RideOn : Self Care Bus Booking App

2025_A1_G29

Why RideOn?

Problem:

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- o Existing apps are outdated, lack user-friendliness, or limited to Colombo routes.

Solution :

- o RideOn is a smart self-care app that enables route search, real-time tracking, booking, and multimodal integration.
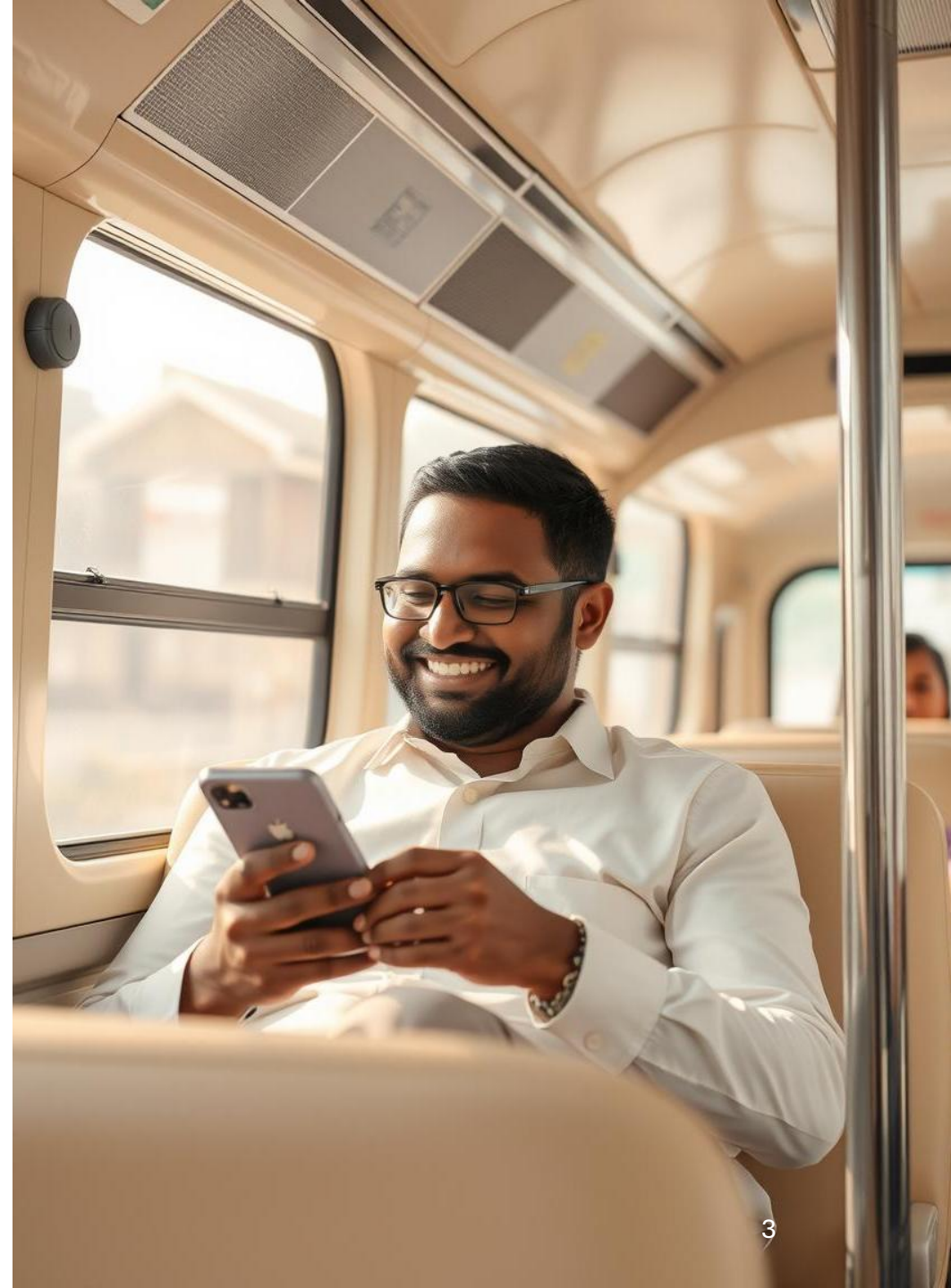
Core User Flows & Design Goal

