The process to board a taxi or any other kind of transportation in remote and rural areas can be cumbersome and time taking.

'GHAR TAK' is a mobile application that streamlines the process by allowing you to pre-book your travel by saving your time and money.

This study aims at understanding the need of last mile connectivity in Indian railways and how it can enhance the experience of the users.

Goal

Our aim is to comprehend the importance of last mile connectivity, how local transporters are impacted by it, and how digitalization can help to resolve this issue.

Problem Statement

- Increased transportation costs, traffic, and restricted access to transportation services are all consequences of the Indian railway network's ineffective **last mile connection**, which undermines the system's overall performance.
- Despite the expansion of India's railway network, chances for economic growth and social mobility are being constrained due to a lack of effective last mile connection, particularly in rural and isolated areas.

Challenges

The poor infrastructure, limited modes of transportation, high costs, security concerns, and lack of coordination are key constraints that need to be addressed to ensure seamless and efficient last mile connectivity in the Indian railway network.

Target Audience

Age- 18+
Area- Rural and isolated
Users- People using Railways for travelling

Desk Research

Last mile connectivity(LMC) is a crucial component of the transportation network that connects the end users to the transportation system, such as railways, airports, and seaports.

It is a challenge for Indian railway network because of

1. Poor infrastructure
2. Limited modes of transportation
3. Lack of coordination
4. High costs
5. Security concerns

Advantages

- Increased Efficiency
- Improved Customer Service
- Reduced Costs
- Increased Visibility
- Improved Planning

Technologies

Mobile app development: Mobile app development technologies, such as iOS and Android development frameworks, to create a user-friendly interface for riders and drivers.

Real-time data processing: The app uses real-time data processing technologies to inform riders about nearby drivers and estimated arrival times. This requires collecting and processing data from various sources, including GPS sensors on drivers' phones and real-time traffic data.

GPS tracking: The app uses GPS tracking technologies to track the location of both riders and drivers, allowing for real-time location updates and precise navigation.

Payment processing: The app uses secure payment processing technologies to allow riders to pay for rides using a stored credit card. This requires integrating with payment processing providers and implementing secure data storage and encryption.

Machine learning: Algorithms to optimise its ride matching and pricing algorithms. These algorithms analyse data on rider behaviour, driver availability, and traffic patterns to make the ride experience more efficient and cost-effective.

Cloud infrastructure: The app runs on a cloud-based infrastructure, which allows for scalable and reliable processing of large volumes of ride requests and data.

