Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)

2025, Semester 2

Assignment 01 (Survey questions with the answers)

GROUP ID: 2025_A1_G29

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SURVEY ON USER EXPERIENCE AND EXPECTATIONS IN SMART BUS BOOKING AND TRACKING SYSTEM IN SRI LANKA

The purpose of this survey is to gather valuable insights from public transport users in Sri Lanka to support the development of a smart mobile application aimed at enhancing the overall bus travel experience. This initiative is conducted in collaboration with the **Sri Lanka Transport Board (SLTB)**, focusing on improving **bus booking**, **real-time bus tracking**, and **digital ticketing** through a user-centric approach.

The target audience for this survey includes regular bus passengers, occasional users, and individuals who rely on both traditional and online methods to plan and manage their journeys. While the survey particularly targets potential users of the upcoming smart bus app, feedback from all types of bus commuters is welcome and encouraged.

The survey was distributed online using a **Google Form**, offering participants a convenient way to share their thoughts and contribute to the future of Sri Lanka's public transportation system. It consists of **14 concise questions** categorized into four key sections:
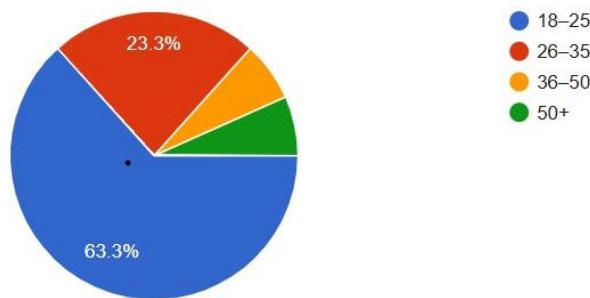
1. **Demographic Information** – Collects basic details to understand the background and travel patterns of participants.
2. **Current Travel and Booking Habits** – Gathers information on how users currently book and plan their bus journeys.
3. **Feature Preferences and Expectations** – Identifies what features users would like to see in a smart bus booking and tracking application.
4. **Challenges and Pain Points** – Explores common issues and difficulties faced by users in the current public transport ecosystem.

This feedback will directly influence the design and functionality of the new smart mobile app, ensuring that it truly meets the needs of Sri Lankan commuters.

What is your gender?
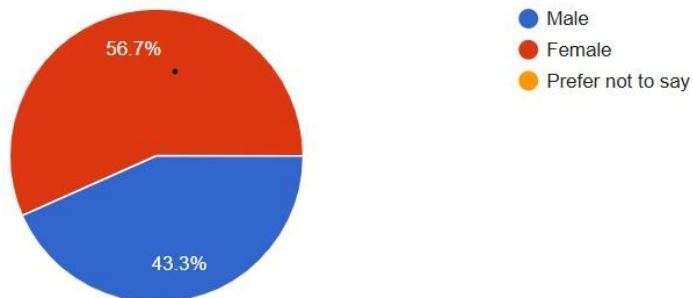
30 responses

- Male
- Female
- Prefer not to say

56.7%

43.3%

What is your occupation?

30 responses

- Student
- Employed
- Retired
- රැකියාවක් නොකරමි

33.3%

60%
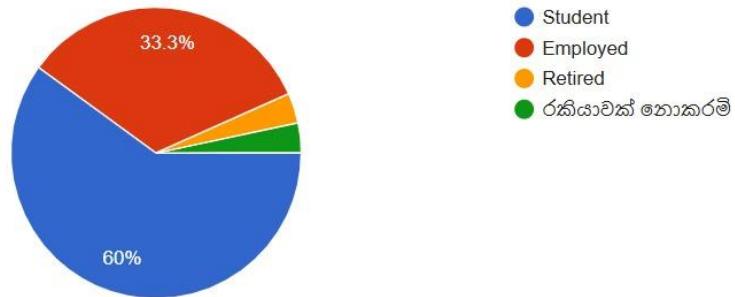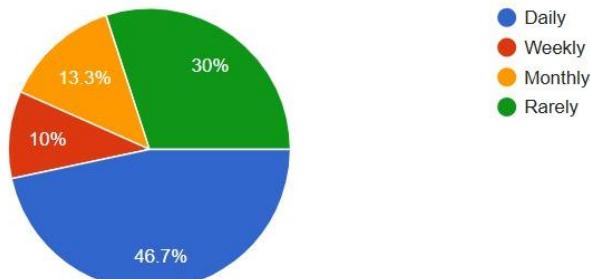
How often do you use public buses for travel?

