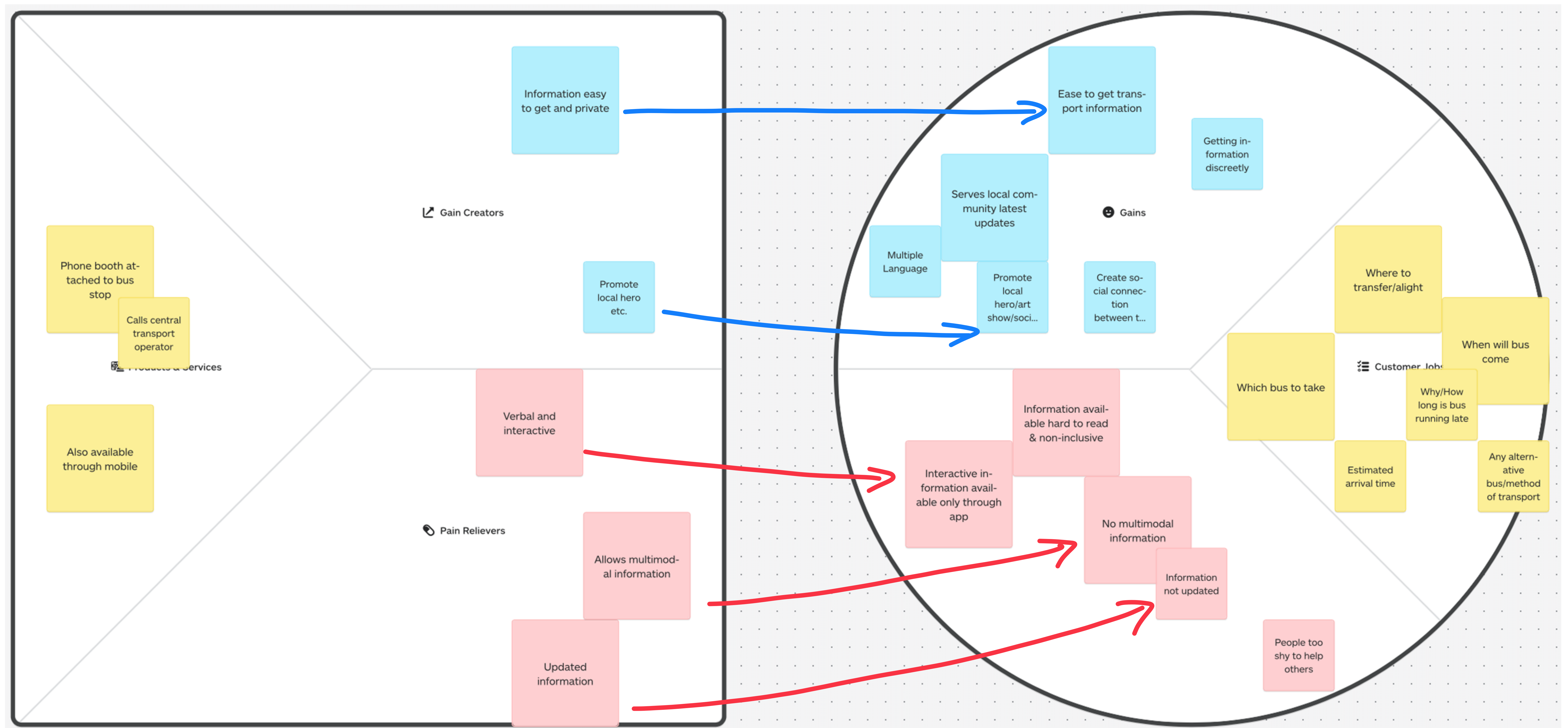# Live Travel Information

- **Accessing Info from Bus Stop**
- **Accessing Info from Home**
- **Accessing Info from Other Places**

