

Bus Hero

Spring 2019: 17-781 Mobile & IoT Computing Services
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Concept

Bus Hero is a mobile transportation app utilizing the power of crowdsourcing to improve rider experience on the Pittsburgh bus system. With this app, users can share and report important updates, like if the approaching bus is at capacity, live traffic conditions, and community-suggested alternate routes to reduce the stress and difficulty of the commute.

Business Model

Freemium Model:

- Users will be able to download Bus Hero for free on iOS and Android
- Additional \$1 fee for users looking to access higher level of stats and information
- Revenue generated from ads
- Transportation and capacity data sold to third parties (e.x. The City of Pittsburgh)

User Privacy

The user's name, location, and transportation history are sensitive information, so we implemented:

- Users account authenticated with mobile number
- Users have the choice to post under their username or remain anonymous
- Users exact location remains private
- All data is encrypted

User Scenarios

Student



Name: Amanda

Age: 22

- Takes bus to school 4 days per week and as no other means of transportation
- The morning bus frequently arrives late, but she needs to get to school on time for an exam

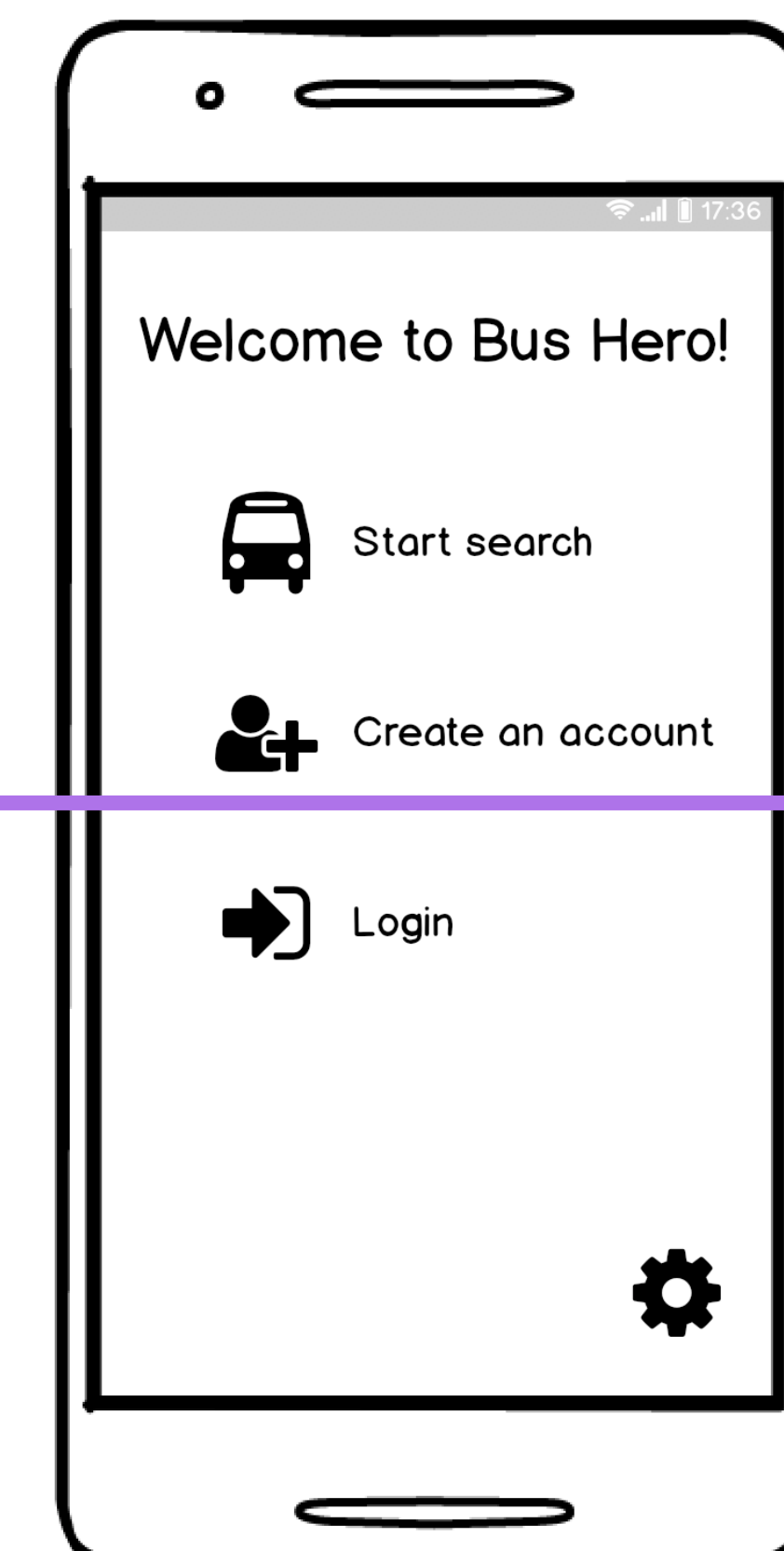


Employee

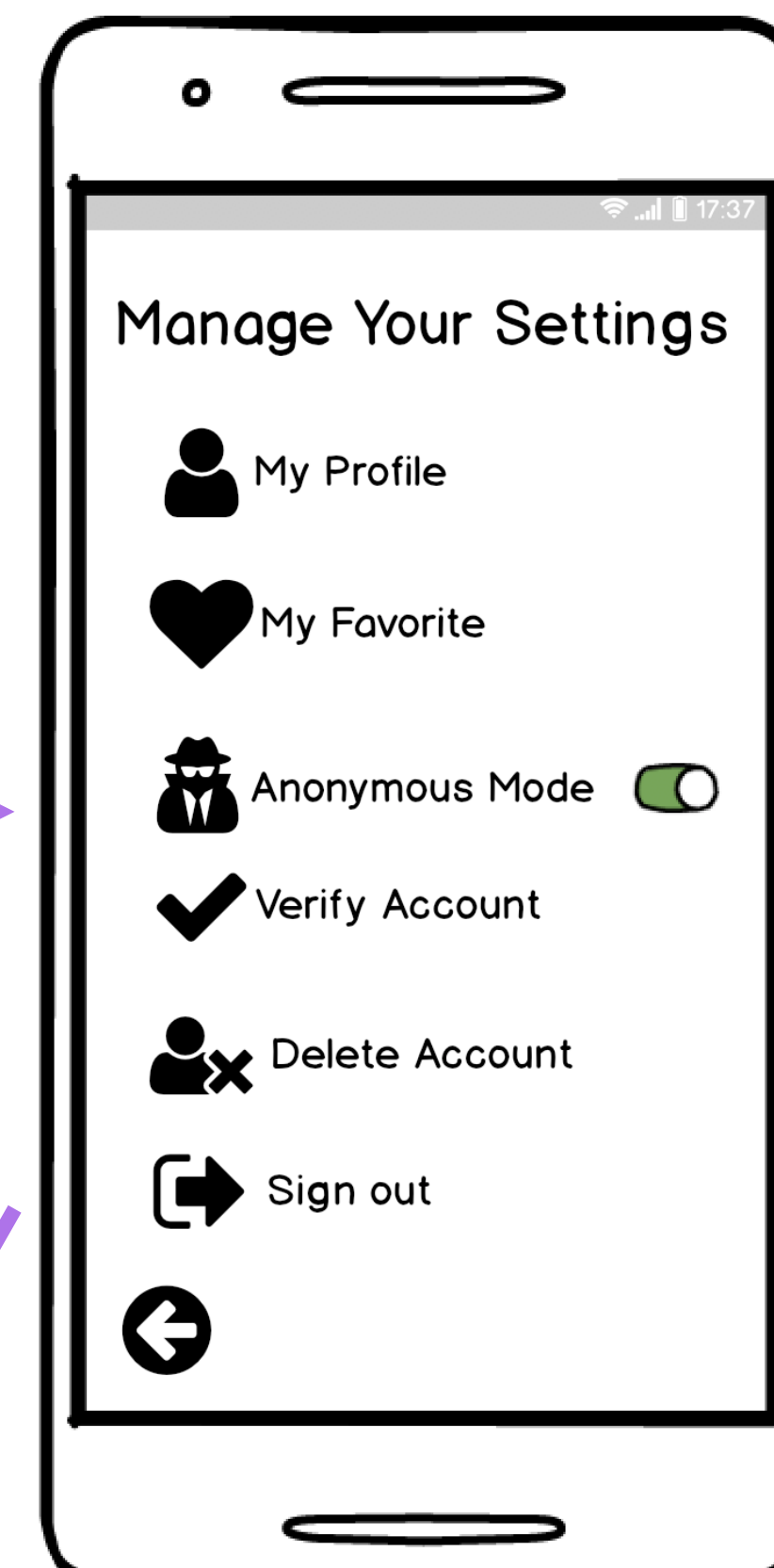
Name: Jason

Age: 45

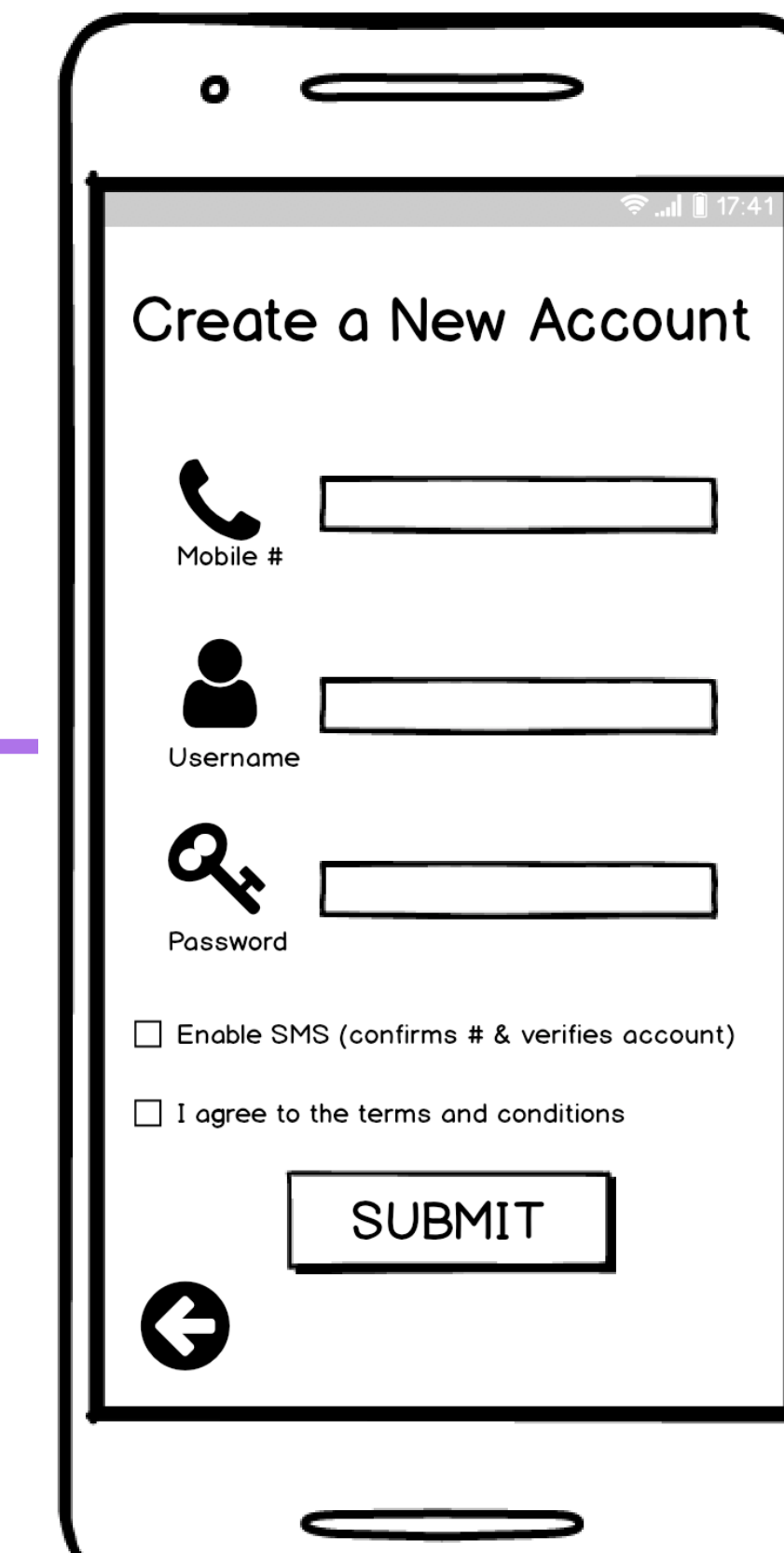
- Takes the bus downtown 5 days per week to avoid parking
- The buses fill too quickly during the evening rush, but needs to get home for dinner with his family



