



RideOn : Self Care Bus Booking App

2025_A1_G29

Why RideOn?

Problem:

- Public bus travel in Sri Lanka lacks real-time updates, easy ticketing, and route clarity.
- Long-distance travelers face delays and confusion during peak seasons.
- Existing apps are outdated, lack user-friendliness, or limited to Colombo routes.

Solution :

- RideOn is a smart self-care app that enables route search, real-time tracking, booking, and multimodal integration.



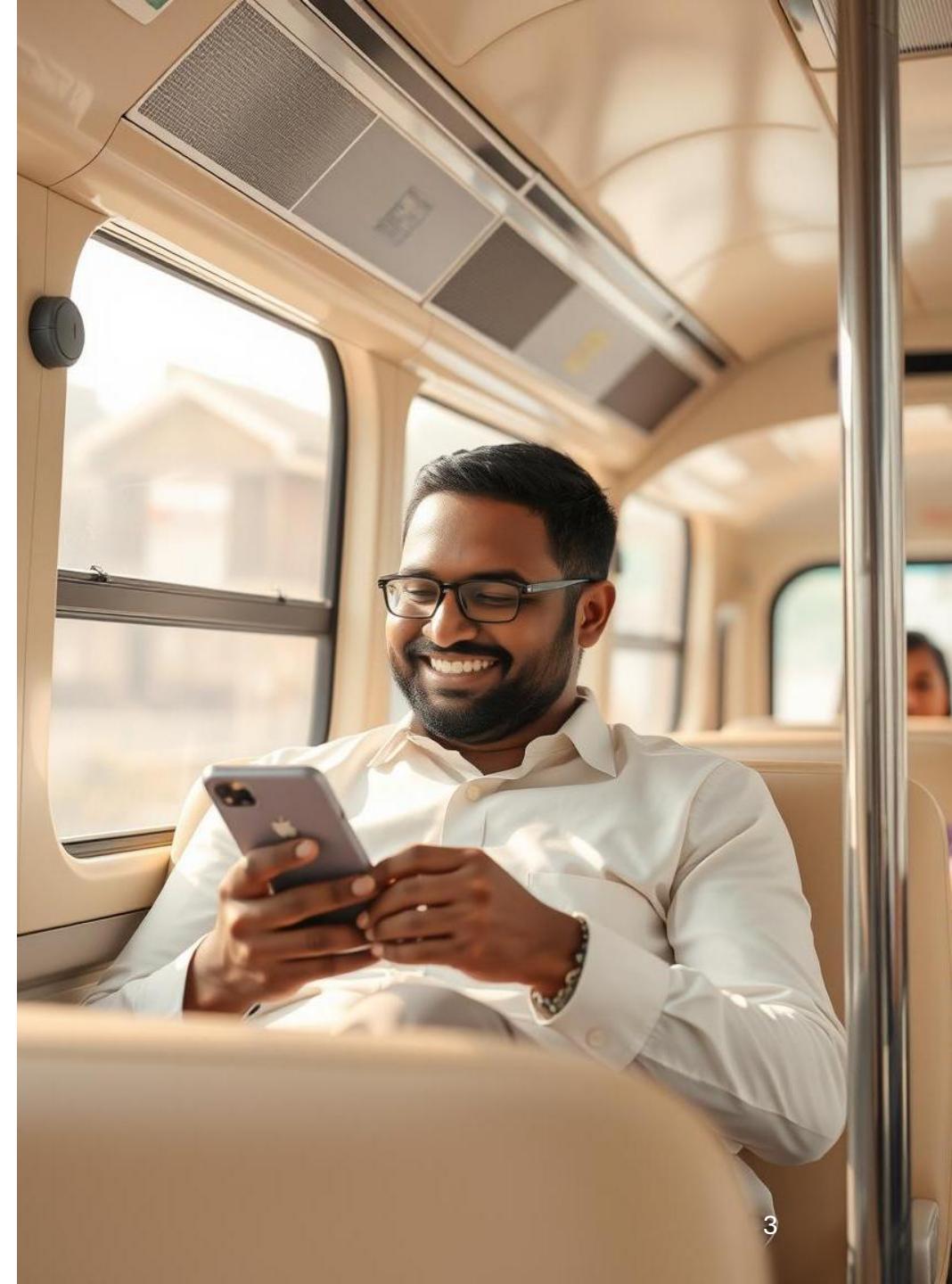
Core User Flows & Design Goal

Core User Flows

- Route Search
- Real-Time Tracking
- Booking & Payment
- Accessibility & Notifications