Accessing Info from Bus Stop
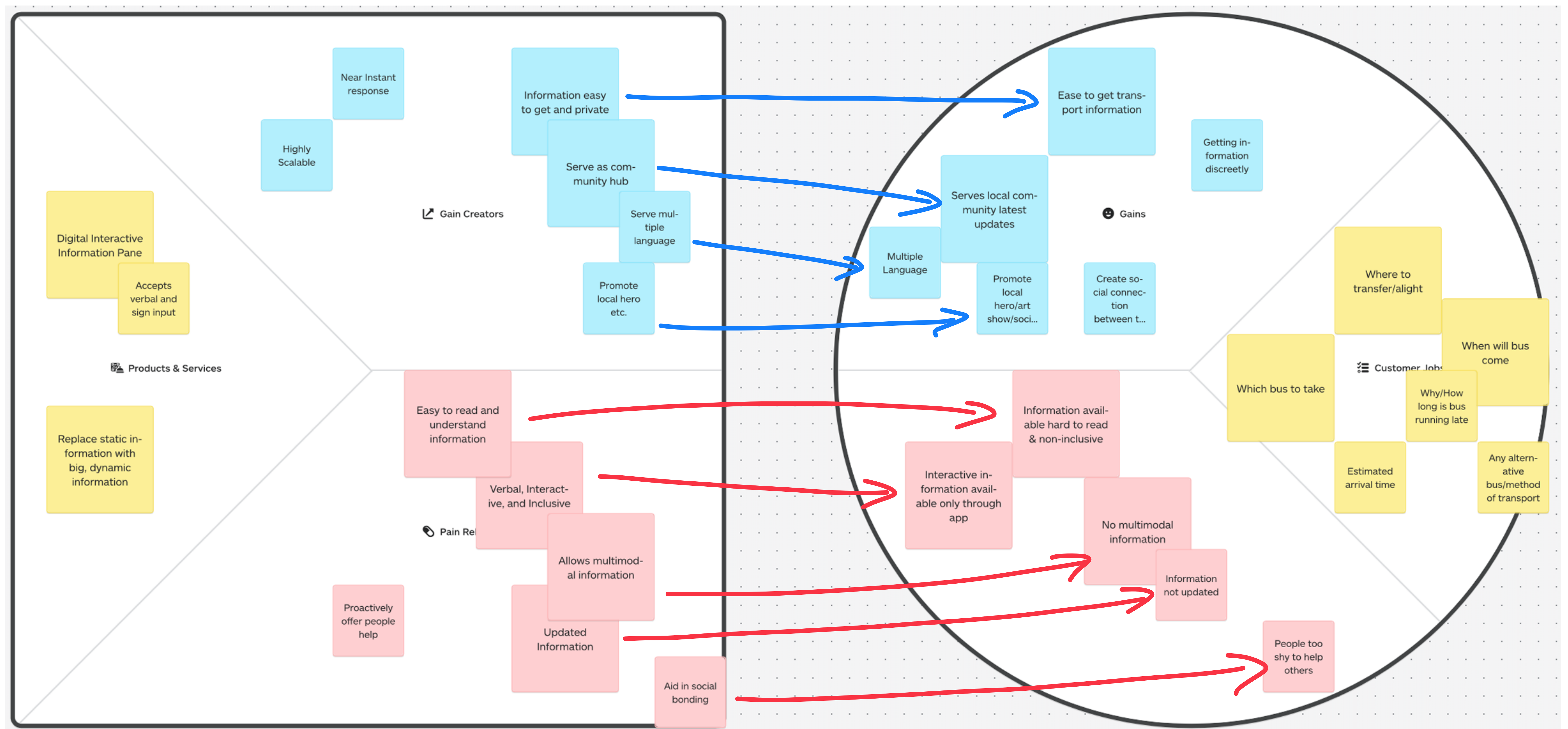
- Phone Booth
- Digital Pane

Phone Booth

Allows people to call phone operator to get travel information

Gain Creators

- Information easy to get and private

- Promote local hero etc.

Products & Services

- Phone booth attached to bus stop
- Calls central transport operator
- Also available through mobile

Pain Relievers

- Verbal and interactive
- Allows multimodal information
- Updated information

Gains

- Ease to get transport information
- Getting information discreetly
- Serves local community latest updates
- Multiple Language
- Promote local hero/art show/soci...
- Create social connection between t...

Customer Jobs

- Where to transfer/alight
- When will bus come
- Which bus to take
- Why/How long is bus running late
- Estimated arrival time
- Any alternative bus/method of transport

Pains

- Information available hard to read & non-inclusive
- Interactive information available only through app
- No multimodal information
- Information not updated
- People too shy to help others

Digital Pane

Allows people to interact with bus stop in an intuitive manner, get latest live travel information

Near Instant response

Highly Scalable

Information easy to get and private

Serve as community hub

Serve multiple language

↗ Gain Creators

Promote local hero etc.

Digital Interactive Information Pane

Accepts verbal and sign input

Replace static information with big, dynamic information

🖼️ Products & Services

Easy to read and understand information

Verbal, Interactive, and Inclusive

Allows multimodal information

🏷️ Pain Rel

Proactively offer people help

Updated Information

Aid in social bonding

Ease to get transport information

Getting information discreetly

Serves local community latest updates

Multiple Language

Promote local hero/art show/soci...

☺ Gains

Create social connection between t...

