

Smart Public Transportation Solution

Sending Public transport information to citizens.

Challenge

Our challenge was to create a intelligent public transportation system that would save commuters the hassle, discomfort and inconvenience of waiting at bus stops. Equally important, we needed to develop a solution that relied on data technology rather than SMS technology in order to ensure that the solution maximized usability and resources.

Solution

The solution is achieved by integrating a variety of technology solutions. QR Codes are installed at each Bus Station and each bus is equipped with GPS technology. Each of these QR code has a unique link to a webpage that provides specific information about a specified bus stop, bus arrivals and departures and the route as well as any disruptions in the line. By simply clicking on the QR code with a QR reader on their phone, users can easily create a catalogue of the bus stops they use that will link them to information on routes, expected arrival times, announcements as well as any disruptions in the line. Additionally, the user can configure the program to notify him 1, 2, 5 or 10 minutes before a bus reaches a specific bus station.



Results

Our solution offers citizens a service that is more time and cost effective and which spares commuters significant inconveniences.

A Graphic QR Code is printed and posted in Bus Stations, (sticker or transparent film over glass or partition of the Bus Stop). While waiting for a Bus, the citizens can read the QR code with their smart phone. By reading the QR code, the citizen launches an enquiry to the web services database and receives a Map with relevant bus lines as well as time-specific bus arrival information. QR codes can be saved, allowing the user to check this information indoors and on the go.

Target Markets

Cities, Public Transport Services and Companies



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