A STUDY ON CONTENTS DEVELOPMENT OF BUS STOP KIOSK: BASED ON THE USER-DEPTH INTERVIEWS

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ABSTRACT - This study intends to analyze the user behaviors and requirements of bus stop kiosks in depth and utilize them as content guidelines for future public information kiosks.

Keywords: Usability, Kiosk, Contents.

1. INTRODUCTION

A kiosk in public place is an infrastructure that provides useful information to citizens on the basis of the installed position. Today, in the public places with the large flow population such as subway stations, train stations, bus stations, parks and attractions where information is required, a Kiosk is operating and in the growing trend. However, the number of users, compared to the growing number and kinds of kiosk with public information, is found to be not large. Therefore, we will investigate the direction of bus stop kiosk contents in order to activate kiosk

2. METHOD

This study was conducted in-depth interviews in order to see the user's behavior of kiosk of the bus stop in which the participants freely tried to use the touched-guidance bus terminal (BIT) that is installed on the Seoul city bus stop and to study participants via in-depth opinions. Interviews were conducted targeting for the 7 male and female college students of the 20s old comprised for 10 days, from July 7 to 17 June 2016. The interview contents were that the participants tried to talk freely of the information which they hopes to add to the digital Information kiosk contents of the bus stop, and the impressions after use, convenient or useful information.

3. RESULTS AND SUGGESTIONS

3.1. The useful information on kiosk of the bus stop

The information basically related with the bus such as bus route information and charge for bus card rather than the information on weather, tourist and life appeared to have high availability.

"Bus Route menu was almost perfect. It told such questions, with a simple touch several times, such as the bus arrives shortly after; the first train & last bus time; and the entire route of the bus." (JungOO,f,25)

"It was good and convenient that I am sure of the current bus stop via the bus routes; all buses passing the bus stop will arrive in a few minutes later; and the current location of the bus to identify where it is. In addition, it seems good that where each bus to go and in which stop bus to stand can be identified in detail." (JangOO,f,22)

"It is very difficult for the disabled to use public transportation. Especially in the case that a bus is not a ground bus, there are many buses usually start without knowing whether it is difficult for the disabled in a
wheelchair to board or he/she is a bus passenger will board or not. However, it seems to be very good content that if user can use the menu for board application, the information is transmitted to the bus for the use to be able to board without a discomfort to the disabled. Also it is useful for user to identify the check service for the transportation card balance. I commuted by bus since I entered high school, and I have ever heard of lack of balance when I was riding once in a month. This service seems to be of no inconvenience with no balance because it is possible to charge in time, as the teenagers who usually use the pre-paid card, compared to adults, should check the balance from time to time, which gives discomforts to them, but this service helps to solve such discomforts."

"The information, which is telling the geography of the place, was useful to the users who don't know of the neighboring area around the current location information such as restaurants, banks, cafes, hospitals and post offices. This geography information service, using a satellite map and street view, made for the user to find in a more convenient way." (KimOO,m,26)

3.2. Contents to be provided for a kiosk of the bus stop henceforth

There was a demand for entertainment contents that may trigger the users' interests.

"It is indicated that the page informing the bus arrival time needs not to be in the main because the bus arrival time in the right signage continuously being displayed in order for the time to be seen well. Rather in order for news, weather and waiting time to not be bored, it is thought to be better to set up a feature for a simple game."

"It seems to be better that a simple usage is given in the one page because it is difficult to learn a kiosk. Also it is more interesting that users can take a picture of themselves in the attracting background utilizing the characteristics of each region. For example, in the background of the kiosks located near the Lotte World, Lotte World background inserted the mascot character of Lotte World." (JungOO,f,25)

"I hope to add a theme for kids. For example, if the kids or the parents who want to board the TAYO-bus, and if the kiosk would provide the map of near areas whether the bus is coming to the area or the bus arrives a few minutes later or where they can board the bus, the kids feel interested in boarding the bus and the parents also feel useful." (JangOO,f,22)

"To put ad text or image 'Touch' on the screen which seems to be viewed as 'Now this machine is continuously working well'. It is liable to look as a wall because no function at all. In addition, It is thought to be better that the radio shall help those who are tired in the everyday life and waiting for the bus leading their home in order for them not to get bored. if I can burst out a laughter with the neighbors who are sitting in a chair with me, I may even feel happy and fun a little even though they are strangers." (ParkOO,f,23)

"Why don't you put the function call 112, emergency bell of the relief-return home service for women in the aspect of protecting crimes which grow day by day? " (KimOO,f,23)

4. CONCLUSION

This study is expected to propose the direction for a roadside-stop infrastructure plan of the world level, which everyone can use in a comfortable and enjoyable way that gratifies citizens' needs for public transportation services which are increasing day by day.

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