Design Goal

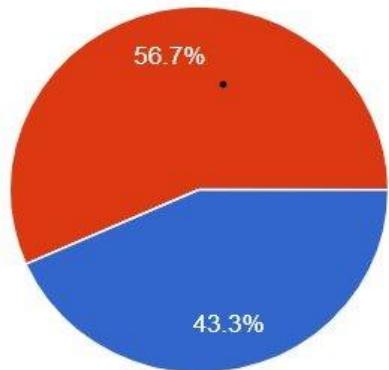
Improve user experience with an intuitive and user-focused design that simplifies navigation, enhances usability, and builds trust



Who Are We Building RideOn For?

What is your gender?

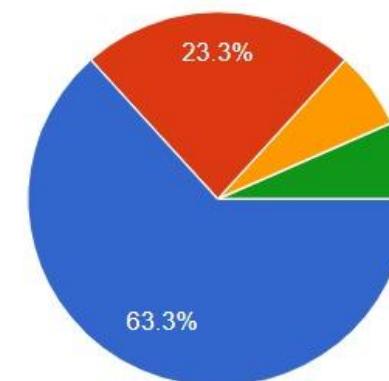
30 responses



- Male
- Female
- Prefer not to say

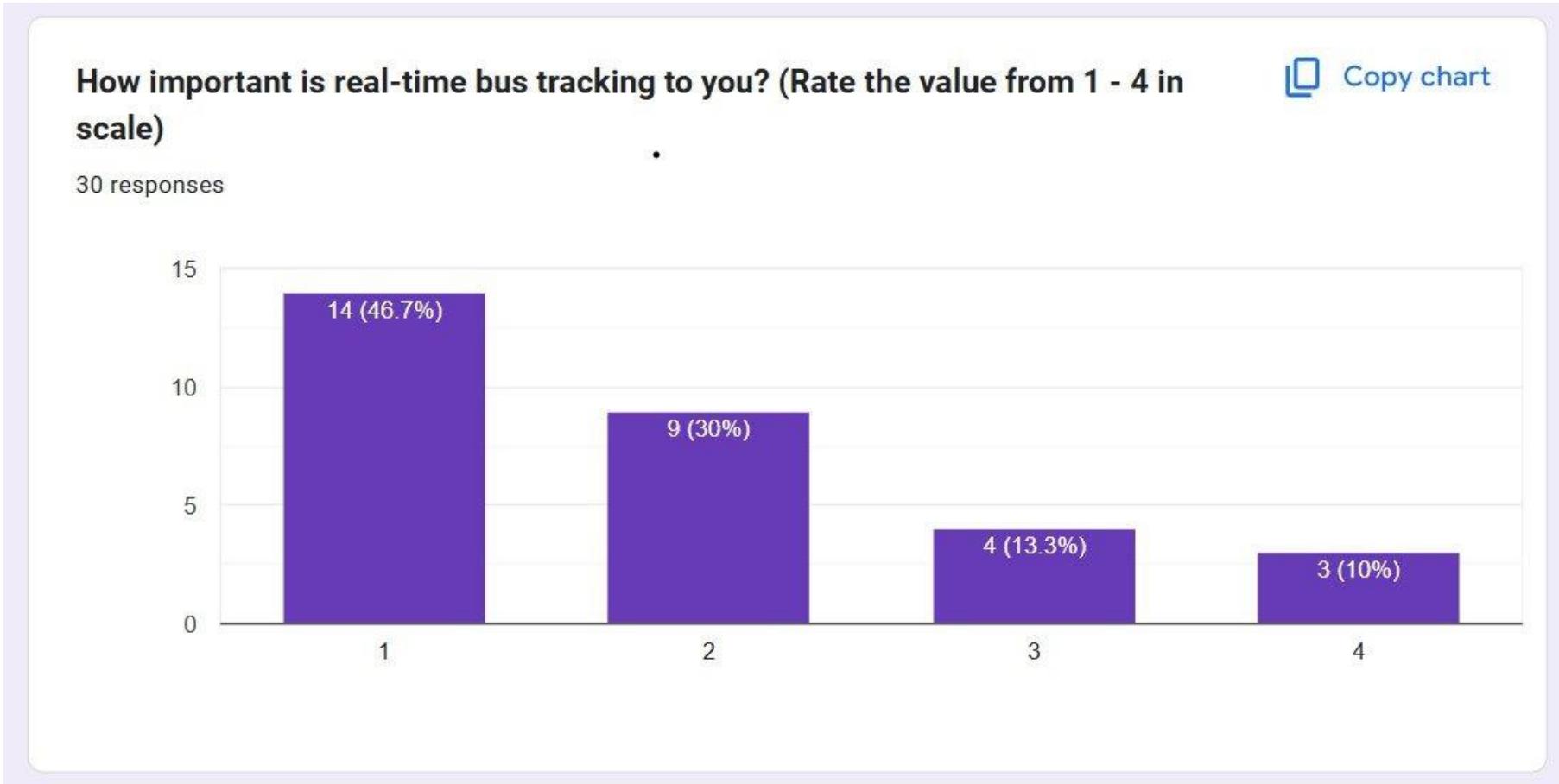
What is your age group?

