**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 14 April 2025 |
| Team ID | SWTID1742640402 |
| Project Name | MyRide |
| Maximum Marks | 4 Marks |

**Brainstorming**

Through collaborative brainstorming sessions and whiteboarding techniques, we explored innovative solutions to enhance the cab booking experience for both passengers and drivers. Below is a summary of the key ideas generated:

**Core Features**

* **Smart Ride Booking**:
  + Quick booking with pickup/destination input.
  + Fare estimation before confirmation.
  + Ride scheduling for future trips.
* **Real-Time Tracking**:
  + Live driver location updates.
  + Estimated arrival time (ETA) display.
  + Route optimization for faster trips.
* **Payment Integration**:
  + Multiple payment options (UPI, cards, wallets).
  + Ride history with receipts.
* **User Profiles**:
  + Ride history and favorite locations.
  + Ratings and feedback system.

**Driver Features**

* **Ride Acceptance & Management**:
  + Accept/reject ride requests.
  + Navigation assistance to pickup/drop locations.
* **Earnings Dashboard**:
  + Daily/weekly earnings summary.
  + Withdrawal options to bank/UPI.
* **Performance Metrics**:
  + Ratings and feedback from passengers.
  + Trip completion statistics.

**User Interface Ideas**

* **Minimalist Design**:
  + Easy-to-use interface with clear CTAs.
  + Dark/light mode support.
* **Interactive Maps**:
  + Google Maps integration for smooth navigation.
  + Real-time traffic updates.
* **Mobile-First Approach**:
  + Optimized for low-end devices.
  + Offline support for critical functions.

**Extended Ideas**

* **Ride Sharing**:
  + Split fares with co-passengers.
  + Group booking options.
* **Safety Features**:
  + SOS button for emergencies.
  + Share ride details with trusted contacts.
* **Loyalty Programs**:
  + Discounts for frequent users.
  + Reward points for referrals.
* **Multi-Language Support**:
  + Localization for wider accessibility.