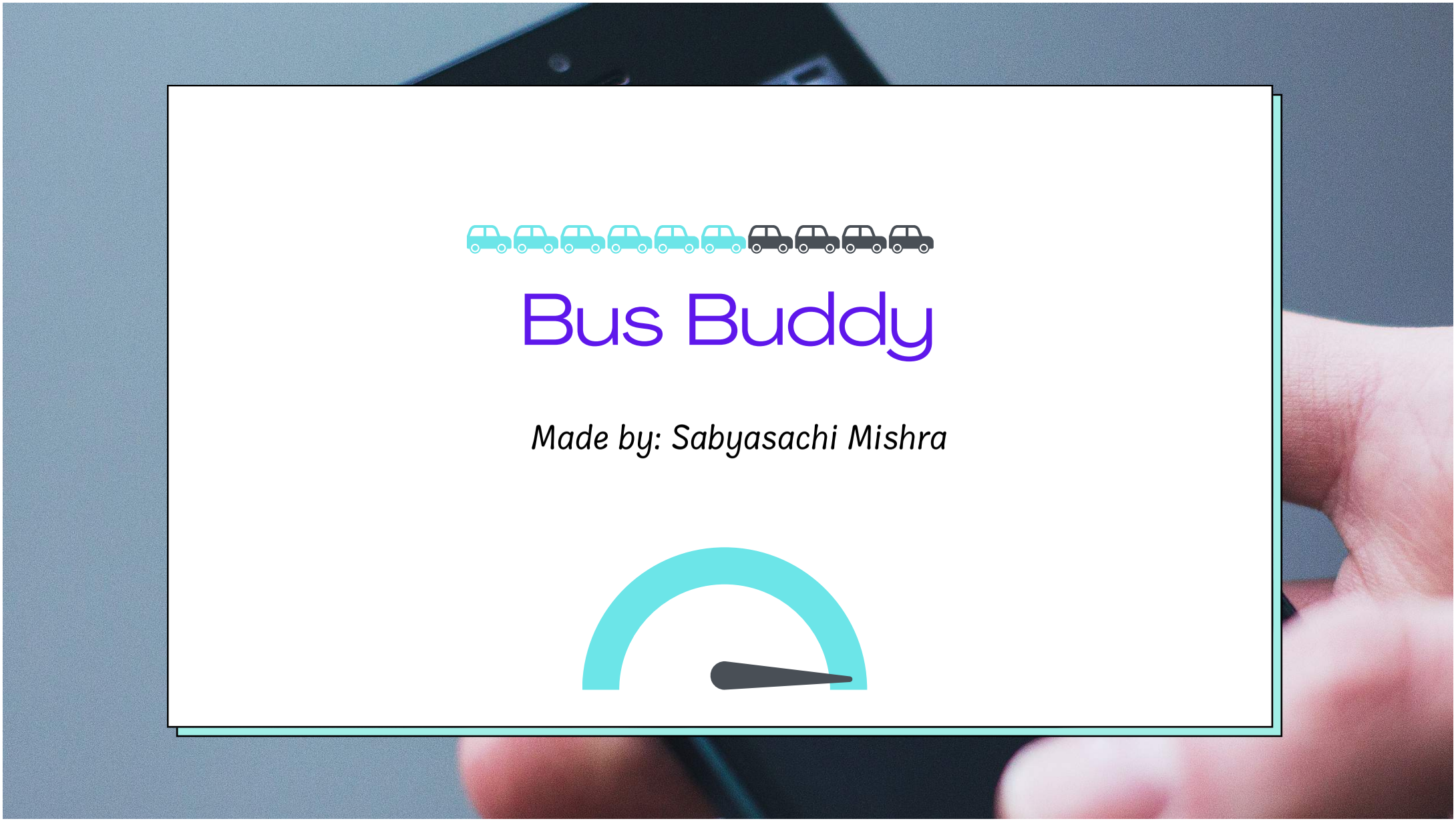


Bus Buddy

Made by: Sabyasachi Mishra

The Problem

Primary Objective

Build features in order to book a bus ticket from your source location to a destination with convenience in a post-Covid world

Target Users

- Daily bus commuters
- Tourists, individuals new to a city
- Families, individuals, and Businesses looking to rent buses for outings or events

Problem Relevance

- The personal mobility space is highly competitive due to low switching costs and well-capitalized competitors among other things

