

GPS Tracking Public Transport To Make Sustainable Travel More Convenient

A Public Transport App That Allows Students to plan their route to their campus by seeing where their bus is in real time

The Problem

Students need sustainable solutions to be more appealing and reliable so they can make their commute more convenient and less frustrating as convenience wins over stability every time



"how might we make public transport more trusted and reliable"

Our User

"As a student I'm open to sustainable travel but it's so much more convenient to drive to college as buses and train timetables are too unreliable and I need to be on time for my busy college studies"

Our Solution

Live Bus Locations For Students

Now Students Can See Where exactly their Bus is in real Time



No More Uncertainty
No More Long Waits
Stress Free Commutes



How It Works



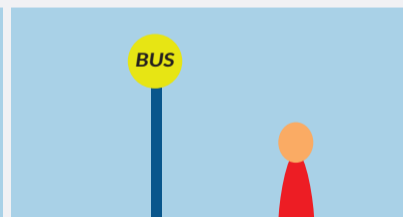
Each Bus Will Be Equipped with a Gps Tracker



Students can then see the bus when they are planning their route



Once they know what bus they are going to take they can see it in real time



Now Students can relax and know exactly when they need to leave

Resulting in a Stress-Free Commute

Benifets

Reducing carbon commissions
By encouraging students to use public transport we are reducing private car use which reduces the number of students co2 commissions

Long term commuting behavior change
By encouraging students to use public transportation we can change their long-term commuting habits for when they finish college

Our Goal

Our Goal is to encourage Smarter and more sustainable travel to students, and this concept will hopefully make it easier and more transparent when they use public transport.



Smarter Travel
Student Awards

