



**TO MAKE A BUS ROUTE MAP
THAT IS EASIER TO SEE**

L5 KATSURAYA Mimi
ISHIDA Misaki
TOSHIMA Yuna
KAGAYA Ayasa



Today's contents

- ① The reason why we chose this topic.
- ② Fieldwork
- ③ Making our map
- ④ The interview with Shuhoku Bus
- ⑤ The prospects for the future



① The reason why we chose this topic.



We have some problems in Odate city such as population aging, declining birthrate, transportation and so on. We have discussed **what we can do** to solve these problems.



We've decided to make a bus route map that is **easier to see for everyone.**

To make a map, we did some fieldwork to interview with staff at Shuhoku Bus.



② Fieldwork

Shuhoku Bus Corp.

<Address> 1-11-22
Onaricho, Odate City,
Akita Prefecture,

〒017-0044

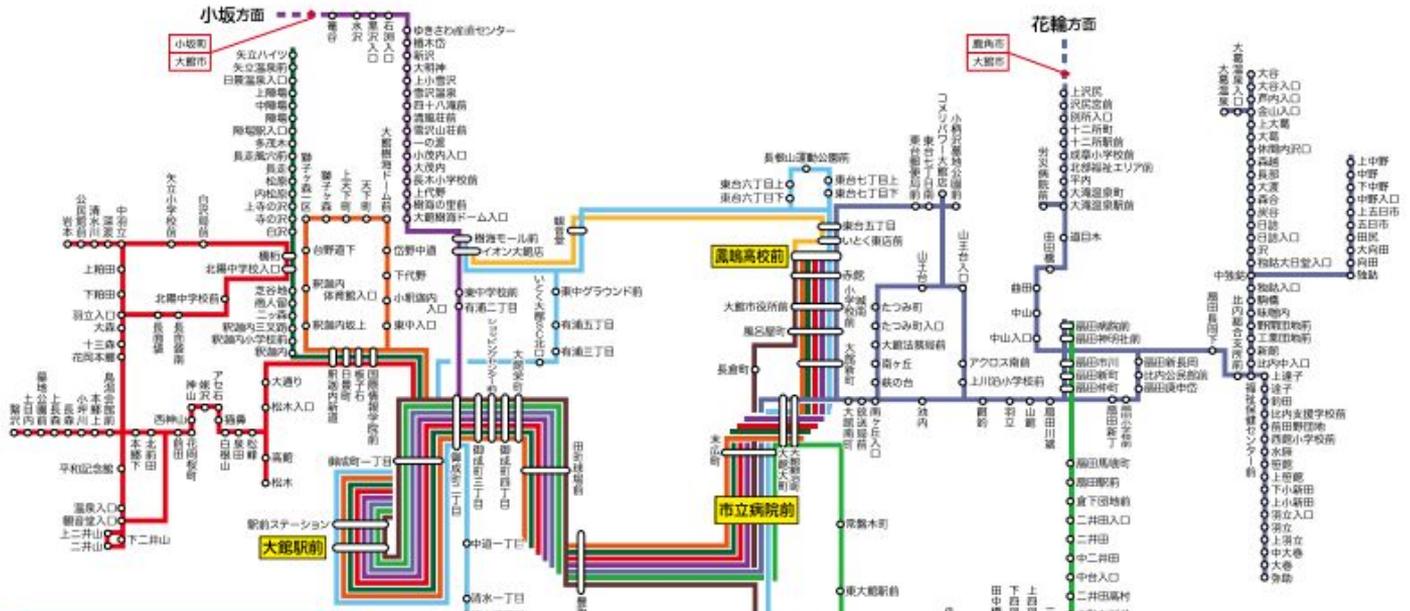
<Telephone number>

0186-43-3535





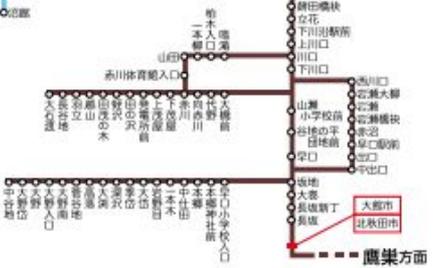
③ Making our map



大館管内バス路線図

令和3年10月1日現在

- 早口・鹿角・中谷地・大石渡方面 14~19
- 釈迦内・白沢・陣場方面 11
- 花岡・繁沢・大森・岩本方面 12~13
- 獅子ヶ森・大館樹海ドーム方面 10
- 樹海モール・大館樹海ドーム・小坂方面 26~27
- 原田・弥助・中野・大谷・花輪方面 22~25、28~30
- 八子公号 9
- さわやかみなみ号 (二井田・真中) 方面 20~21
- イオン大館~市立病院~中谷地方面 15



すべての路線バスは、市立病院前でとまります。
乗り継ぎは、市立病院前が便利です

—

**Hard to see at
first sight**



We decided to create a route map that would make it easier for the elderly and small children to use.