Core User Flows

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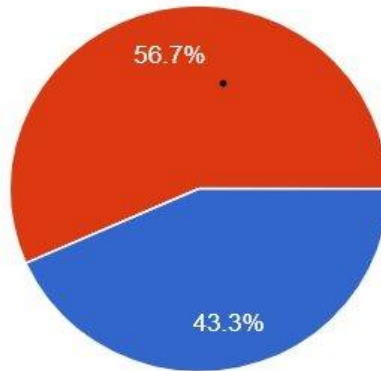- o Accessibility & Notifications

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?
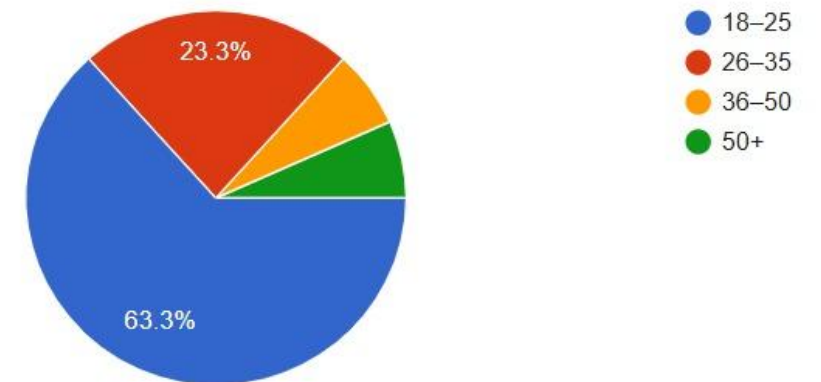
What is your gender?
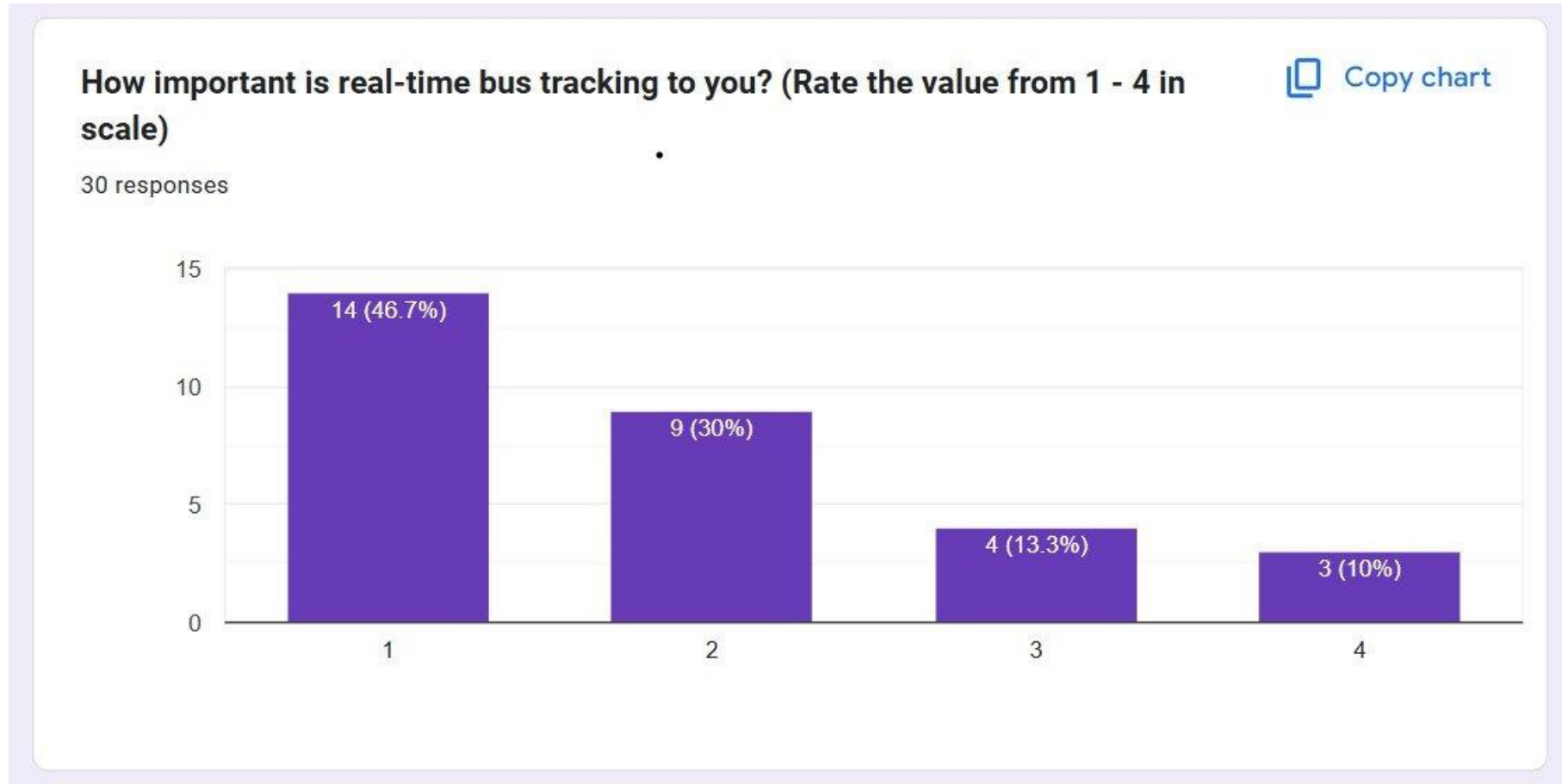
30 responses