Information available hard to read & non-inclusive

Interactive information available only through app

No multimodal information

Information not updated

People too shy to help others

Where to transfer/alight

Which bus to take

☰ Customer Job

When will bus come

Why/How long is bus running late

Estimated arrival time
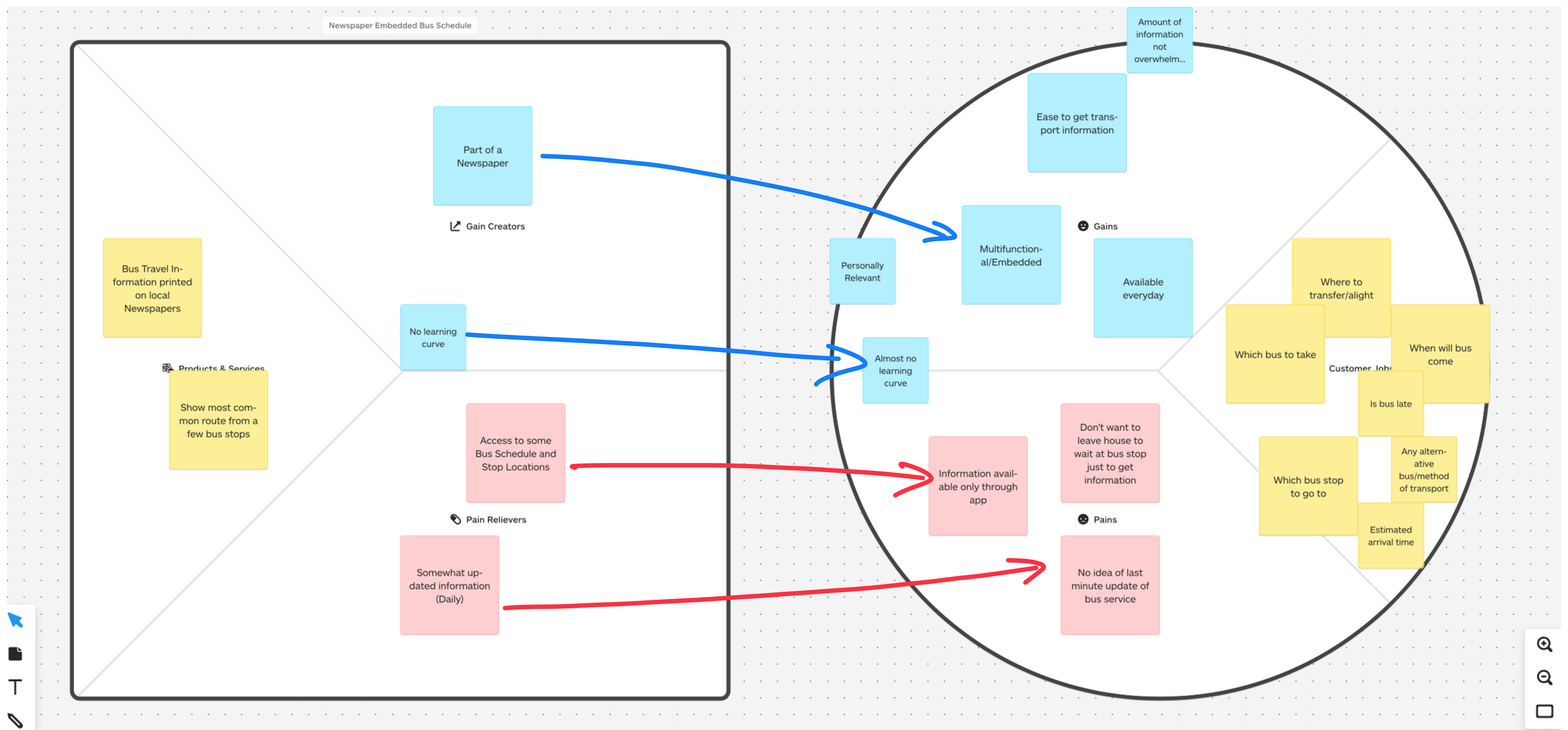
Any alternative bus/method of transport

