Market Research

# Harley-Davidson Ride Planner

The Harley Davidson Ride Planner is an Android application that provides users with a platform enabling them to plan routes while also showing local events and places of special interest to the user along the way such as hotels or motorcycle events. Routes can be created, shared and downloaded by other users enabling easy planning of road trips with friends even allowing comments and information for other users.

Key Features

* Pre-planning routes
* Sharing routes
* Displaying significant landmarks/places
* Provides local weather forecast for selected location

This app has a very similar concept to our idea as it shares the same principle of sharing and connecting with other people, however our idea is aimed at real time analysis of local users rather than only setting a pre-planned route with no real communication done by the app other than direction.

<https://play.google.com/store/apps/details?id=com.harleydavidson.rideplanner&hl=en_GB>

# Dash

Dash is an Android application capable of connecting your car to your smartphone enabling easy tracking of your car via a direct connection to the cars diagnostic system with the purchase of a device that fits onto the car.

Key Features

* Analyses quality of driving and provides a score
* Tracks and compares fuel costs
* Compares scores to friends
* Tracks and shares journeys
* Tracks car statistics (MPG, temperatures, battery voltage etc.)
* Estimates repair costs
* Driving mode – voice commands and feedback

Another app very similar to our idea that brings a social aspect to driving and our hands free idea with features such as scoreboards and tracking and sharing routes with others and voice commands and feedback, however this empathises on the recording of vehicle diagnostics rather than focusing solely on the social side of driving.

<https://play.google.com/store/apps/details?id=com.dashlabs.dash.android&hl=en_GB>

# Uber

Uber is an Android app used to provide a ridesharing service to users. The app uses the location of the device that requests a pickup and alerts the closest Uber driver to pick you up, displayed on a map will be the Uber car being tracked as it makes its way to you and also provides details of the Uber driver.

Key Features

* Tracks vehicle locations
* Provides details of users
* UberPool which allows sharing of Uber vehicle with other people providing a social aspect to the service
* Feedback of other users

Uber has a similar element to our idea with the tracking of vehicle locations as well as feedback and UberPool, however it is primarily a car sharing service which is only as small portion of our potential idea but Uber still provides a small social element when it comes to driving.

<https://play.google.com/store/apps/details?id=com.ubercab&hl=en_GB>