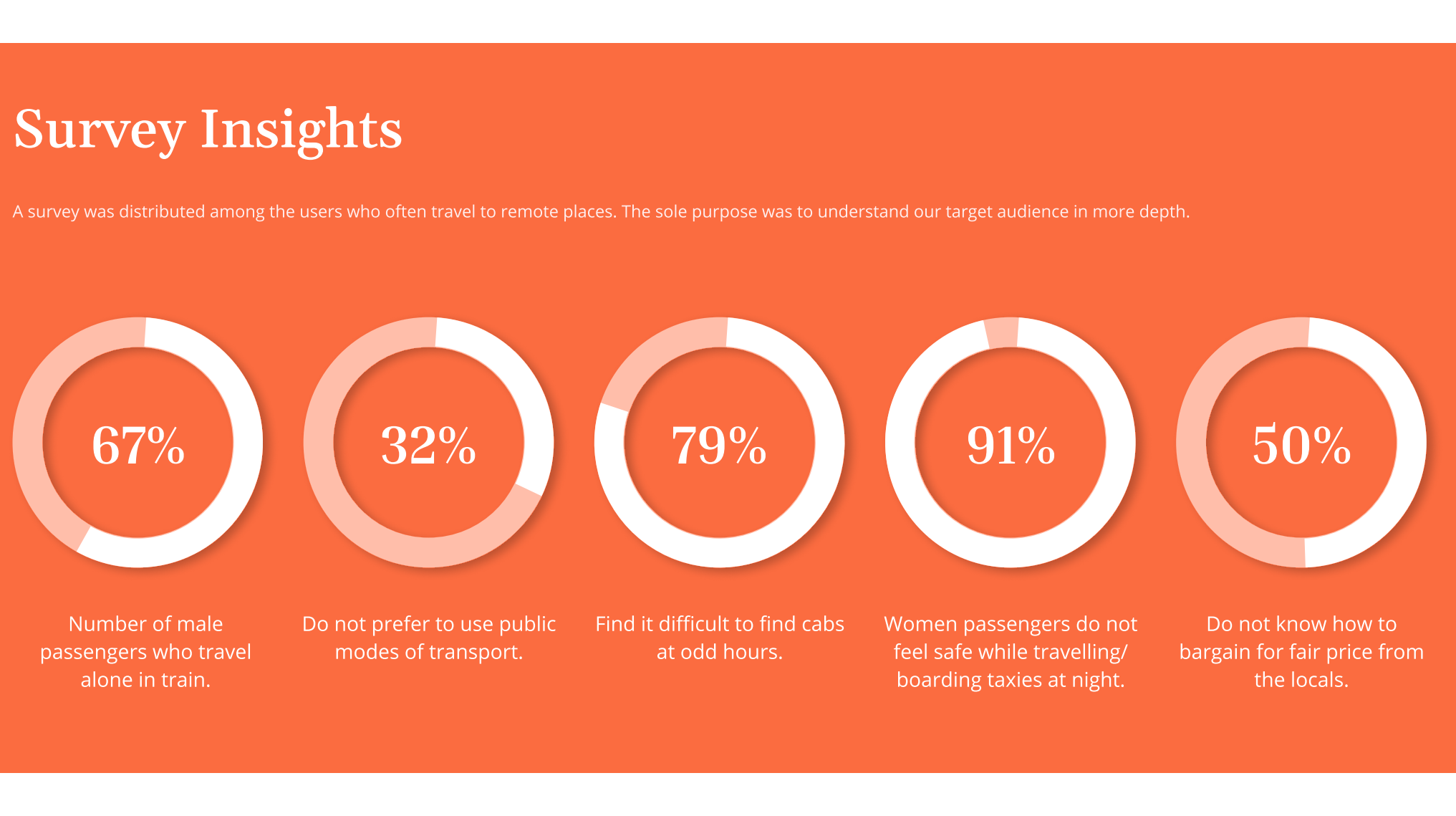
Interview Insights

A set of questions was asked to our target audience.
It was done to gain the insights of travelers and to learn about their challenges.

- Very few options for transportation are available in remote areas.
- Travelling alone feels unsafe at times.
- No availability of cabs and other transport facilities during odd hours.
- Rural railway areas are more prone to theft and robbery due to the lack of security measures.
- Emergency services is not readily available such as medical assistance.
- Early morning and late night fare is usually more than normal.
- Delayed and cancellation of cabs is frustrating.
- Not everyone is good at bargaining of prices.
- Local rickshaw drivers often charge more to travelers and visitors.

Survey Insights

A survey was distributed among the users who often travel to remote places. The sole purpose was to understand our target audience in more depth.



Number of male passengers who travel alone in train.

Do not prefer to use public modes of transport.

Find it difficult to find cabs at odd hours.

Women passengers do not feel safe while travelling/ boarding taxies at night.

Do not know how to bargain for fair price from the locals.

User Personas

Based on the insights from primary research, we made the personas to understand our users' needs, experiences, behaviors and goals.

Nikita Garg

Age:	30
Job description:	HR
Education:	MBA
Location:	Delhi

Passionate
Adventurous
Empathetic
Ambitious

BIO

Nikita is a HR in Deloitte. She has been working there for 3 years. She is passionate about creating an inclusive workplace culture and fostering employee development. She loves to read fortune books and uses social media very often in her free time.

Touch point

Needs

- Needs better transport facilities in remote areas while travelling.
- Need to make her whole travel experience safe.

Goals

- To travel solo around the country.
- Learn new skills everyday.
- Stay tuned on current trends.

Pain point

- Different fares in same vehicle (day and night fares changes).
- Security concerns during night travels.

Empathy Map

SAYS

- Why are't there too many public transport options?
- Oh man! you are charging so high fare.

THINKS

- When will i reach at my destination?
- Will there be any available cabs?

DOES

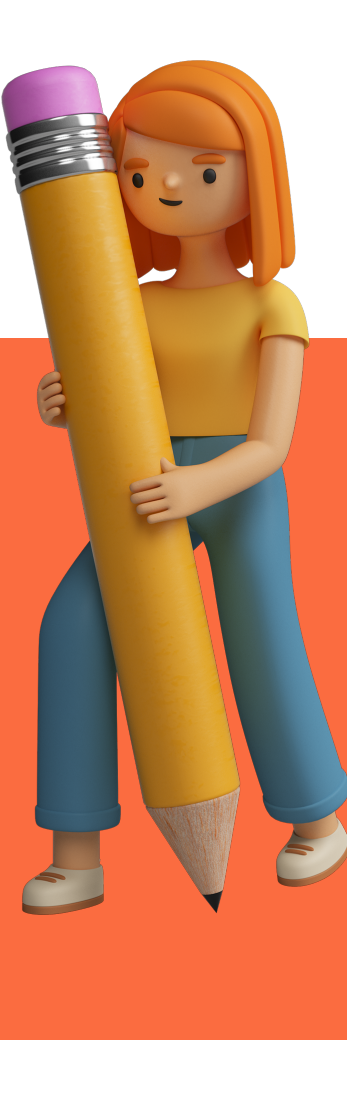
- Starting to look for cabs outside the station.
- Comparing the price of local rickshaws for lowest fare price.

FEELS

- Happy
- Frustrated
- Exhausted
- Scared
- Confused

Our Solution

This app is designed to address the problem of lack of transportation in remote areas where there is no facility of cabs available. It is user centric and feasible to all ages. All the drivers will be locals, providing them with the opportunity to increase their revenue.



