**WORKSHEET – 2**

**IDEA EVALUATION WORKSHEET- Based on 5q by Prof.Ed Rubaesch**

Q1. WHAT’S THE PROBLEM ?

1. IS IT REAL
   1. This problem is faced by the common man when traveling by the public transport system.
2. HOW BIG IS THE PROBLEM
   1. It is a problem which can seem to be a small one, but can create huge differences if solved properly, changing the shape of the transport system.
3. WHEN DOES IT OCCUR
   1. Occurs on most of the bus stops in the city, anytime of any day.
4. FREQUENCY OF OCCURENCE
   1. Occurs very frequently, most of the time with every bus that arrives at a particular stop.
5. CURRENT SOLUTIONS
   1. Manual surveying is being used till now to monitor and manage bus routes, and that doesn’t happen much frequently.

Q2. WHO HAS THE PROBLEM-customer identification

* PROFILE
  + Common people who use public transport on a daily basis.
* LIFESTYLE
  + Their lifestyle varies, from fruit sellers to employees of an MNC.
* SEGMENT
  + From students to employees at MNCs.
* POSITION-CRITICALITY OF NEED
  + Saving time is important, so our solution applies for anyone who is affected by the delays and problems when travelling by buses.

Q3. WHAT’S YOUR SOLUTION

* WHATS YOUR UNIQUE PROPOSITION
  + We propose that we establish a connection between the passengers at a bus stop and the organization, collecting data and helping in better scheduling of the buses.
* DO YOU OWN IT- IPR
  + The idea doesn’t have a patent.

Q4. WHO IS COMPETITION

* HOW ARE YOU DIFFERENT
  + The data we collect and provide gives an overview of the real-time trends in how the transport system is being used.
* ARE YOU THE UBER OR YOU UBERED
  + We are neither Uber nor do we Uber, but we provide the data to help the passenger to decide whether he/she wants to Uber.

Q5. HOW IS IT MADE POSSIBLE-

* RESOURCES/ TECHNOLOGY
  + Uses a third party app called Blynk, commonly used to create an interface to represent the components’ data in a user friendly manner.
* SOCIAL/ECOLOGICAL FEASABILTY
  + This idea is feasible socially since it provides a way to use it to people of various sections with varied levels of exposure to technology.
* Man,money ,machine,materials:
  + The hardware required are mostly microcontrollers and sensors, easily obtained, material required for installation is also simple. But actual deployment will require high amount of manpower for installations and maintenance, generating some direct and indirect jobs.

IDEA EVALUATION- SUMUP

CUSTOMERS:

MOST UNDERSERVED SEGMENT

SIZE

TARGET

COMPETITION

DIFFERENTIATOR

ECONOMIC FEASABILITY

IP

TECHNOLOGY NEEDED

COMPETENCIES

KNOWLEDGE NEEDED

SKILLS NEEDED

TEAM COHESIVENESS

NETWORK