



# Smart Shuttle

by UTM Fleet

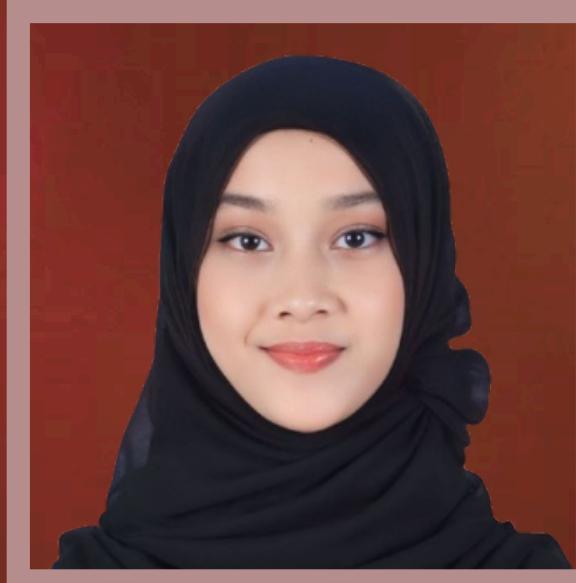


# TECH PIONEERS



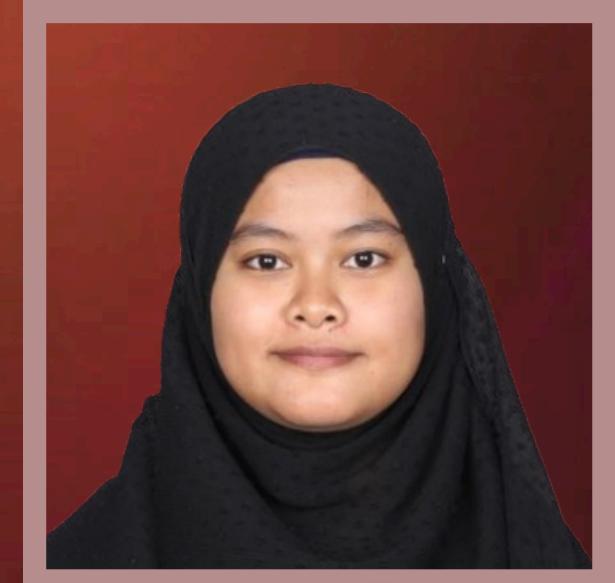
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# INTRODUCTION



Smart Shuttle is an user-friendly shuttle bus app in UTM Malaysia that was designed to enhance and simplify student life. Featuring real-time shuttle tracking, route planning, and schedule updates, this app offers students a smooth way to manage campus transportation. It also can save time, avoid needless waiting, and commute between courses, residence halls, and campus services effectively.



# DETAILED DESCRIPTION

## PROBLEM

Without proper bus-tracking app or website, students always encounter issue such as unproductive planning, long waiting times, missed trips which may cause stress, delays and trouble properly managing their schedules.

## SOLUTION

The development of a smart shuttle app or website that provides real-time bus tracking, accurate schedules, and route information. With the use of this website, students could effectively plan their bus trip.

## TEAM WORKING

We developed an AI-powered shuttle bus app to improve UTM mobility. Using student feedback and design thinking, we refined our ideas resulting in a successful prototype.



## IDEATE PHASE

- Brainstorming ideas with team members to generate innovative solutions
- Finalized the concept of SmartShuttle, focusing on user-friendly features





## EMPATHY PHASE

- Conducted interviews with UTM students and surveys to identify challenges related to shuttle buses
- Key issues: lack of live tracking, estimated arrival times, and personalized notifications



# PROTOTYPE PHASE

Two types of prototype has been prepared during this phase:

