Overcrowding is back, and people *hate* it

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> **Georgina Bartl**
> @georginabartl
>
> Ridiculously overcrowded train this morning ▓▓▓▓▓▓▓. So hot and cramped poor woman fainted in 1/8 carriages. ▓▓▓▓▓▓ when will normal service be resumed? 1/2 people wearing masks, no-one WFH and train service reduced ▓▓▓▓
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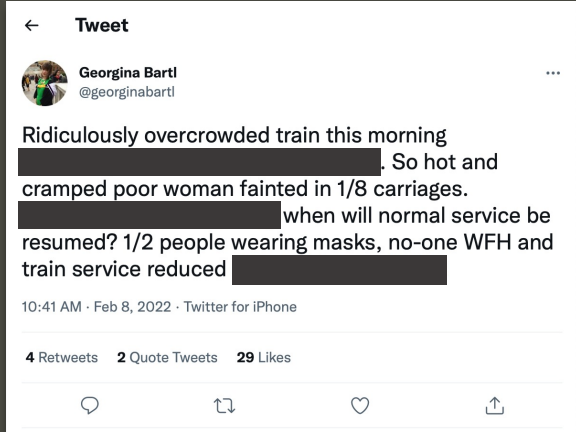
It doesn't take a scientist to tell you that people hate overcrowded trains, but a scientist can prove it.

A 2021 behaviour research project by University of Bristol last year did just that. It found that, overwhelmingly, respondents feel stressed, anxious, angry and frustrated when there were 'too many' people on board.

But 'too many' is subjective. It doesn't just depend on the person; it depends on where, when, and why they're travelling too.

Passengers want to know how busy the train will be for the duration of their journey so they can make their own choices about their travel.

CrowdAi predicts how busy train services will be for each leg of their journey, so operators can anticipate and inform, and passengers can plan.

"How busy will *my* train be?"

"This busy"

CROWDAI

🏋️ **Carriage data**
🚆 **Network updates**
📅 **Holiday dates**
💺 **Reservations**
🌦️ **Weather**
and more...

👉 Accurate – combines multiple data sets to discover patterns and detect underlying trends for information you can rely on.

👉 Adaptive – tailors predictions to the demand characteristics of each flow.

👉 Consistent – delivered via operator/network channels for a single source of truth.

👉 Reliable – CrowdAi's unqiue process ensures predictions continue to be availalbe through timetable changes and service updates.

👉 Timely – there when you and your passengers want to know; up to 28 days in advance and able to respond to real-time data (where available).

To discuss the crowding challenges on your network, contact

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Esoterix is a specialist consultancy & technology provider. The team has been working with transport operators, authorities, and academic institutions since 2012, to improve the availability, efficiency, and appeal of public transport networks. Let's talk passenger experience

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