

DECO2014

Assessment 1

Service analysis

anle7077

Sydney Buses



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 phonedlines.





Appendix

Online ethnography data

 **Eliza Spencer** @amelizajane · Mar 5
curious about these ghost buses that have supposedly departed this stop, when commuters are actually waiting over half an hour for even one bus to show 😞
@TransportforNSW @BusesInfo

Optus AU 4G 8:34 am 87% 🔋

King St after Lord St
Connections to Glebe Point Rd after Parramatta Rd

 370 Mktplace Leichhardt	20 min ago
Departed · 8:14 am · 🚶🚴🦽	
 370 Mktplace Leichhardt	12 min ago
Departed · 8:22 am	
 370 Mktplace Leichhardt	4 min ago
Departed · 8:30 am · 🚶🚴🦽	
 370 Mktplace Leichhardt	4 min
6 min early · 8:38 am · 🚶🚴🦽	

🗨️ ↺️ ❤️ ✉️ 🔖

★★★★★
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



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



P Dizon

@pdpdizon

Follow

@BusesInfo I suggest putting up a video on bus etiquette on your home page. It would have saved my bus's driver from having to yell at the international students who kept entering the bus thru 2nd/3rd door and then not moving all the way to the back so others could ride.

8:50 AM - 28 Feb 2019



2



Tweet your reply



P Dizon @pdpdizon · Feb 28

Yes there's this page: transportnsw.info/travel-info/sa... but it's buried 3 levels deep in the site menu



Safety when travelling by bus

Some buses have CCTV and security patrols certain routes. Let staff know or use help points if you feel unwell and to report security incidents. Fines apply for ... transportnsw.info



Online ethnography data



Jesse @jessec_horner · Mar 7

@BusesInfo wouldn't it be nice if your drivers turn up on time when there is a driver swap... not like I have anywhere to be 😞



Chris Pearce @chris_pearce · Mar 5

So f'ing tired of buses in this city! Pay enough taxes not to have this problem of late and overcrowded buses. And ones were A/C doesn't work. Sort it out @BusesInfo.



stuy maynard @stuymaynard · 4h

@BusesInfo so you didn't consider putting an informative sign at Stand Q on Clarence St today due to the closure for the Hills Buses to let your paying customers know the buses are on Kent st instead ??



Kelley Hill So all the buses are late and full/not stopping this week??!! 😞

Like Reply 4w



Heath Baum Sitting at bus stop 4171 in Kensington, hardly any traffic, hardly any busses, 5 busses have gone by, all full, why are there so few busses on in the morning and evening?

The same situation in the evening between 5 and 6 at Taylor Square in the city, so few busses and all full, what is going on, is there a strike going on?

Like Reply 3d Edited



Carina Truza We need opal machines at major bus stops! Dee why nsw b1 busstop today Sunday at 5.30pm.. I had no access to getting opal card! In the heat i ran shop to shop- Coles and Woolworths both don't do opal! Newsagents was shut and the tabbacco shop! How do you expect to run this system without access to tickets! You need to implement machines like in Queensland!

Like Reply 5w Edited



Michael Frost How bout making sure buses actually show up or updating your time tables

Like Reply 2w



Dominic Tonna How about just get the current services right. I'm at Wynyard waiting for an E70 - the one I was waiting for is 8 mins late, still near Seaforth oval apparently (no way it gets here in 8 mins) BUT there is another vehicle already waiting at Wynyard, which is the NEXT E70 service due 5 mins later. What lame brain can't figure out to use the vehicle that is here and swap them around - so the 30 odd people waiting for a bus in 30+ temps can get home ... it's not brain surgery #transportnswarebrainless

Like Reply 5w

Online ethnography data



Laura Blagys
@laurablagnys

Follow

Hey @BusesInfo 2-days in a row now the 308 has been overly late for pickup in Alexandria towards Central.

Home		Work	
1 min 6:59 am 6:52 running 7 mins late	7:41 am 308,T1	46 mins ago 6:37 am Real-time data unavailable	7:20 am 308,T1
9 mins 7:07 am Real-time data unavailable	7:50 am 308,T1	29 mins ago 6:54 am 6:52 running 2 mins late	7:35 am 308,T1
26 mins 7:24 am On time	8:08 am 308,T1	2 mins 7:25 am 7:07 running 18 mins late	8:08 am 308,T1
41 mins 7:39 am	8:23 am	7:27 am	8:11 am

7:03 AM - 1 Mar 2019



Dominic Tonna How about just get the current services right. I'm at Wynyard waiting for an E70 - the one I was waiting for is 8 mins late, still near Seaforth oval apparently (no way it gets here in 8 mins) BUT there is another vehicle already waiting at Wynyard, which is the NEXT E70 service due 5 mins later. What lame brain can't figure out to use the vehicle that is here and swap them around - so the 30 odd people waiting for a bus in 30+ temps can get home ... it's not brain surgery #transportnwarebrainless

Like Reply 5w



↑ **gypsinabigtown** 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).

Reply Give Award Share Report Save

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