

Montreal Central App



Proposed by: SomeName Systems

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Our Process

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Our Process:

Following the interview we created
established the High Level Requirements:

- Determined the Scope of our solution
- Determined our stakeholders
 - MCSD
 - Businesses in the station
 - VIA Rail and EXO Rail
 - Passengers



Our Process (Cont.)



Then we observed an average rush hour in the Station, In which we

- Created Persona archetypes
- Observed Processes and their interactions
- Looked for ways the customer experience could be improved

Our Process (Cont.)

We then compiled our findings into an IEEE Standard System Requirements Specification Document

Questions?

Our Solution

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Our Solution: Montreal Central App

A Hub of Information for the Traveller:

Feature List:

- TimeTables
- Itinerary
- Direct Advertising
- Business information
- Portals to Purchase Tickets
- Pre-ordering Food
- Interactive Map
- Push Notifications

The image displays two mockups of the Montreal Central App interface. The left mockup is a login screen for 'Montreal Central Station' with fields for 'username' and 'password', and buttons for 'Login' and 'Forgot'. The right mockup is the home screen, featuring a 'PreOrder' and 'Map' header, a 'Welcome To MCA' banner, a search bar, a promotional banner for Starbucks, and a train schedule table.

| Montreal Central Station | |
|--------------------------|--------|
| username | |
| password | |
| Login | Forgot |

| PreOrder | | Map | |
|--|------------------|---------|--|
| Welcome To MCA | | | |
| Search | | | |
| Something just for you! Hot Cappuccino from Starbucks! Click here to check it out! | | | |
| ✓ | Deux-Montagnes | On Time | |
| ✓ | Vaudreuil-Hudson | On Time | |
| ✓ | Toronto | Delayed | |

Scope of our Solution

- Our app will provide a time table to users
- Display deals from train station business
- Provide a portal to VIA Rail and EXO websites to purchase tickets from but will not handle the mechanics of ticket purchasing itself
- Display an itinerary for the user from trips they have tickets for using information provided by VIA rail or EXO
- Display a map of the train station

Infrastructure of our solution

It will require a back end server to hold business information and provide it to users' apps.

It will require an Android and IOS app for the user to interact with.

It will also require a website for the business to input information about deals, business information, and retrieve customer pre-orders.

It will require data syncing of Via rail and Exo rail timetables to provide users live data.

Questions?

Our Features

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| | |
|------------------------|--------------|
| Bentley | 514 871-2299 |
| Bijouterie Roger Roy | 514 861-4489 |
| Cartes Carlton | 514 879-3370 |
| Fleuriste Centre ville | 514 866-3751 |

| | |
|-----------------------|--------------|
| Bowring | 514 398-0586 |
| Bureau en Gros | 514 879-1515 |
| Monde du Dollar | 514 868-0424 |
| Positive Electronique | 514 392-9095 |
| SAQ | 514 876-4144 |

| | |
|------------------------|--------------|
| Boulangerie Cantor | 514 866-2264 |
| Léonidas Gare Centrale | 514 393-1505 |
| Première Moisson | 514 393-1247 |

| | |
|-----------------------|--------------|
| Saint Cinnamon | 514 397-0330 |
| Second Cup | 514 393-1250 |
| Tim Hortons Intérieur | 514 392-0337 |
| Exterieur | 514 398-9253 |

| | |
|------------------------|-------------------|
| Carrefour Oriental | 514 879-9645 |
| Chop Crazy | 514 313-2072-2077 |
| Dame Nature Restaurant | 514 875-5740 |
| Deli Planet | 514 861-2221 |
| Kababyg Restaurant | 514 875-7145 |
| La Estacion | 514 874-4000 |
| Mangione Trattoria | 514 875-0057 |
| McDonald's | 514 874-1801 |
| Rôtisserie La Fusée | 514 868-9669 |
| Siti Posto | 514 397-9987 |
| Super Frite | 514 313-2173 |
| Sushi Shop | 514 313-5849 |
| Tandori | 514 871-0786 |
| Thai Express | 514 871-4724 |
| VueNam | 514 871-4445 |