Accessing Info from Home

- Newspaper
- Radio Channel
- TV Channel
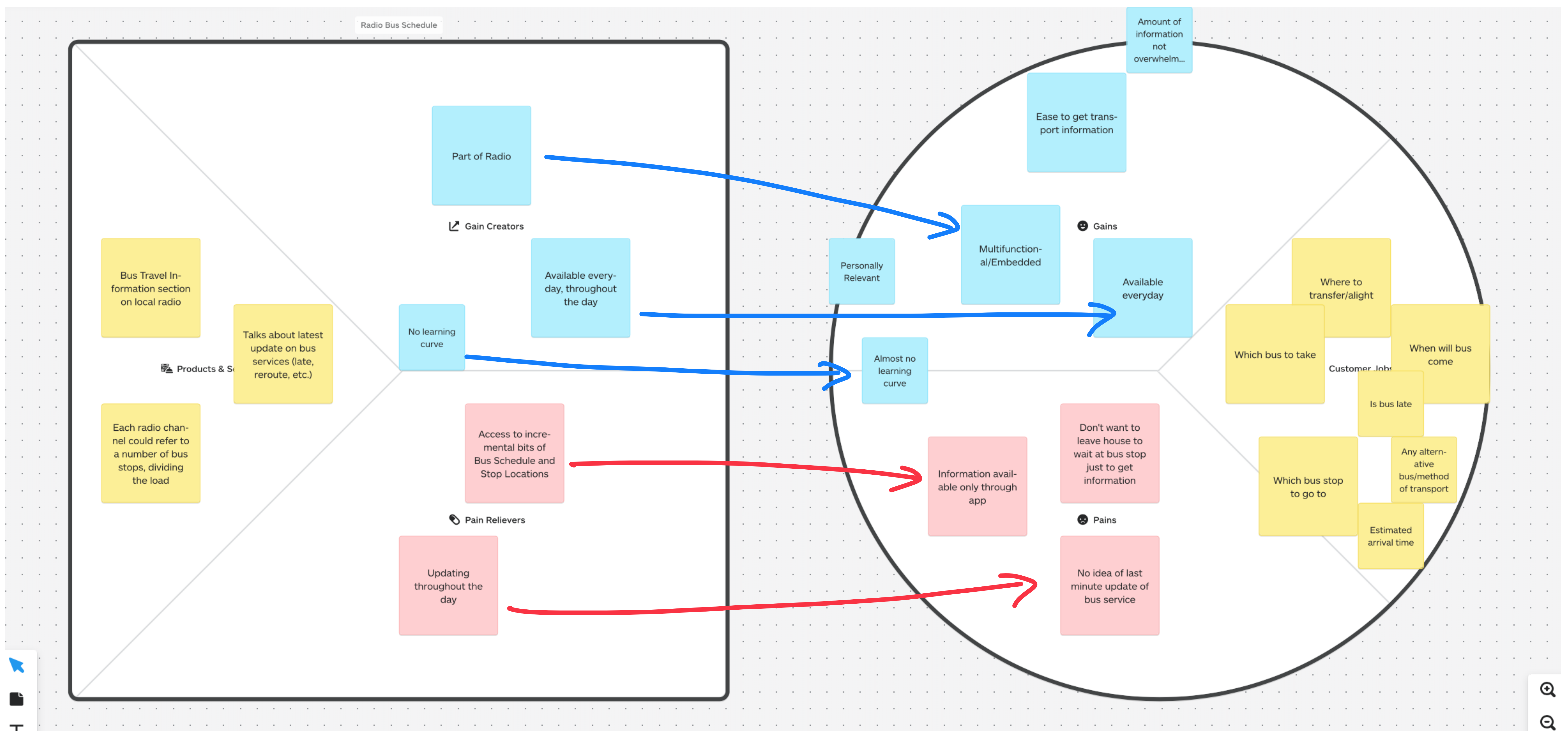- Smart Speaker
- Set-Top Box

Newspaper

Allows people read up regarding bus schedule and latest travel disruption through a dedicated section on local newspaper
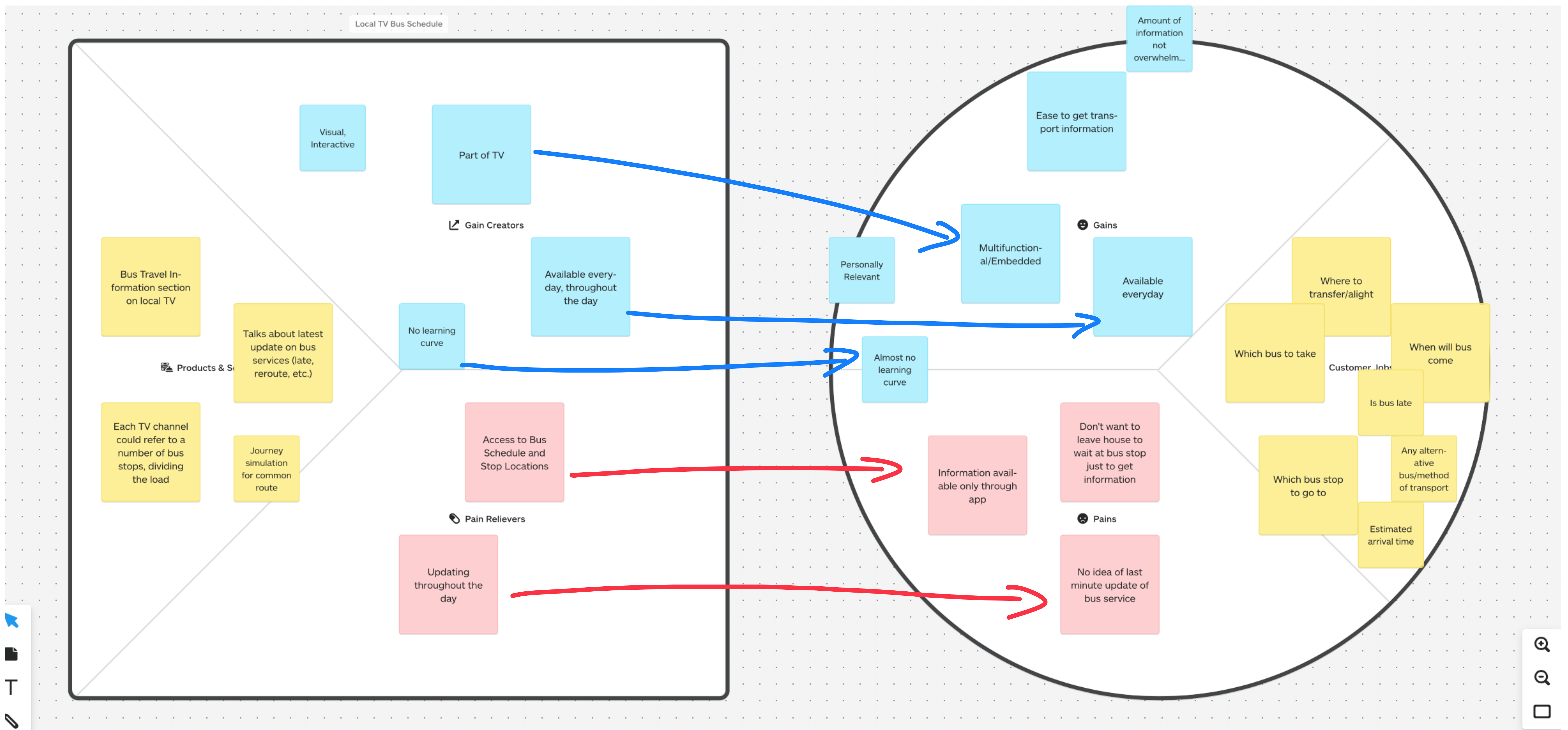
Radio Channel

