

公車動態資訊APP服務內容之研究-以雙北地區為例

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摘 要

隨著智慧型手機以及行動網路不斷持續的快速成長，公車動態資訊系統的樣貌、載體與應用也移轉至行動端，現行已有不少 App 結合都市地區即時交通資訊，提供旅運者即時資訊，產生時間、環保等效益。然而歷來研究多是聚焦在定位及資通訊技術的沿革、改良、評估與組合，鮮少探討公車動態資訊系統在跨足行動端後，公車動態資訊服務內容是否有所變動或調整，使用者對服務內容的需求與滿意狀況又為何。因此本研究採用「內容分析法」統計出雙北地區公車動態資訊 App 的服務內容提供狀況，另以「網路問卷調查法」瞭解使用者對公車動態資訊 App 的服務需求與滿意度並探討差異，共回收 435 份有效問卷。最後根據所得資料進行討論，提供未來公車動態資訊 App 發展參考之建議。本研究重要發現分述如下：(1)「站牌資訊查詢」類服務提供比例最高；「乘車規劃」類最低；(2) 必載服務為「位置節點簡圖」；(3) 服務設計的比重分配失當極有可能是政府部門公車動態資訊 App 長期以來使用率低、評價低的原因；(4) 可利用「清單顯示附近站牌查詢」、「站牌名稱輸入起訖點」的資源優先改善「其他大眾運輸運具查詢」服務。

關鍵詞：公車動態資訊、行動應用程式服務內容、使用者需求、使用者滿意度。

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A Study of Mobile Bus Real-time Information Application Services:A Case of Taipei and New Taipei City

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Abstract

With the smart phone and mobile network continues to grow rapidly, the bus real-time information system appearance, the carrier and application also moved to the mobile environment, there are many App existing urban area real-time traffic information, to provide travelers Instant information. It brings time, environmental and other benefits for user. However, the past research is focusing on the evolution, improvement, assessment and combination of AVL and ICTs. It has rarely been able to discuss whether the bus real-time information service content has changed or adjusted after moving to the mobile environment. And what situation the user's demand for services and satisfaction is. Therefore, this study uses the Content Analysis Method to calculate the service status of the bus real-time information App in the Taipei and new Taipei city, and the Internet Survey Questionnaire to understand the service needs and satisfaction of the users and explore the differences between needs and satisfaction. A total of 435 valid questionnaires were collected. Finally, based on the information obtained to discuss, to provide future bus real-time information App development recommendations. The main findings of this study are as follows: (1) the highest proportion of services provided by the "station information inquiry" category; the lowest proportion of services provided by the "ride planning" category"; (2) the required service is "location node diagram"; (3) the proportion of service unsuitable design is likely to be long-term use of low, low evaluation reasons of the government sector bus real-time information App; (4)The resource of "List of nearby stop sign inquiries" and the "Stop sign name to enter the starting point" will be used to improve the "other public transport service inquiry" service.

Keywords: Bus Real-time Information, Mobile Application Services, User Need, User Satisfaction

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