- Paper Prototype
- Mobile Application Prototype design



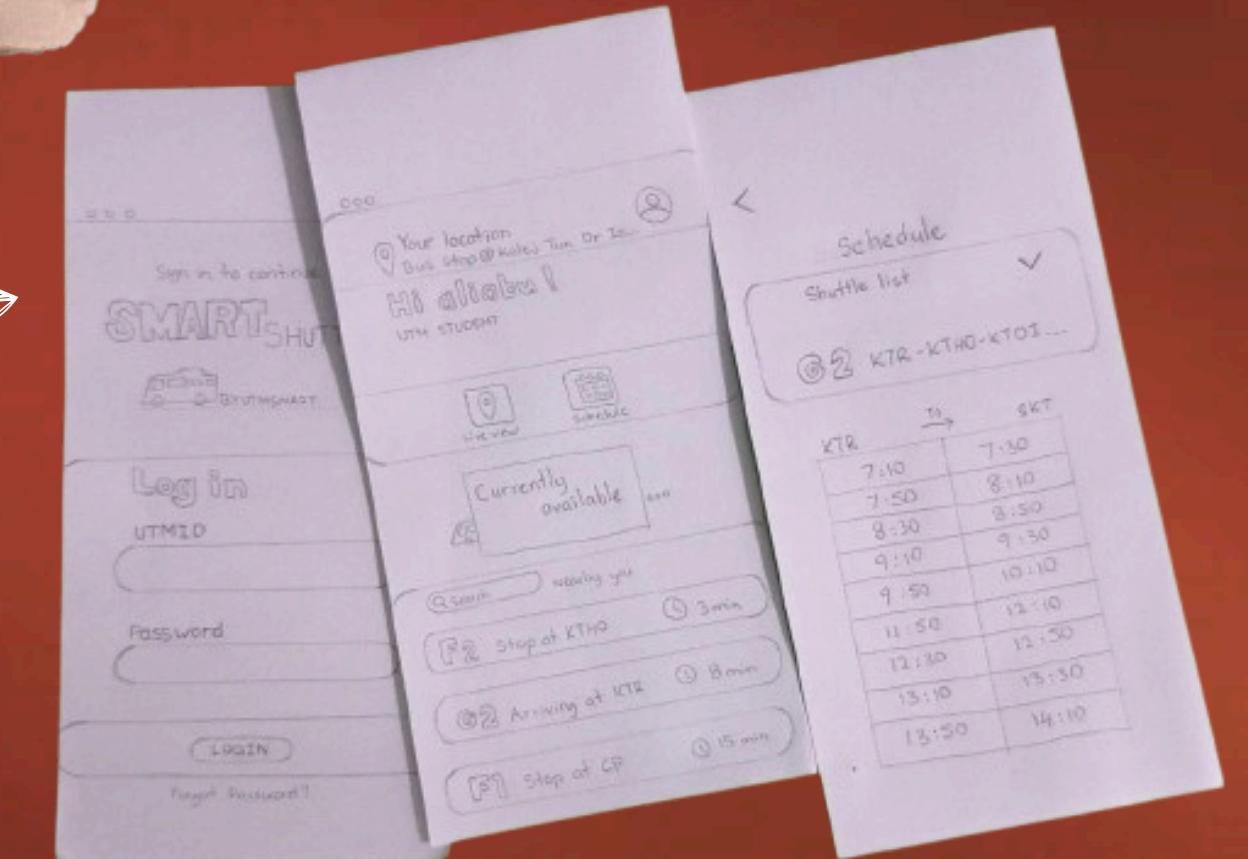
# PAPER PROTOTYPE

Paper prototype was made so we could visualize the end product of our design.