GHAR TAK provides the facility of

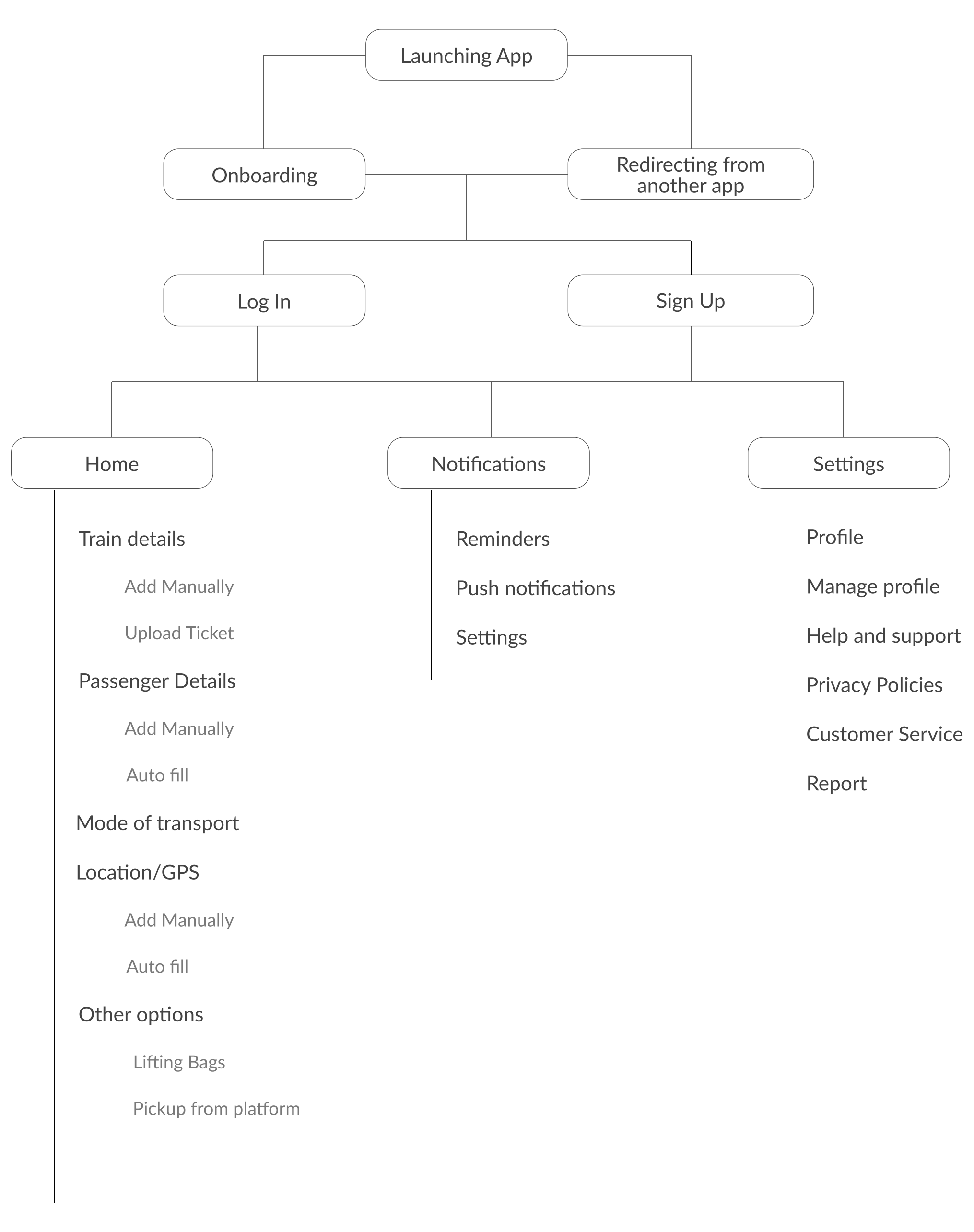
- Pre-booking of rides.
- Explore the modes of transportation available.
- Safe and secure rides.
- Save time and money.
- Book affordable rides.
- Real time tracking.
- Promote the locals (in collaboration)

Customer Journey Map

User Scenario - Nikita finds trains convenient and affordable. She has to travel to Jaipur every now and then. But she finds it difficult to find a favorable means of transport early in the morning. She then came across our app while booking her train ticket online and surfs around to pre-book her ride.

	Awareness	Compare	Explore	Test	Advocacy
Action	1. Books the train ticket online. 2. Comes across our app through an ad. 3. Searches about the app on google.	1. Searches for other similar apps on playstore. 2. Goes through the reviews of the app. 3. Downloads and makes a profile.	1. Adds the location of arrival and departure. 2. Checks for the availability of the transportation. 3. Compare the prices for different vehicles.	1. Books an auto-rickshaw at her favorable price. 2. Connects with the driver. 3. Reaches to her destination and meets up with the rider. 4. Reaches to her destination safely.	1. Is happy about her experience. 2. Books another ride for her another journey. 3. Recommends to her friends and family. 4. Leaves 5 star rating on the playstore.
Touch Points	• Makemytrip • Irctc • Google	• Google • Playstore • Download page	• App	• App • Phone/text message • Ride • Driver	• App • Play Store
Thoughts	• Is this app worth looking? • Lets see what this app is all about	lets compare all the application to find out suitable industry	• Is this the best application to explore? • The reviews are helpful	• Will this app can be trusted? • I hope my auto arrives on time. • Will it will be safe?	• Loved the app. • Should i book another ride already?
Emotions	😐	☹	😐	😠	🙂
Pain points	• Struggling to find the app on google • Difficult to find that what does this app is for	• Confused when exploring lots of apps • Can't decide which app to look for	• Can't decide prices between different transport • Can't find availability of transport at first.	• Faced problem in terms of talking with the driver. • Can't find the driver on time.	