Allows people to listen for
latest travel disruption

Radio Bus Schedule

Part of Radio

Gain Creators

Bus Travel Information section on local radio

Available every-day, throughout the day

Talks about latest update on bus services (late, reroute, etc.)

No learning curve

Products & S

Each radio channel could refer to a number of bus stops, dividing the load

Access to incremental bits of Bus Schedule and Stop Locations

Pain Relievers

Updating throughout the day

Amount of information not overwhelm...

Ease to get transport information

Gains

Personally Relevant

Multifunctional/Embedded

Available everyday

Almost no learning curve

Information available only through app

Don't want to leave house to wait at bus stop just to get information

Pains

No idea of last minute update of bus service

Where to transfer/alight

Which bus to take

Customer Jobs

When will bus come

Is bus late

Any alternative bus/method of transport
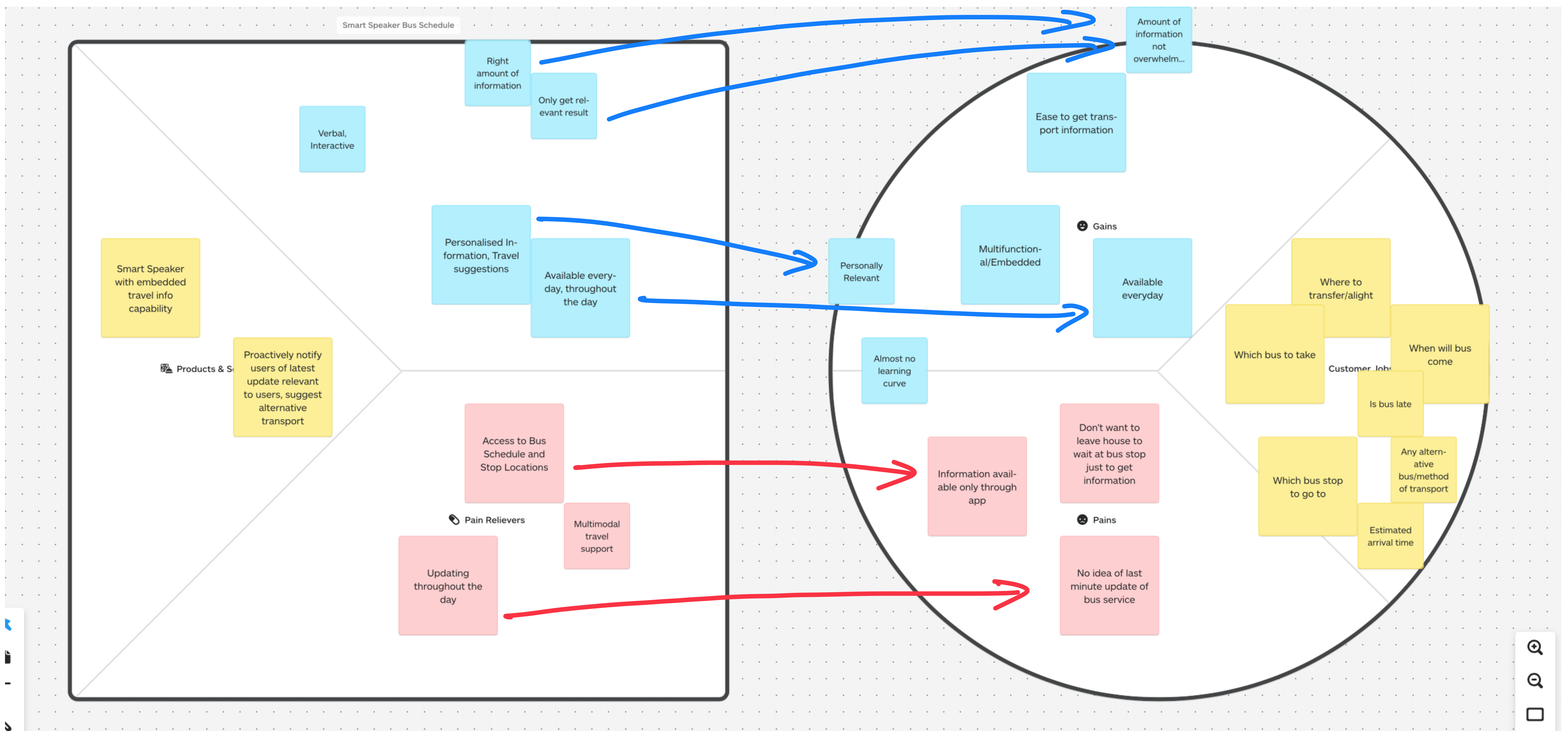
Which bus stop to go to