- New product should be rolled out with robust features to make daily bus commute and related travel easy and convenient for the end users and thus increase the relevance of such a product in post-Covid scenario

Pain Points & Proposed features

Pain Points

- The vast majority of the middle-class working population of India, especially people with blue-collar jobs still commute to work in overcrowded buses
- People have to wait for long durations at the bus stop
- People tend to miss their buses due to uncertainty around the timings of buses
- Businesses get into expensive contracts with bus service vendors making it a big cost head
- People do not find an easy way to go for a city tour and sightseeing in a new city

Proposed Features

Book a Seat

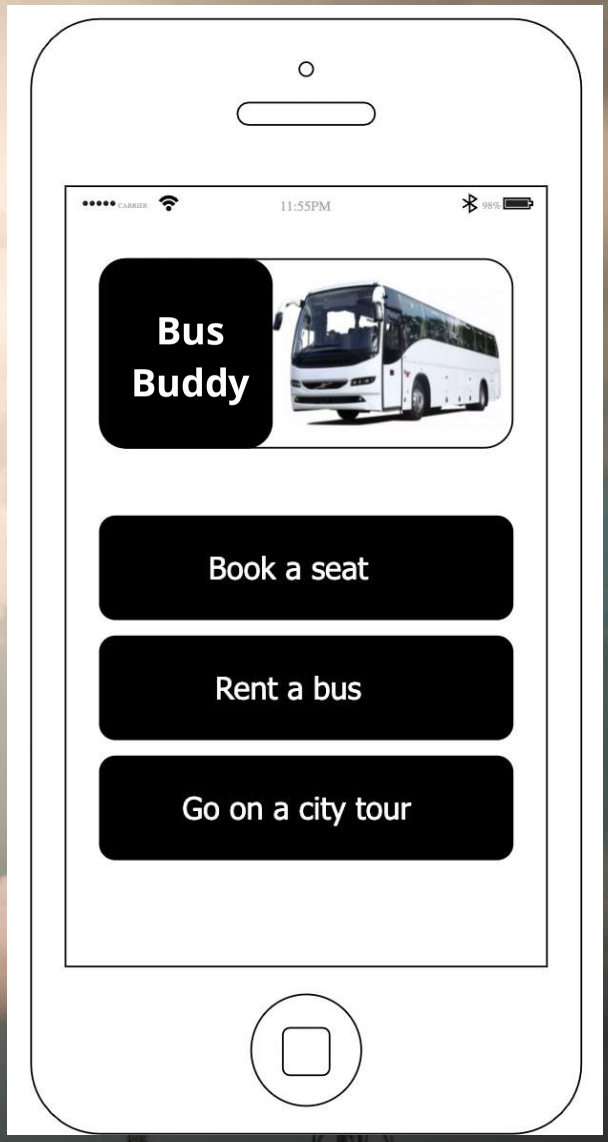
Through this feature, we will bring bus service vendors on our platform to provide a means for daily bus commuters to have a smooth and hassle-free bus journey at their convenience

Rent a Bus

We will hand out buses on rent to the businesses, families, and individuals who need them for multiple purposes like wedding functions, office events and picnics, etc.

Book a City Tour

We will have a fleet of touring buses that will allow users to explore and visit places in a city/area and experience hassle-free touring



The User Personas

User 1

Name - Jazz
Age - 27
Occupation - HR Manager

Jazz is an HR manager at a company which has an annual contract with a transport company. She needs the bus to carry the employees and guests during outdoor events. She wishes to find a reliable bus provider which provides buses on rent whenever need be

User 2

Name- Basant
Age- 45
Occupation- A blue-collar worker

Basant takes a state roadways bus to travel every day to his place of work. He has to wait for a long time at the bus stop. And if he tries to reach the bus stop exactly at the scheduled time of his bus, he usually misses it

User 3

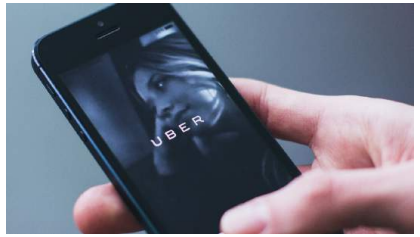
Name- Tanisha
Age- 22
Occupation- Analyst

Tanisha has just graduated from college and came to Bengaluru to work. She takes a bus to her IT park. Sometimes, she takes an online cab service for convenience. She wishes if she could combine the best features of bus and a cab service in a single ride