- Male
- Female
- Prefer not to say

56.7%

43.3%

What is your age group?

30 responses

- 18–25
- 26–35
- 36–50
- 50+

23.3%

63.3%

Survey Design & Results

Survey Design & Results

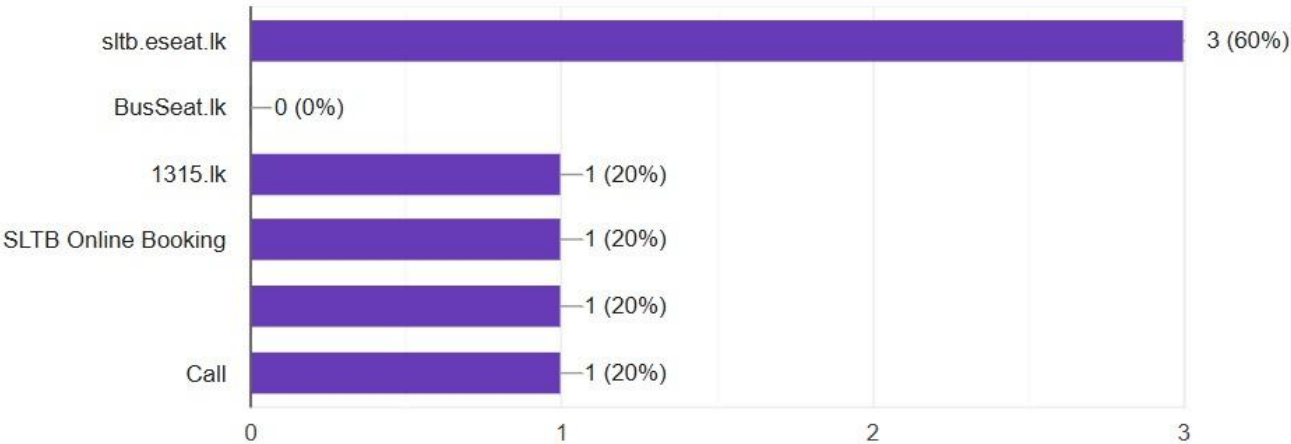**Have you used an online bus booking platform before?**