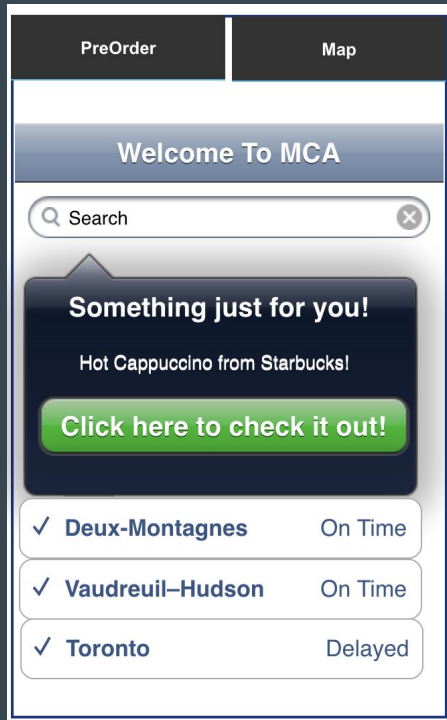
| | |
|---------------------------------|--------------|
| Boutique Continental | 514 878-2572 |
| Clinique Dentaire de la Gare | 514 878-3525 |
| Clinique Médicale de la Gare | 514 954-1444 |
| Kinatex | 514 875-5111 |
| Unipharm : pharmacie Lacroix | 514 861-8947 |

| | |
|-------------------------------|--------------|
| Banque Nationale | 514 871-9631 |
| Budget Rent A Car | 514 866-7675 |
| Cireur de la Gare | 514 861-4835 |
| Cordonnerie de la Gare | 514 861-3767 |
| Couche Tard | 514 393-3186 |
| Loto-Québec | 514 395-9529 |
| Nettoyeur Briolotti | 514 875-5799 |
| Offset Ville-Marie Imprimerie | 514 861-3485 |

Map

- The map will interactively allow users to search for business in the train station.
- It will also allow the user to access the business business page (from which they can view deals from the business or pre order from them if applicable)
- The map will also display the departure terminal for the user if applicable. The system will retrieve the information for this from the ticket information provided by the user or VIA rail.
- The map will display the users location within the station which it will get from the gps on the phone running it.

Itinerary



Hub for Train Information

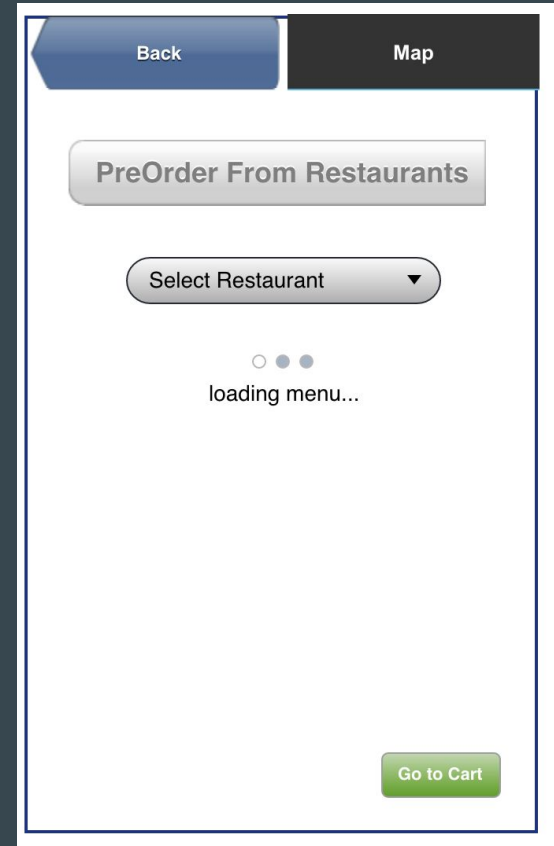
- Display Current Tickets
- Have Portal to VIA Rail to purchase tickets
- Portal to add money to OPUS cards
- Notifications for Delays/alerts
- Train Timetable

Advertising Page

- Displays information about current promotions of businesses
- Advertisements are tailored to the user based on user activity
- Clicking on an advertisement takes the User to the Business's Page

Business Page

- Information about each Business is displayed
- Newest sales displayed
- Users have the ability to Pre-order food



Questions?

Your Benefit

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How It Will Benefit: Consumers

The Application will provide a variety of services to the average consumer:

- Simplified One-Stop-Shop for the station
- Sales notifications can save money
- Pre-ordering food saves time
- Map to help users orient themselves in and get around the train station
- Train delay notifications on subscribed train schedules.
- Targeted algorithm

How It Will Benefit: Businesses

The Application will primarily assist businesses through advertising:

- Direct location to advertise in the pocket of the consumer
- Customer Pre-orders can increase revenue
- Targeted advertising algorithm to likely consumers

How it Will Benefit VIA Rail and EXO

- A better user experience encourages repeat business
- Simplifies user experience
- Makes first time travel less daunting



How It Will Benefit: MCSD

Greater customer satisfaction leads to increase in user traffic.

As the businesses with the station benefit, MCSD also benefits

Questions?

FIN

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