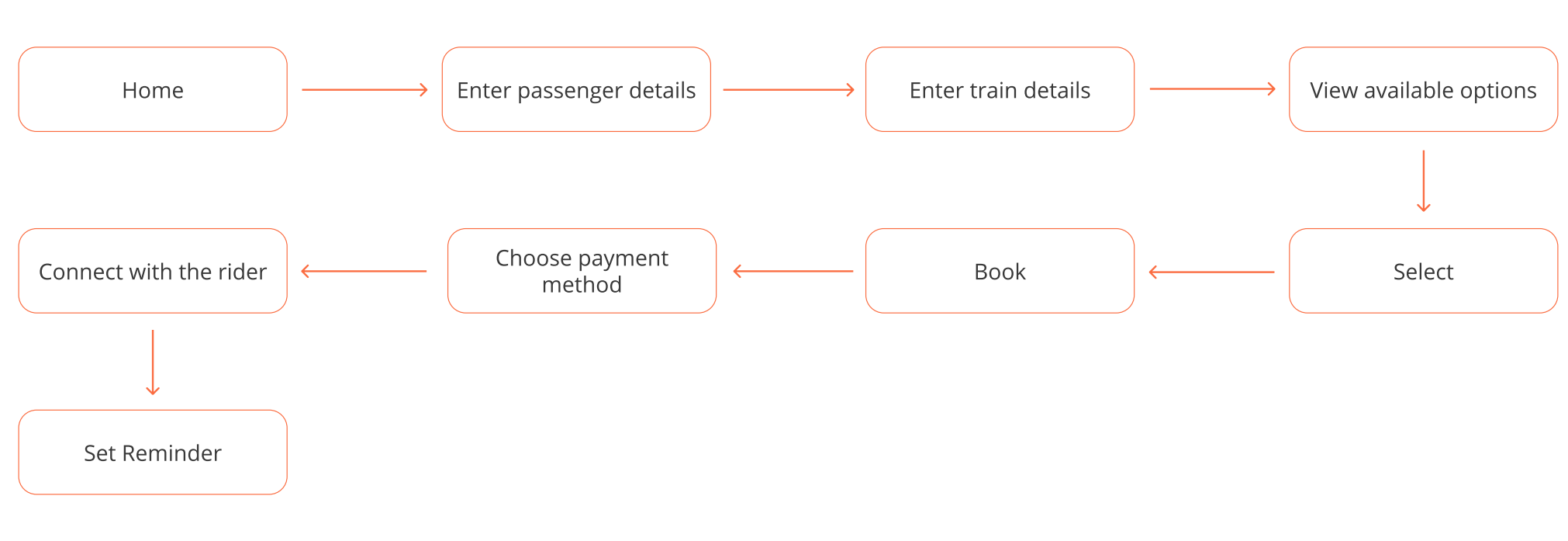
Information Architecture



- Launching App
  - Onboarding
  - Redirecting from another app
    - Log In
    - Sign Up
      - Home
        - Train details
          - Add Manually
          - Upload Ticket
        - Passenger Details
          - Add Manually
          - Auto fill
        - Mode of transport
        - Location/GPS
          - Add Manually
          - Auto fill
        - Other options
          - Lifting Bags
          - Pickup from platform
      - Notifications
        - Reminders
        - Push notifications
        - Settings
      - Settings
        - Profile
        - Manage profile
        - Help and support
        - Privacy Policies
        - Customer Service
        - Report