30 responses

○ Copy chart

- ● Yes
- ● No

83.3%

16.7%
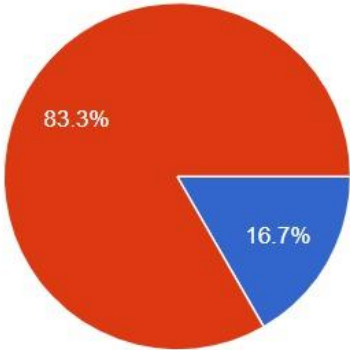
Current Bus Booking Experience

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

5 responses

○ Copy chart

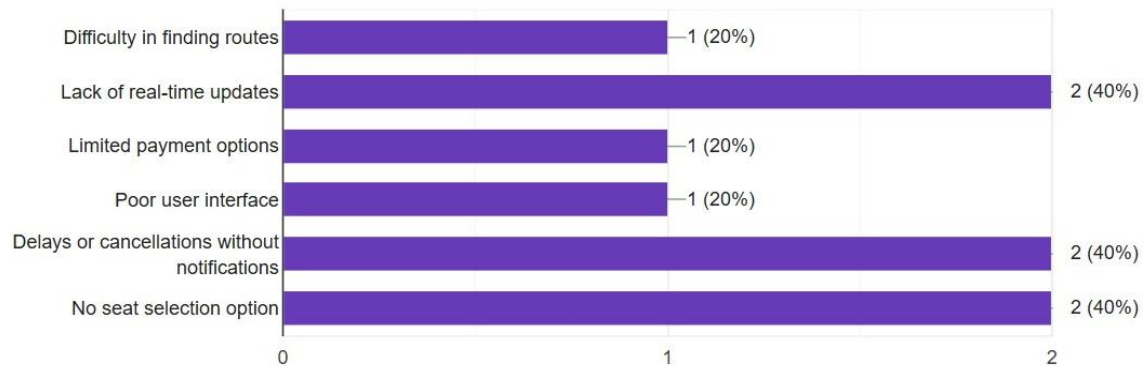| Platform	Responses
sltb.eseat.lk	3 (60%)
BusSeat.lk	0 (0%)
1315.lk	1 (20%)
SLTB Online Booking	1 (20%)
	1 (20%)
Call	1 (20%)

Survey Design & Results

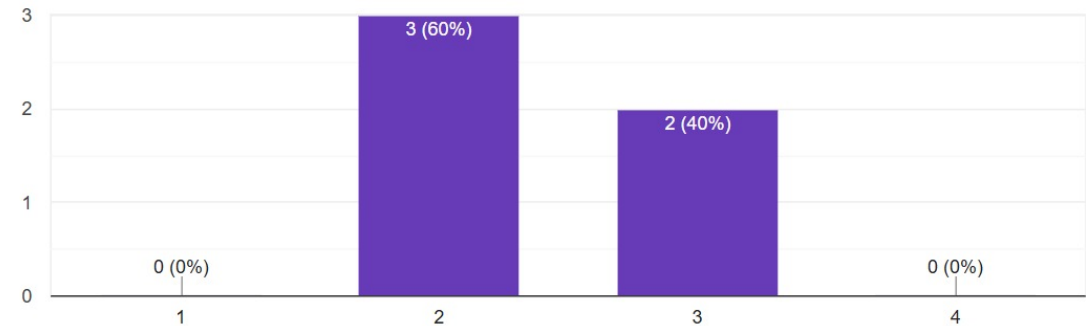**What challenges have you faced while using existing bus booking apps? (Select all that apply)**

5 responses

Difficulty in finding routes	1 (20%)
Lack of real-time updates	2 (40%)
Limited payment options	1 (20%)
Poor user interface	1 (20%)
Delays or cancellations without notifications	2 (40%)
No seat selection option	2 (40%)

How satisfied are you with the current bus booking systems?