Primary Stakeholders

Commuter

Bus Buddy



Drivers / Bus Owner

Feature Prioritization

Features	Rent a Bus	Book a Seat	Book a City Tour
Reach (Out of every 100 users)	40	80	30
Impact (0.5-2 in steps of 0.5)	1	2	1
Confidence (in %)	70%	80%	60%
Effort (in-terms of person-month)	3	4	3
Final Score	**9.3**	**32**	**6**

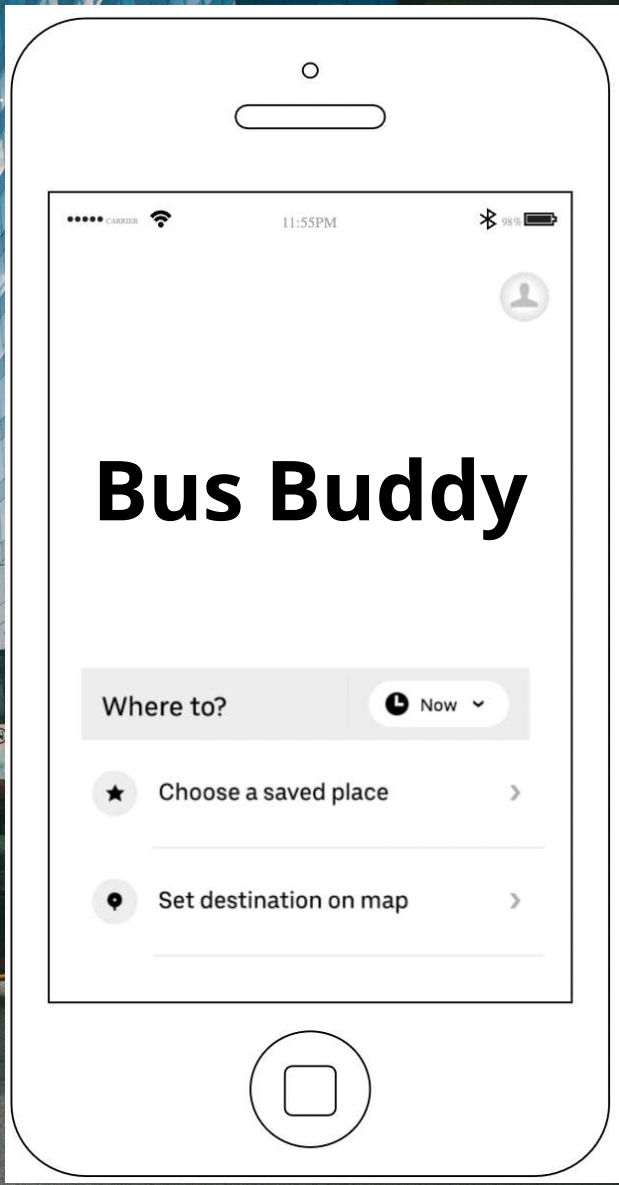
Feature 1- Book a Seat

Feature Description

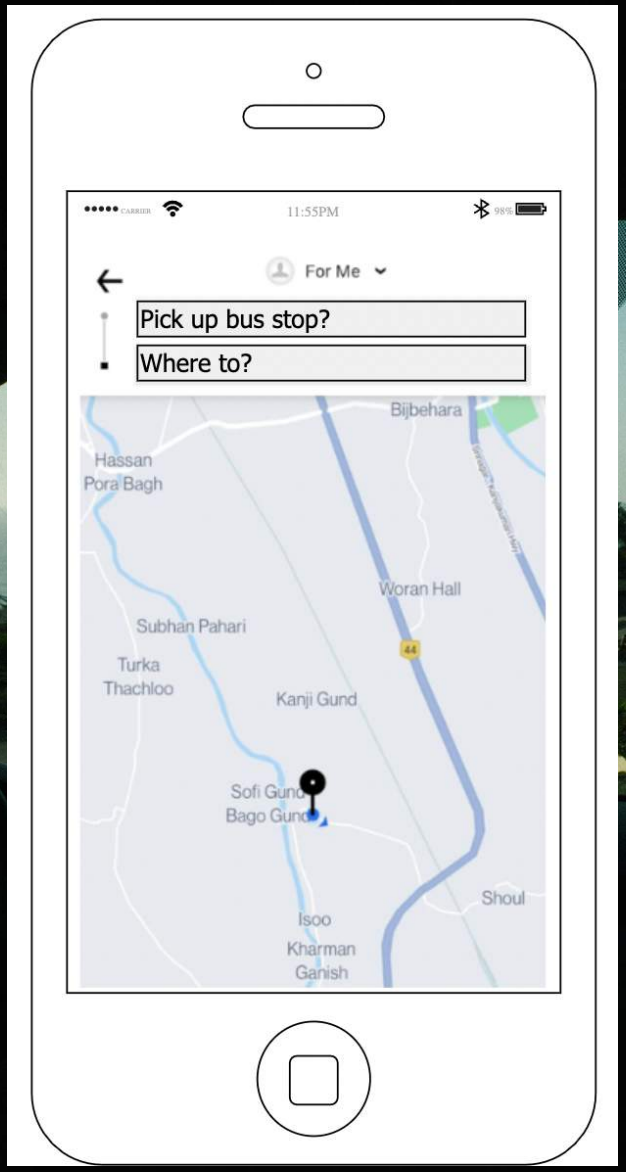
- We will bring multiple bus service vendors on board to ply buses on predetermined routes in the city
- We will enter their pick-up bus stop and destination and the app will show them all the buses plying on that route along with the real-time location of the buses
- Users can book a seat on the bus they find convenient as per their schedule of travel
- Uber algorithms will show the time to arrive at each Bus stop, in addition to destination arrival time

