

Summary of Process

For this project, we will identify three elements of the Design Process that are highly applicable in helping us understand the task requirements.

1. **Discovery:** Through a survey, we have determined which information details are most relevant and useful for bus passengers during peak hour, and thus we will ensure that the BusyBus app should display these informations promptly. The information discovered were:
 - 'Nearest bus stop location'
 - 'Waiting time for bus service to arrive'
 - 'Bus service numbers at a bus stop location'
 - 'Routes of the bus services'
2. **Strategy:** Considering the various market competition, we have decided that focusing on accuracy and peak-hour features are feasible strategies to help us differentiate BusyBus from our competitions. As BusyBus is in partnership with the local transit authority, we believe that the accuracy of the app can be fine-tuned and achieved easily using their data. Peak-hour features such as showing user crowd levels of an arriving bus can also be considered.
3. **Visual Design:** In building the minimum viable product, we have closely modelled our app based on Citymapper's big map images and interactivity. In the future, we will definitely consider a redesign of the app to give our BusyBus app a strong brand and unique impression.