Task 1

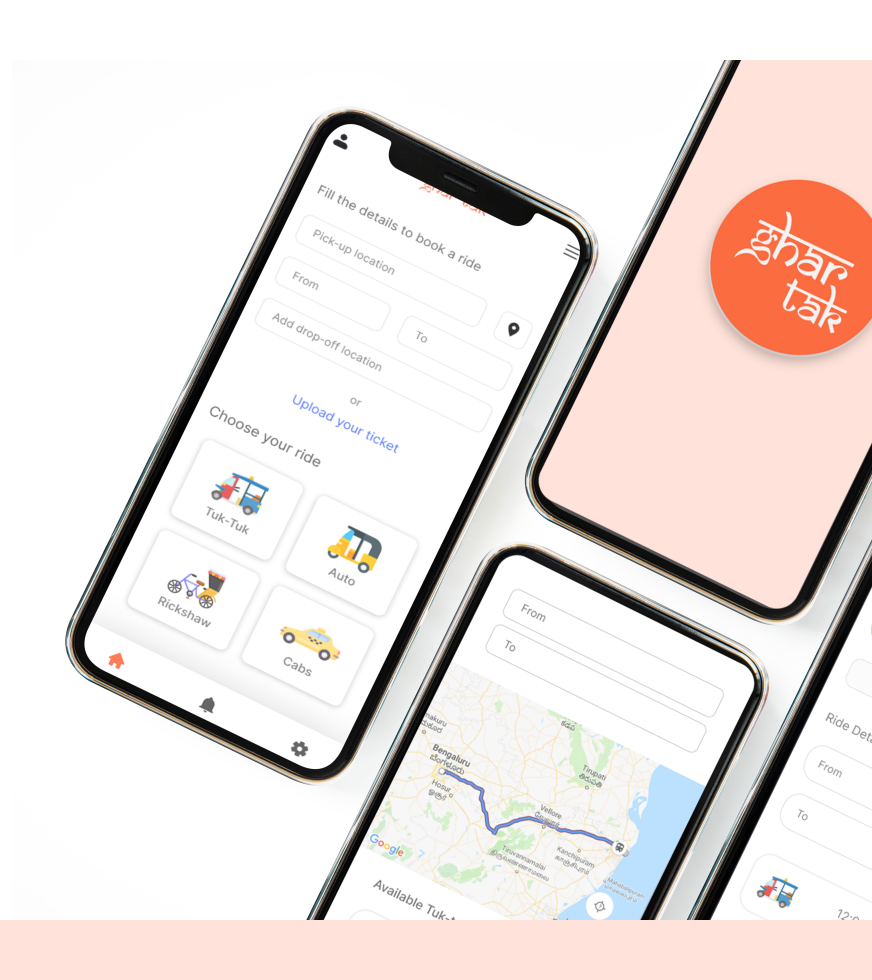
A new user is redirected from IXIGO to GHAR TAK wants to book a cab for her next rail journey.



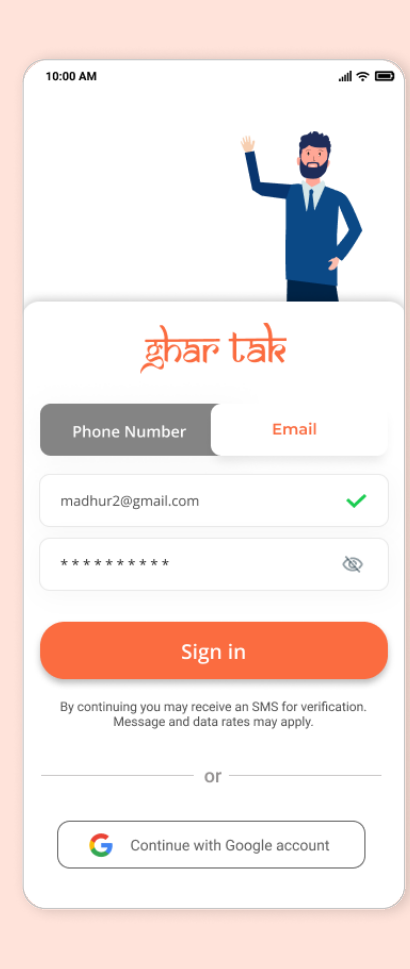
Home → Enter passenger details → Enter train details → View available options → Select → Book → Choose payment method → Connect with the rider → Set Reminder

UI Screens

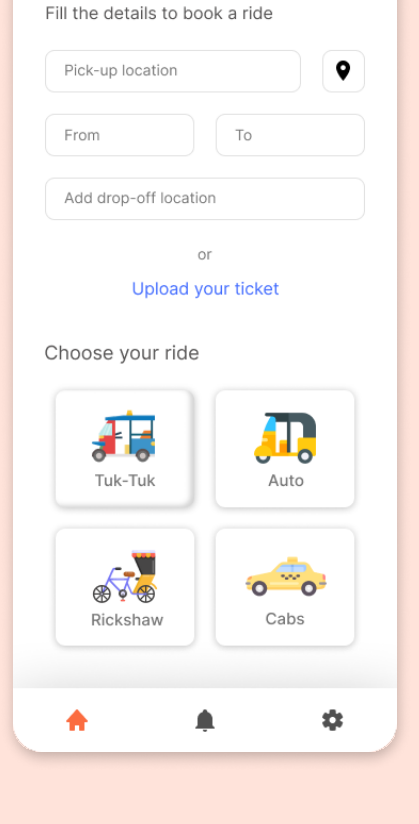
These screens are made for the target audience of our customers. Following are the high-fed. screens for the task mentioned above.



