

**Cat 4 RESOURCE DEVELOPMENT**

**Group 4-055**

# **A to B | Day and Night**

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## **Abstract**

Our project A to B | Day and Night is an informative website aimed to spread awareness about the work public transport workers do everyday to keep the public transport system functioning smoothly, so as to raise appreciation for public transport staff. We also hope to educate the public about the history of public transport, how it has evolved to suit our needs, and how it will continue to change for the better. Our website includes several interviews we conducted with public transport staff online, detailed pages regarding the history of public transport, ways to show appreciation to public transport staff, measures the government made to improve public transport and new technologies that have been put into the industry. We have also included quizzes as an interactive element of our website, as well as feedback forms for people to review our website.

## **1 Introduction**

### **1.1 Rationale**

Our project's rationale is that many of these teenagers nowadays regularly use public transport to get to school, home or other places, but they do not appreciate Singapore's public transport system enough, despite the various work public transport staff and the government has done to improve and keep the system running. Therefore, we feel that students could give bus drivers and train station staff more appreciation for their services that they do daily.

### **1.2 Objectives**

Our project aims to:

- spread awareness about what public transport employees do in their jobs and how we can show appreciation for them
- educate the public about the history of public transport, how it has evolved to suit our needs, and how it will continue to change for the better

### 1.3 Target Audience

The target audience of our project is teenagers and young adults aged 13 to 21, as well as any other participants also interested in this.

### 1.4 Resources

The resources we created was an informative website which includes:

- Several interviews we conducted with public transport staff online;
- History of public transport;
- Ways to show appreciation to public transport staff;
- Measures the government made to improve public transport;
- New technologies that have been put into the industry;
- Quizzes and feedback forms; and
- Filming of public transport operations - this was not carried out due to Covid-19 restrictions.



Ever wondered about how public transport works? Have you thought about how this system, so plain yet so complicated, keeps you moving non stop, from point A to B, from dawn to dusk?

Behind this seemingly simple system is in fact a plethora of complex operations, working hand-in-hand and in unison just to make sure you get to where you need to be in the shortest time possible. And after the last train or bus departs, there are still maintenance workers toiling behind the scenes to make sure the next day's operations are as smooth as today.

Whether or not you have wondered about our public transport workers, be it the Bus Captains you meet everyday or the operations managers that work behind the scenes, we're here to spread their story and reveal what goes into keeping our public transport network moving millions of people seamlessly every day.

The layout of our website includes these sections:

- “A day in the life of”: includes interviews and puts in details on the lives of our public transport staff;
- A brief history of Singapore’s public transport; and
- New developments in Singapore’s public transport industry and how LTA is improving our public transport experience

The link is here.

<https://tinyurl.com/a-to-b-day-and-night>

## **2 Review**

Online, there are many resources containing different aspects of our product, but there wasn’t a website that compiled all the different aspects together, and some were either too wordy or lacked credibility. Most of these websites were informative and detailed in terms of the technology and practices public transport operators use, but they did not include any dedicated section that discussed the feelings and thoughts of our public transport employees.

## **3 Methodology**

### **3.1 Needs Analysis**

At the beginning of the project, we sent out a survey to assess the need for our project.

According to the survey results:

