



Blind and partially-sighted travellers experience difficulty finding bus stops, knowing when their bus is coming, and of course understanding when to alight the bus. Many find bus travel stressful; others simply give up on public transport entirely.

The traditional solution used by many local authorities – using key fobs to trigger at-stop audio notices – are too expensive to be implemented at all stops, and are imperfect for the passenger, who has no help finding the stop (or knowing when to alight), and can only obtain information by alerting everyone as to their condition.

We are failing the mobility requirements of the community; in doing so pushing them towards expensive forms of transport, such as taxis.

Talking App is the answer.

Talking App Benefits

- Remove expensive at-stop audio announcements
- Deliver bus information at ALL stops
- Reduce DRT/ taxi service & travel training costs
- Improve accessibility of bus travel
- Increase bus ridership
- No more key fobs for passengers

“GlosTalk is a really exciting tool to help residents use the county’s bus network. We know public transport can be daunting... we’ve developed GlosTalk alongside residents that use the services to encourage independence and allow them to get out and about without support.”

Cllr Nigel Moor, Gloucestershire County Council



TALKING APP: THE COMPLETE TRAVEL COMPANION

The Passenger Experience

To effectively help the blind and partially-sighted community to use public transport, the process must be simple, convenient and reassuring. Talking App does so with the following key features:

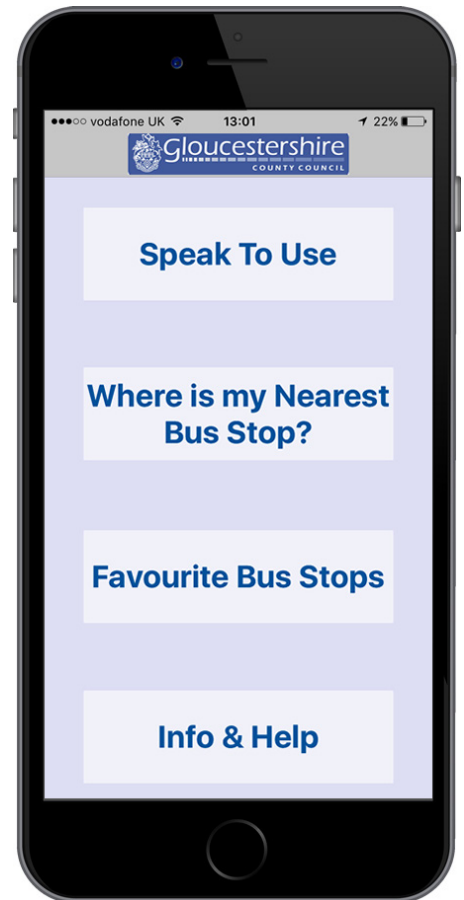
- Locates nearby stops and guides passenger to the stop
- Advises as to upcoming departures
- Destination countdown advises when to alight the bus
- Uses Smartphone's location awareness and audio commands for familiar, user-friendly experience

Crucially, Talking App also removes the requirement for the passenger to instigate at-stop audio commands that would advertise their condition, thereby reducing any associated safety risk.

Gloucestershire County Council: 'GlosTalk'

Talking App is currently being used at Gloucestershire County Council, where the functionality was designed in collaboration with local disability group, Gloucestershire Voices.

You can download the Gloucestershire County Council app by searching the respective Apple, Android or Windows app stores for "GlosTalk".



TRAPEZE GROUP: Here for the Journey

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