

Project Proposal

Prepared by

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About Us

We are a group of undergraduates from the Faculty of Engineering and the Faculty of Information Technology at the University of Moratuwa.

We are working together to solve real-life problems by creating a platform that helps people share rides, activities, and daily tasks to save money and time.

Our goal is to make life easier, more social, and more affordable for everyone—using smart ideas and teamwork.

Problem Statement

- Many travel experiences (like safaris, boat rides, and guided tours) are priced per trip rather than per person.
- This makes experiences more expensive for solo travelers and small groups.
- Transport options like taxis and private vehicles are often underutilized, with extra seats left empty.
- There is no streamlined platform for travelers to connect and share experiences or transport, reducing opportunities to split costs.
- As a result, travel experiences become less accessible, especially for budget-conscious travelers.
- The overall travel experience suffers due to inefficiency and missed opportunities for cost-sharing.

Solution

- We build a platform helps people quickly find or create shared plans for travel, events, and daily activities.
- Users can join or offer shared rides with others going the same way, reducing empty seats and costs.
- It supports instant event finding as well as pre-made group experiences like tours and activities.
- By connecting travelers and locals, it makes sharing easier and travel more affordable.
- This improves resource use and makes travel experiences accessible to more people.

Market Research

Market Problem:

- Current solutions for transport, expense-sharing, and activity coordination are fragmented. Users face:
- High individual costs (commuting, events, errands)
- Inefficiencies in solo routines
- Lack of trust in informal sharing (e.g., social media groups)

Category	Size (2024)	Growth / Trend	Insight
Sharing Economy	\$194.14B	\$631.32B by 2029 (26.5% CAGR)	Rapid adoption of access-over-
P2P Lending	\$218.68B	\$1045.37B by 2032 (21.6% CAGR)	Trust in P2P financial tech is rising
Bill Splitting Apps	\$0.53B	\$0.99B by 2033 (7.3% CAGR)	Demand for automated, social
Students	6.9M international students	Growing 3% YoY	Social, budget-conscious, digitally
Workers	3.4B globally	Avg \$2,914–\$8,000 annual commuting	High daily inefficiencies and
Travelers	1.4B global arrivals	\$1.6T in receipts; Gen Z = experience-	Seeks affordable, social, and

User Motivation:

Cost savings and shared expenses
Convenience and access over ownership
Social engagement and community
Sustainability

Competitive Gap:

Existing tools (e.g., Uber, Splitwise, Meetup) solve only one aspect:
No unified, real-time platform for spontaneous collaboration + cost-sharing
Trust and matching are limited or absent

Strategic Advantage:

Mobile-first, hyper-local platform for real-time collaboration
Built-in trust systems: ID verification, reviews, secure payments
Strong network effect potential in urban clusters and campuses

Go-To-Market Strategy:

Start in dense micro-markets (e.g., university towns)
Use referral incentives, student ambassador programs
Highlight cost savings + social value in messaging

Main Features

Our platform includes mobile apps for Android and iOS, as well as a web app

Two Main Features

1. Instant Events

Pick a date and see all ongoing or upcoming shared activities near you—like safaris, hikes, boat rides, or local events. This lets you join others spontaneously without prior planning.

2. Pre-Made Events (Pools)

Find or create groups for tours, rides, errands, or shared tasks. These pools let you plan together ahead of time and split costs, whether it's a ride from Colombo to Kandy or hiring a shared guide.

Main Features

Other Features

- Discover Nearby Matches: Find people doing the same activities nearby with real-time location info.
- Create & Join Pools: Start or join shared rides, tours, or tasks like hiring helpers.
- Cost Splitting: Clear cost breakdowns and suggestions to save money by joining groups.
- Verified Community: Profiles with verification and reviews build trust.
- Smart Notifications: Get alerts for matching activities and control who joins your pools.
- In-App Chat: Secure messaging for easy coordination.
- Multi-Language: Supports multiple languages and chat translation.

Technical Implementation

1. System Architecture

Architecture Type:

- Client-Server (Mobile Frontend + RESTful Backend)
- Cloud-Native, scalable microservice-oriented (optional at scale)

2. Core Components

Mobile App (Frontend)

- Tech: Flutter (for cross-platform) OR Kotlin (Android) + Swift (iOS)
- Modules:
 - Authentication (Sign up, Login, Social Login)
 - Location access & map view
 - Create/join activity or ride pools
 - In-app chat (via Firebase or custom WebSocket)
 - Notifications and alerts
 - Profile & verification (upload ID, badges)

Technical Implementation

Backend Server (API)

- Tech: Node.js (Express) or Python (Django Rest Framework)
- Key Modules:
 - User Management (auth, verification, badges)
 - Pool Management (create, join, leave rides/activities)
 - Cost Calculator Module
 - Location Matching Engine (geofencing + interest match)
 - Chat System (via Firebase or Socket.io)
 - Notifications (push + in-app)
 - Admin Dashboard (moderation, analytics)

Database

- Primary DB: PostgreSQL (recommended for structured relational data)
- Optional: MongoDB (for flexible user activity records)

Tables/Collections:

- Users, Activities, Pools, Rides, Chats, Ratings, Payments, Logs

Technical Implementation

Real-Time Matching

- Tech: Firebase Realtime DB or Redis-based pub-sub service
- Purpose: Push notifications when matches are nearby or activities align

3. External Integrations

- Google Maps API: For location search, nearby users, trip route, distance estimates
- Firebase Cloud Messaging: Push notifications
- Twilio / Firebase Auth: SMS/email verification
- Stripe / PayPal: In-app payment and cost-sharing (future phase)
- Cloud Storage: Firebase Storage or AWS S3 for ID uploads, user photos

Marketing Plan

1. Target Audiences

- Students commuting or sharing rides for classes and activities
- Daily workers and locals doing intercity travel or errands
- Budget-conscious tourists looking to share transport and experiences

2. Launch Strategy

Phase 1 – Pre-Launch (1 Month)

- Build awareness and collect early users
- Launch a landing page with sign-up and early access
- Run teaser campaigns and recruit university ambassadors
- Partner with local tour operators and transport providers

Phase 2 – Launch (First 3 Months)

- Focus on user acquisition and engagement
- Run targeted paid ads (Meta, Google)
- Use social media campaigns and influencer marketing
- Optimize app store listings with relevant keywords and visuals

Phase 3 – Post-Launch Growth (Months 4–12)

- Focus on retention, monetization, and community building
- Launch a referral program and smart notification campaigns
- Form new partnerships (student orgs, tourism boards, eco-groups)
- Host community events and set up physical booths

Contact Us

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