What is Hachiko?

The Hachiko is a bus that goes around the city with a flat fare of 160 yen. Convenient for transportation to hospitals, supermarkets, hot springs and public facilities.



In addition, you can leave Odate Station for about 18 kilometers and return to Odate Station in about 50 minutes, so even strangers can use it easily.



To make a route map①

- If you put all the information into a map,
it will be hard to understand.
- Limited space for pasting
A3 size is the largest



To make a route map②

- Write in hiragana and romaji too.
- Emphasize the route with colored lines
- Emphasize the bus stops that
many people use, such as The City Hospital.



To make a route map③

- Make it easier to see by pasting a photo of the bus stop

→ It will be easier to understand the specific location

Which bus spot is the closest to “Poka Poka Hot Spring”?





There are many bus stops with “Shimizu” nearby



④ The interview with Shuhoku Bus

**“We would like
young people to use
the buses more.”**



Recent students often have their
parents / grandparents send them



They use less buses



Effort to increase users

- Promote the use of “Gold Pass”
- Coupon tickets for students
(27 sheets each,
you can get 27 sheets for 20 sheets price)
etc.

- 
- Elementary and junior high school students can use buses for **the fixed fare** during summer and winter vacation.

(E.S. **50 yen** at a time J.H.S. **100yen** at a time)



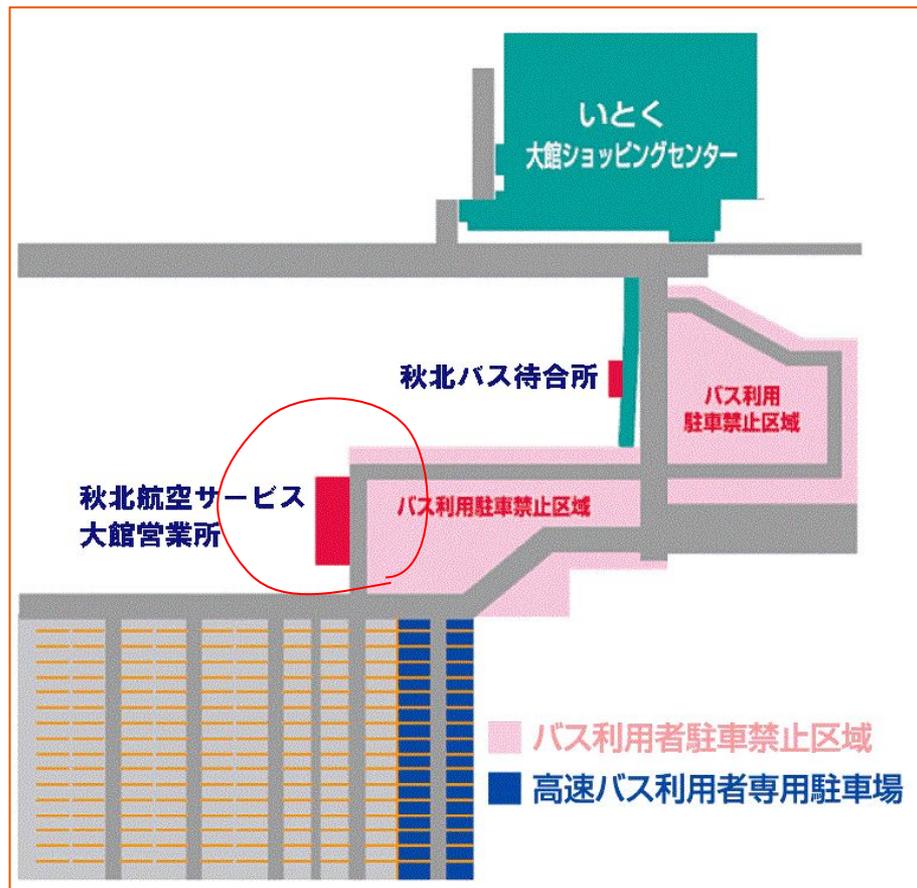
Where to buy

<Address>

Akita Air Service Odate SC North
Exit Parking Lot

〒017-0044

3-6-31 Onaricho, Odate City,
Akita Prefecture





**⑤ The prospects
for the future**



- We have to give more objective opinions to make it easier to see.
- Decide the target generations and make maps easier for them to see.



- Based on what we have learned this year, we would like to make new timetables and route maps for other buses.

**With the cooperation of everyone,
we can improve**

the traffic environment!

**Use the buses more often
when going out!**



**That's all for our
presentation**