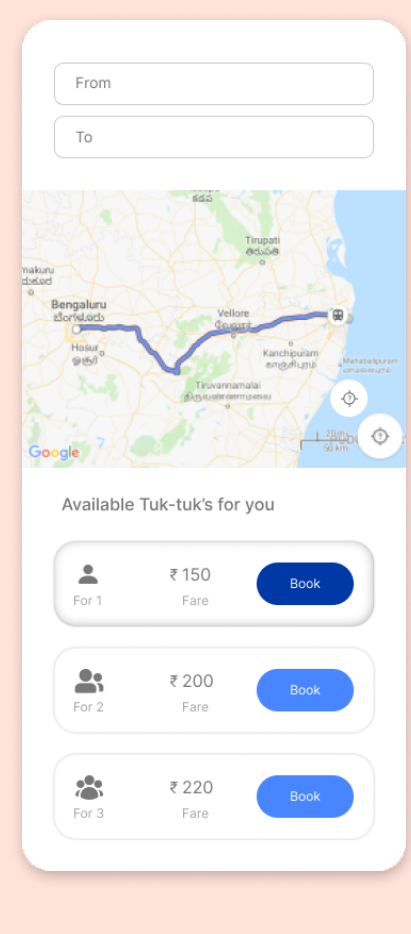
MAIN SCREENS



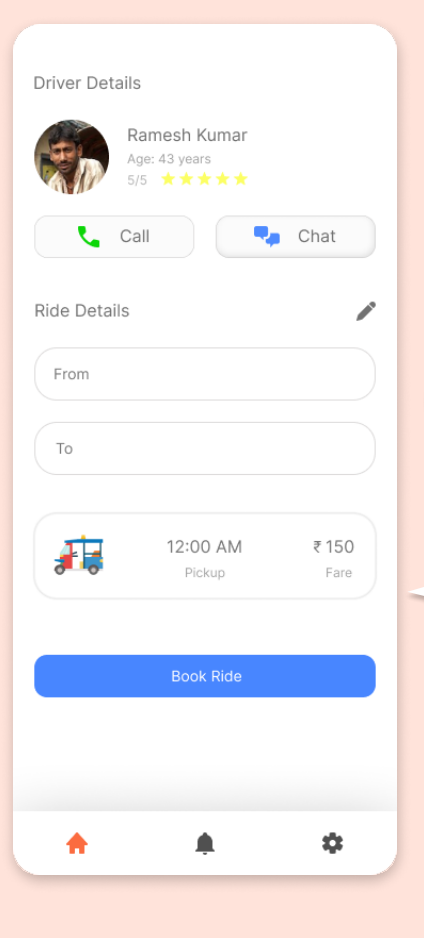
LOG IN



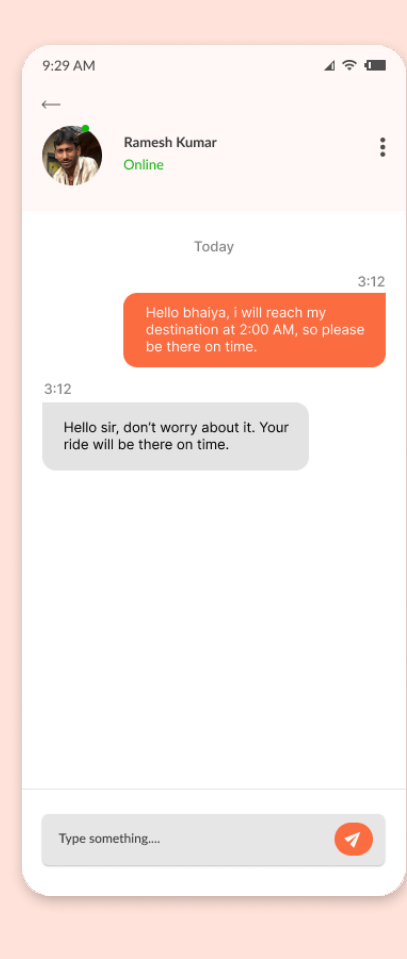
HOME



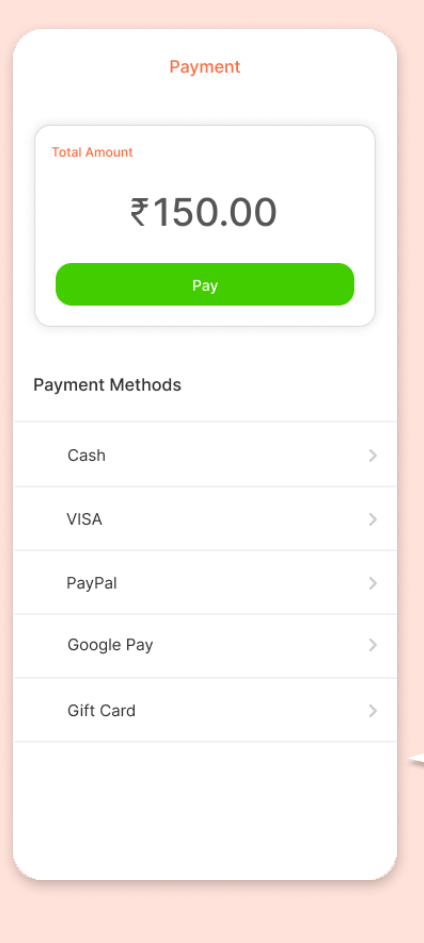
