

Assignment 3 Pitch - Group 7 [MitySG]

Ever took the public transport, and then overslept your stop? Or maybe you were busy texting on your phone, or surfing the web and then missed your stop? These are issues many of us face on a daily basis, and it results in productive time that was wasted in order to just get back on track.

'MitySG: Am I There Yet?' is our solution to mitigate this first-world problem.

A localised public transport notification web app, 'MitySG' allows commuters to be glued to their screens and yet be aware about their transit arrival. Doing away with simply listing bus arrival timings, 'MitySG' pushes notifications the user when their user's bus is arriving and when they are arriving at their destination (both Bus and MRT).

Why 'MitySG' and not any other public transport apps in the market? Most transit apps solely focus on providing arrival timings of your bus and nothing else; requiring you to constantly refresh the app or re-open them. Then, routing apps can tell you how to get from Point A to Point B. However if you're taking it for the first time, you'd often need to keep the app on and glance at it periodically to check if you're reaching the stop that you're supposed to alight at.

Those apps continue to constantly to leave you nervous and uneasy, constantly having to check your app, and running the risk of overshooting your stop nonetheless. In addition, these routing apps typically use Location Data which quickly drains the battery of your phone. This is definitely not an ideal solution, and results in both time and power wastage.

Thus, the the idea of 'MitySG: Am I There Yet?' is born, an application that would alert you on your phone as you're reaching your destination. So that

you'll never miss your stop again if you're too engrossed with your phone, and stop wasting time trying getting back on track. To add on, 'MitySG' does not use your phone's GPS to track your location and drain your battery, instead it tracks the bus that you are riding on in order to provide you with an accurate estimation of your location. MitySG would then send you a push notification when you are about to reach your destination, so that you would know that you should be alert and be prepared to alight. MitySG uses LTA APIs to track the location of your bus, and its estimated arrival time. From the first bus that you get on, MitySG tracks the location of your bus based on next bus arrival data from the next bus stop, and subsequently for every bus stop after that till you arrive at your final destination. By doing so, it is able to avoid using your device's GPS, while obtaining an accurate estimation of your bus' location from LTA and constantly being aware of the time required to reach your next destination. MitySG also supports usage on MRT trains, and will alert you when your train is about to reach the scheduled station.

MitySG is a lightweight application, and simple in concept, but heavy in benefits. While missing your stop may seem like a trivial problem, it often results in a wastage of at least 10-20 mins and a great deal of hassle, especially during rush hour. With MitySG, you can get a worry-free travel experience and not have to constantly mull over whether or not you're about to reach your stop. Its simple concept, combined with its straightforward user interface is designed to give you a worry-free journey and reduce the mental stress from your daily commutes.