

LiNK Project Proposal

LiNK is a mobile app with smartwatch integration capability, intended to be developed in partnership with SMRT and SBS transport. The app will sport multiple features to increase convenience and awareness for riders taking public transport.

LiNK

Persona

Hong is an average secondary school student. Every day, he wakes up early in the morning, has breakfast, then takes public transport to his school. His route requires that he takes a train most of the way and then transfers to a bus to finish his trip.

After school, he takes the bus to the train station and makes his way home. On average, he spends forty minutes in total traveling every day.

In his daily travels, he experiences several minor inconveniences.

Firstly, due to the unpredictable nature of bus timings, he may sometimes miss the bus that takes him to school. In such cases, he doesn't know if it is faster to walk or to wait for the next bus.

Secondly, the train has a risk of breaking down. Hong has experienced this first-hand before. Because of unpredictable train disruptions, he has ended up late for school on multiple occasions.



Lastly, tapping in. Like most average Singaporeans taking public transport, Hong uses an EZ-Link card to get through the gates. However, the EZ-Link card's remaining value can only be checked at the gates when tapping in, or at the top-up machine at bus interchanges and train stations. Because of this, it is inconvenient for Hong to check his card value and he can sometimes run out of money.

These minor issues cause frustration for Hong on a regular basis and decrease his enjoyment when taking public transport.

Current Apps

Currently, there are two apps available on the app store which can help Hong solve two of his problems.

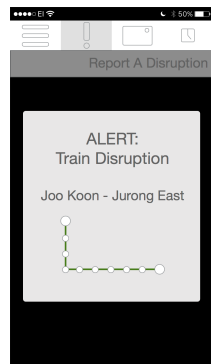
The SGBuses app allows users to track bus arrival times when they are near a bus stop. This shows them the estimated time of arrival of the busses and lets the rider decide whether to wait or not.



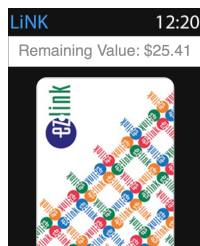
Social media apps alert Hong to train disruptions when they happen. This helps him plan ahead and adjust his route accordingly. However, social media does require roaming data which some people do not have.

Proposed App

Our proposed app, LiNK, will combine these two apps, as well as introduce another feature that will help Hong solve the third problem users face.



The first proposed features include features from the SGBuses app, which help users track bus arrival time, an alert feature which will alert users to ongoing train disruptions, as well as an ability to link the user's EZ-Link card to their phone and smartwatch and also track their remaining card value.



The integration of these three features into a single app will greatly increase convenience for users when they take public transport.

A pairing capability with a user's smartwatch also allows them to tap in through the gates with just the flash of the wrist.



Market Analysis

On average, over 60% of Singaporeans take public transport regularly. And this number is only expected to rise as time passes. Given that, a lot of people will benefit greatly from the introduction of such an app.

There is definitely a market for such an app and we believe that this app has the potential to succeed despite its simplicity.