Team Kookaburra Incorporated
11/4/16

Milestone 4

Carpooling Connections

1) Market Analysis

Target market:

Our target market pertains to individuals or groups who are looking to carpool to events, either for entertainment, sports, or recreational and in this process, passengers do not have to worry about parking, while drivers can earn revenue and still be to attend their favorite events. We are looking to grow this idea into a monetized application based on ads and our market is based locally within the state of Colorado. Our starting goal is to target cities and events in Colorado and expand outwards. This would mean our market grows dramatically during concert season in the summer and sports seasons such as football from August to January but also has utility during baseball, basketball, and hockey seasons. This means our service, Carpooling Connections has a viable market that could remain open all year, usually concentrated to the weekends when people tend to have free time to attend such events. Football in Denver gives our market an average of 77,000 possible customers for at least 8 weeks of the year, with the possibility of up to 4 more games in the playoffs. Hockey gives another market opportunity of 41 home games with an average attendance of 17,070 and up to 16 more games in the playoffs. Basketball also has 41 home games with an average attendance of 15,000 and up to 16 more games in the playoffs. Baseball gives Colorado 81 home games and an average attendance of 35,000 with the possibility of additional games in the playoffs [1]. Giving our app more customers by the year.

Additionally, Colorado has a higher than average attendance rate of performing arts events per year than the national average, with 44% to 52% of adults (18 years or older) of Colorado attending a performing arts (compared to 32%)[2]. Our customers will most likely be aged 18-50 and be comfortable or well adjusted with advancements in social marketing and 21st century cyber businesses. These customers will have at least some understanding of meet ups planned through the internet, which could come from having used apps such as Craigslist or Uber before.

Profile of Competitors:

Currently, the most common applications for getting a ride to an event would be Uber, Lyft and Ztrip. They have a large advantage of brand recognition and public trust, however these companies charge customers and take a cut of driver's profits. They are also more oriented towards a general "taxi" service where users can offer a taxi-like service spare of the moment. In contrast, our product, Carpooling Connections would allow the user to plan rides in advance of events, with fellow peers who are also attending the same events. This area has led to the possibility of a competing carpool market. Our biggest competitors in this market for carpooling applications, would be Waze and iCarpool.

Currently, when trying to access iCarpool's website, it does not load (in at least 4 minutes). Our product is just simply a tool for users to connect and get in contact with other carpooling

members. Waze is fully operational, however it is only operating out of the Bay area. These companies do have the advantage of already having established a user community and potentially have a higher profit margin since they are getting revenue per mile.

Competitive Advantage:

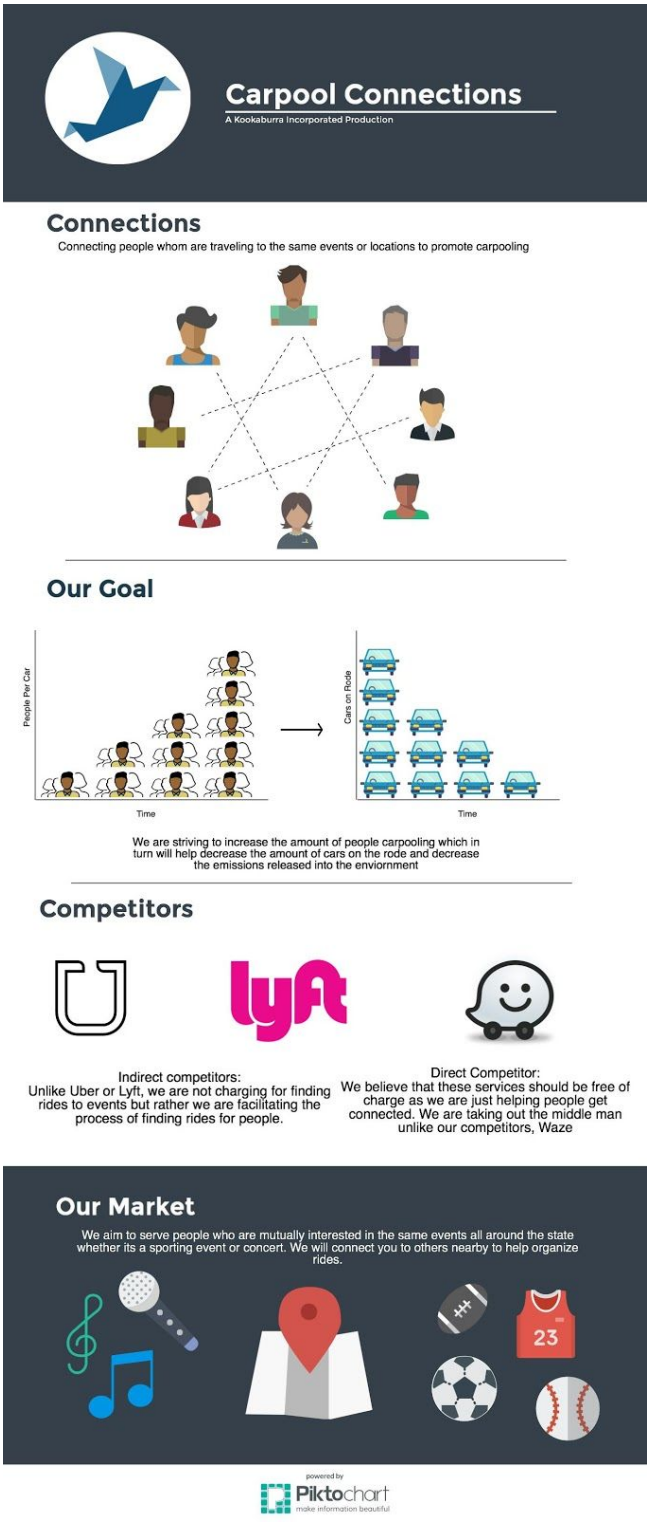
Currently, iCarpool offers approximately $0.17 per mile to a driver, while Waze takes a percentage of a driver's earnings. Our service would allow drivers to connect with riders for free, because our monetization platform is advertisement based. Additionally, our service is meant to be a very light weight website (easy to navigate website) that a user can quickly pull up and get in contact with others. Therefore, the user and driver can have direct contact and only having to deal with a third party service (Carpooling Connections) as minimally as possible while still making it easy for the user to search for and find specific rides. Our platform should also attract more users because of its free cost.

1 : https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-5/sample-findings

2 : http://www.goredmond.com/blog/september-18-2015-227pm/redmond-real-time-rideshare-icarpool

3: http://www.goredmond.com/blog/september-18-2015-227pm/redmond-real-time-rideshare-icarpool

2) Infographic



3) Retrospective on First Iteration

Sprint Cycle 1

For our first sprint cycle, we worked on User Story 1, which detailed the ability for a user to sign in and create an account. We divided this user story into subtasks which consisted of creating the web site, database and establishing a connection between the two.

Successful:

- Able to meet multiple times and change requirements when necessary.
    - Creation of Basis of Login Page (Basic Code Formulated)
    - Developed database requirements dynamically with each meeting.
- Could contribute to other areas of project even if not assigned to that area (e.g. assigned to database creation, however the ability to give input on the website interface).

Unsuccessful:

- Ambiguity in specific member assignments. After meeting, sometimes it was not completely clear what each member should be working on.
    - Slow down development as a result
- Lack of communication about ensuring that we were all thinking the same thing.
    - Would confuse group member when people were creating something different than what they had thought was to be designed.

New Ideas:

- To make each member assignment unambiguous, meeting notes/assignments on what each member should be doing, will be posted not only to Trello, but also Slack. This way, each member can go back and look at our Slack discussions to recall what occurred during any meetings and what they should be working on.
    - Doing notes and writeups about meeting and plans should help group members be more aware of what everyone's expectations are for a design or implementation (reduce confusion)..
- Also, post more documents out to Github and Google Docs so that group members can quickly identify what has been done or is being worked on.