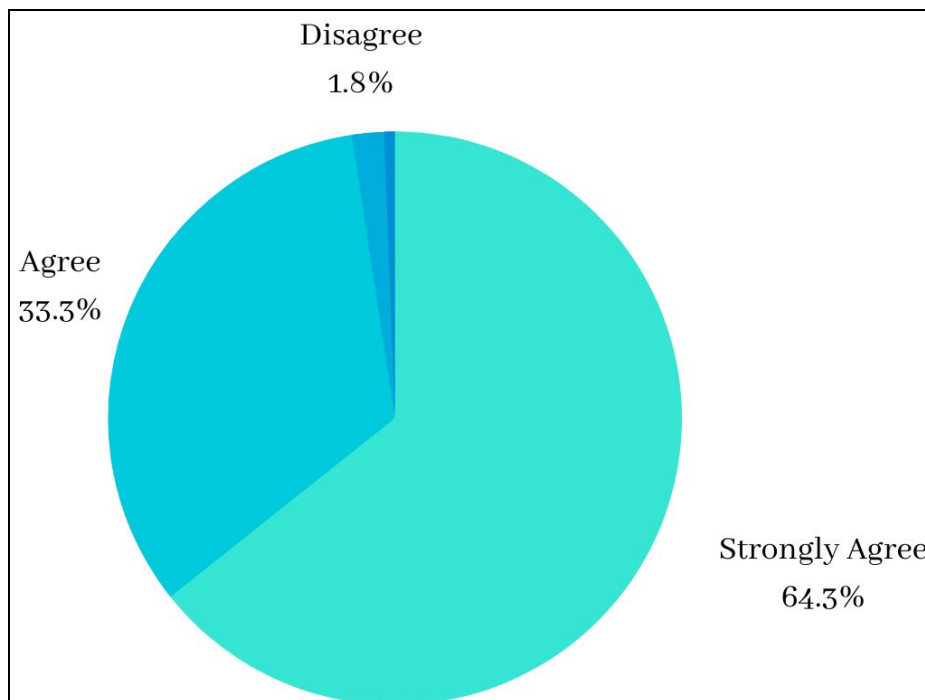
- Most respondents agree that we can and should appreciate public transport staff,
- Most respondents feel that public transport is important,
- Most respondents feel that public transport is efficient and reliable
- However, several people also felt that public transport staff need not be thanked as they are simply doing their job

This shows that:

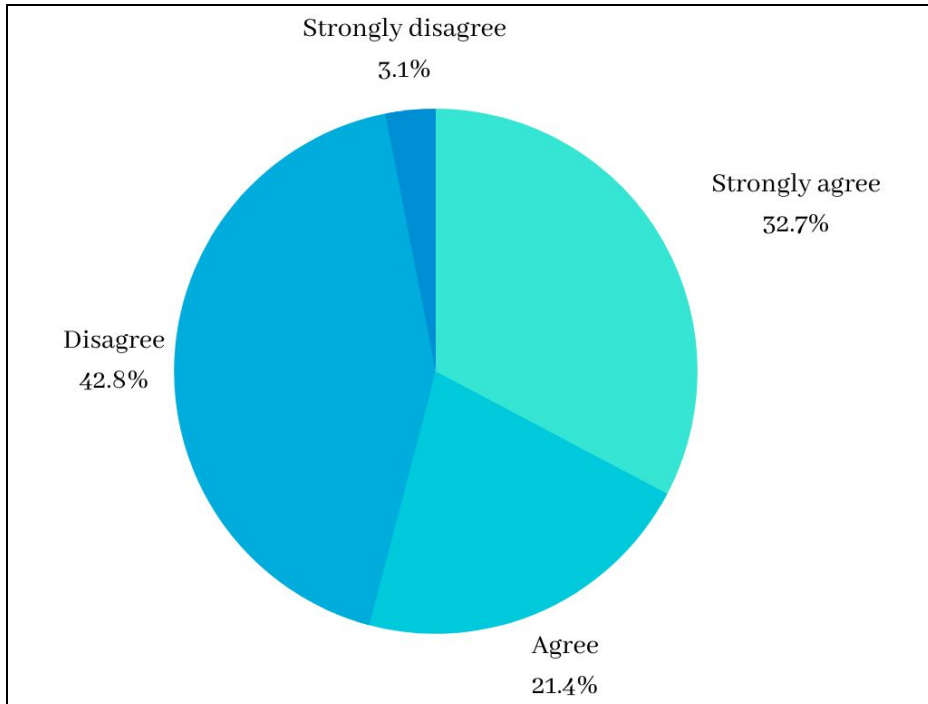
- Despite our target audience thinks public transport is important,
- They do not understand hardships of public transport staffs,
- Therefore, we need to raise awareness for such measures and the work done by public transport staffs to raise appreciation for them

