



## Chapter V

# Development of an Information Kiosk for a Large Transport Company: Lessons Learned

Pieter Blignaut, University of the Free State, South Africa

Iann Cruywagen, Interstate Bus Lines (Pty.) Ltd., Bloemfontein, South Africa

### EXECUTIVE SUMMARY

*An information kiosk system is a computer-based information system in a publicly accessible place. Such a system was developed for a large public transport company to provide African commuters with limited educational background with up-to-date information on schedules and ticket prices while also presenting general company information in a graphically attractive way. The challenges regarding liaison with passengers are highlighted and the use of a touchscreen kiosk to supplement current liaison media is justified. System architecture is motivated and special services offered by the system are discussed. Several lessons were learned regarding the implementation of such a system in general, as well as in this environment specifically. An online survey indicated that the system fulfils its role of providing useful information in an accessible medium to commuters in a reasonable time.*

## ORGANIZATIONAL BACKGROUND

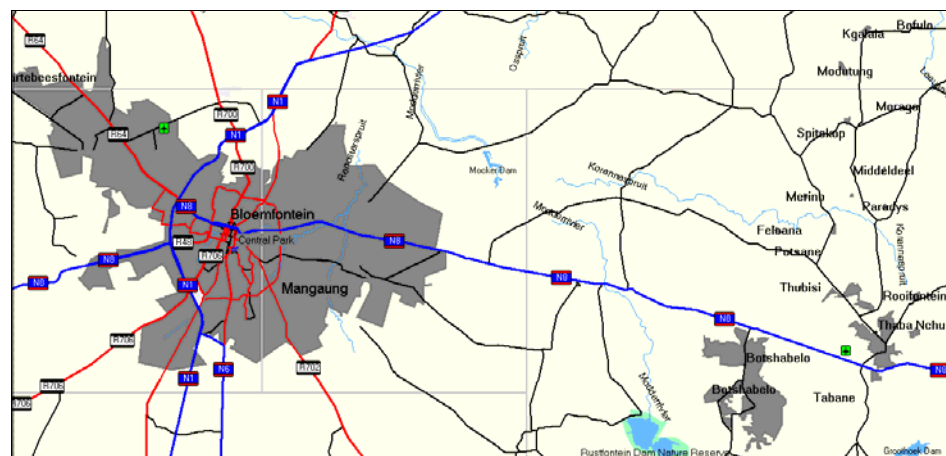
The transport of workers between their place of residence and workplace is a worldwide phenomenon, which has been given a unique twist in the Republic of South Africa due to the policy of Apartheid imposed by the previous government. This policy has given rise to cities such as Botshabelo in the central Free State, 47 kilometers from Bloemfontein, the industrial center of the region. Even though Apartheid has been abolished and citizens are free to stay where they choose, practical necessity dictates that Botshabelo, as a legacy of the Apartheid policy, will remain viable and populated for a long time to come.

The workers of the central Free State, settled far from their workplace and unable to afford private means of motorized transport, use public passenger transport. In the absence of commuter trains in this region, this need is addressed by 16-seater minibus taxis and buses.

### Interstate Bus Lines (Pty.) Ltd. as a Major Transporting Company

The public transport service provider in the central Free State, Interstate Bus Lines (Pty.) Ltd. (IBL), was founded in 1975 as Thaba 'Nchu Transport, and has since grown to a major company with 508 full-time employees. IBL operates a fleet of 62 train and 134 standard buses from the cities of Botshabelo, Thaba 'Nchu, and Mangaung to the terminal building at Central Park in Bloemfontein. A train bus pivots around a center point and may carry 110 seated passengers, whereas a standard bus is rigid and is designed to transport 65 seated passengers. IBL operates 702 trips daily in this area and transports 70,500 to 80,000 passengers weekly between their homes and workplaces (see the map of the operational area in Figure 1).

Figure 1. Operational area of IBL



17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/development-information-kiosk-large-transport/6362](http://www.igi-global.com/chapter/development-information-kiosk-large-transport/6362)

## Related Content

---

### Web Page Recommender System using hybrid of Genetic Algorithm and Trust for Personalized Web Search

Suruchi Chawla (2018). *Journal of Information Technology Research* (pp. 110-127).

[www.irma-international.org/article/web-page-recommender-system-using-hybrid-of-genetic-algorithm-and-trust-for-personalized-web-search/203011](http://www.irma-international.org/article/web-page-recommender-system-using-hybrid-of-genetic-algorithm-and-trust-for-personalized-web-search/203011)

### Modeling Back Office Operations at Greenfield Online's Digital Consumer Store

Gerald C. Campbell, Christopher L. Huntley and Michael R. Anderson (2003). *Annals of Cases on Information Technology: Volume 5* (pp. 358-369).

[www.irma-international.org/chapter/modeling-back-office-operations-greenfield/44552](http://www.irma-international.org/chapter/modeling-back-office-operations-greenfield/44552)

### Home Alone: The Role of Technology in Telecommuting

Ellen Baker, Gayle C. Avery and John Crawford (2006). *Information Resources Management Journal* (pp. 1-22).

[www.irma-international.org/article/home-alone-role-technology-telecommuting/1298](http://www.irma-international.org/article/home-alone-role-technology-telecommuting/1298)

### The Effectiveness Of Graphic And Tabular Presentation Under Time Pressure And Task Complexity

Mark I. Hwang (1995). *Information Resources Management Journal* (pp. 25-31).

[www.irma-international.org/article/effectiveness-graphic-tabular-presentation-under/51012](http://www.irma-international.org/article/effectiveness-graphic-tabular-presentation-under/51012)

### Library and Community Engagement

Ronke Anke Olurayi and Kolawole Folasade Lucia (2021). *Handbook of Research on Information and Records Management in the Fourth Industrial Revolution* (pp. 183-199).

[www.irma-international.org/chapter/library-and-community-engagement/284725](http://www.irma-international.org/chapter/library-and-community-engagement/284725)