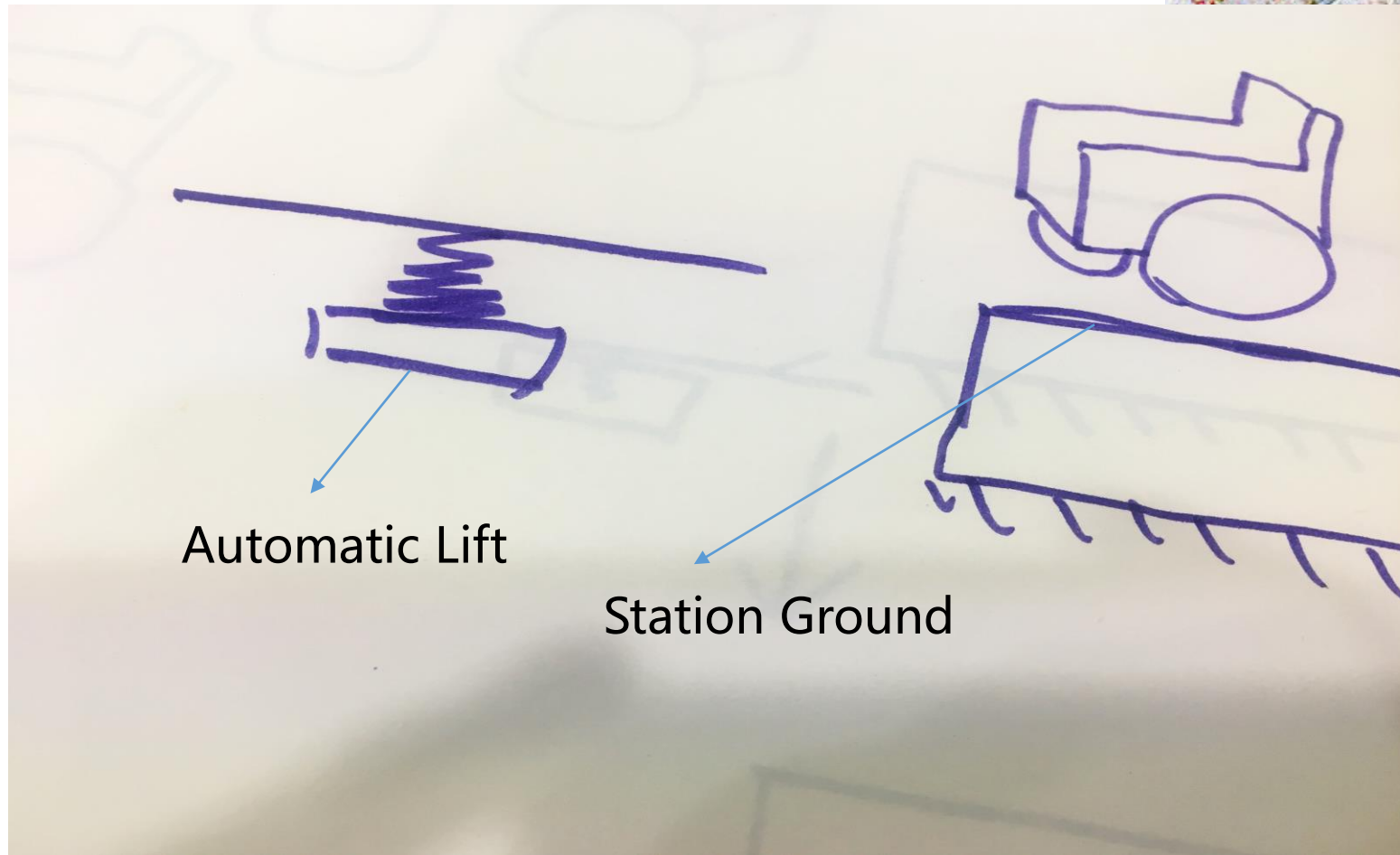


# Suggestions





# Suggestions







# THANKS!

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