30 responses



- 18-25
- 26-35
- 36-50
- 50+

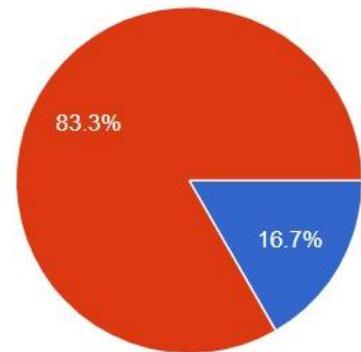
Survey Design & Results



Survey Design & Results

Have you used an online bus booking platform before?

30 responses



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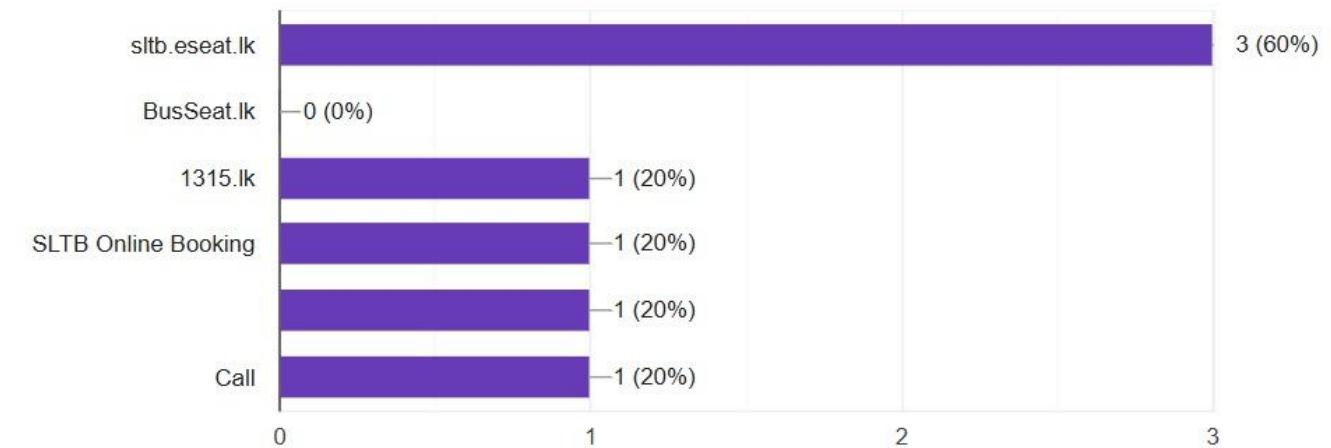
● Yes
● No

