

Concept description

Alive & Clickin'

What

Our vision is that the companies involved in public transport should receive more information about what's happening in the traffic. We will provide travelers with a tool that makes it easy to report both the positive and negative things that occur in everyday public transport, and enable them to see what others have reported.

We will create an Android application for reporting. It will automatically detect which bus a user is on when creating a report, and connects the report to that bus.

Why

For Västtrafik, information about the travelers' opinions is a growing concern going forward. Our application aims to solve this issue by providing the companies responsible for the public transit system with relevant, up-to-date information directly from the travelers. Since these are the ones closest to the information, it makes sense to simply let them report it.

Public transport should be all about traveling together. We believe that people are more inclined to provide relevant and constructive information if they feel that they are helping each other, rather than if they are reporting directly to a service provider.

The information gathered can be used by the companies to find out what their customers are both happy and unhappy about, and to develop public transport in the best possible direction.