

BusIQ Video Demo Script — 3-Minute Walkthrough

Target: Dublin Bus Innovation Challenge judges

Duration: 3:00 max

Tone: Confident, data-driven, no filler

00:00–00:20 — THE HOOK (20 sec)

[Screen: Live BusIQ map with 1,300+ moving buses]

"Right now, at this exact moment, Dublin Bus has a problem it can't see. Half its fleet is off schedule. 125 buses have gone dark — passengers are waiting for services that will never arrive. 230 pairs of buses are bunched together on 75 routes.

This isn't a simulation. This is live. And BusIQ sees all of it."

Action: Show the PulseRing counter ticking up in real-time.

00:20–00:50 — THE MAP (30 sec)

[Screen: Map zoomed to Dublin centre, buses colour-coded by delay]

"BusIQ ingests live GTFS-RT data from every bus in Dublin — Dublin Bus, Go-Ahead, Bus Éireann — 1,300+ vehicles across 268 routes. Every 15 seconds.

Green means on-time. Yellow is a few minutes late. Red is severely delayed. You can already see the pattern — the red clusters on routes 40, 190, 64."

Action:

1. Show delay colouring on map
 2. Click a red bus → VehicleInfoCard pops up with delay details
 3. Zoom to a bunched cluster
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00:50–01:30 — THE INTELLIGENCE (40 sec)

[Screen: Switch to Optimisation mode via PillarRail]

"But a map isn't enough. Dublin Bus already has maps. What they don't have is an intelligence layer that tells them what to DO about it."

Action: Click "Optimisation" on the PillarRail

"Watch what appears. BusIQ has detected 230 bunching pairs and automatically generated 20 interventions. Each one is specific."

Action: Open CommandConsole. Show intervention list.

"This one says: 'HOLD bus 2129 at Clonkeen Road for 180 seconds to restore 10-minute headway on Route E1.' It even estimates the passenger impact."

Action: Click an intervention → show details

"A controller doesn't need to calculate anything. One click to approve. BusIQ tracks whether it worked."

01:30–02:00 — THE NETWORK HEALTH (30 sec)

[Screen: Network Health panel]

"For management, there's one number: the Network Health Score. Right now it's 69 out of 100 — Grade C. That's driven by three factors: on-time performance at 50%, headway regularity, and ghost bus prevalence."

Every intervention approved pulls this score up. Every ignored alert lets it decay. It creates accountability."

Action: Show the health score, then the GhostBusPanel

"These 125 ghost buses? Passengers are standing at stops right now waiting for them. BusIQ flags every one and recommends deploying standby vehicles."

02:00–02:30 — PASSENGERS AS SENSORS (30 sec)

[Screen: Switch to Collaboration mode]

"Here's the part that no one else is building. Passengers become part of the system. They report crowding — 'Bus 39A is packed, I can't board.'

Three 'FULL' reports on the same route? BusIQ auto-generates a SURGE intervention — deploy extra capacity. The passenger gets notified: 'Your report triggered an extra bus.'

That's not just a feature. That's trust."

Action: Show CrowdReportPanel → submit a report → show CommunityPulse feed

02:30–02:50 — SMART CITIES (20 sec)

[Screen: Switch to Smart Cities, show multimodal + journey planner]

"BusIQ doesn't stop at buses. It integrates Luas, DART, and Dublin Bikes for multimodal journey planning. Take the Luas to avoid that bunched 39A. We even show the carbon savings."

Action: Quick journey plan → show CarbonBadge

02:50–03:00 — THE CLOSE (10 sec)

[Screen: Back to full map view with all buses]

"BusIQ is live. It's processing real data. It works. We're asking Dublin Bus for access and time — not money. Six months to turn this prototype into a production operations tool for 159 million annual passengers."

Thank you."

RECORDING TIPS

1. Use **OBS Studio** (free) or Windows Game Bar (Win+G)

2. **Resolution:** 1920x1080, 30fps
3. **Browser:** Chrome fullscreen (F11) on localhost:3000
4. **Audio:** Record voiceover separately, overlay in editing
5. **Pre-warm:** Start the backend 5 min before recording so GTFS data loads
6. **Backup plan:** If live data is rate-limited, you can record in sections
7. **Export:** MP4, H.264, under 100MB for upload

KEY MOMENTS TO CAPTURE

- PulseRing with live count (1300+)
- VehicleInfoCard on a delayed bus
- CommandConsole with real interventions
- GhostBusPanel showing signal-lost buses
- BunchingAlertPanel with severity badges
- CrowdReportPanel submitting a report
- Journey planner with multimodal result
- CarbonBadge showing savings
- Network Health Score (69/100, Grade C)