BOOKING



DETAILS

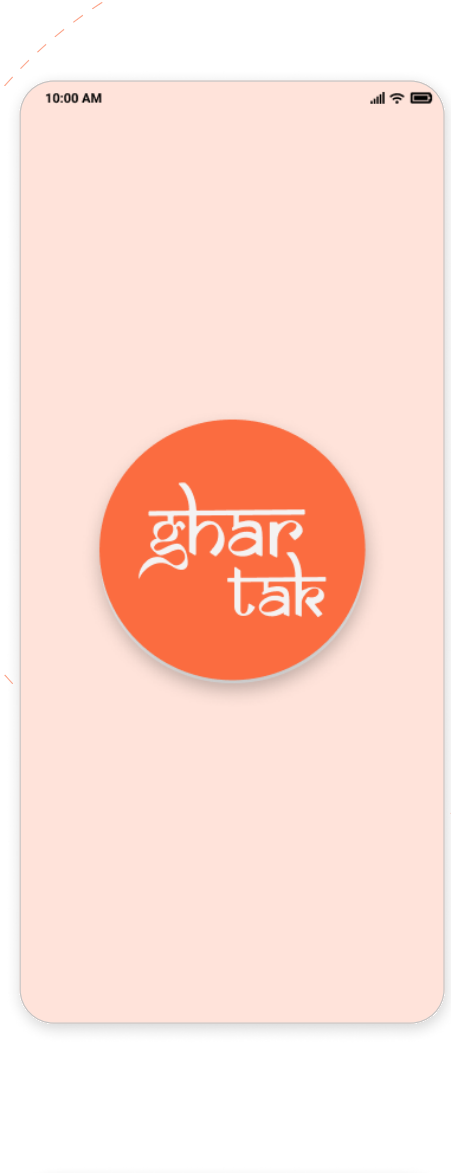


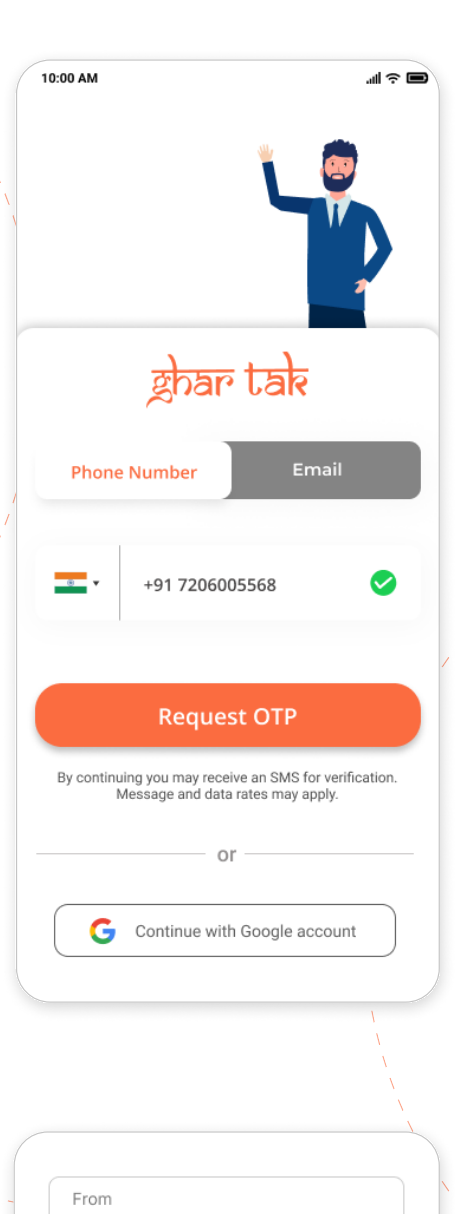
CHATS

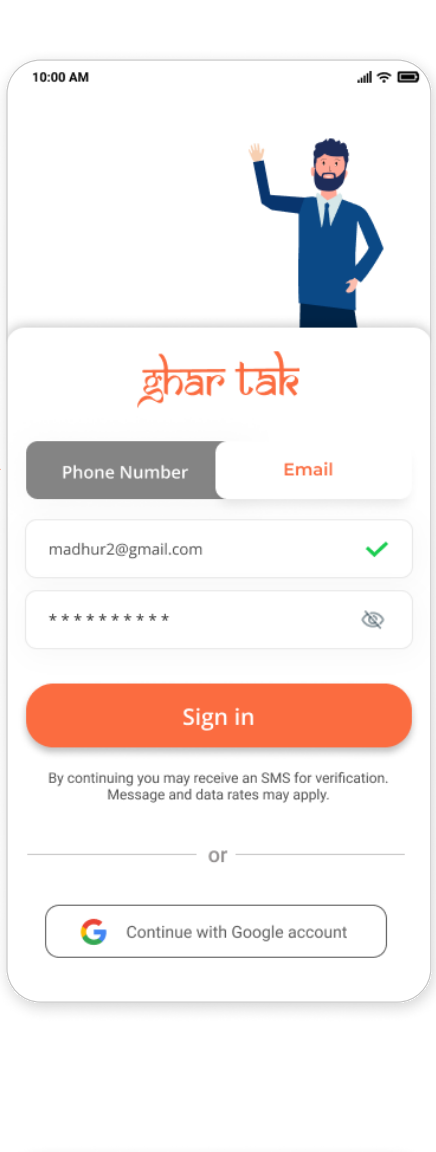


