

SECP1513-08 . GROUP 3

# BusCampus App →

Your UTM Commute, Simplified



# Group Members:

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# Have you....

- Feeling confused when using the shuttle bus service for the first time
- Don't understand the bus routes and schedule?
- Miss a bus that you are supposed to take?
- Wanting to go to a certain destination but don't know which bus to take?



# You're Not Alone!

**8 out of 11** reported difficulties understanding bus routes and schedules.

1. If you've used the UTM Fleet shuttle bus service before, can you share your experience using it for the first time? Did you face any challenges navigating your way to your destination or understanding the service?

11 responses

It was a bit troublesome in the beginning as I didn't know the route...Later after following the schedule i gife used to it after getting to know the campus better.  
For starters it may appear a bit challenging.

difficult to trace the shuttle bus and cannot understand the map, less shuttle bus for each stop

I found difficulties in understanding the shuttle bus routes

honestly i didnt quite understand the time and location bcs sometimes the bus arrives late/earlier than expected

No. Got challenges for the first time using it

kinda confusing at first but still managed

it was challenging

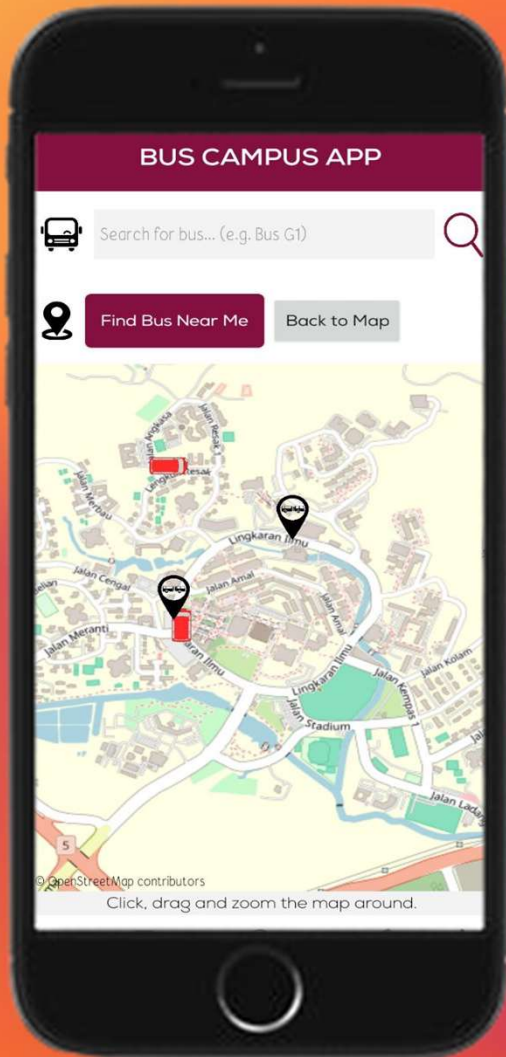
It was my first time using bus by myself so I do not really understand the system but I get used of it now.  
So, overall I do not face any big challenges on my first time using it.

Yes I did. For my first experience, I followed the wrong schedule on UTM Fleet FB page, turns out it was for the last semester holiday. We went to the Cluster T area instead of our initial plan - Arked Meranti. Luckily, the bus driver is very helpful. He patiently explain and guide us about the bus services.

*"...don't understand the (bus) system..."*

*"...difficult to trace the shuttle bus..."*

*"It was challenging..."*



# Introducing BusCampus App

# Design Thinking Phase:

01

## EMPATHY

Understand the student experience through online survey.

02

## DEFINE

UTM students need a real-time bus tracking system and clear route information.

03

## IDEATE

Brainstorm using tools like Google Meet and Padlet.