5 responses

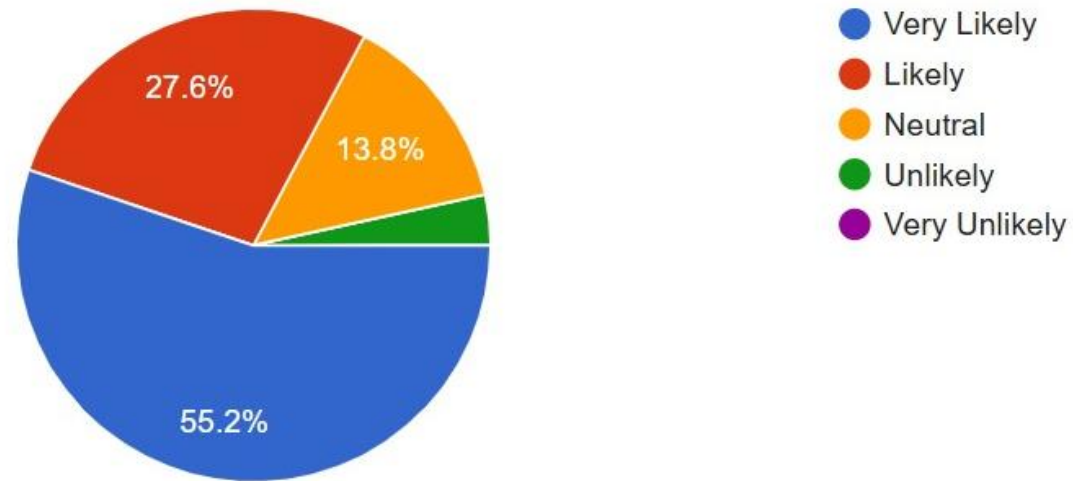| 1	2	3	4
0 (0%)	3 (60%)	2 (40%)	0 (0%)
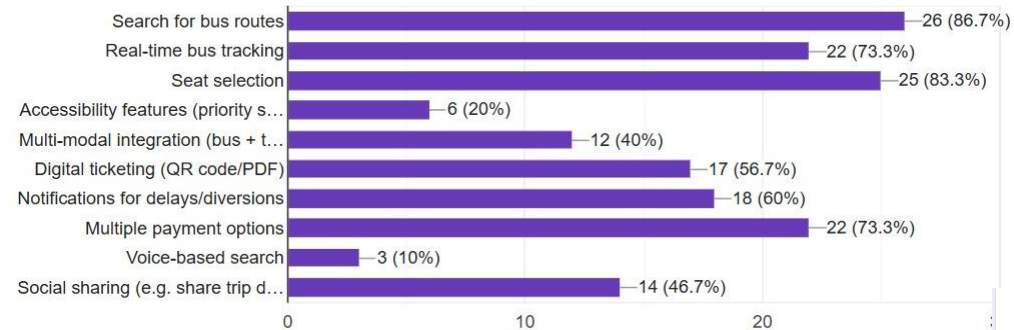
Survey Design & Results
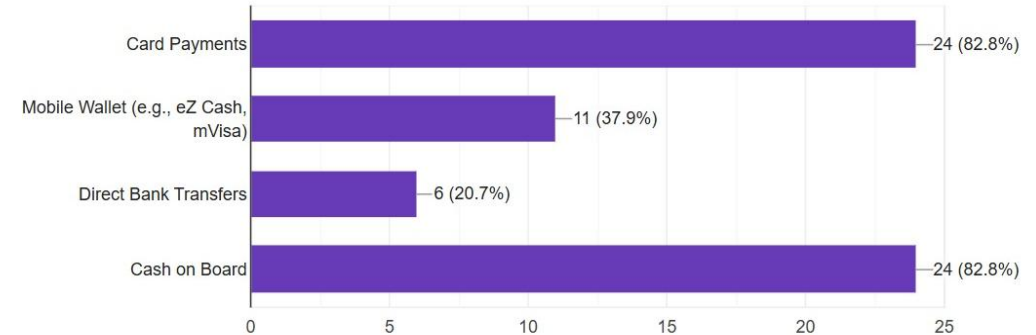
Survey Design & Results

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

29 responses

- ● Very Likely
- ● Likely
- ● Neutral
- ● Unlikely
- ● Very Unlikely

Copy chart

27.6%

13.8%

55.2%

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

What Did Real Users Say?