### 3.2. Survey Results

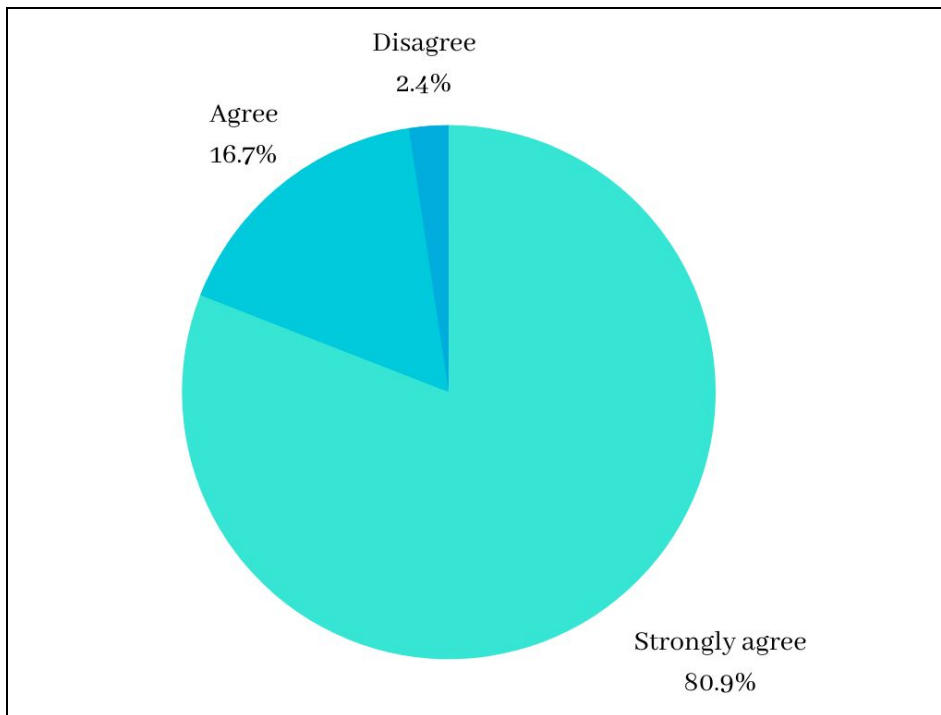
**Question: I appreciate public transport in Singapore.**



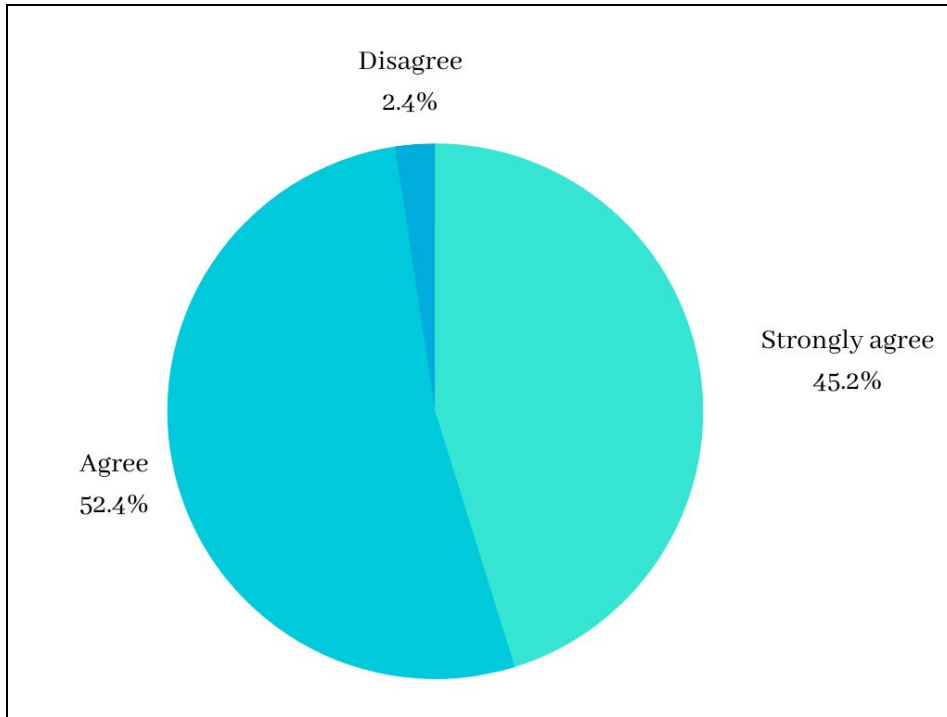
**Question: I think public transport workers in Singapore have an easy job.**