4) Additional Requirements:

- **Functional**:
  - From the template provided to the user, create not only a MySQL statement to store the data, however create a web page which presents the post.
  - Automatically create tags for a post which consist of key details (used in filtering) (e.g. date, zip and title as tags)

- **Non-Functional**:
  - Documentation should be accessible to the user and future developers.
  - Basic level of security for user sign in.

- **User:**
  - User should be able to search for rides by adding filters (e.g. date and zip code of area).
  - User should be able to fill out a template online with little effort as possible (e.g. fill out title, details, date of event. . . etc.) that will create a posting for them.
  - User should feel welcome on the site, by having a clean easy interface
  - User should be able to cancel rides or carpools at will with ease

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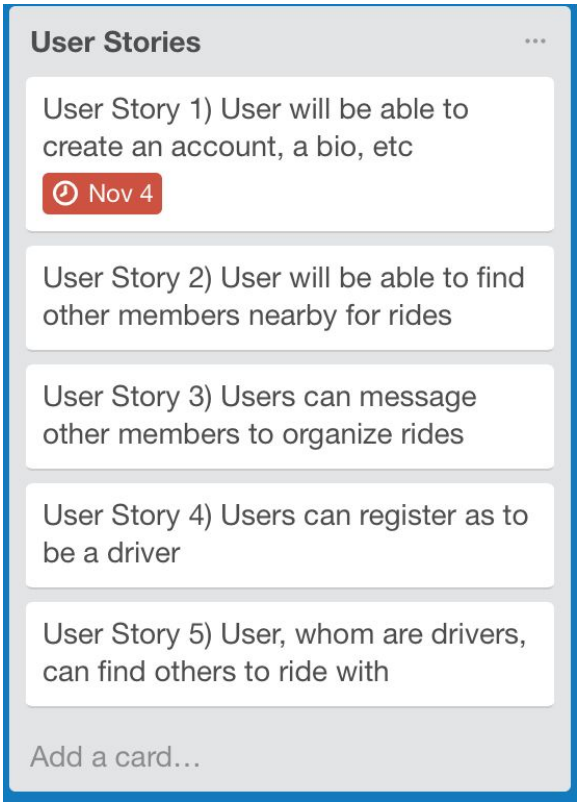
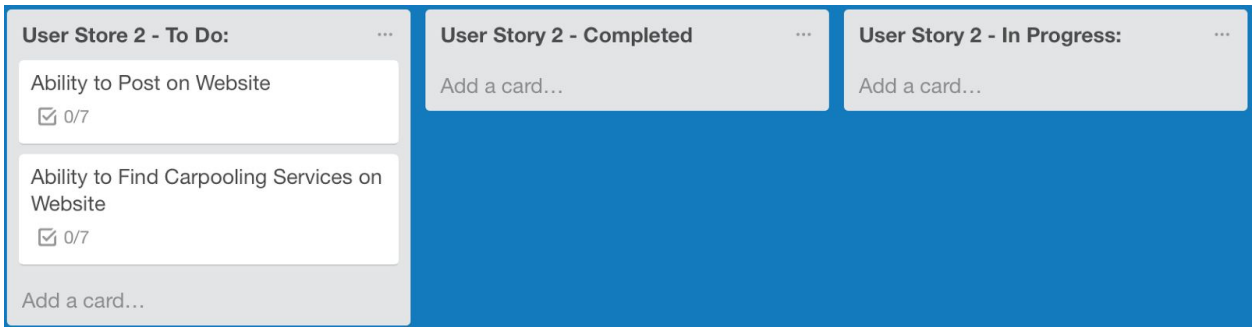
5)Sprint Cycle 2:

Trello:

For our second sprint cycle, we have chosen to implement User Story 2 which is the ability to post, and the ability to find a carpooling service on the website.
The following pictures are screenshots of our Trello Board Plan:

User Stories Board (We are doing User Story 2):





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