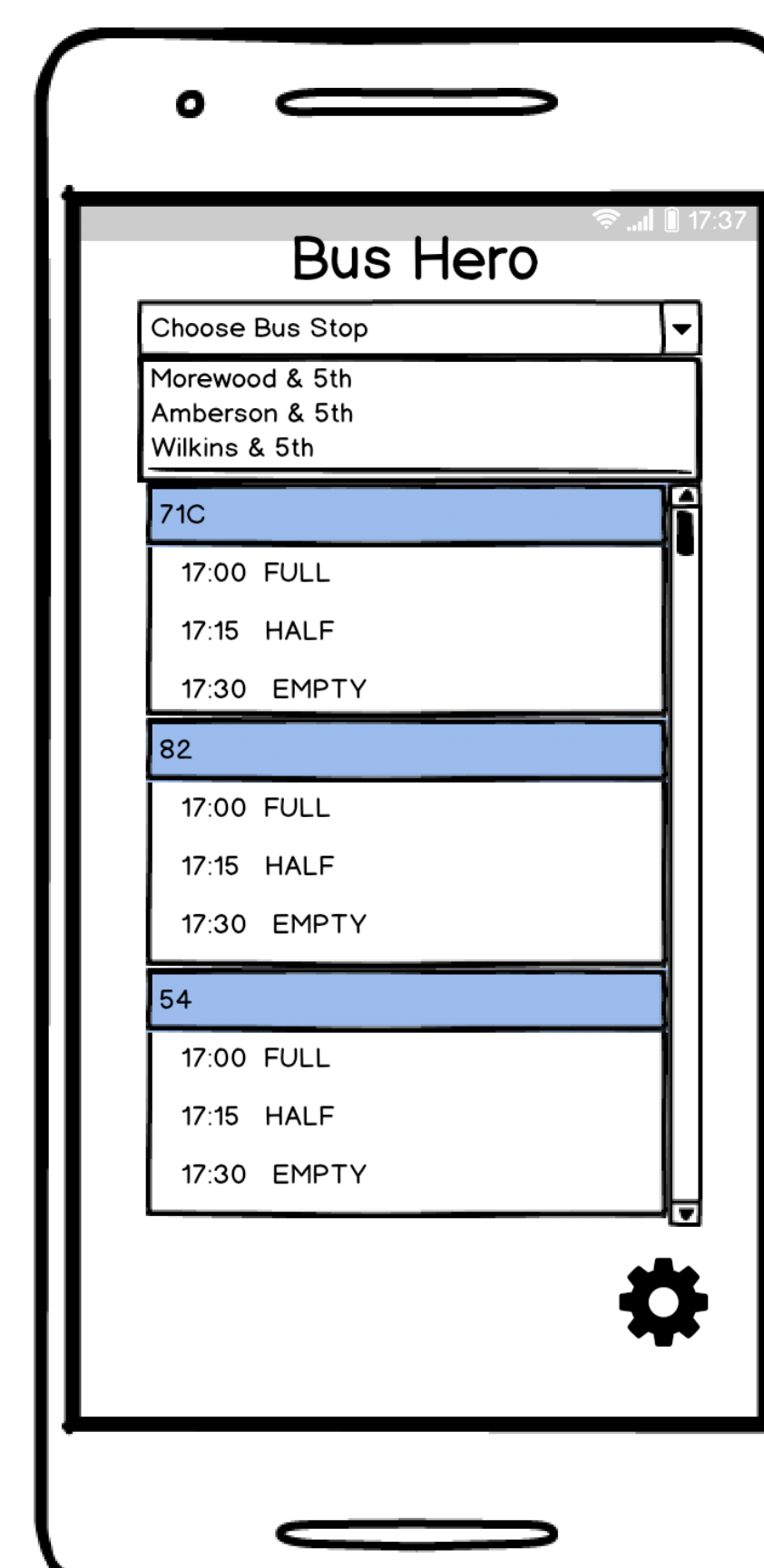
User logs in or starts searching immediately



