Busgazer

Revolutionary Public Transit Experience Smarter City

Problem

Waiting for buses in the chilly is painful

Temperature/C	2014.11	2014.12	2015.01	2015.02
Below 0	16	21	29	27
Below 10	1	0	0	18
Below 20	0	0	0	2

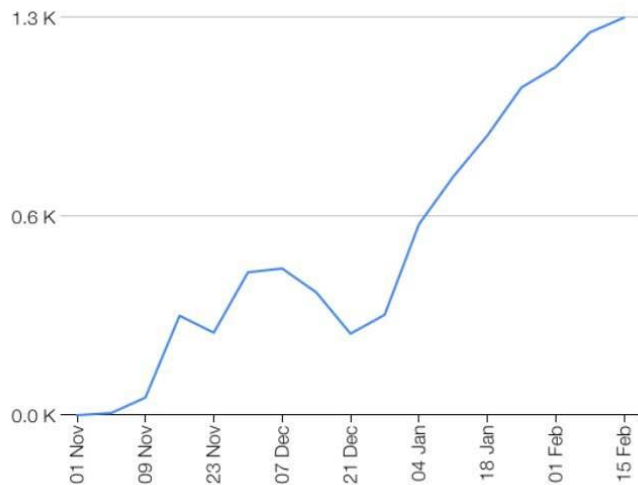Pittsburgh Lowest Temperature (2014.11 - 2015.02)

Solution

Busgazer: a **mobile platform** where users can

- access realtime bus arrival information
  - Reduces waiting time
  - Prevents people from missing their buses
  - Increases satisfaction and eventually promotes ridership

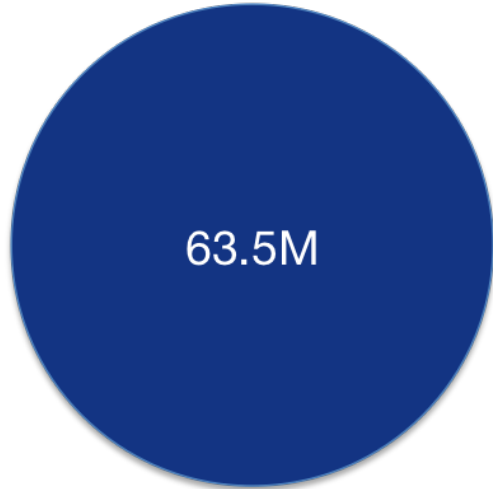# Product

A Larger Problem

- **A Missing Social Network for the City**
  - Locals disconnected from each other
  - People care about their City, including culture, news, events, restaurants, etc.
  - Friendship based social network is closed

Vision

Busgazer: a **mobile platform** where users can

- access realtime bus arrival information
- build a social network with local people
  - a social network based on "city", instead of friendship.
  - connect local people with each other
  - connect people to the city , e.g. culture, news, events, restaurants, etc.
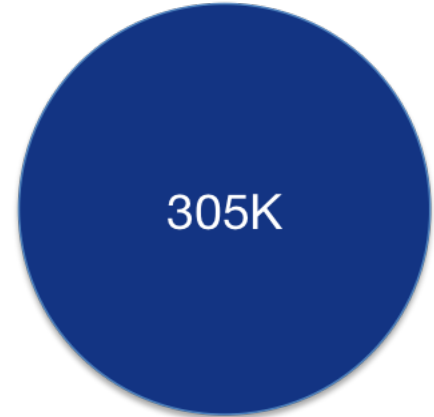
Market

63.5M

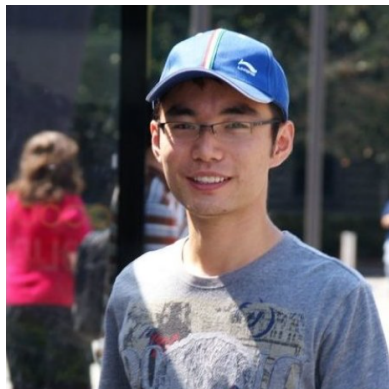TOTAL PASSENGERS*

220K

DAILY PASSENGERS*

305K

PITTSBURGH POPULATION

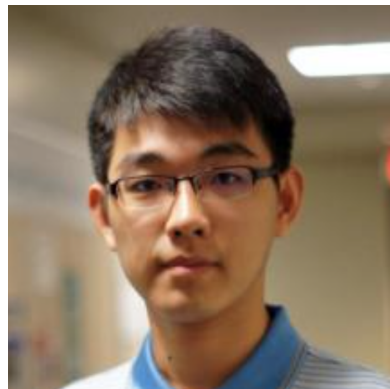*Port Authority of Allegheny County 2013

Business Value

- Personalized Location-Based Ads
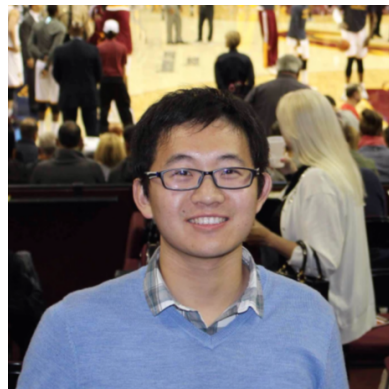
- Sponsor's Listing

Team

Ouyang Jiannan
PhD Student
Operating Systems

Xiangmin Fan
PhD Student
Human Computer Interaction

Lingjia Deng
PhD Student
Natural Language Processing

Xiaolong Cui
PhD Student
Distributed systems