User Survey Link

https://qtrial2018q2az1.az1.qualtrics.com/jfe/form/SV_8cgV23ZklFycNNP

Summary:

The following summary is based on 69 international respondents, 38 of which are male, 26 are female, and 5 preferred not to say. Survey participants are obtained via Reddit and personal network. A significant percentage of 78.26% respondents are between ages 18 to 34.

A proportion of respondents (20.8%, 26 out of 69) cited bus as their primary means of travelling around their city, which shows that this survey can obtain information from the right demographic. The survey uses a series of skip and display logic to pose relevant questions to this group of people — whereas the other group that cited train, taxi (including ride-hailing and ride-sharing options), walking, private car or bike, and bicycle, were shown different sets of questions that attempts to find out their reasons for not using buses as much.

Ultimately, this survey aims to determine what type of information is most relevant and useful for bus passengers during peak hour, so as to determine what data our BusyBus app should display for them.

Unsurprisingly, when asked to rank the types of information according to their importance, '**Nearest bus stop location'** and **'Waiting time for bus service to arrive'** ranked two of the highest, shortly followed by **'Time required to reach destination'**. These are indeed important informations in general, and not simply during peak hour. Using the same set of answers, another question posed to users asked for which information should be readily available to them upon opening the app, and surprisingly, users also rate **'Routes of the bus services'** and **'Bus service numbers at a bus stop location'** as being very important. We will continue to assess the possibility of including other informations, however these high-ranked information will be our priorities and would be displayed prominently for quick access.

Surprisingly, peak-hour relevant informations, such as **'Crowd level at a bus stop'**

and **‘Crowd level in a bus’** did not return any significant ranking among the respondents.

When asked for their tool of choice for way-finding during peak hour and non-peak hour, there was a slight increase of percentage of users (from 70.0% to 80.0%) who think that using a mobile app is the easiest way of retrieving information, as compared to scanning a public facing information at the bus stop, using the transit authority website, asking the bus captain, or reading a bus service brochure. This further confirms that our solution for solving the peak hour bus mayhem is appropriate for the demographic that we are targeting.

30 respondents were asked a question of whether they would use a mobile app to find information about the public bus service. A 63.33% majority of users said **‘Yes’**, while 26.67% said ‘**Maybe’** and 10.00% said **‘No’**.

Users who said **‘Yes’** preferred a mobile app due to its ease of access to information, as well as its extended functionality — such as finding alternative routes to arrive at their destination. Users who said **‘No’** were very unanimous in expressing that they do not want to install another app (cluttering). Some others expressed that such apps were often inaccurate, unreliable, doesn’t show relevant information (such as route changes) and thus prefer to use other sources for information. We will try to mitigate the inaccuracies by relying on robust data provided by the transit authority and the bus captains during their journey, and we will need to conduct further, more in-depth studies to determine which data would be relevant for passengers. In terms of app-clutter, we do not have a solution for that as of now, however, in the short term, we strive to provide our initial users with benefits, and thus expand our base and attract more users to use our app.

Based on this survey, we have concluded the 5 most important and relevant data for users during peak hours, and we’ve also discovered some reasons why users would prefer (or not prefer) to use a mobile app.