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 eat with some friends during your lunch break

Search for a restaurant
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 eat 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?