

# Catching the bus

in the information age

# What do people dislike about catching the bus?

Not on time

Infrequent service

Services change without notice

Waiting

**How do we solve these  
problems?**

with information.

# How do people use information to improve their trips?

Timetables at the bus stop

Google maps from a desktop computer

Google maps from a smartphone

Real time data apps from a smartphone

# **Problem solved.**

...well, not quite all the problems...

**Imagine the following  
scenarios...**

no need to close your eyes.

# **You're a tourist who doesn't have a smartphone**

Brochure

Printed Google maps

Bus timetables at the bus stop

Ask for directions

# You're a tourist who doesn't have a smartphone

Information is static

What if your plans change?

What if the services change?

Highly dependent on other people



**Getting information  
at the bus stop**

intuitively.

**You're a Sydney resident who is commuting to a nearby train station**

Your memory

Google maps at home

If you have a smartphone

Google maps while walking to the bus stop

Real time data apps

**You're a Sydney resident who is commuting to a nearby train station**

What if your usual bus stop is not the quickest route?

Google maps or real time data apps

What if services change?

Real time data apps

What if the quickest route is to not use the bus?

**Finding the relevant information**  
quickly.

**You want to grab some food with  
some friends during your lunch  
break**

Search for a place  
then use Google maps to find a route

use a real time data app to check if the bus is  
coming

or just walk

**You want to grab some food with  
some friends during your lunch  
break**

Complicated and time intensive

What happens if your friends change their  
minds on where to go?

**Discovering choices**

effortlessly.

**Questions?**