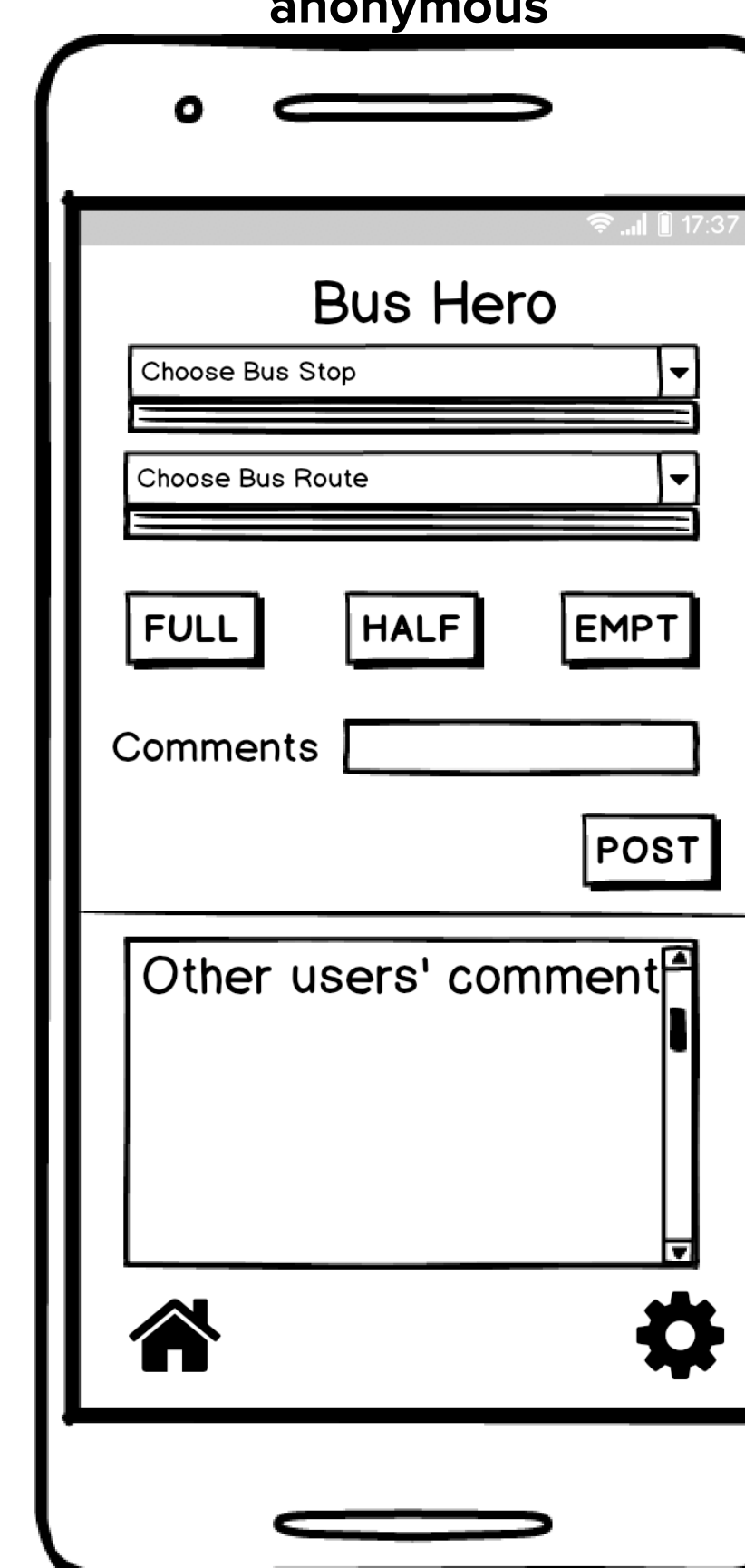
Access to favorite routes and choice to remain anonymous