30 responses

- Daily
- Weekly
- Monthly
- Rarely

30%

13.3%

10%

46.7%
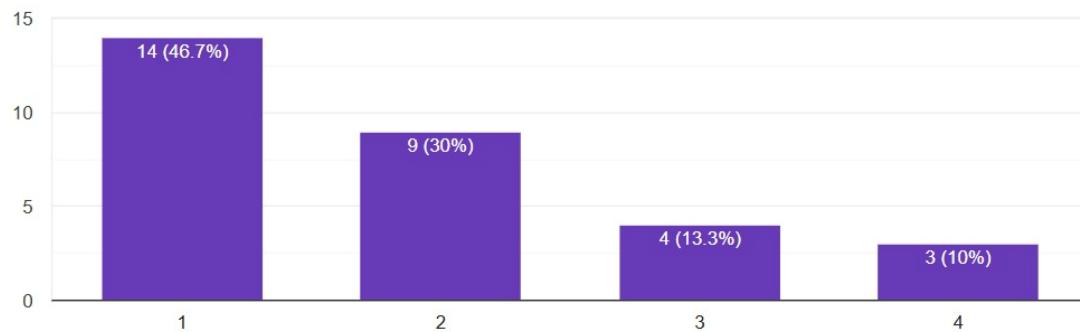
## How important is real-time bus tracking to you? (Rate the value from 1 - 4 in scale)

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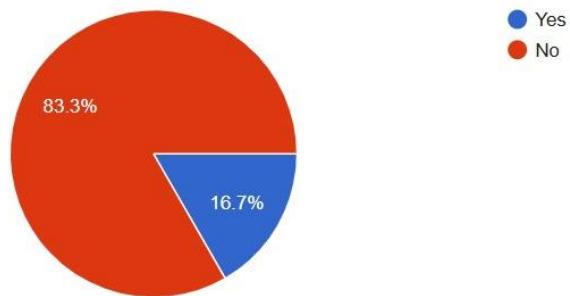
30 responses

Have you used an online bus booking platform before?

Copy chart

30 responses

- Yes
- No

83.3%

16.7%
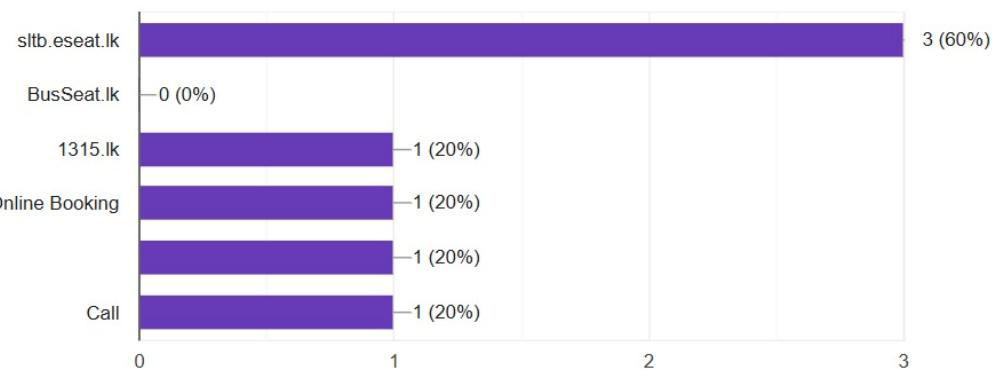
Current Bus Booking Experience

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

⧉ Copy chart

5 responses

Platform	Count
sltb.eseat.lk	3 (60%)
BusSeat.lk	0 (0%)
1315.lk	1 (20%)
SLTB Online Booking	1 (20%)
	1 (20%)
Call	1 (20%)
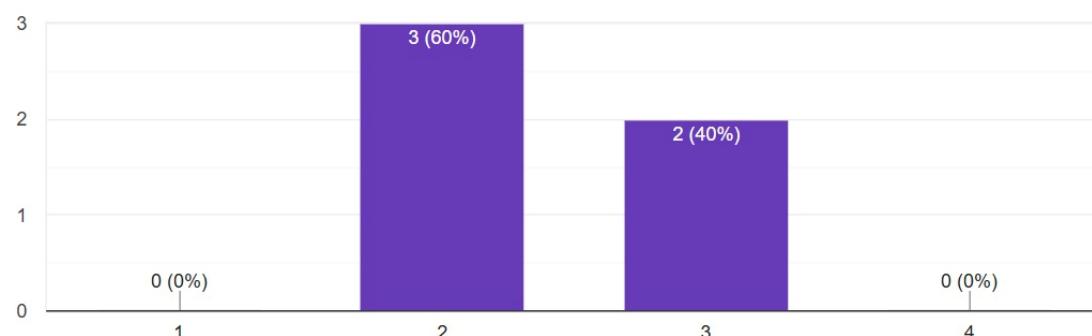
How satisfied are you with the current bus booking systems?