Estimated arrival time

TV Channel

Allows people to watch for bus arrival time and bus route simulation, as well as latest travel disruption for particular stops and route
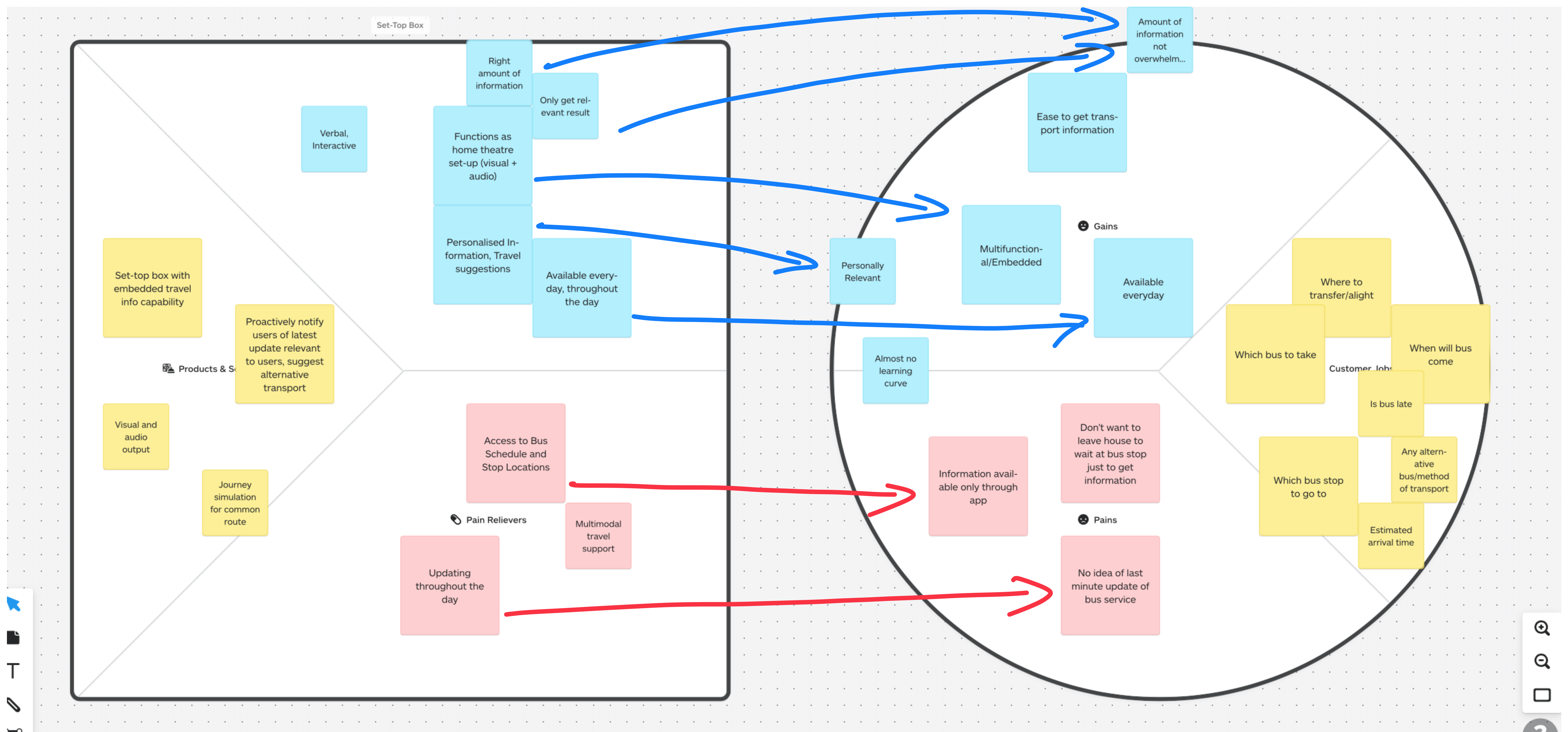
Smart Speaker