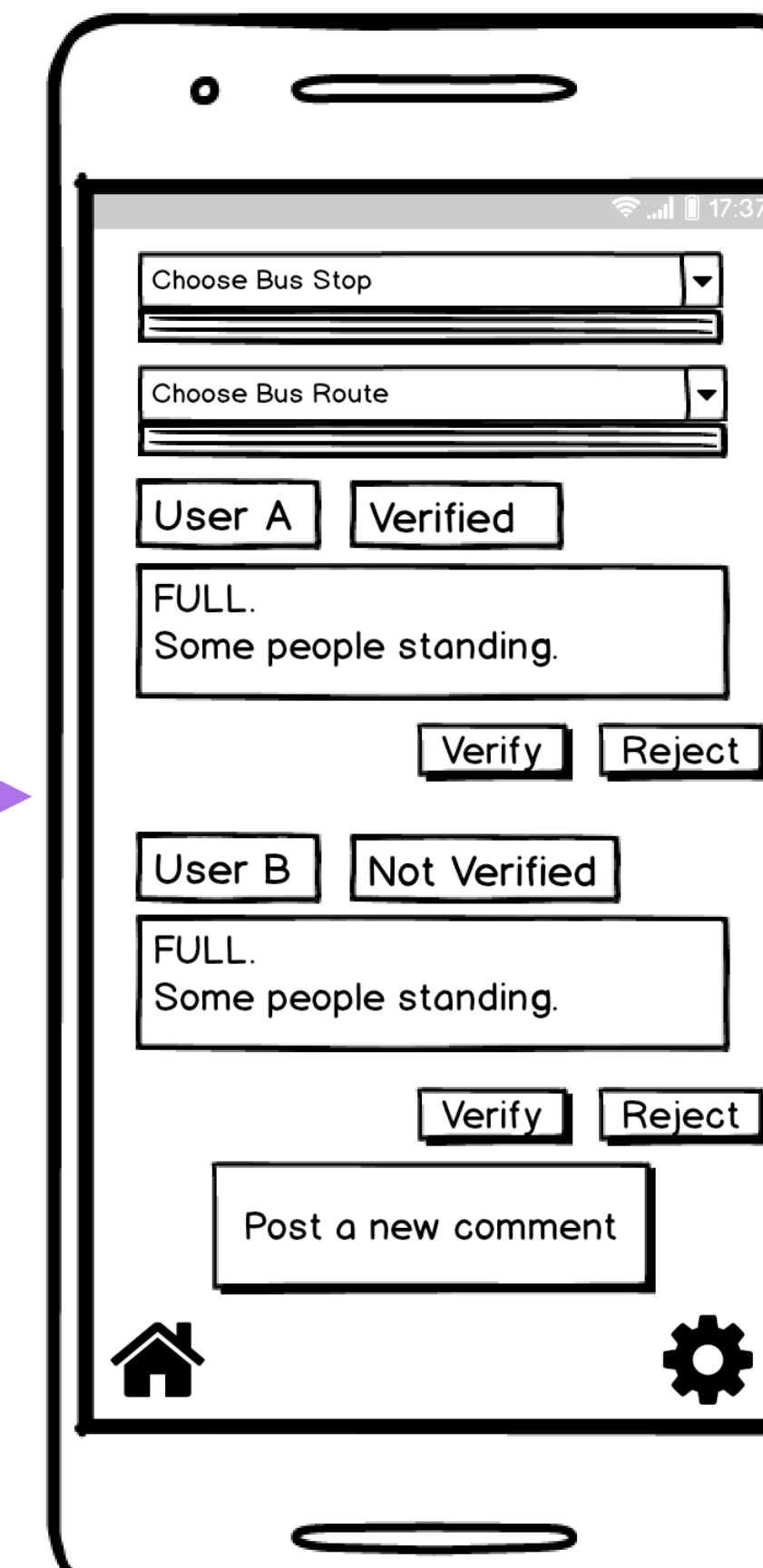
Users verify their account with their mobile numbers



Users can see the capacity of upcoming buses at their stop



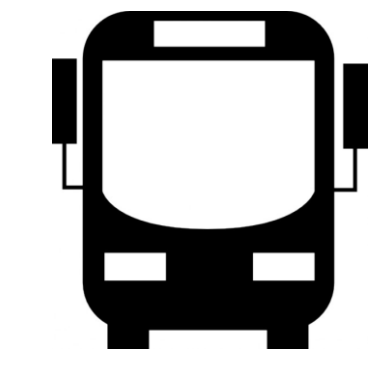
Comment on bus capacity, traffic, or other frustrations



Comments can be viewed and verified to avoid misleading info.

