

Cue Card – Bus Availability Reminder

Introduction

Previous studies of public transportation suggested that the uncertainty of the information usually caused worry, tension and frustration. Although there were several applications to provide users with information on transit service recently in Taiwan under the open data movement, few of them were designed based on passengers' perspectives.

This study therefore intends to explore the potential of information on transit ridership. Field study was conducted to understand the users' behaviors and performances, and a form prototype was accordingly developed for user testing and evaluation.

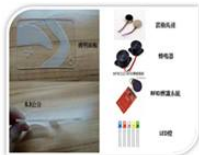
Methods



Field study



Online survey



Prototyping

We firstly conducted the field observation and study to collect users' behavior sequences. Secondly an online survey regarding users' information needs and attitudes was distributed. Based on the analysis, a form prototype was developed and tested by 57 users.

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Key functions & User Interface



- ① **Reminder**
can remind you just like alarm.
- ② **Seat availability**
can see whether the car have the seat.
- ③ **Stored value**
see the value on the card directly
- ④ **Mile calculator**
change the way to charge, just like ETC
- ⑤ **Stop cue**
use it when you want to get on/off the bus.
- ⑥ **Transit route**
search for the position of the bus stop, timetable, and the route.