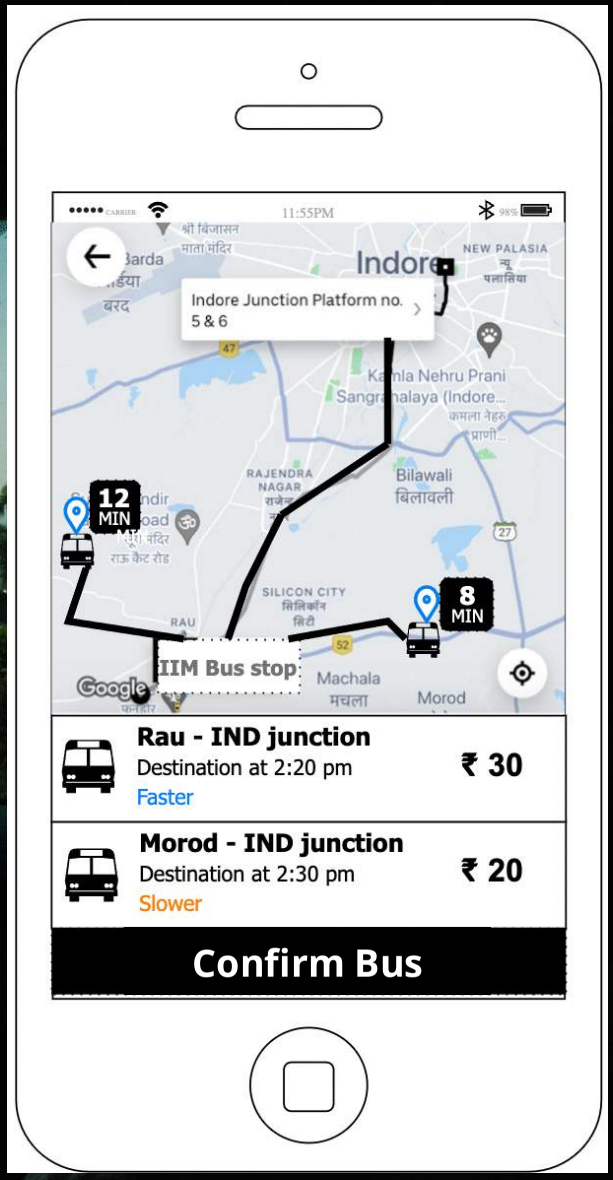
Value Proposition

- Potential to tap into the middle class working population of city which travels daily by bus
- Provides value to users as they don't have to worry about keeping hard cash in exchange for bus tickets
- Gives the convenience of booking and checking the live location of the bus online so our users never miss catching a bus
- Saves the time of users as they do not need to wait at bus stop for long durations



Mockups:


11:55PM
For Me
Pick up bus stop?
Where to?
Bijbehara
Hassan
Pora Bagh
Woran Hall
Subhan Pahari
Turka
Thachloo
Kanji Gund
Sofi Gund
Bago Gund
Shoul
Isoo
Kharman
Ganish


