A Proposal for Application of Improving Study for User Service Satisfaction at Express Bus Terminal in Korea
-Focusing on GANGNAM EXPRESS BUS TERMINAL Seoul-Busan Line-

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As a part of transport, the public transportation is now very essential method. From the beginning of 20th century, the public transportation has been developed by the introduction of structured system, and various services have been provided by the joint of application and traffic guidance with the introduction of smartphones. On the base of advanced research that an image improvement of a place is possible by a harmonious integration of service and place, this study suggests a service application for improvement of Gangnam Express Bus Terminal.

This study aimed at the image improvement of Gangnam Express Bus Terminal through intercommunication application at anywhere. And this method is predicted to be a way that can obtain the biggest image improvement effect by the least effort. Based on the fact that an application has positive effects when the place and the service are connected in the application, I hope that this study which suggests a method of research to help other studies in the future.