Motivation

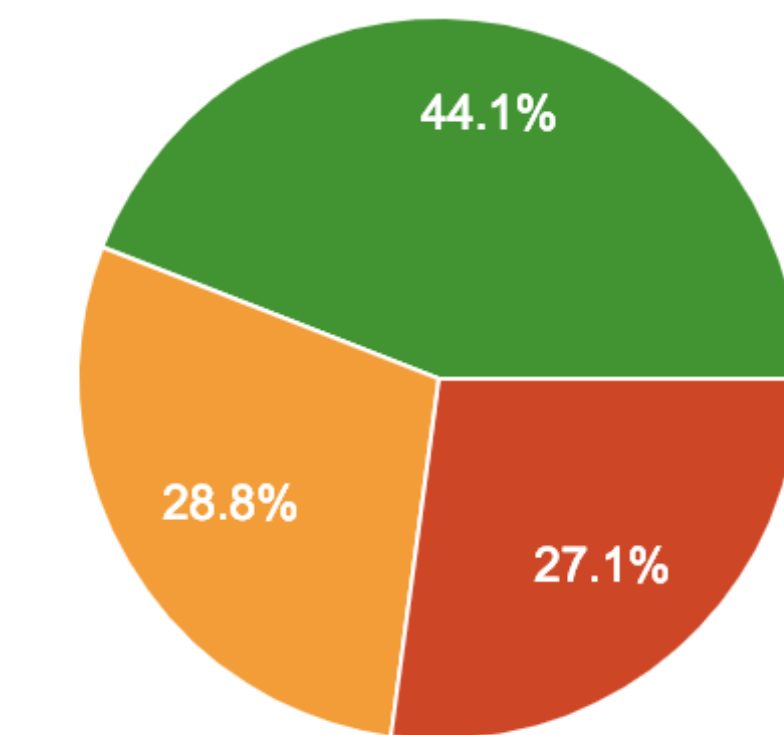
Riders



Better Bus Experience

How frequently do you use the bus?

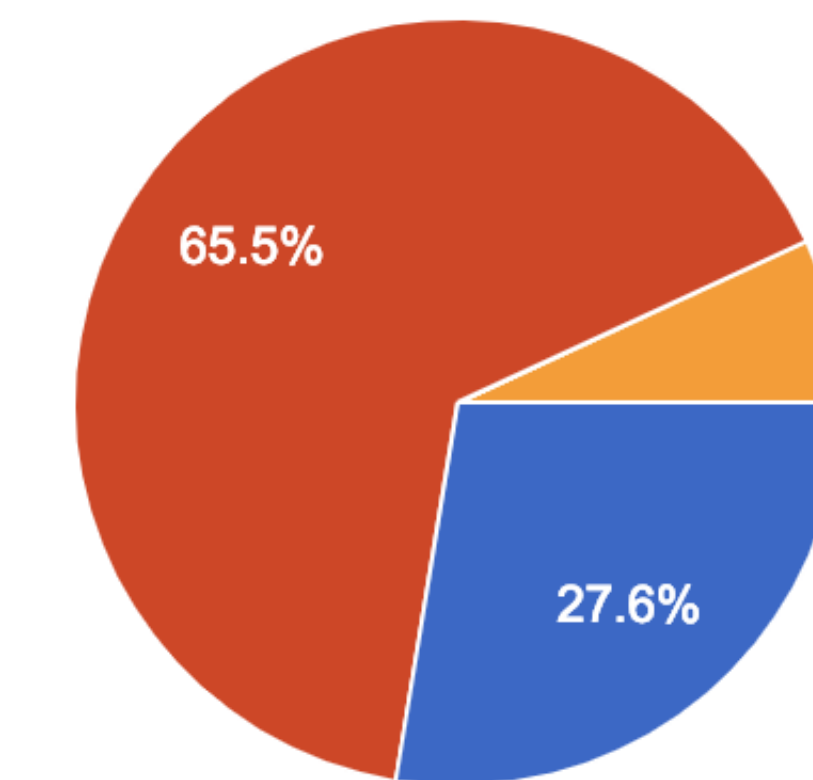
59 responses



• Never
• 1-2 times per week
• 3-5 times per week
• 6+ times per week

Does the bus ever pass you by without stopping?

58 responses



• Never
• Sometimes
• Often

What aspect about taking the bus is the most frustrating?

51 responses

It gets too crowded at specific times during the day and then doesn't stop for me.

Unpredictability

When you are standing at the bus stop and the bus doesn't stop. The last time this happened was after midnight and not in a safe area. What's the driver's incentive to stop? Waving them down doesn't work if they don't want to stop

Full buses don't stop at the bus stop

When it is too full and it skips stops and then they aren't spread out.

It being full, skipping my stop

Architecture

