



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

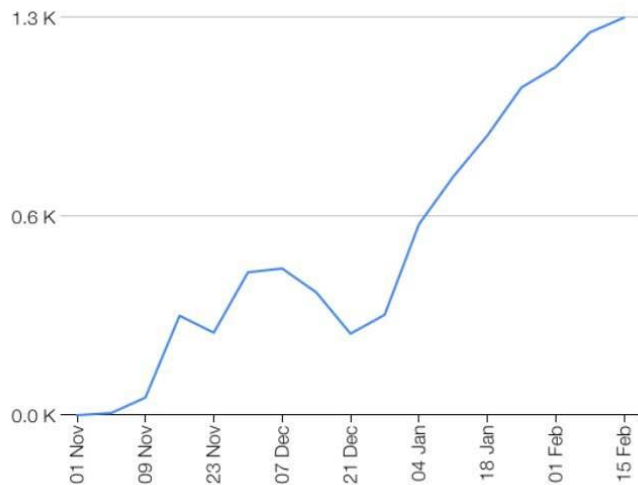
Busgazer: a **mobile platform** where users can

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

Product

Users

2,683



Carrier 2:35 PM

[< Map](#) Updated: 2:35 PM [↻](#)

Route	Destination	Status
54	Inbound-OAKLAND-NORTH SIDE ALLEGHENY CENTER... 2:33 PM - realtime departure	Left
71B	Outbound-HIGHLAND PARK VIA OAKLAND-SHADYSIDE-... 2:37 PM - scheduled arrival	2 min
71D	Outbound-HAMILTON VIA OAKLAND-SHADYSIDE-5TH AV 2:37 PM - realtime arrival	2 min
75	Outbound-ELLSWORTH-OAKLAND MORNINGSIDE-WAT... 2:38 PM - realtime arrival	4 min
P3	Outbound-EAST BUSWAY-OAKLAND TO SWISSVALE 2:41 PM - scheduled arrival	6 min
93	Outbound-OAKLAND-LAWRENCEVILLE TO SHOP-N-SAVE 2:41 PM - realtime arrival	7 min
71A	Outbound-NEGLEY VIA OAKLAND-SHADYSIDE-CENTRE... 2:43 PM - realtime arrival	8 min
71C	Outbound-POINT BREEZE VIA OAKLAND-SHADYSIDE-C-... 2:43 PM - realtime arrival	9 min
71D	Outbound-HAMILTON VIA OAKLAND-SHADYSIDE-5TH AV 2:45 PM - realtime arrival	11 min
71B	Outbound-HIGHLAND PARK VIA OAKLAND-SHADYSIDE-...	13 min

Map

Bookmarks

More

A Larger Problem

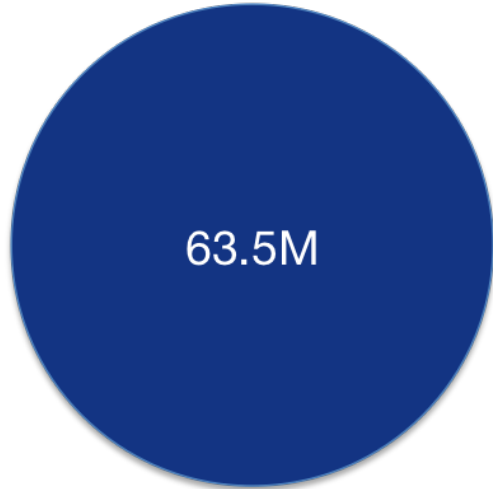
- **A Missing Social Network for the City**
 - Locals disconnected from each other
 - People care about their City, including culture, news, events, restaurants, etc.
 - Friendship based social network is closed

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.

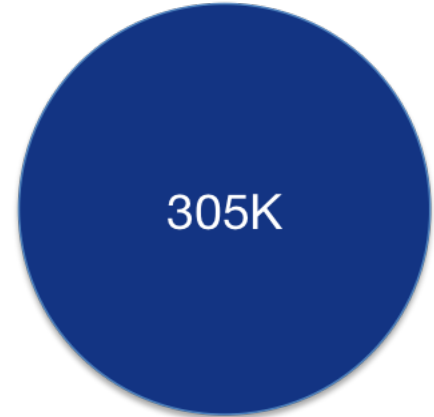
Market



TOTAL PASSENGERS*



DAILY PASSENGERS*



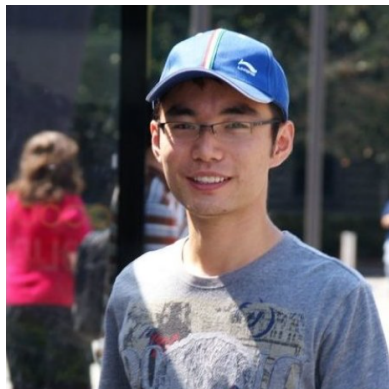
PITTSBURGH POPULATION

*Port Authority of Allegheny County 2013

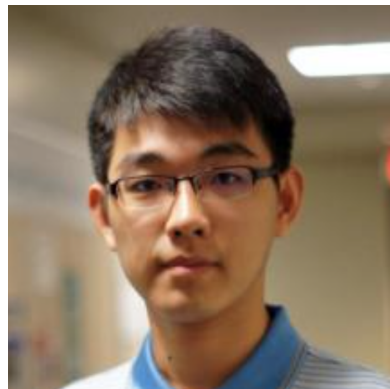
Business Value

- Personalized Location-Based Ads
- Sponsor's Listing

Team



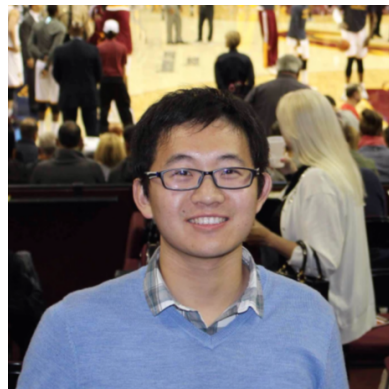
Ouyang Jiannan
PhD Student
Operating Systems



Xiangmin Fan
PhD Student
Human Computer Interaction



Lingjia Deng
PhD Student
Natural Language Processing



Xiaolong Cui
PhD Student
Distributed systems