Task Based Testing
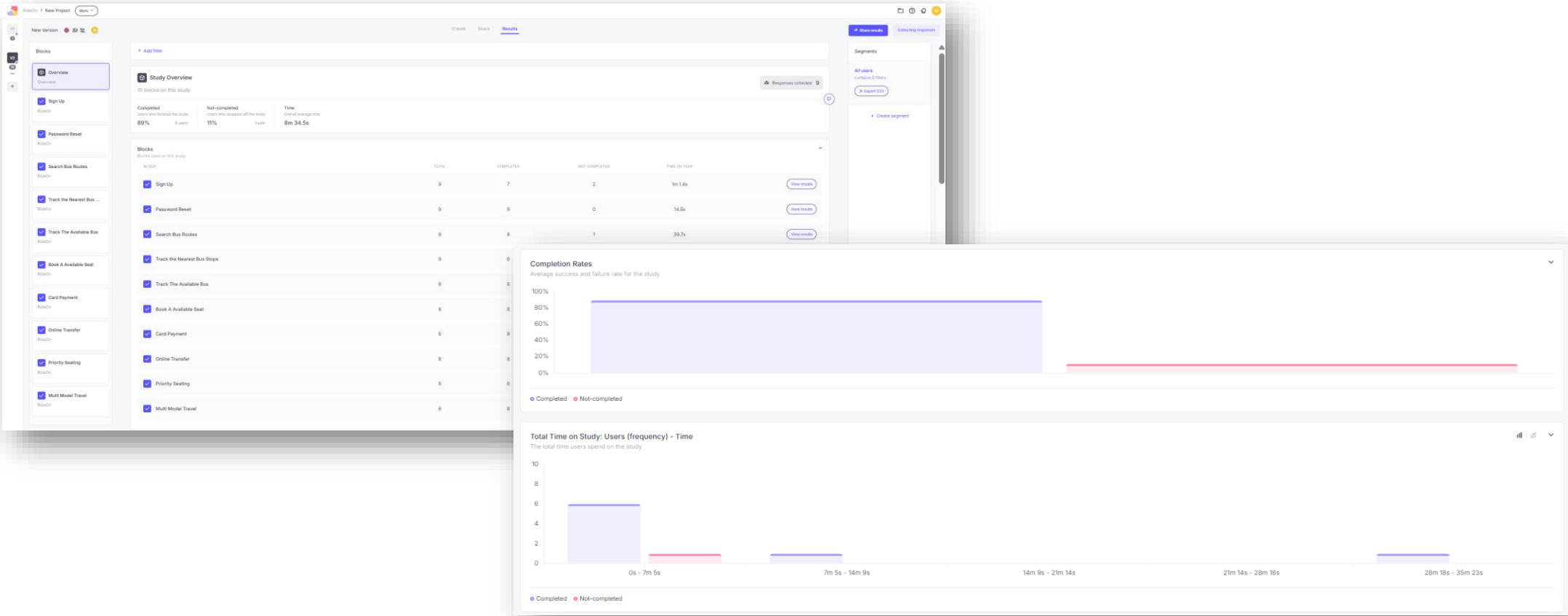
Open Analytics Testing
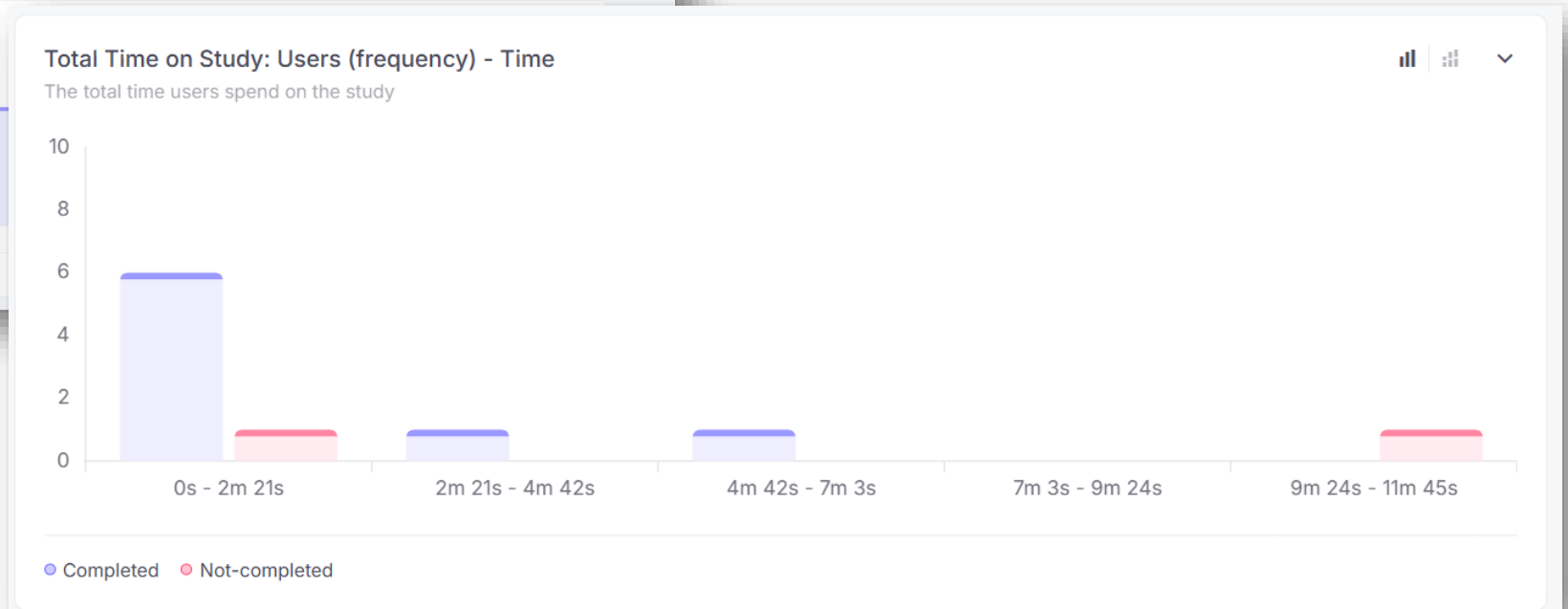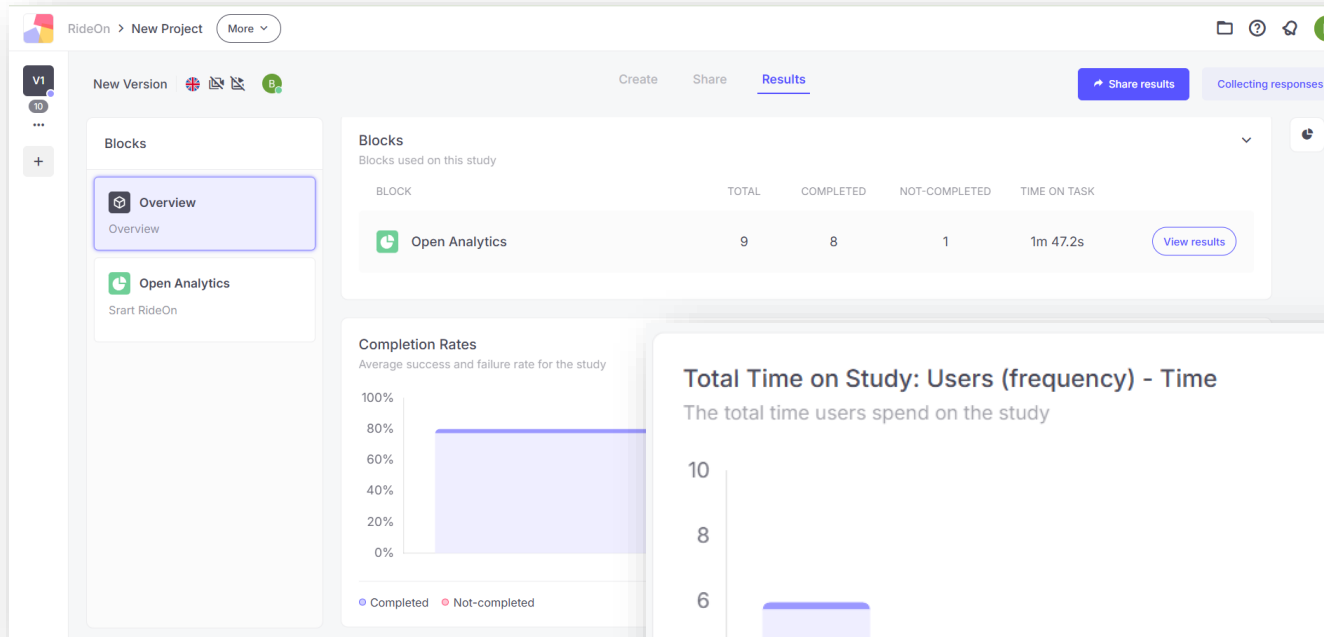
Future Improvements

Based on feedback, we plan to add:

- Smart notifications & voice command features

- AI travel suggestions

- Offline ticket access

- Language support (Sinhala/Tamil)
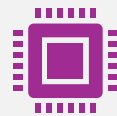
Summary & Final Pitch

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](#)

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Thank You!