04

## PROTOTYPING

Sketching out the ideas, then develop it in MIT App Inventor

05

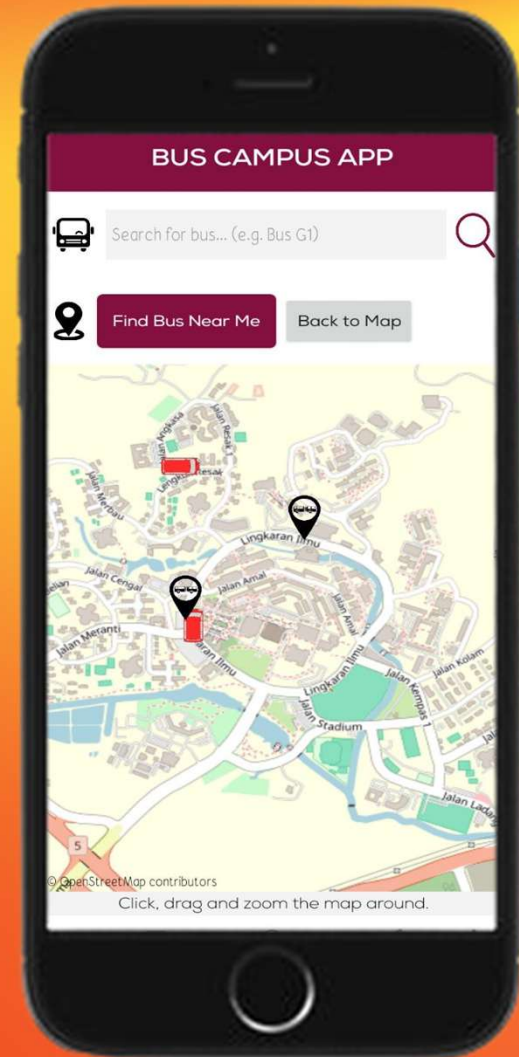
## TEST

Test out with targeted student and receive feedback



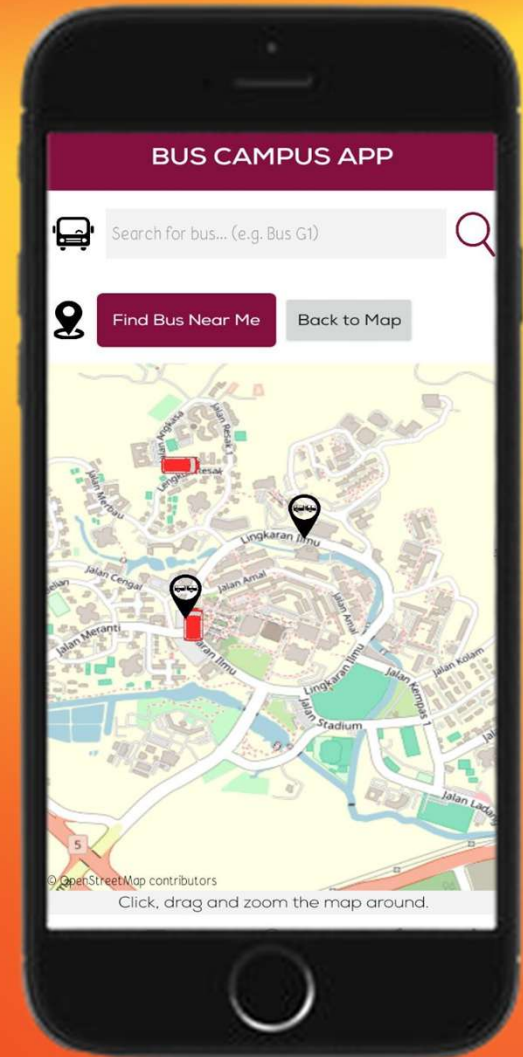
# What does **BusCampus** have?

- Real-Time Bus Tracking
- Intuitive Map Interface
- Instant Notifications
- User-Friendly Design



# DEMO

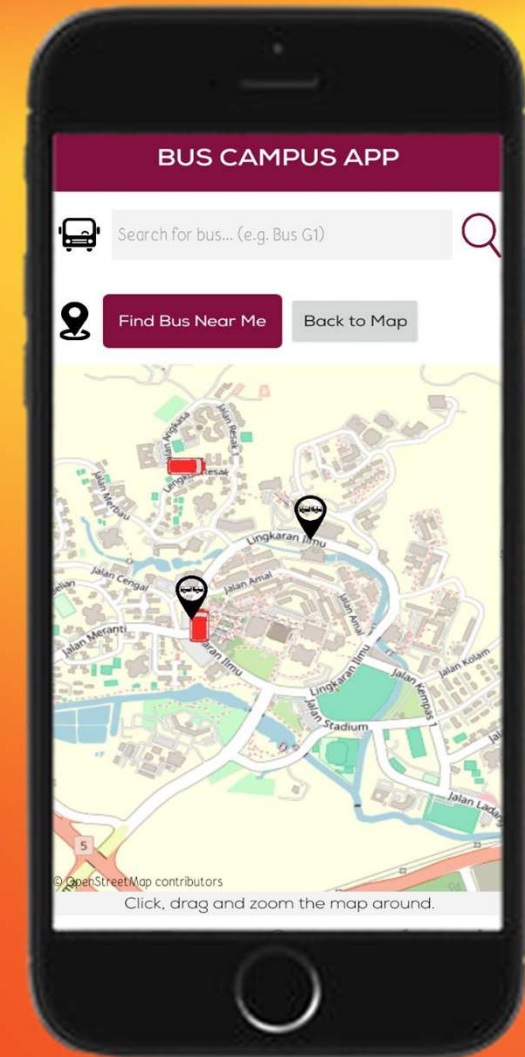
Scan to try out for Android phone





# KEY BENEFITS

- **Save Time:** Know exactly when to head to the bus stop, maximizing your time for studying, socializing, or relaxing.
- **Reduce Stress:** Eliminate the uncertainty and frustration of waiting for buses.
- **Improved Planning:** Accurately plan your day with real-time updates and reliable information.





# THANK YOU

Feel free to ask any questions!