Current Bus Booking Experience

If yes, which platforms have you used? (Select all that apply)

5 responses

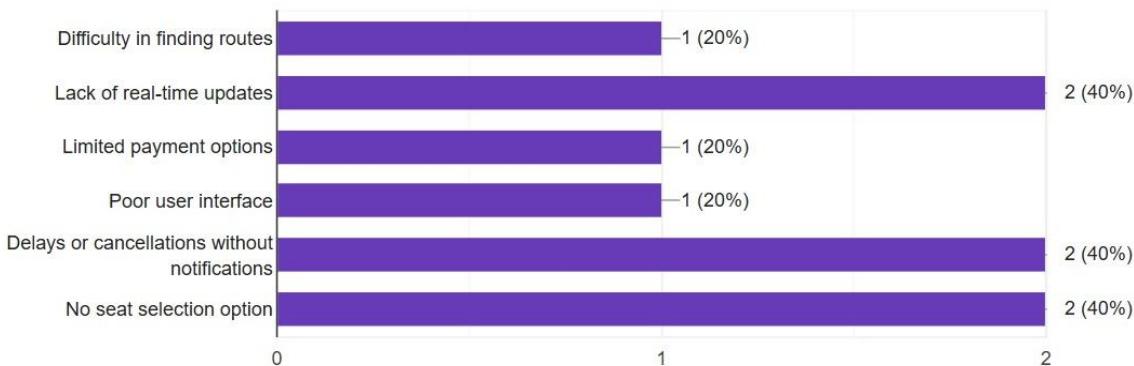
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Survey Design & Results

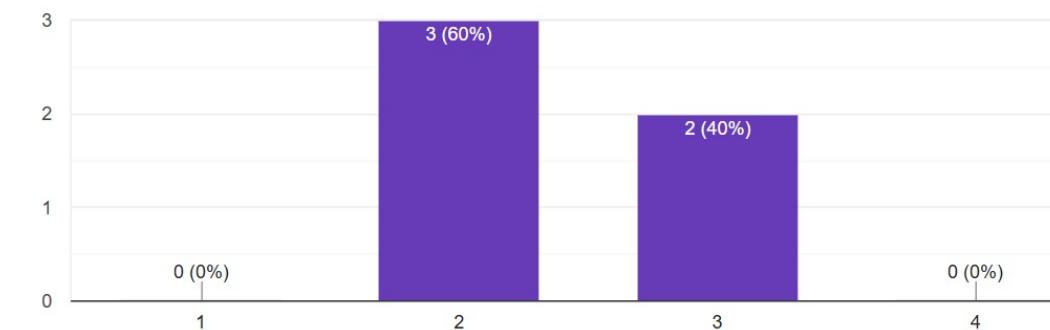
What challenges have you faced while using existing bus booking apps? (Select all that apply) [Copy chart](#)

5 responses



How satisfied are you with the current bus booking systems?

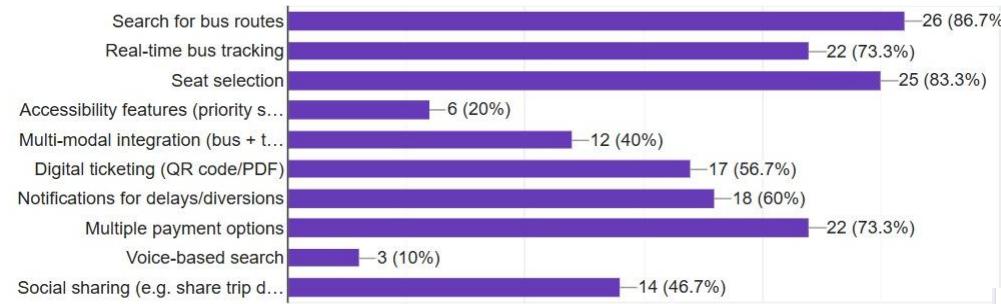
5 responses



Survey Design & Results

What features do you expect in a bus booking app? (Select all that apply)

30 responses



[Copy chart](#)

Which payment methods do you prefer for bus bookings?