11:55PM
Indore
NEW PALASIA
Indore Junction Platform no. 5 & 6
Bilawali
बिलावली
RAJENDRA NAGAR
12 MIN
8 MIN
SILICON CITY
RAU
IIM Bus stop
Machala
मचला
Morod
Google
Rau - IND junction
Destination at 2:20 pm
₹ 30
Faster
Morod - IND junction
Destination at 2:30 pm
₹ 20
Slower
Confirm Bus

Feature 2- Rent a Bus

Feature Description

- We will rent out buses along with the driver to corporates, event management companies, families who can book them from our app on a need basis, and they will be charged as they go (based on the time they book it for)
- This service will be provided at affordable rates so that families can also book for outings and picnics

Value Proposition

- Companies will not have to enter into long term contracts with bus providers in order to secure buses for outdoor events
- Families will have a one-stop destination to rent our buses when they wish to go on a wedding, picnic etc.
- Pay as you go model with a variety of options to choose from, according to your need
- Event management companies will not need to buy their own buses but can rent on affordable rates

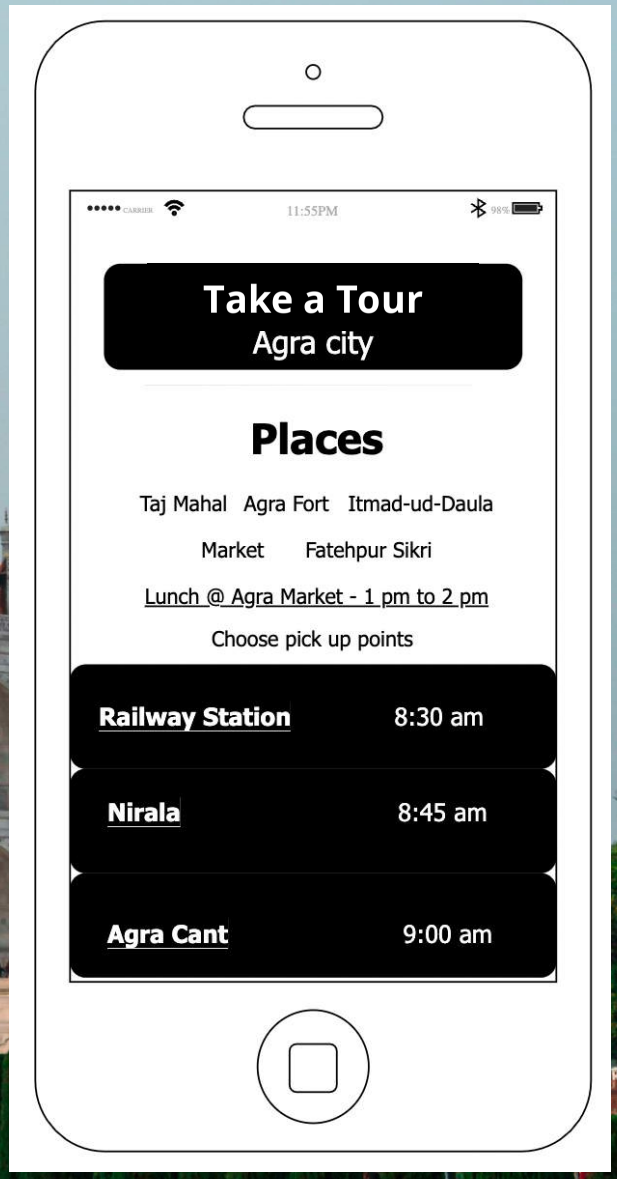
Feature 3- City Tour

Feature Description

- We will provide tour buses which will provide users with the premium sightseeing and exploration experience
- The buses will operate in various cities providing our users, who are new to these cities, an option to explore and go on sightseeing at very affordable rates
- There would be multiple packages to choose from and add-on on-board services which users can avail

Value Proposition

- Users can book our services in advance and don't have to rely on local autos and taxis for such experiences
- Provides a sense of security to our users as they will get the best travel experience at genuine rates in comparison to exorbitant rates by local guides and agencies
- Users will get the company of other individuals who are also new to the place, thus providing them a means to socialize



Success Metrics

- **Customer Acquisition Rate:** Number of new users signing up for Bus Buddy
- **DAU/MAU Ratio:** Changes in DAU/MAU ratio will help us in tracking growth and decline of Bus Buddy
- **Number of Sessions per user:** This will help us in understanding how often our users log into Bus Buddy (travelling to and from their destinations)
- **Session Duration:** This will give us an idea of the average distance a typical user prefers to travel using Bus Buddy