

D.A.S.H

(Digital Access for Swift Hop on)

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Our Objective

To improve the efficiency of our public bus service by reducing the time passengers wait to get on the bus

The Process Pt.1: Your Bus

Have you ever had the case when signaling down a bus, they drive right on by, or been stuck in the city with so many vehicles that the driver doesn't see your hand?

Not anymore! With our web-app, you can choose your bus at the stop before arrival.

The Process Pt.2: Your Fares

Have you seen people bumble around with paying their fares, causing delays?

Well, not anymore; with our new web-app, you can now pay for your fares ONLINE*

The Process Pt.3: Access

You may be wondering, how does someone access this wonderful service?

You will find a QR code on the timetable page available at most bus stops, or on the sign under the stop number. Scan it, and you'll be redirected to the app.

Pt.1: Bus Travel

Our investigation showed that 43% of DCU students and staff commute using the bus. The end-goal is to improve the user experience and increase that number.

If you look at the graph here →

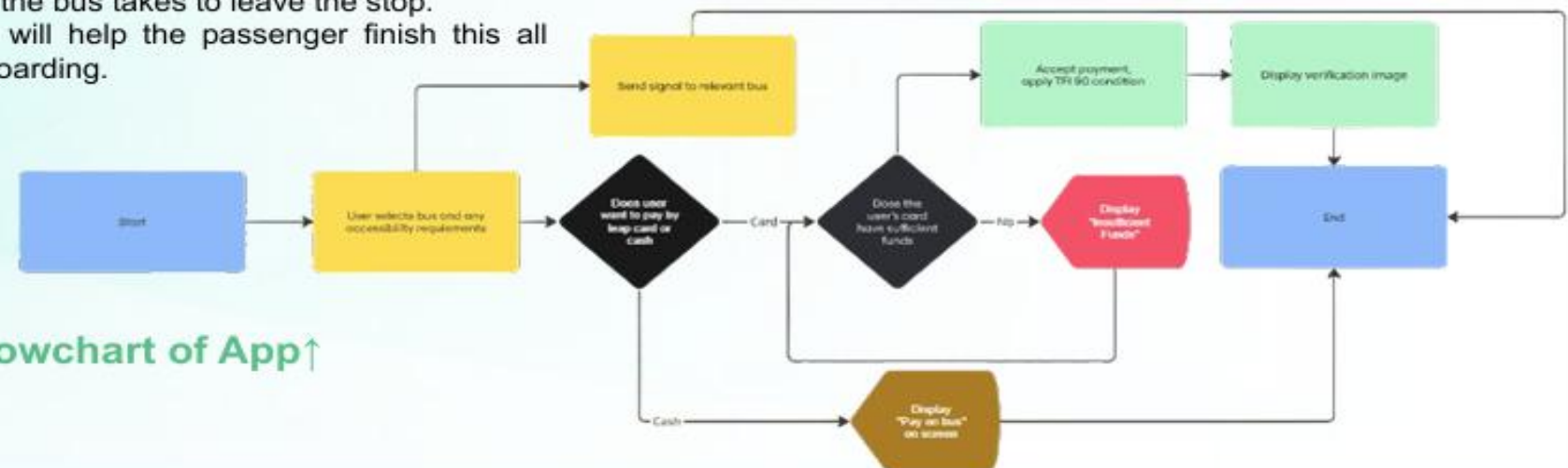
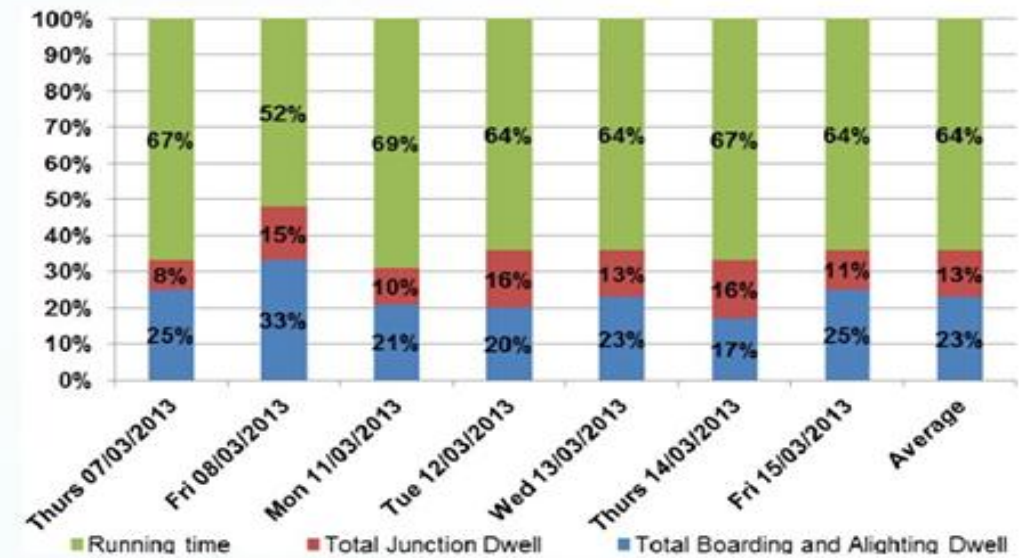
The average time spent by buses waiting for their passengers is on average 23%. This, across all lines, is a contributing factor to bus delays, to the point where ghost buses can occur.

Pt.2: Stop Times

Our research shows that per payment method, prepaid cards work the best;

- Cash → 10 seconds
- Leap → 10 seconds
- Prepaid → 7 seconds
- Free Travel Pass → 7 seconds

Keep in mind that this is the time taken once the passenger has entered the bus and still delays the time the bus takes to leave the stop. D.A.S.H will help the passenger finish this all before boarding.



↑Flowchart of App↑

* = The app will display an image to be shown to the driver or the inspector for proof of payment