29 responses



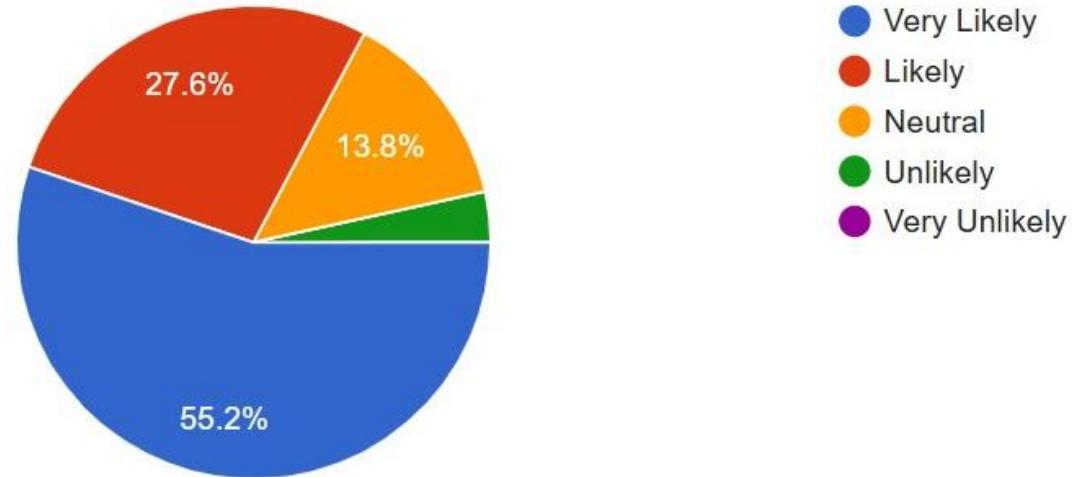
[Copy chart](#)

Survey Design & Results

How likely are you to switch to a new bus booking app if it addresses your concerns?

 Copy chart

29 responses



User Pain Points & Needs

Pain Points

- ✗ Complicated user interfaces
- ✗ Too many booking/payment steps
- ✗ Lack of real-time updates

Needs

- ✓ Easy-to-use app interface
- ✓ Real-time bus updates & seat availability
- ✓ Fast, secure mobile payments



RideOn Solution & Features

-  Route Search with Origin, Destination & Travel Date
-  Real-time GPS Bus Tracking
-  QR Code / PDF Ticket Generation
-  Multiple Payment Options (Card, Wallets)
-  Delay/Diversion Alerts
-  Accessibility Features (Priority Seating)
-  Bus + Train Planning (Multimodal)

