

**Dr Chin Kian Keong**

Group Director, Road Operations & Community  
Partnership, Land Transport Authority, Singapore

## **Transportation – Towards Simplicity or Complexity?**

WUTLS Plenary Forum 4

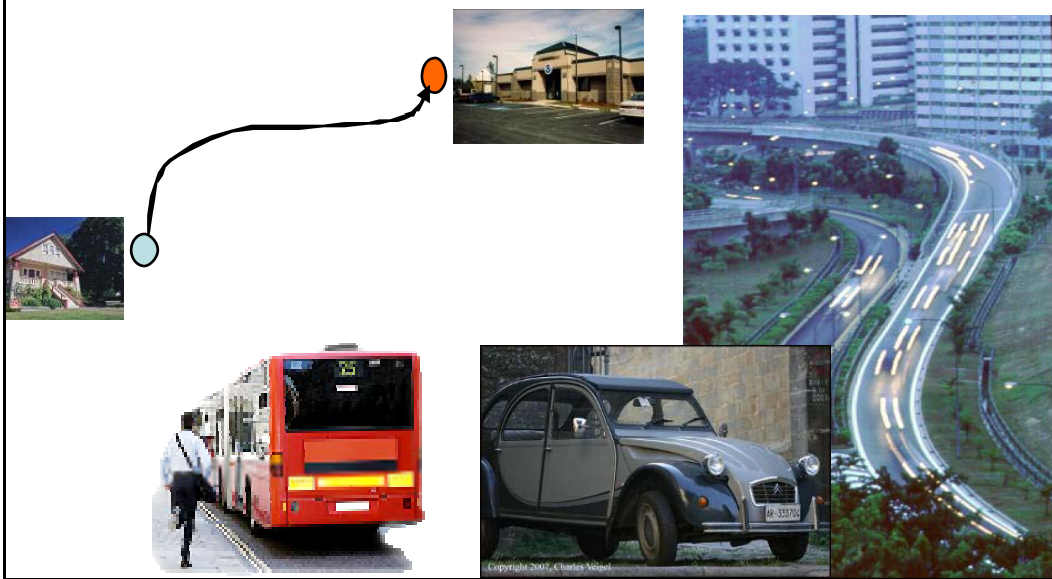
01 July 2010



## **Transportation – Towards Simplicity or Complexity?**

What information do users need to  
make travel choices?

## Simple Travel Choices



## Increased Travel Complexity

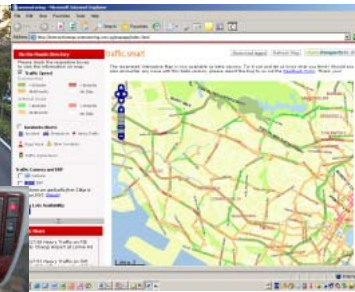


## Information for Decision-Making

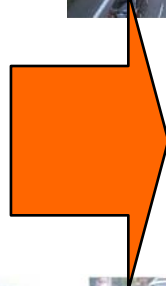
- Own Experience or Others
- Published Information
  - Static Information on System's Operations
  - Travel Conditions based on Roads
  - Traffic Incident News on Radio
  - Roadside VMS
  - Websites and televisions



## Processing Data into Information



Data



Information



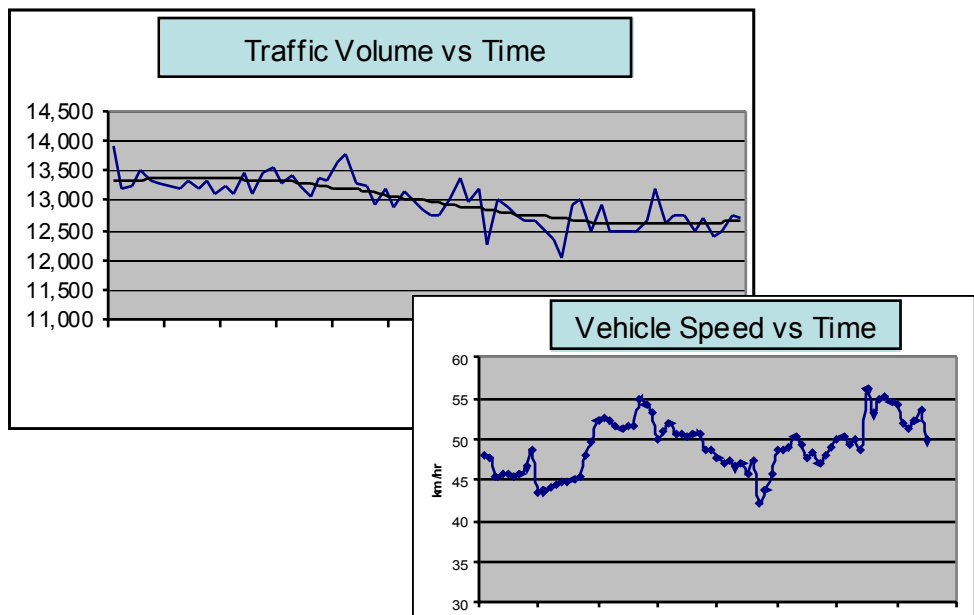
## Information Quality

- Accuracy

Having each piece of traffic information to **be correct for use**



## Data Variability



## Information Quality

- Accuracy
- Consistency

Having each piece of traffic information to be correct for use, **giving the same information for the same traffic condition**



## Information Quality

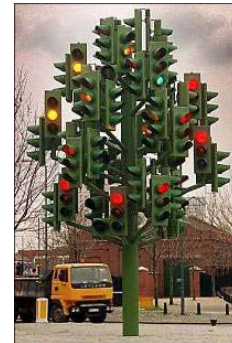
- Accuracy
- Consistency
- Reliability

Having each piece of traffic information to be correct for use, giving the same information for the same traffic condition, **at all times**



## Attributes of Travel Information

- Relevant
- Timeliness
- Simplicity



## Need for Simplicity in Information

- Immense amount of traffic data
- What to provide?
  - Actual values eg travel times?
  - Colours to represent bands of different travel conditions eg travel speeds?
  - Prioritised list (from best to worst)?
- Especially Important when on the move.

**Kian-Keong CHIN (Dr)**  
**Land Transport Authority**  
**Singapore**  
*kian\_keong\_chin@lta.gov.sg*



**The End**