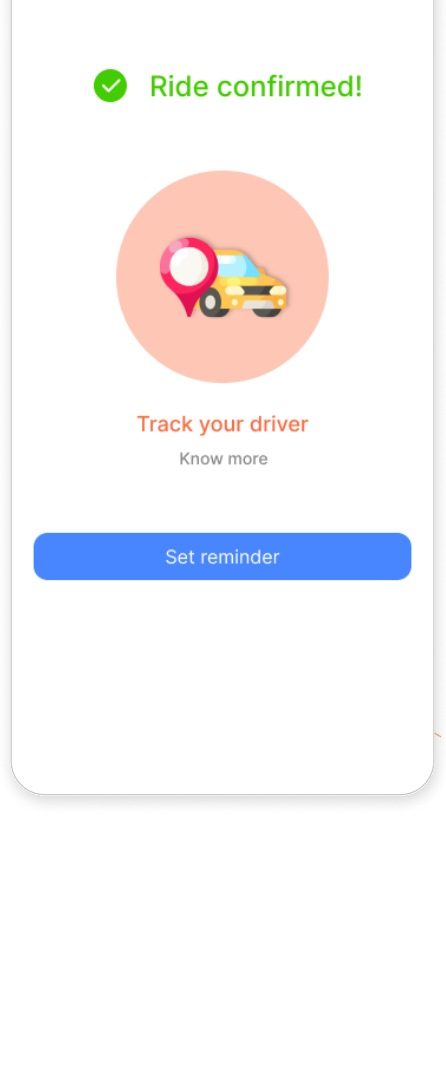
PAYMENT

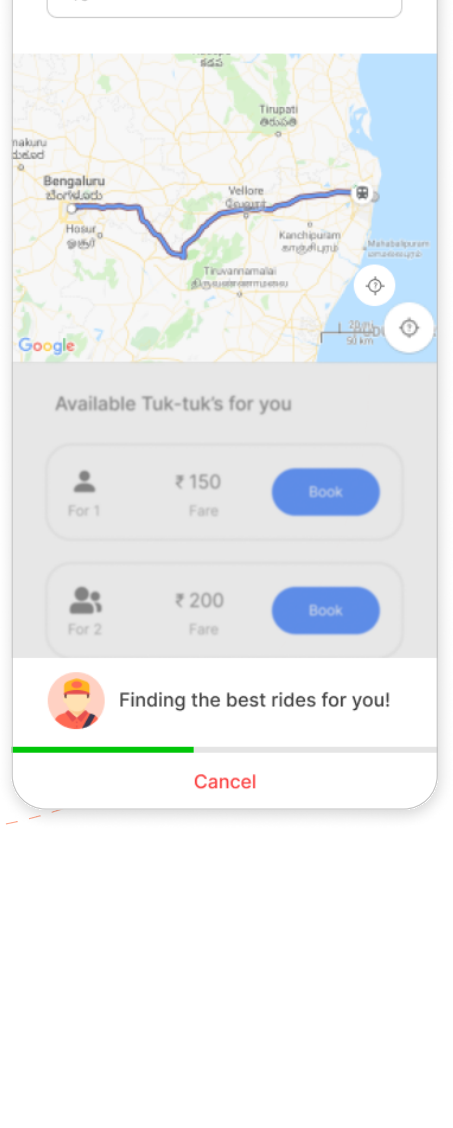
OTHERS

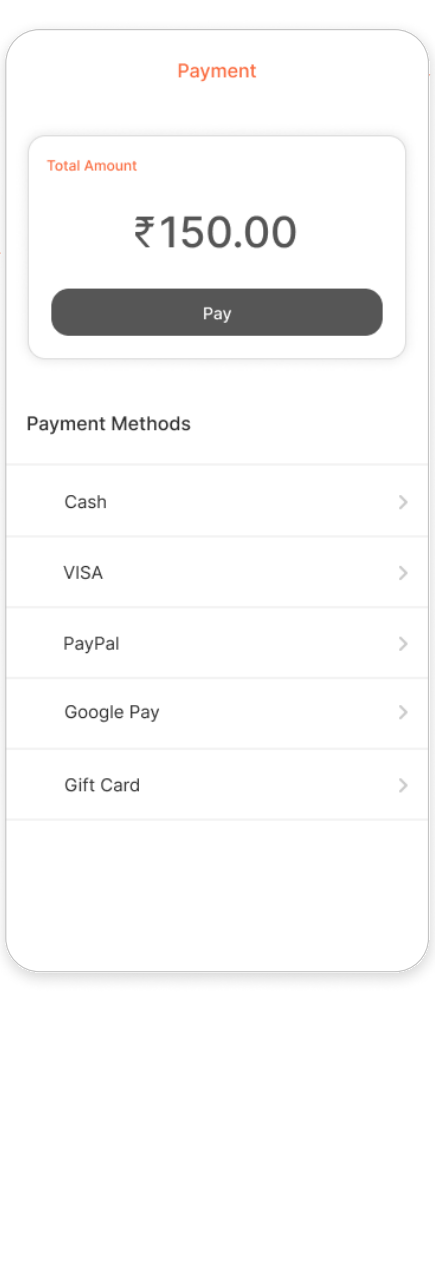












Thanks For Watching!

Efforts by- Madhur