RideOn UI – Designed for Simplicity

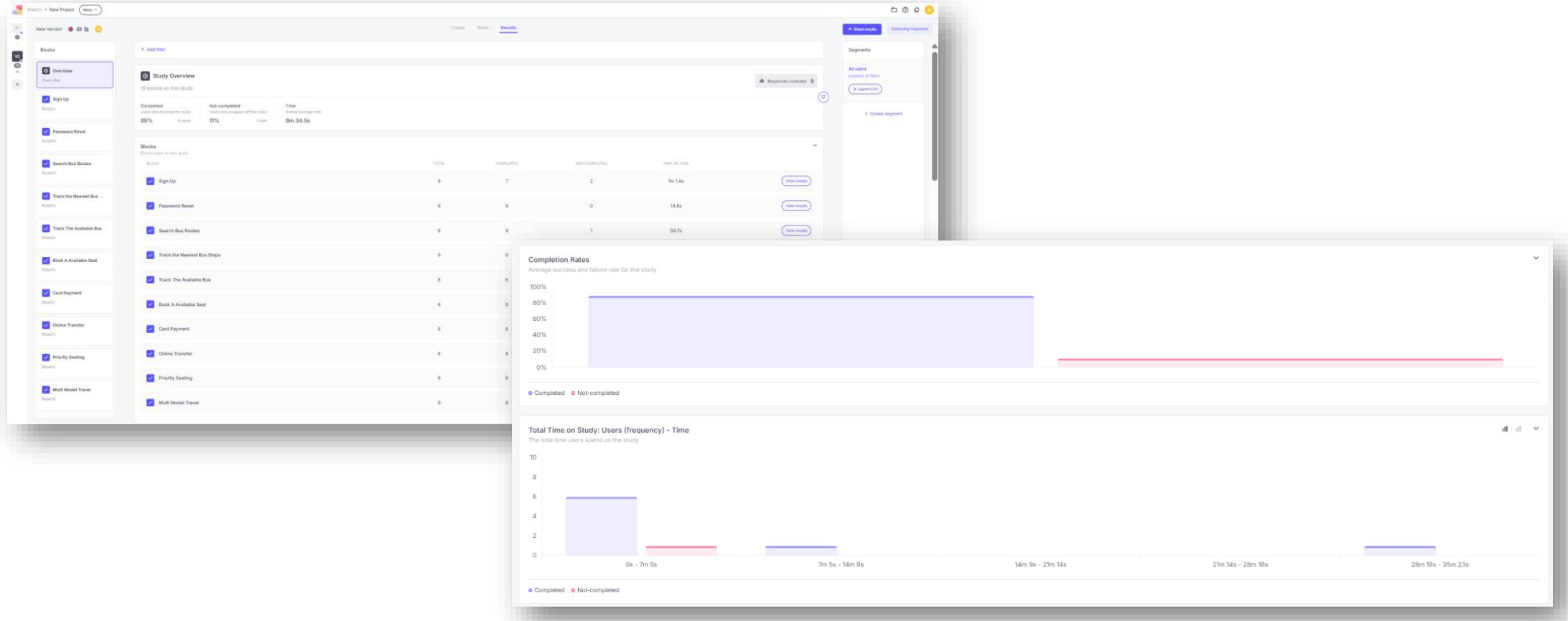
The RideOn UI is designed for simplicity, featuring a clean and intuitive interface across four main screens:

- Welcome Screen:** Displays the RideOn logo with a stylized illustration of a person using a smartphone to pay for a bus ride. Below it, a green button says "Swipe to Start".
- Pickup point Screen:** A green header asks "Where are you going?". It includes fields for "Pickup point" (with a placeholder "Enter pick-up point" and a location icon), "Where to?" (with a placeholder "Enter Your destination" and a location icon), and "Travel Date" (with a date picker icon). A large green "Search" button with a magnifying glass icon is at the bottom.
- Book Available Bus Screen:** A green header says "Book Available Bus". It shows travel details: "COLOMBO → JAFFNA" and the date "2025-04-21". Below this, two bus route cards are listed:
 - 8:00 AM → 5:00 PM LKR 1400
ASHOK Leyland NC- 6565 Non AC / 51 Seats
24 27 BOOK
 - 8:00 AM → 5:00 PM LKR 1400
ASHOK Leyland NC- 6565 Non AC / 51 Seats
24 27 BOOKA legend below the routes defines colors: grey for Available, green for Selected, yellow for Occupied, and red for Booked.
- Select Your Seat Screen:** A green header says "Select Your Seat". It shows the same travel details and lists of seats. To the right is a 5x5 grid of seat icons. A blue button at the bottom left says "LKR 2800" and a green button at the bottom right says "Confirm Booking".
- Transport Options Screen:** A green header says "All transport" and has a "Book" button. It shows icons for Train, Car, Tuktuk, and Bike, each with a corresponding icon and a "History" section below it.