⧉ Copy chart

5 responses

Rating	Count
1	0 (0%)
2	3 (60%)
3	2 (40%)
4	0 (0%)
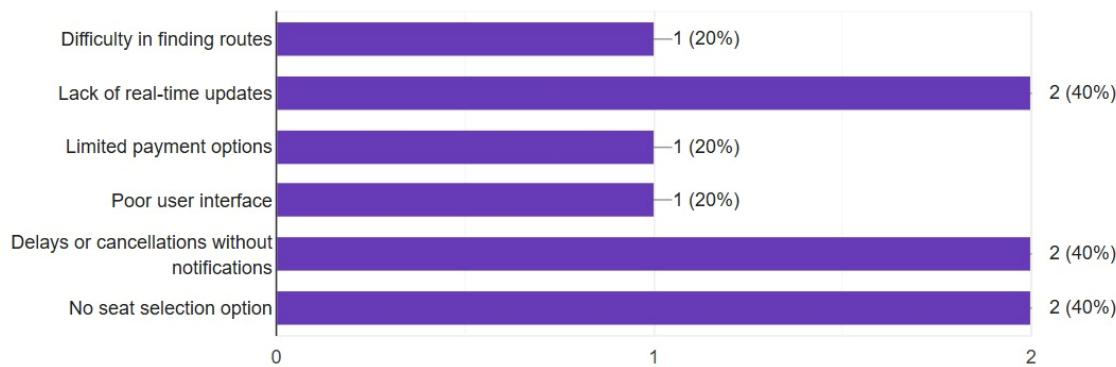
What challenges have you faced while using existing bus booking apps? (Select all that apply) [⧉] Copy chart

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%)
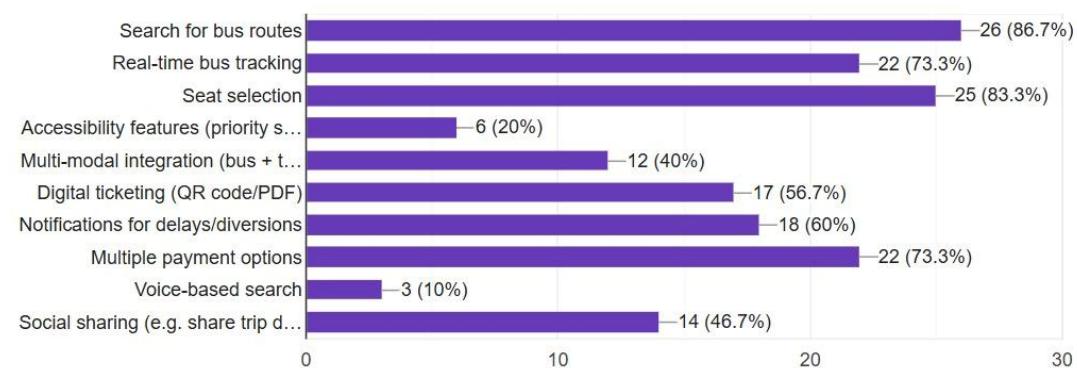
Desired Features in a New App

What features do you expect in a bus booking app? (Select all that apply) [⧉] Copy chart

30 responses

Search for bus routes	26 (86.7%)
Real-time bus tracking	22 (73.3%)
Seat selection	25 (83.3%)
Accessibility features (priority s…	6 (20%)
Multi-modal integration (bus + t…	12 (40%)
Digital ticketing (QR code/PDF)	17 (56.7%)
Notifications for delays/diversions	18 (60%)
Multiple payment options	22 (73.3%)
Voice-based search	3 (10%)
Social sharing (e.g. share trip d…	14 (46.7%)
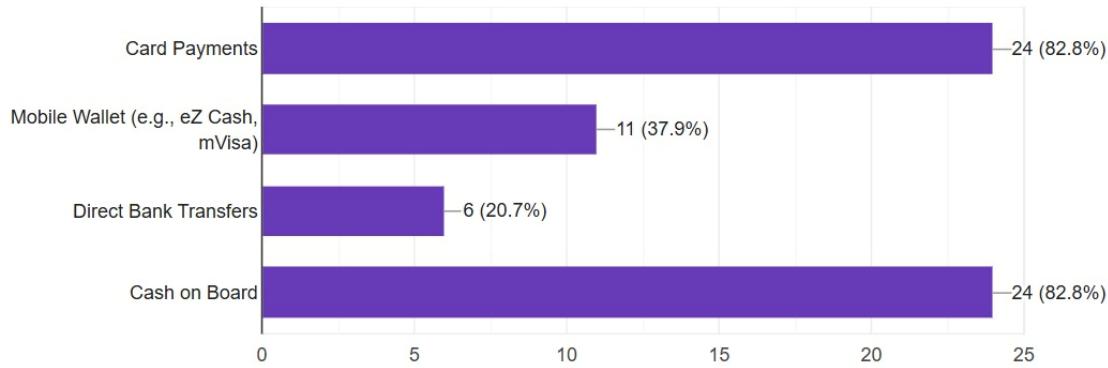
Which payment methods do you prefer for bus bookings?

29 responses

Payment Method	Count
Card Payments	24 (82.8%)
Mobile Wallet (e.g., eZ Cash, mVisa)	11 (37.9%)
Direct Bank Transfers	6 (20.7%)
Cash on Board	24 (82.8%)

Copy chart

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

29 responses

Copy chart

- Very Likely — 55.2%
- Likely — 27.6%
- Neutral — 13.8%
- Unlikely
- Very Unlikely