A Study of the Assistant Application for Tourists Taking Metros

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Abstract : With the proliferation and development of mobile devices, various mobile apps have appeared to satisfy people’s needs. Metro, with the feature of convenient, punctuality and economic, is one of the most popular modes of transportation in cities. Yet, there are still some inconveniences brought by various factors, impacting tourists’ riding experience. The aim of this study is to help tourists to shorten the time of purchasing tickets, to provide them clear metro information and direct navigation, detailed schedule as well as a way to collect metro cards as souvenir. The study collects data through three phases, including observation, survey and test. Data collected from 106 tourists totally in Wuhan metro stations are discussed in the study. The result reflects tourists’ demand when they take the metro. It also indicates the feasibility of using mobile technology to improve passenger’s experience.