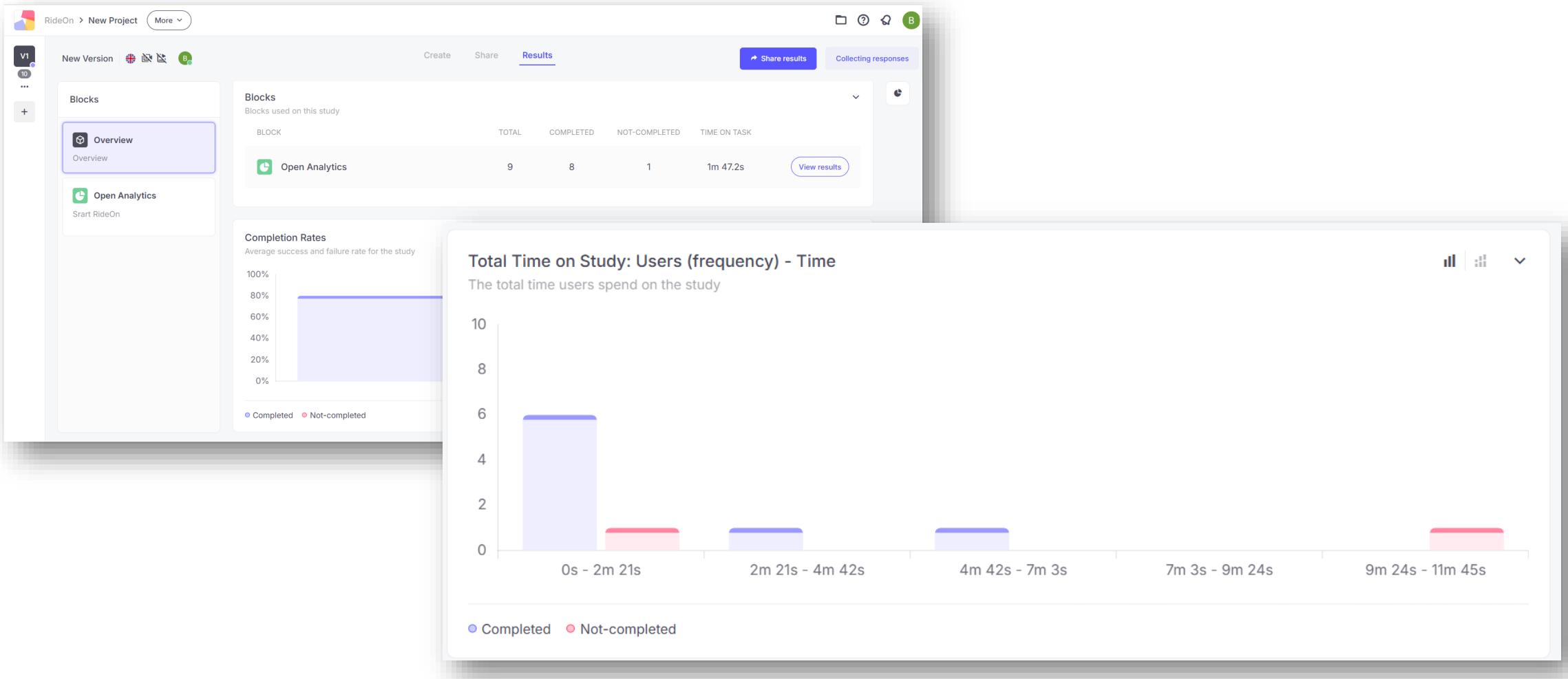
Each screen includes a small "By using RideOn, you agree to the Terms and Privacy Policy." note at the bottom.

What Did Real Users Say?

Task Based Testing



Open Analytics Testing



Future Improvements

Based on feedback, we plan to add:

- Smart notifications & voice command features
- AI travel suggestions
- Offline ticket access
- Language support (Sinhala/Tamil)



Summary & Final Pitch



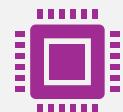
Combines **Real-time tracking**, **Easy booking**, and **Inclusive design**



Proven interest from users through testing



Opportunity to **modernize Sri Lanka's public transport**



We're ready to collaborate with SLTB for real-world deployment

References

- [Useberry Guides | Useberry Help Center](#)
- [Bus Ticket Booking Online at Cheapest Price with Top Bus Operators- redBus](#)
- [Best Practice Guides](#)

Group Members

IT21279898

Kulasekara N.P.G.G

IT21473524

Abeywickrama W.N.V

it21306518

Jayasinghe J.I.B

IT21224652

Manathunga M.A.O.S

Thank You!