Allows people to interact verbally to get latest and personalised travel information

Set-Top Box

Allows people to interact verbally
while getting audio and visual answer
on latest and personalised travel
information

Set-Top Box

Right amount of information

Only get relevant result

Verbal, Interactive

Functions as home theatre set-up (visual + audio)

Personalised Information, Travel suggestions

Available everyday, throughout the day

Set-top box with embedded travel info capability

Proactively notify users of latest update relevant to users, suggest alternative transport

Products & S...

Visual and audio output

Journey simulation for common route

Access to Bus Schedule and Stop Locations

Pain Relievers

Multimodal travel support

Updating throughout the day

Amount of information not overwhelm...

Ease to get transport information

Gains

Multifunction-al/Embedded

Available everyday

Personally Relevant

Almost no learning curve

Information available only through app

Don't want to leave house to wait at bus stop just to get information

Pains

No idea of last minute update of bus service

Where to transfer/alight

Which bus to take

When will bus come

Customer Jobs

Is bus late

Which bus stop to go to

Any altern-ative bus/method of transport
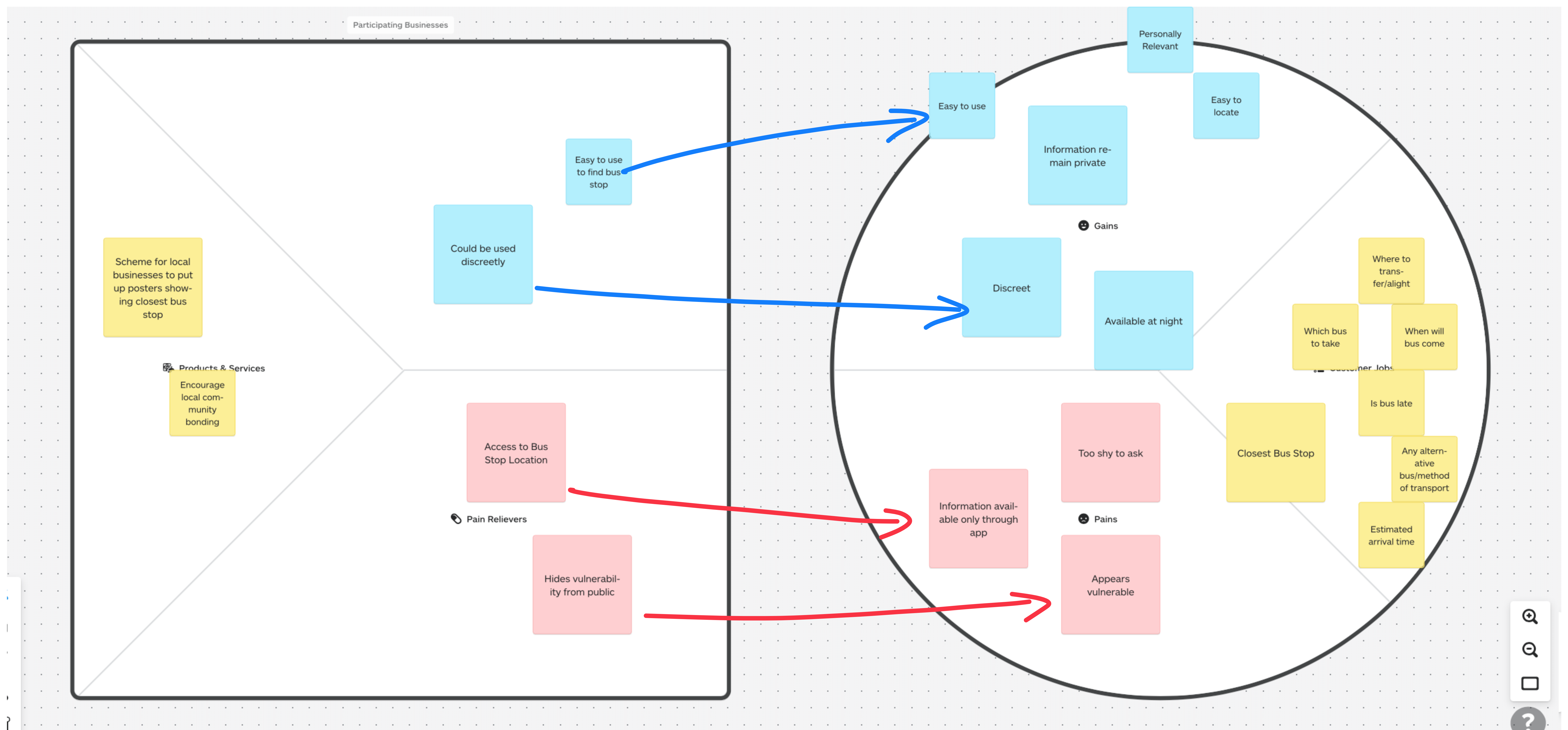
Estimated arrival time

