

Increasing the Adoption of Public Transport

Manas Tungare, Mithilesh Kumar, Yoon Lee, Gyuhyun Kwon, Pardha Pyla

Problems

- Low use of public transport
- High use of personal vehicles
- Low sharing of personal vehicles

General concerns

- Pollution
- Global warming
- Traffic congestion, etc.

Survey Results

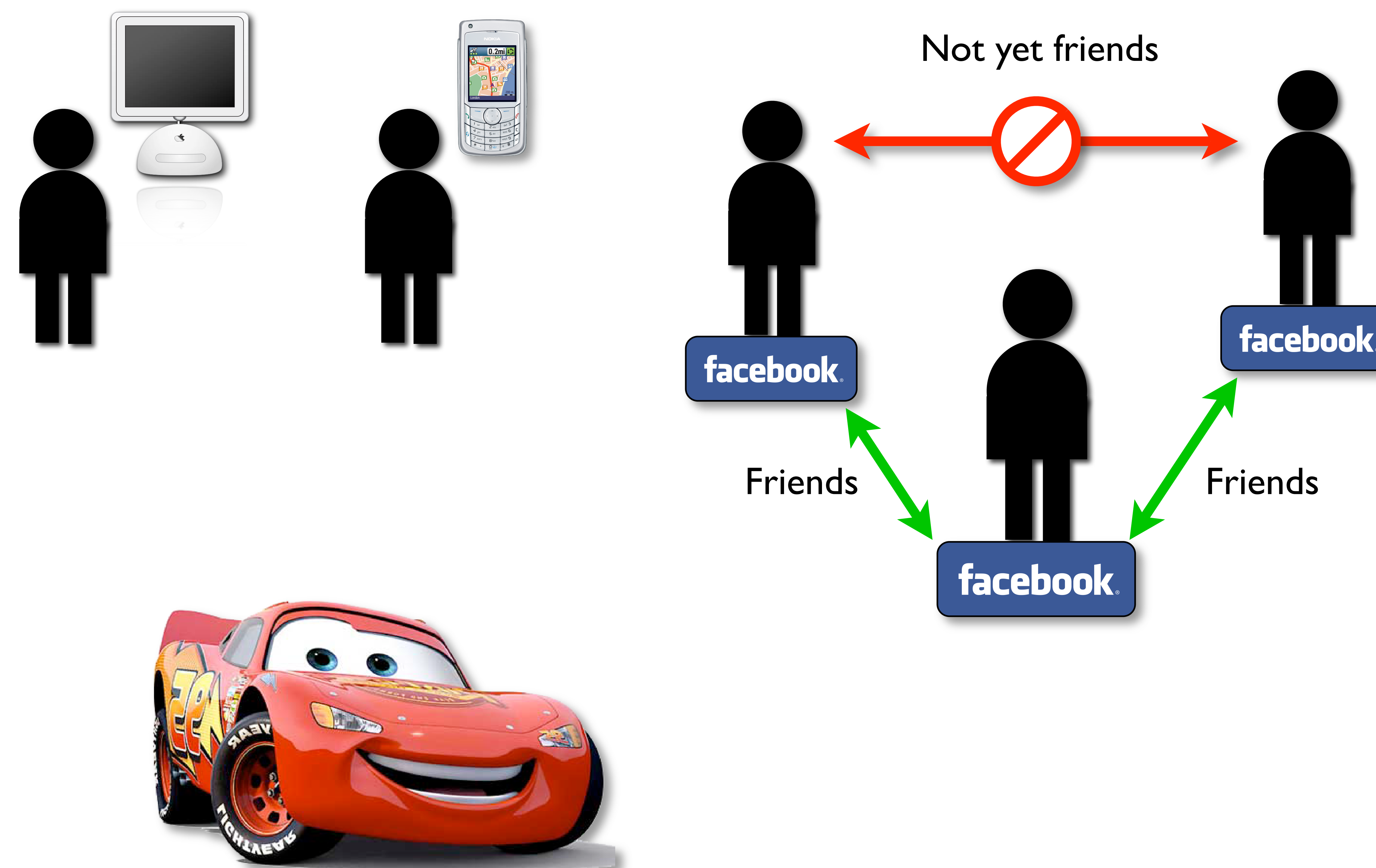
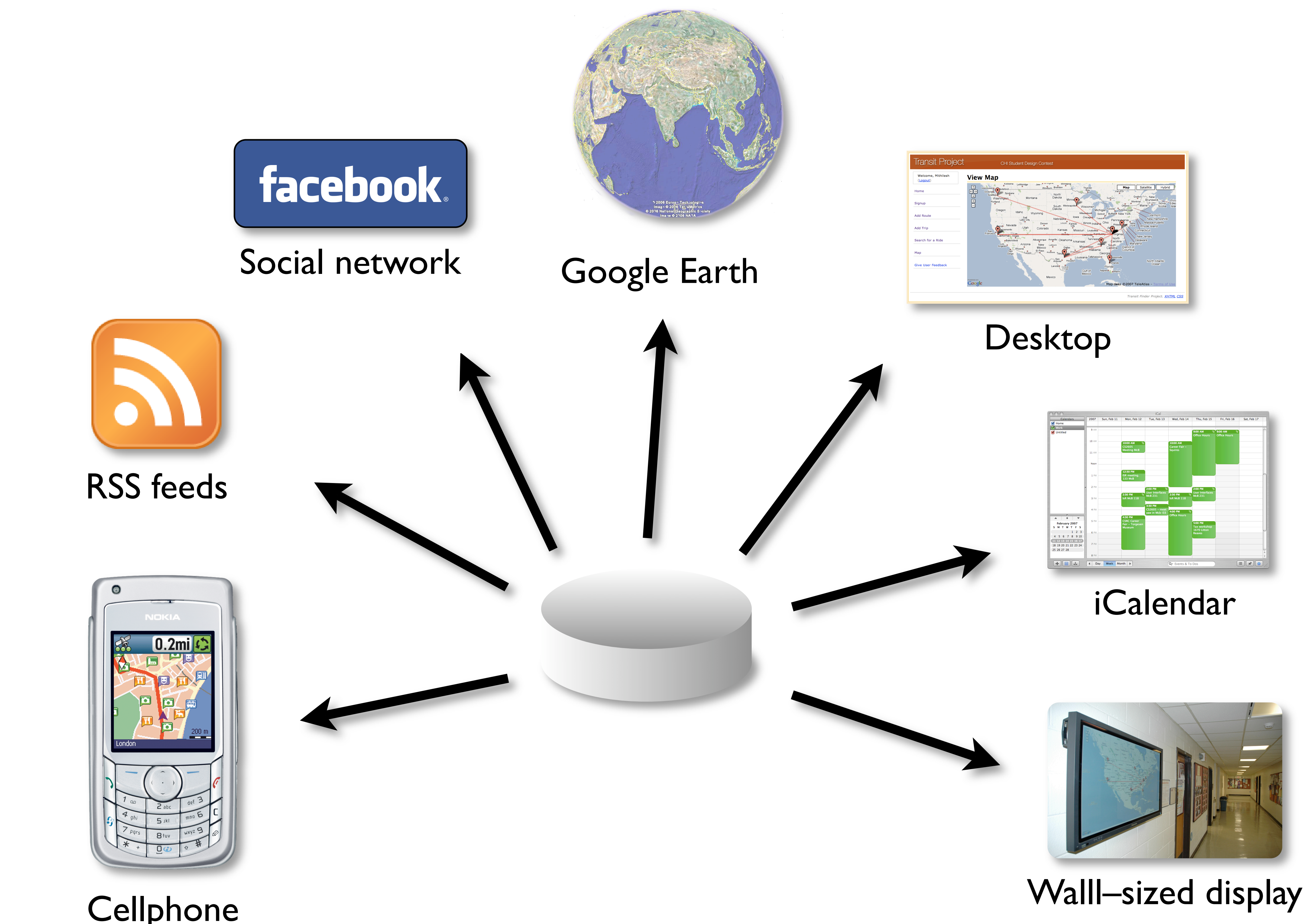
- 105 participants
- 82% own cars
- 70% age 19–26 years
- 54% driving for about 4–8 years

Travel Needs

- Commute to work or school
- Visit parents
- Visit their significant others
- Business

Factors that influence travel decisions

- Time of journey
- Punctuality of schedule
- Safety
- Parking
- Cost
- Comfort



Social networks

- Facebook
- VT community

Multiple interfaces

- Wherever, whenever
- Serendipitous discovery

Interfaces:

- Desktop, browser-based
- Notes in Facebook
- RSS feeds
- iCalendar feeds
- Google Earth overlay
- Desktop widgets
- Mobile phone web interface

Results from Focus Group

- Trust is the most important factor for sharing a ride
- Feedback about past journeys is important to build trust
- Social networks are useful for developing indirect, transitive trust relationships
- Users must specify travel preferences to avoid conflicts
- Women have more safety concerns than men
- Pollution and concern for the environment are important issues