DECO2014
Assessment 1
Service analysis
anle7077



Painpoints

Major

Use Opal or Tripview to check bus times

There are a lot of issues with the both the Opal and Tripview apps informing the customer that there's bus coming soon but doesn't show up leaving the them to wait for the next bus.

Wait for bus

Customers who regularly catch a certain bus route notice that their bus is usually late or even arrive too early despite timetable information.

Moderate

Enjoy the ride

Some drivers are noted by passengers to be driving inconsiderately by accelerating too quickly and breaking too harshly. The lack of consideration also applies to other customers who don't move down the bus as it's filling up with standing passengers. Driver swaps can occur halfway through a route and keep passengers waiting for a few minutes.

Minor

Go to bus stop

Short notice changes can frustrate customers if they are not informed properly, leaving them to wait for a bus that is scheduled to pickup at another stop

Hail driver to stop

Some routes do not have sufficient buses during peak hour which forces drivers to drive past customers due to their buses being too full

Use Opal machine to add money

Some major bus stops do not have access to an Opal machine

Use Opal app to add money

Adding funds to your card in this way is not instant and forces the user to wait a few minutes until the money is fully processed

Insights

The available apps source their information from open data provided by NSW transport and real-time data provided by the GPS signals from individual buses. If a bus does not have their GPS enabled they're unable to feed their position to the app. The app then defaults to the open data timetable information. "Ghost buses" occur when a bus is running either late or early and is not providing their location leaving customers to wait for a bus that is either arriving much later than indicated or has already passed.

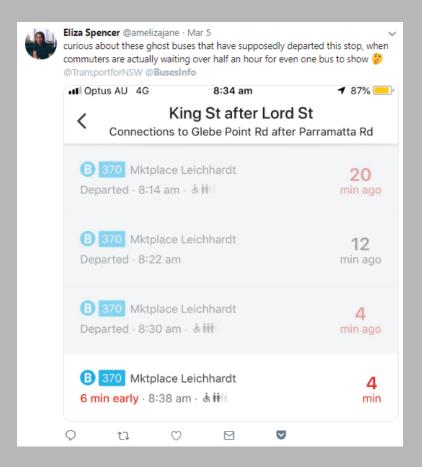
There are some buses that are notorious for being almost never on time. The 370 route running between Leichhardt to Coogee via Newtown received over 500 complaints in 2016. It's reputation has even prompted the creation of a Facebook page called "The Universe Would Cease to Exist if the 370 Bus Arrived on Time" that has over 1300 members.

The more frequent issues occur at the initial part of the journey where the customer is relying on information provided either by apps, the official website or physical timetables. Customers are most frustrated at lack of information or misinformation as to when their bus is arriving. Conversely, there are very few complaints online about bus drivers arriving at a customer's destination too slowly.

Customers are able to issue a complaint to Transport NSW by filling in an online form or less formally by posting in official pages on social media. Transport NSW have recently stopped taking complaints via phonelines.

Appendix

Online ethnography data





M_ar_k, 01/07/2017

Good app but real-time bus updates could be better

This is a great app but the real-time updates can be delayed for Sydney buses. Quite a few times of gotten to the bus stop 2-3 mins before the estimated arrival of the bus based on what is indicated on Trip View Lite only to find that it has been and gone. I've now learnt to get to the stop at least 5 mins beforehand. I have seen that this happens with the paid version of the app too. This may be a problem with GPS info being sent from the bus rather than a Trip View issue.



A Google user

* * * * * March 8, 2019



Pros: Quick to check services for trips you have configured. Dev highly responsive to data or route logic issues. Cons: sometimes realtime data quality is bad (buses not being where expected - *not* due to not all buses having realtime data) Poor for casual use - if you are near a number of bus stops that you *haven't* already configured trips for, and want to quickly check what buses are coming to each, you can't use this app. This last point only gets more and more annoying with time.



Alex Porter Why don't all your buses have real time data? Must be great to get paid & not be accountable!



Like Reply 5w



Online ethnography data



Cynthia

* * * * * February 27, 2019



0

This app would be great if it was accurate. It will tell me the bus is running 11 minutes late, when that time has passed the app will tell me the bus arrived 6 minutes ago even though it hasn't shown up. Meanwhile I would have been waiting at the stop well before the bus was actually due.



Rex Hatton Your bus timetable and trip planner do not work. The 348 to Joyton Ave was 6 minutes early and we missed it and the necessary connections. This is not the first time your time table is wrong.

Like Reply 10w



- PathToNetWorth 78 points · 5 days ago
- My first time in Sydney's buses I thought I was on holiday in Morocco.

Seriously... the way they accelerate and brake...