Accessing Info from Other Places
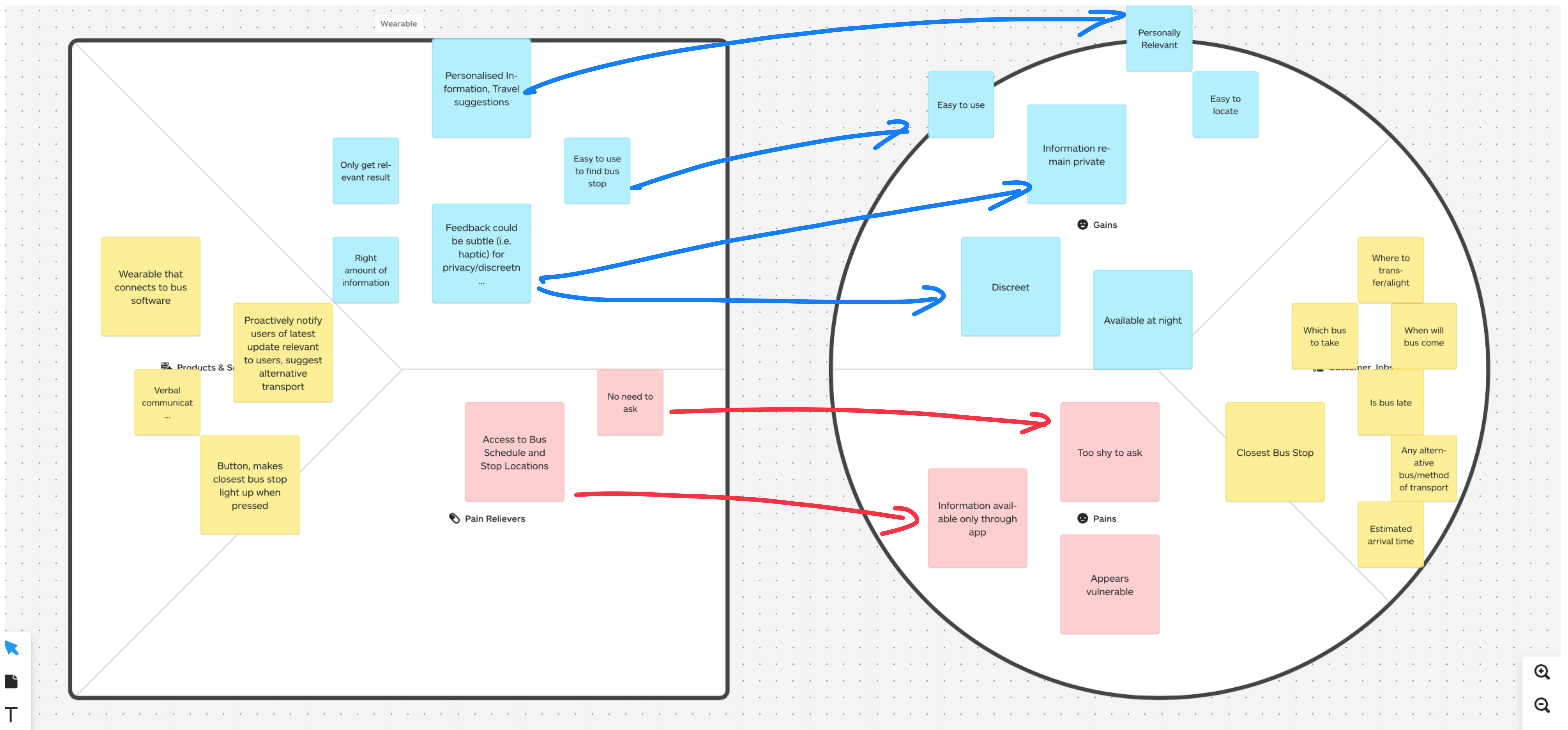
- Local Shop
- Wearables
- Digital Pane

Local Shop

Allows people get to closest bus stop through participating businesses. Includes bus departure time

Wearables

Allows people to find closest bus stop and access the assistant, wherever they are

Digital Pane

Allows people to interact with the interactive system from throughout the city. Includes locally relevant information.