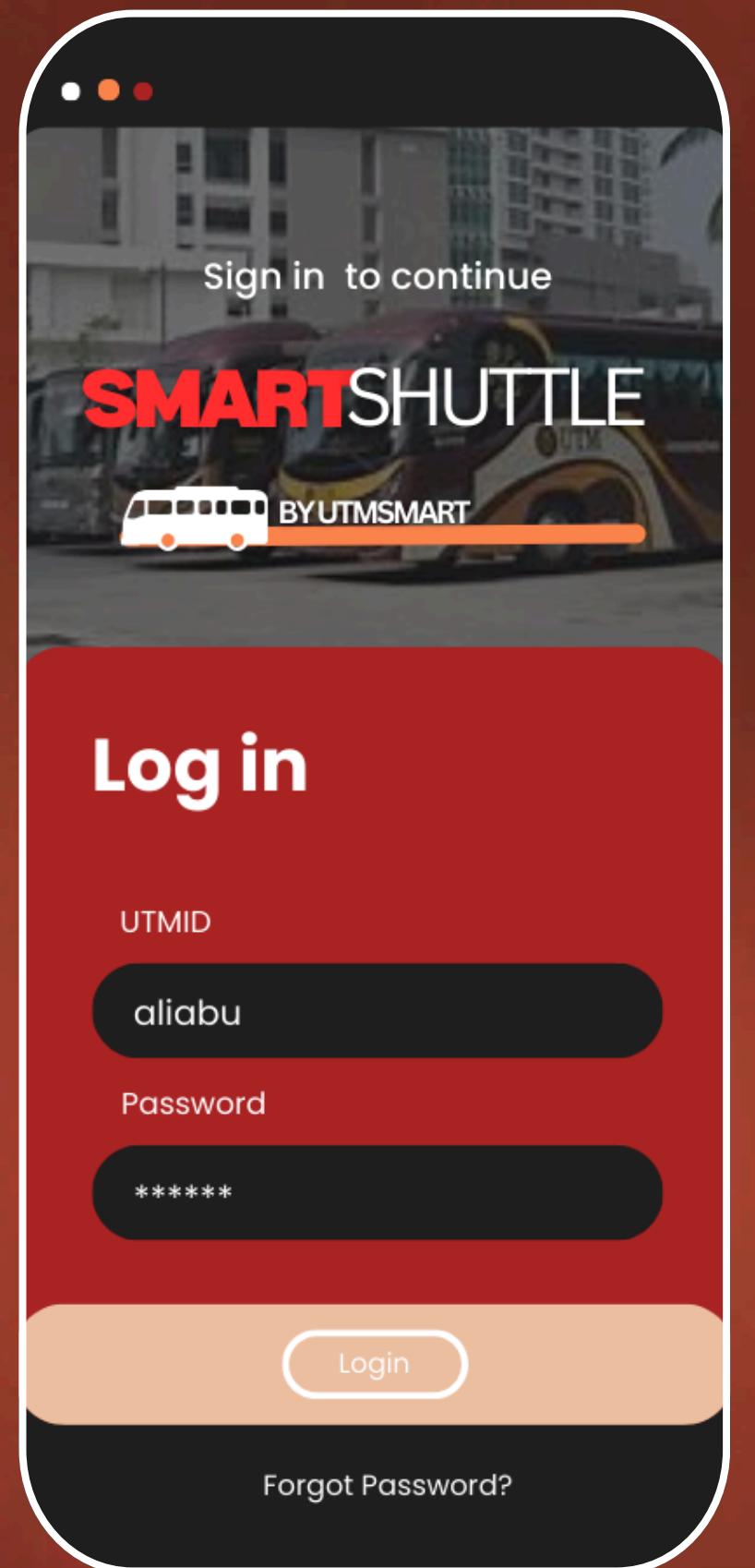
Phone model

Screen



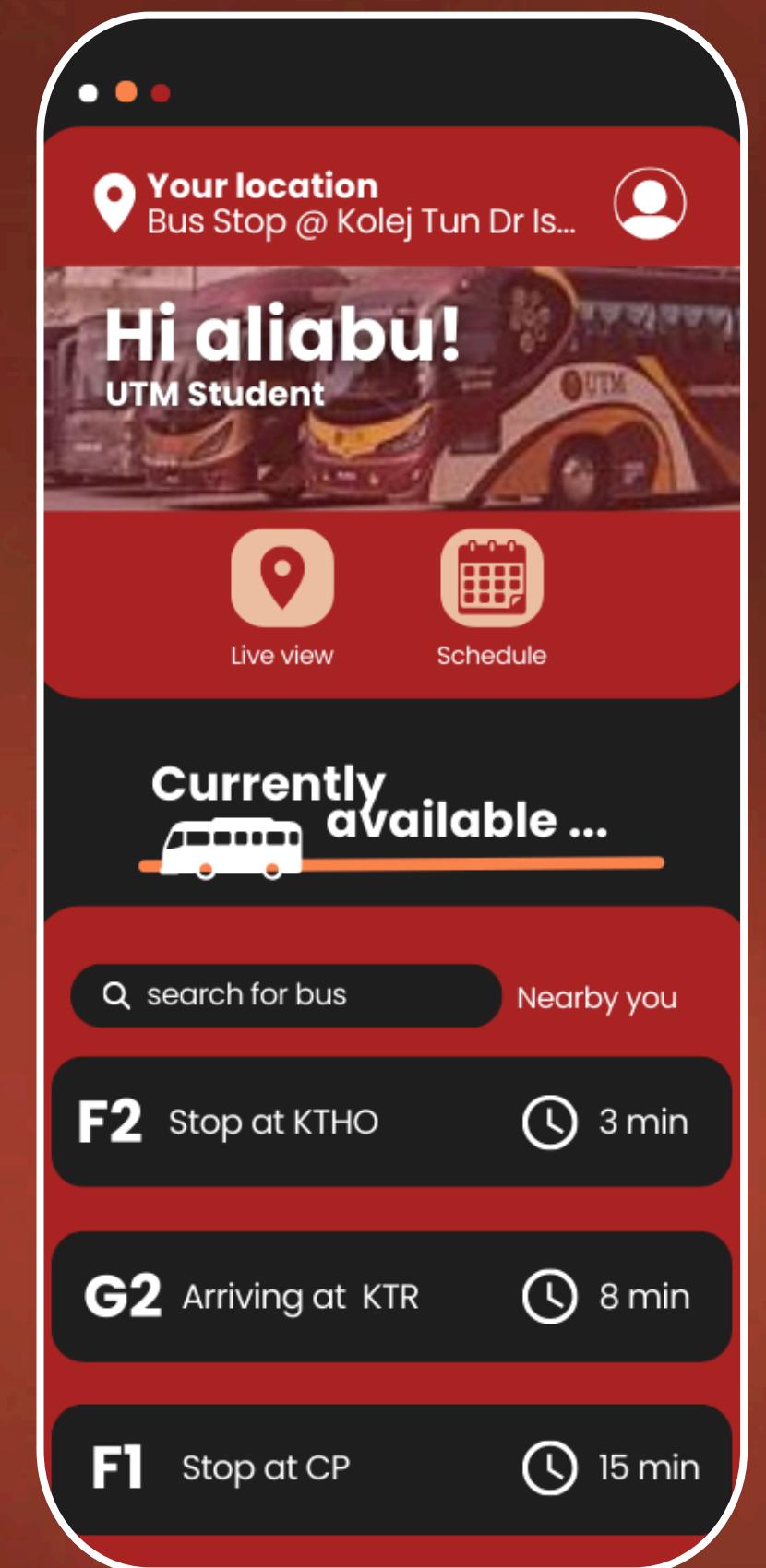
# MOBILE APPLICATION PROTOTYPE DESIGN

- Log in page
- Only UTM citizens can access



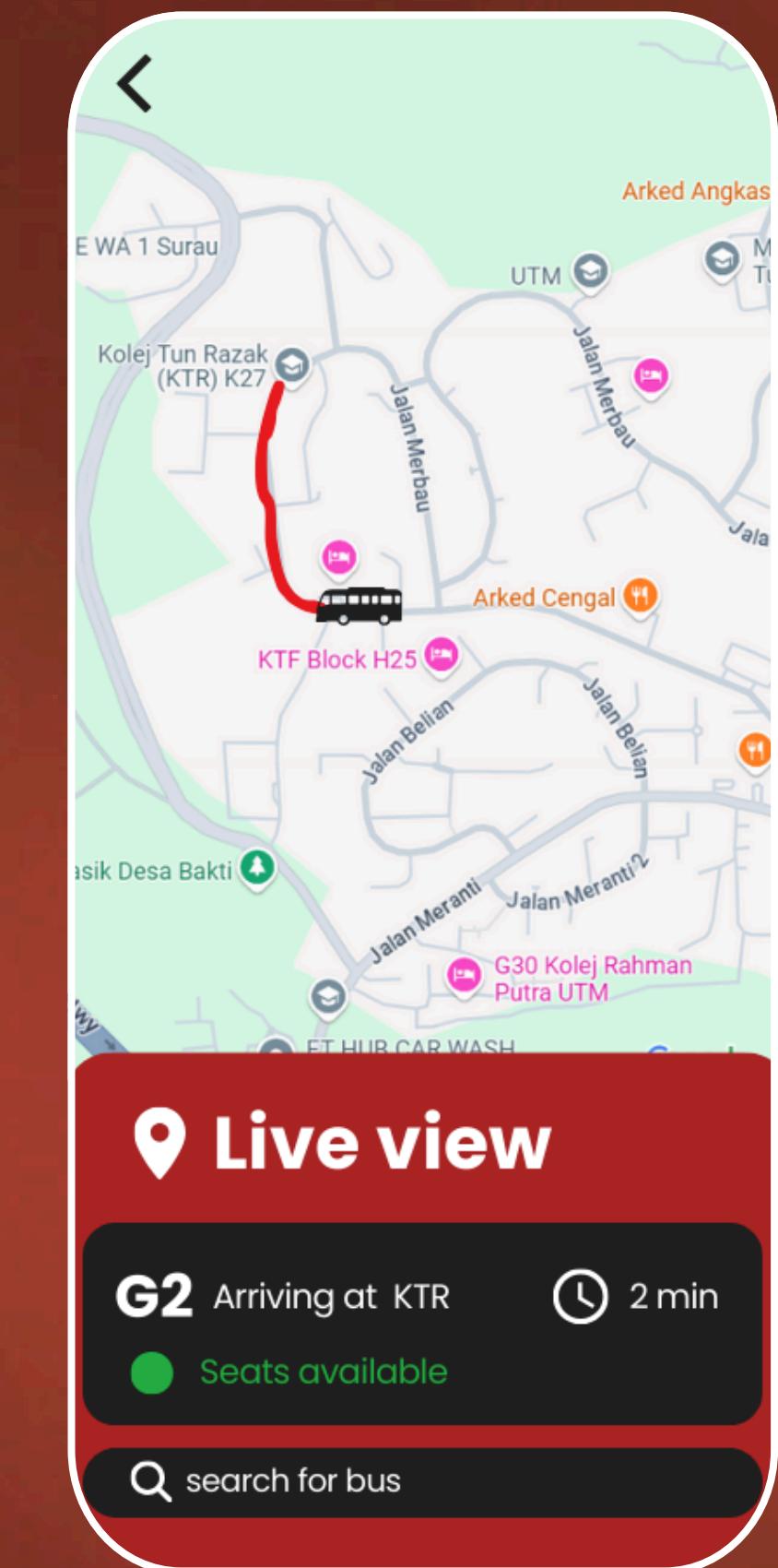