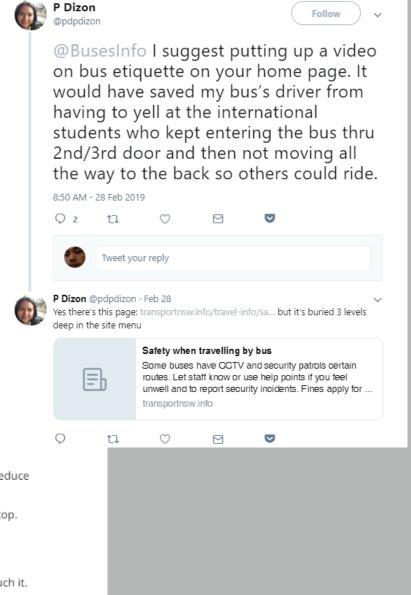
- Reply Give Award Share Report Save
- ↑ The7thNomad 35 points · 5 days ago · edited 5 days ago
- Buy a bus ticket, get a roller coaster ride!

I almost went face-to-glass Harry Potter style yesterday from the bus driver

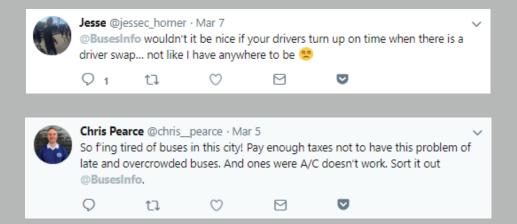
- Reply Give Award Share Report Save
- ♠ PathToNetWorth 33 points · 5 days ago
- Sometimes I see an add about injuries in public transportation and how we need to check our surroundings to reduce that.

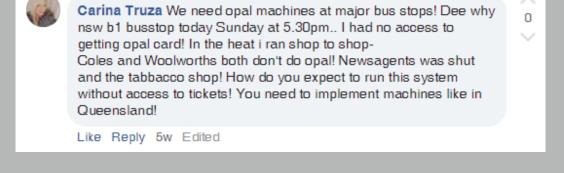
I'm pretty sure most of it comes from bus drivers trying to beat their personal 0 to 50 km/h record at each bus stop.

- Reply Give Award Share Report Save
- ♠ Jerri_man 6 points · 4 days ago
- I've also seen a number of elderly people almost thrown off the seat, as the driver accelerates just as they touch it.
 - Reply Give Award Share Report Save

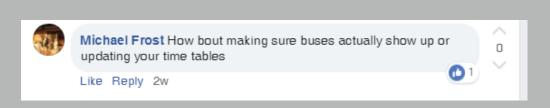


Online ethnography data

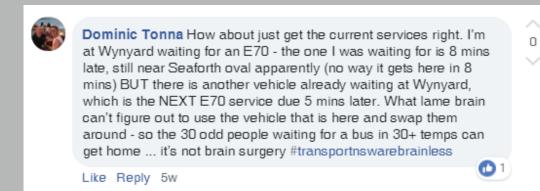


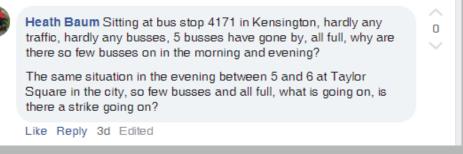




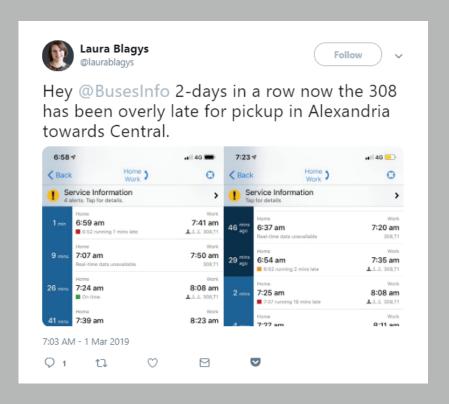




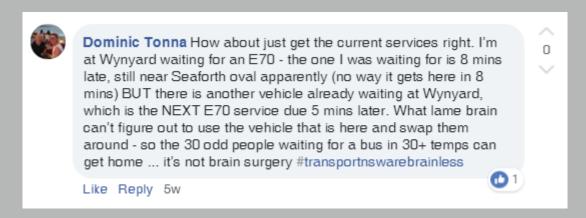




Online ethnography data



Reply Give Award Share Report Save



♣ gypsyinabigtown 15 points · 10 days ago
 ♣ I use buses every day. And I will have to use them until Light Rail finally comes to rescue.
 On any given day they can be 5 mins. early or 15 minutes late. The reason they are so unreliable is timetables are hard to estimate: when schools are closed, many stops have nobody so they can pass in 1 minutes what would take 4 minutes in normal times. A disabled passenger boarding may add extra 2 minutes to a stop time. Traffic can be much less or much more than what was estimated when setting timetables etc.
 The buses are positively the worst quality public transport solution possible in a congested major city (aside from riding pillion on a motorcycle Thailand style, I guess!).
 The only reason why we are addicted to them in Sydney is because they require little extra infrastructure spend which is pricey, and maximise labor spend which is very beneficial to some politicians (bus drivers vote, and their union is vocal and powerful).

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