**Question: I think public transport is important to Singapore**



**Question: I think public transport in Singapore is efficient and reliable.**



### 3.3. Development of Resources

We had several interviews with public transport staff online to gather our information, as well as conducting surveys with our target audience. We also conducted additional research to find out more about the history and evolution of Singapore's public transport, along with looking at how the Land Transport Authority is planning for the future of our public transport. The information we gathered was then compiled and added to our website, along with pictures to illustrate our points and to add to the aesthetic element of the website. Our mentor also provided valuable feedback which helped improve our project greatly.

### 3.4. Pilot Test

A pilot test was conducted, where the website was shown in its final form to people who satisfied our target audience criteria. Most respondents stated that they felt that they now know more about the job scopes of our public transport staff and they also feel that our public transport staff should receive more recognition for the work that they do.

Some even felt that the government could try to improve working conditions for these employees. On the other hand, feedback for the website included the fact that it was rather wordy and that the content was occasionally somewhat vague.

I think our public transport staff really need more appreciation for what they do and I think I'll try my best to greet them where I can, also we need to stop disrespecting or looking down on them, they are just doing their job and we should be grateful for what they do

I think that it's not easy being a bus captain or train captain or some other public transport job and so we should be thanking them for the hard work that they do. They should also have more recognition too.

One thing I always thought was that public transport staff were never like recognised for what they do, so maybe this website was a good opportunity to do so, and now I really hope that more people will read this website to help people realise being a public transport employee is not easy

I have had bus captains as personal friends before and I know that what they do is not easy at all. But this website has also made me see the jobs of other roles in our public transport and I now think that we really have to thank them for the work that they put in every day to keep the country moving.

#### **4. Outcome and Discussion**

While our website received positive feedback and was generally successful in helping our target audience understand the importance of our public transportation and allowed them to show a deeper appreciation and understanding of their work, we discussed filming additional videos like comedy skits to further engage our target audience. This did not go through due to a lack of suitable facilities and Covid-19 measures.

#### **5. Conclusion**

Developing the website has been a tedious task. It required many hours on our part to compile and paraphrase research and also to interact with public transport workers to



get their opinions too. This project has been done under much pressure from both our parents and the ever nearing presentation date.

Perseverance was largely required in finishing this project and needless to say, a lot of sleeping hours were sacrificed, with some of us staying up till late in the night to finish this. It was not easy to gain connections with public transport employees too; employers left many of our emails on read and we had to resort to texting staff whom we knew on a personal level for a few of the staff positions that we needed to interview. We had to balance out between project and homework and made some sacrifices in our grades as the final evaluation drew nearer.

At the end of the day, however, we are glad that we have achieved our goals; namely, the fact that members of our target audience now have a deeper understanding for the tough work that our public transport staff do and that we should be more appreciative of their work, and also increasing awareness of how the government is improving our public transport experience every day with new technology and innovations.