TIME CREATES VALUES

Maximizing the value of waiting time of travelers

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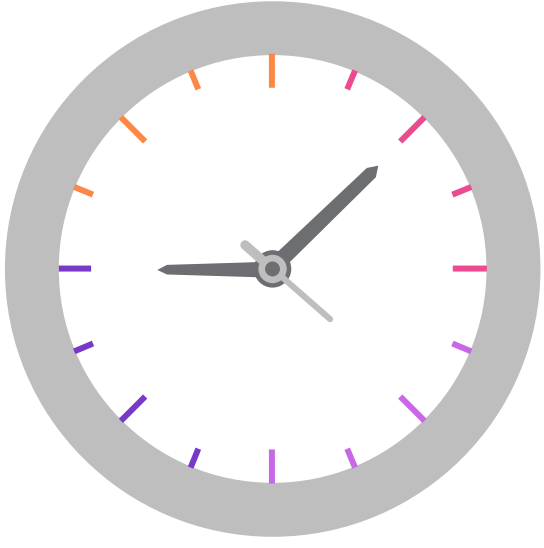
Problems Identification

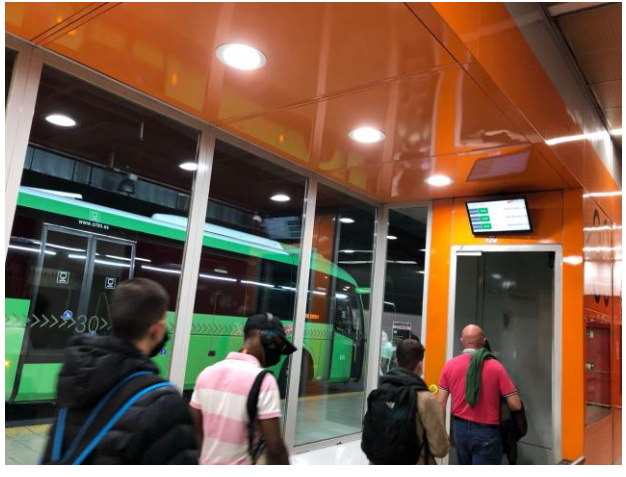
No information on bus waiting times

- In the shopping mall
- In the metro station
- In the train station



Crowding in the bus station

- Uncomfortable for users
- Reduce the level of service



Solution : Real-time information panel

Línea *Line*	Destino *Destination*	Próximas salidas *Next Departures*		Dársena *Bay*	Ocupacion *Crowding*
33	Casa de Campo	5	25	8	↑
495	Arroyomolinos - Moraleja de Enmedio	4	24	7	↑ ↑
511	Alcorcón x parque Lisboa	10	20	18	↑
513	Alcorcón X P.I. Urtinsa	13	23	26	↑
516	Arcorcón x URJC	1	11	19	↑ ↑ ↑
541	Villamanta - La Torre de Esteban Hambrán	9	29	21	↑ ↑
545	Cenicientos - Sotillo de la Adrada	3	33	20	↑ ↑ ↑
546	Rozas de Puerto Real - Casillas	25	55	20	↑
547	Villa del Prado - Almorox	13	43	21	↑
548	Aldea del Fresno - Calalberche	7	22	21	↑ ↑
551	San Martín de Valdeiglesias - El Tiemblo	6	16	22	↑ ↑
VAC-082	Fuensalida	34	94	23	↑ ↑ ↑

Qué hacer hasta mi bus
What to do until my bus

2'

2'

¡DATE UN CAPRICHO! TREAT YOURSELF!

Main Purposes

1st

Give information on waiting times which is lacking in many part of the building

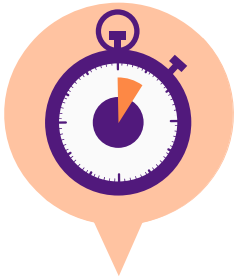
2nd

Reduce crowding in the bus station by giving crowding indicators

3rd

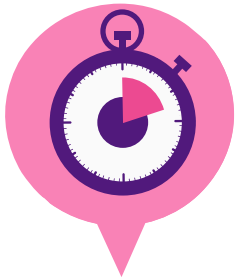
Use this saved time to suggest recreational activities to users
-> improve customers experience
-> increase shops benefits

Stakeholder Analysis



Travelers

- Keep posted with real-time information
- Better time management
- Better time experience

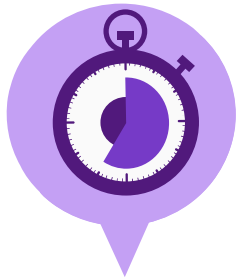


Shops

- More customers
- Longer dwell time

Bus companies

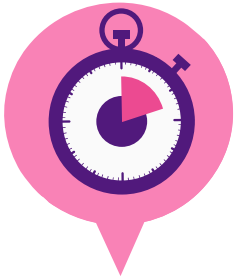
- Improve the customer satisfaction
- Upgrade the service quality



Príncipe Pío station

- Build the traveler-centered service system
- Improve the competitive advantages

Resources origins

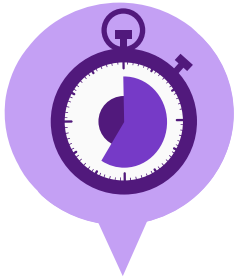


Activities suggestion

The shops pay for their advertising

Real time crowd information

Camera sensors in the bus station



Real time bus departure

Data from the bus companies

Visualization