



SmartWay

1.5 Key Objectives and Targets

- to find a fast and an efficient route from point A to point B (location to destination)
- to provide a feature that allows you to choose any subject from list of additional services, that can be incorporated into actual route, with calculation of deviation (distance difference)
- to provide a clever task (remainder) system, that will cooperate with your calendar data to suggest you a solution to your tasks, if there is any such possibility near your route
- to tackle difficulties of tourists and business travellers, by providing solutions to problems connected with visiting a new environment (city, country, etc.)
;a good example might getting a shortest route to a nearby cafeteria, whilst travelling fatigued from the local airport, in addition to getting directions to company headquarters, which is actually final destination
- to improve the accessibility and therefore sales of a huge number of companies, either small or big, by making the process of finding them simple and easy

1.6 Extent of Project

- based on the character of the project, it is not only aimed at a particular target audience, but can be used by wide public, as its functionality is beyond boundaries of normal navigation
- even though, we aim to build user base in bigger major cities, it can later be used in any location or area, where its features can be of benefit for the user, which we believe is basically every town or village with basic services available, such as grocery store, bar, pharmacy or post office