# MOBILE APPLICATION PROTOTYPE DESIGN

- Home page
- Stay updated with available bus



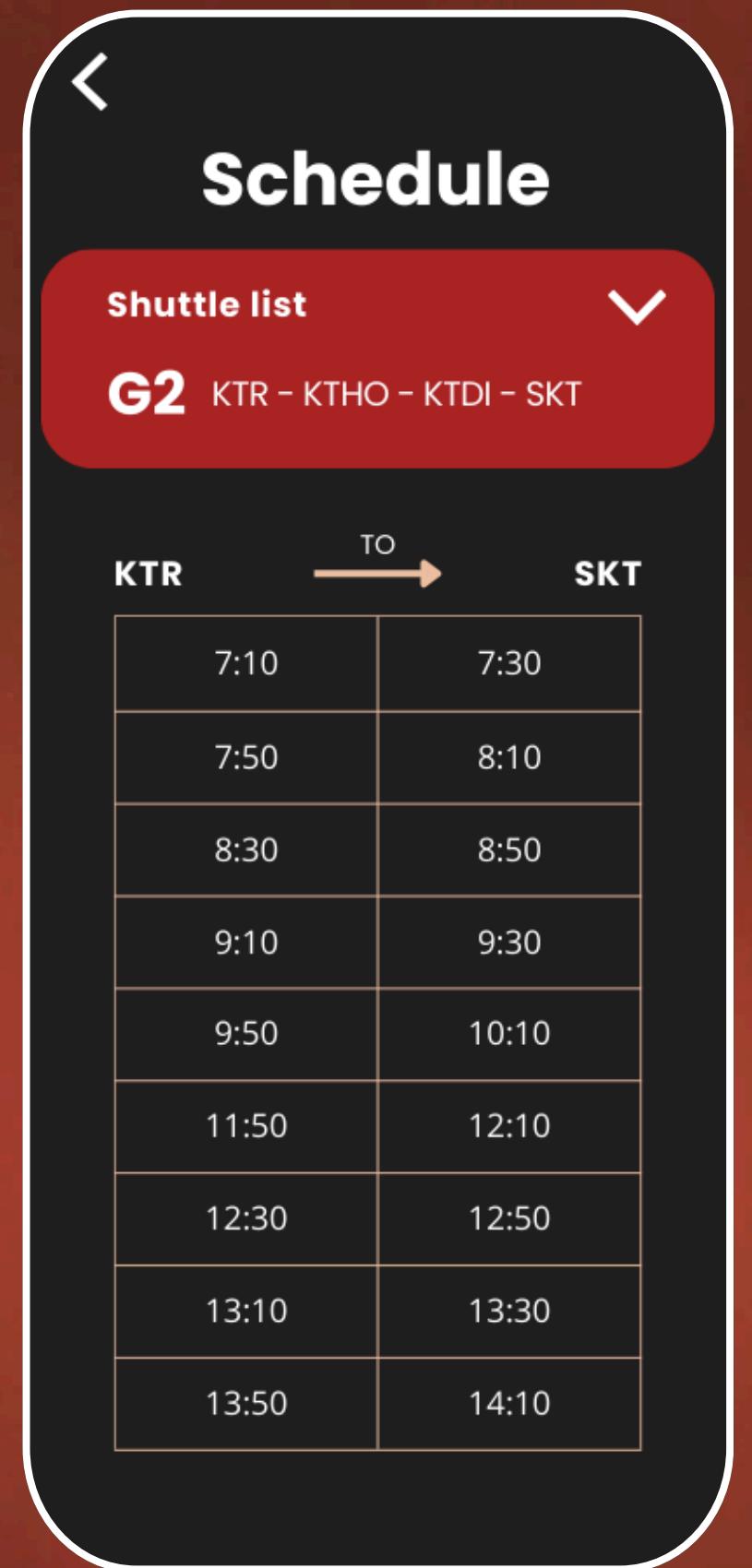
# MOBILE APPLICATION PROTOTYPE DESIGN

- Live view page
- Track any specific buses



# MOBILE APPLICATION PROTOTYPE DESIGN

- Schedule page
- For planning your trip



A mobile application prototype titled "Schedule" showing the "Shuttle list" for route G2. The route is listed as "G2 KTR - KTHO - KTDI - SKT". The schedule table shows departures from KTR at 7:10, 7:50, 8:30, 9:10, 9:50, 11:50, 12:30, 13:10, and 13:50, and arrivals at SKT at 7:30, 8:10, 8:50, 9:30, 10:10, 12:10, 12:50, 13:30, and 14:10. An orange arrow points from KTR to SKT.

