Travel Tag

The travel tag is a fresh solution to reduce bus loading times while improving accessibility and children's safety in a reliable way . We identified through observation that factor that slows down the bus journey the most is the long loading times.

We created a simple solution that utilizes magnetic harmonic alloy tags and pedestal sensors similar to security tags in shops to detect that a passenger has a travel tag which automatically is sensed and charges the users tfi account. Letting them to walk straight onto the bus without even having to take the tag out of their pocket or bag.

Partner app- Léim ar

Léim ar is the partner app to the travel tag. It allows parents to check when and where their child got on and off the bus.

TFI Léim ar

It also allows riders to alert drivers of any special assistance that they may require such as the use of a wheelchair ramp or extra time needed when dismounting the bus.

While only 11.1% of surveyed participants reported using public transport 48.1% of participants would use public transport if significant improvements were made.

We observed and averaged the loading time of passengers to be around 8.7 seconds per passenger . This number when accounted for all passengers can add up. Reducing the loading times would drastically shorten the time spent on the bus.

Bus drivers in an NTA security report noted that daily commuters who complain about time delays were a concern of theirs this would hopefully reduce the burden on them by reducing loading times and increasing bus speeds.

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Smarter Travel Student Awards