

Capstone Project Milestone - 1

Below are the 5 business ideas :

- Zomato has been criticized for the poor quality and safety of food delivered through its platform. **(1 vote)**
- L'Oréal is subject to a number of regulations, such as those governing animal testing and product safety. These regulations are constantly changing, and L'Oréal needs to be able to comply with them in order to sell its products. **(1 vote)**
- Airtel needs to be innovative in order to stay ahead of the competition. This means developing new products and services that meet the needs of its customers. For example, Airtel could develop new mobile apps and games that are exclusive to its customers. **(2 vote)**
- Indrive riders cannot track their driver's location or share their trip details with loved ones. **(4votes)**
- Blinkit has been criticized for its poor customer service, slow delivery times, and product quality issues. This has damaged the company's reputation and made it difficult to attract and retain customers. **(1 vote)**

Problem Statement: InDrive riders cannot track their driver's location or share their trip details with loved ones.

Problem Explanation:

The inability to track a driver's location or share trip details with loved ones is a safety concern for inDrive riders. If a rider gets into an accident or is stranded in an unsafe area, they may be unable to get help. Additionally, if a rider is kidnapped or assaulted, their loved ones will not be able to track their location or know that they are in danger.

This problem is particularly concerning for women and children, who are more likely to be victims of crime. Additionally, riders who are traveling alone or in unfamiliar areas are also at increased risk.

Dataset:

To develop a solution to this problem, inDrive would need to collect data on the following:

- Rider location
- Driver location
- Trip start time
- Trip end time
- Trip route
- Safety incidents that occur during the ride

This data could be collected through a variety of methods, such as:

- GPS tracking on riders' and drivers' smartphones
- In-app surveys and questionnaires
- Customer support tickets

Strategies to Resolve the Problem:

Once inDrive has collected data on rider and driver location and safety incidents, the company can use this data to develop a number of strategies to improve location security. These strategies could include:

- Developing a new feature that allows riders to track their driver's location and share trip details with loved ones
- Partnering with safety organizations to provide riders with additional resources and support
- Educating riders about safety tips and best practices

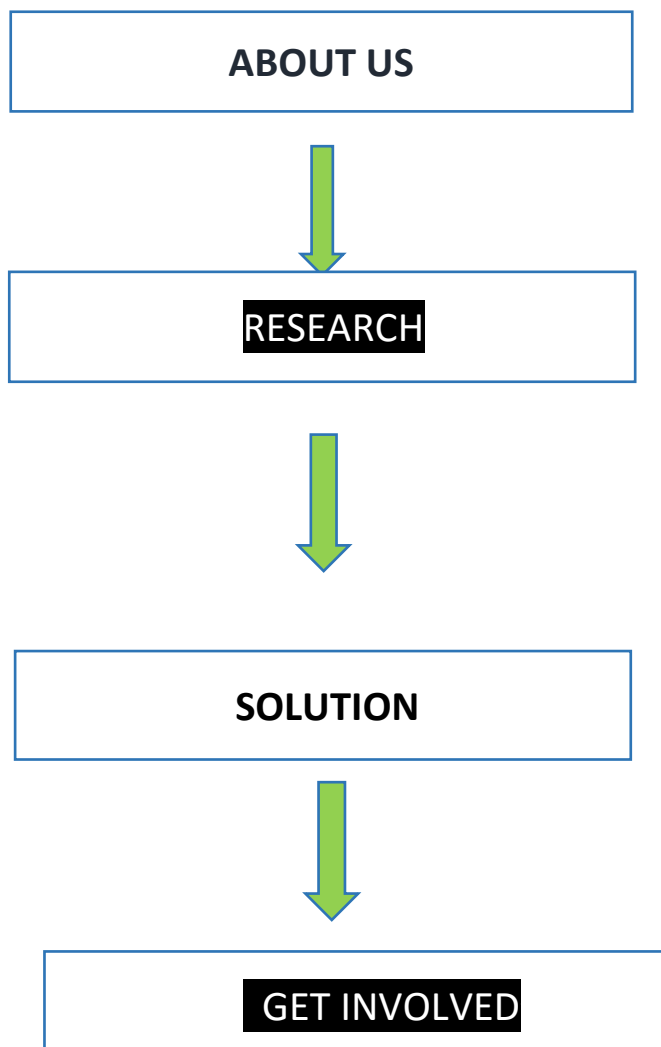
Values that this project brings to the society

Increased peace of mind: Passengers and drivers will be able to use InDrive with peace of mind, knowing that they are safe. This is especially important for women and children, who are often the most vulnerable users of transportation services.

Visualizations our team planned to use

- 1) **Heatmap of safety incidents:** A heatmap of safety incidents could be used to identify areas where InDrive safety is a particular concern. This information could be used to target safety interventions, such as increased driver screening or police patrols.
- 2) **Timeline of safety incidents:** A timeline of safety incidents could be used to identify trends and patterns in safety issues. This information could be used to develop more targeted and effective safety solutions.
- 3) **Network graph of driver interactions:** A network graph of driver interactions could be used to identify drivers who are frequently involved in safety incidents. This information could be used to investigate these drivers and take appropriate disciplinary action.

WIREFRAME:



Roles and responsibilities performed by our team:

- **Project manager(Anmol Sharma)** : The project manager is responsible for overseeing the entire project, including developing the project plan, managing the budget, and ensuring that the project is completed on time and within budget.
- **Data scientist (Ishita Gulati)**: The data scientist is responsible for collecting and analyzing data on InDrive safety. This data can be used to identify safety issues and develop solutions.
- **Software engineer (Hritik Poojari)**: The software engineer is responsible for developing and implementing new safety features for the InDrive platform.
- **Verification Team (Shivangi, Kumkum, Ranjan)**: By verifying driver documents, InDrive can reduce the risk of fraud, such as identity theft and driver impersonation. This can help to ensure that passengers are getting a ride from a legitimate InDrive driver.

Submitted By -

Anmol Sharma - PGD202349295

Ishita Gulati - PGD202349162

Rithik Poojari - PGD202347096

Shivangi Tomar - PGD202349028

Kumkum Chauhan - PGD202344785

Ranjan Jyoti Deka - PGD20239307