

Question on Notice

No. 1025

Asked on 13 October 2022

MR S MINNIKIN ASKED MINISTER FOR TRANSPORT AND MAIN ROADS (HON M BAILEY)—

QUESTION:

Will the Minister advise what enhancements are planned in 2022–23 for the QLD*Traffic* app and how this will address the app's current poor ratings on the Android Play Store and Apple App Store?

ANSWER:

I thank the Member for Chatsworth for the question.

Access to trusted, reliable, timely and personalised information is crucial for Queensland's road users to make safe and informed travel decisions. Time and time again, the QLD*Traffic* services demonstrate its value to the people of Queensland, providing information about flooding and road restrictions in regional areas, and crashes and hazards in urban areas. Over the 2021–22 financial year, the QLD*Traffic* website was visited approximately six million times, while the QLD*Traffic* app was downloaded nearly 167,000 times.

The current QLD*Traffic* website and smartphone app were redeveloped and launched in early 2017, and will be further improved and refreshed over the next 18 months. This refresh will help the Department of Transport and Main Roads (TMR) meet customer expectations and address the concerns raised through the Android Play and Apple App Stores around stability of the app, customer experience and timeliness of information.

TMR is committed to an ongoing program that improves the provision of relevant road condition information and the customers experience. As a result of feedback from customers during the last wet weather event, there have been system improvements deployed to ensure continued service while the broader package of enhancements is being delivered.

The proposed enhancements to the QLD*Traffic* service to improve customer experience include:

- working with industry and stakeholders to make the app easier for the customer to use. This will include reviewing and updating of icons, streamlining what information is provided on the map and enhancing the maps
- the use of plain English across messages provided
- working with stakeholders to better capture impacts of incidents and communicating alternatives
- the inclusion of static warning (school zone ahead, dangerous curve, rest areas, road works ahead) to promote positive driver behaviour and improve road safety outcomes.

TMR will continue to work collaboratively with other agencies, industry partners and customers to deliver on the required enhancement to support this vital service to its customers.