KTR	TO	SKT
7:10		7:30
7:50		8:10
8:30		8:50
9:10		9:30
9:50		10:10
11:50		12:10
12:30		12:50
13:10		13:30
13:50		14:10

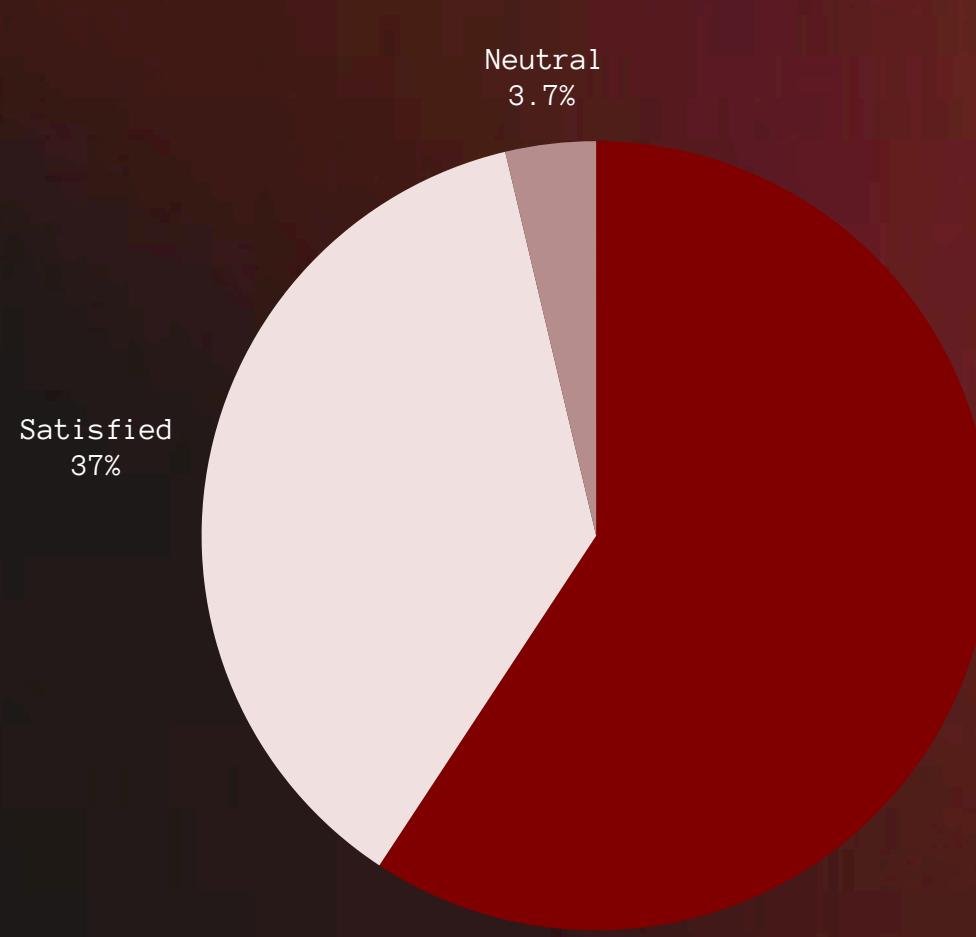


**Ultimate  
bus  
app!**

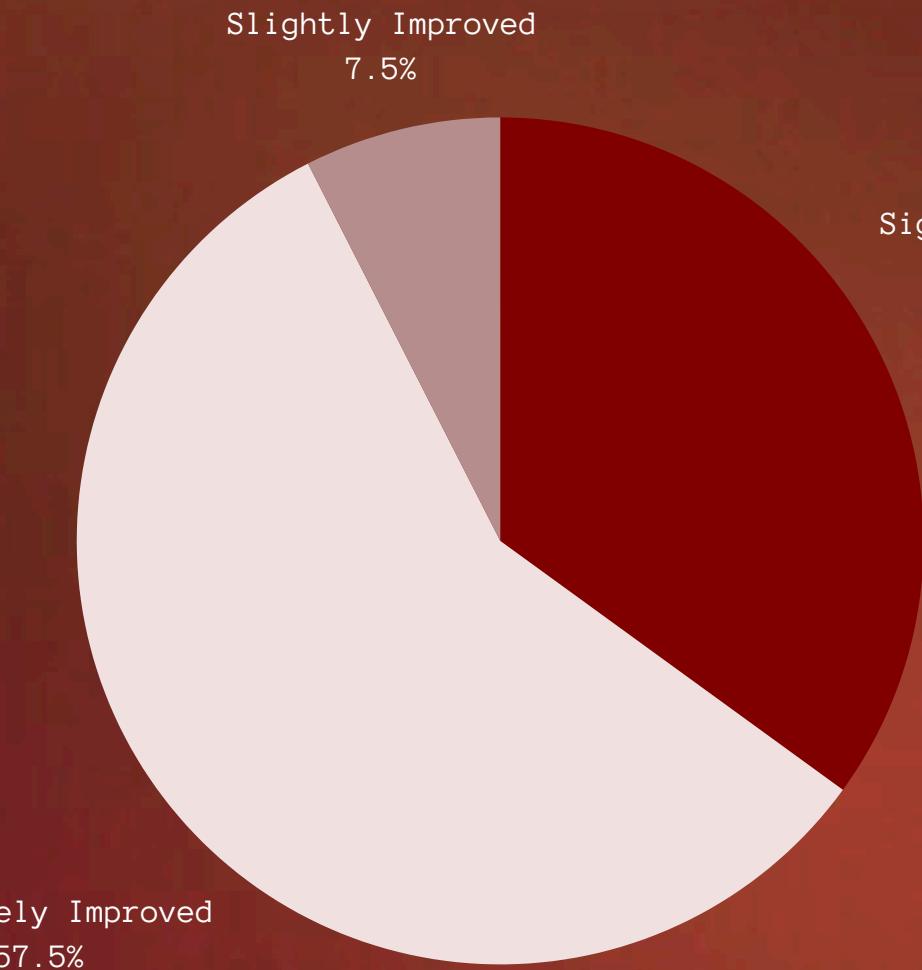




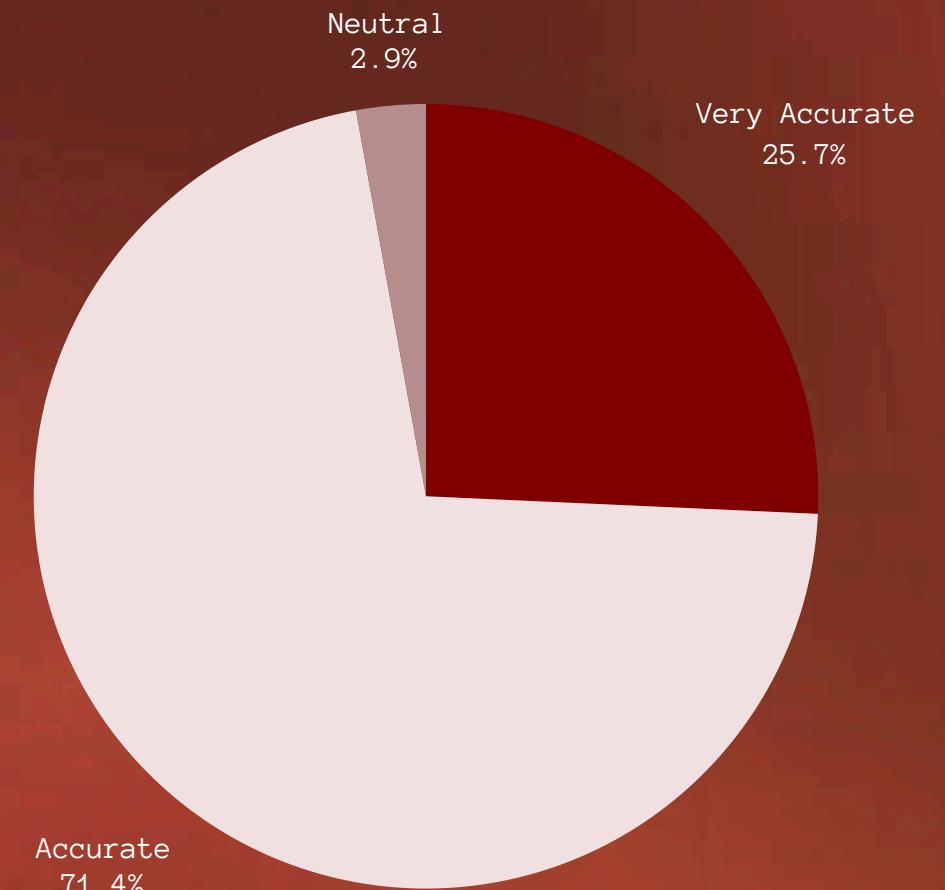
# USERS' REVIEW



Scale of satisfaction  
using SmartShuttle



Impact on daily commute



Accuracy of informations



# CONCLUSION

By developing SmartShuttle, we aim to bridge the gap between technology and transportation, ensuring a seamless and efficient system for everyone. This app is not just about improving convenience but also fostering a more connected and user-friendly campus environment. We believe that with innovative solutions like SmartShuttle, we can make daily travel easier, more reliable, and accessible for all.

Thank You

