Team JELL-M

Jesse Mathews
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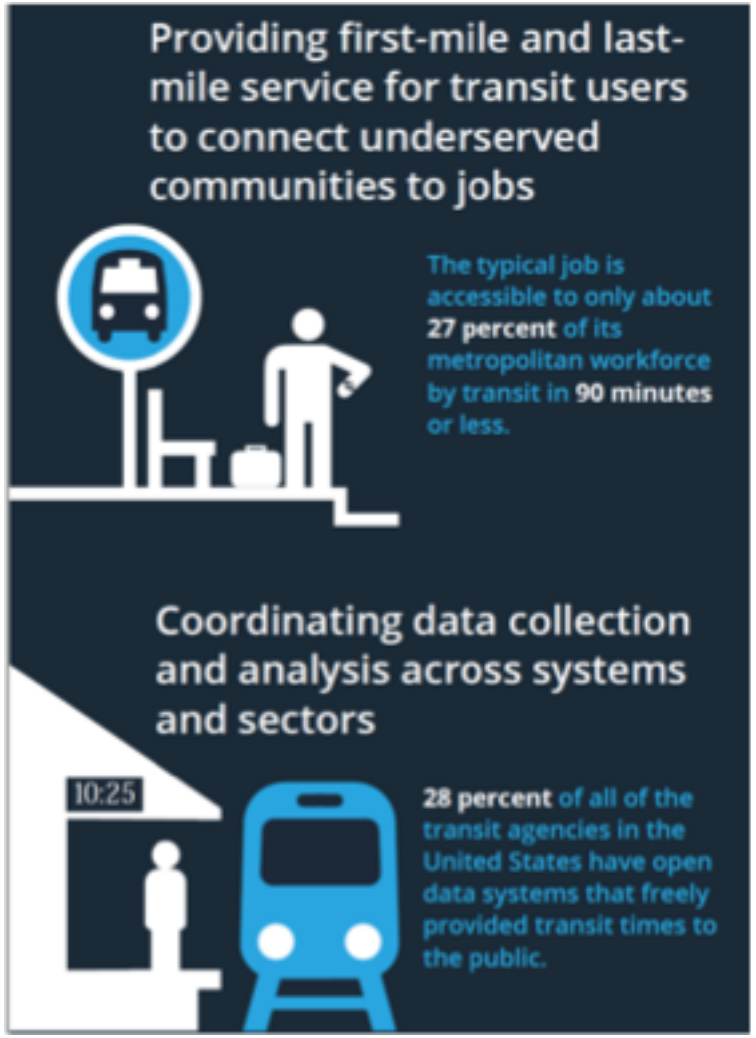
Cherry Bottom Rd

Minerva Park
FOREST PARK EAST
NORTH LINDEN
NORTHEAST COLUMBUS
1 h 17 min
14.2 miles
1 h 16 min
13.7 miles
Defense Supply Center Columbus
Bexley
Whitehall
Gahanna
71
270
23
3
62
670
16



more reliable data.

SMART COLUMBUS OPERATING SYSTEM

ENABLING TECHNOLOGIES

- CONNECTED VEHICLE ENVIRONMENT

ENHANCED HUMAN SERVICES

- MULTIMODAL TRIP PLANNING/ COMMON PAYMENT SYSTEM
- SMART MOBILITY HUBS
- MOBILITY ASSISTANCE
- PRENATAL TRIP ASSISTANCE
- EVENT PARKING MANAGEMENT

EMERGING TECHNOLOGIES

- CONNECTED ELECTRIC AUTONOMOUS VEHICLES
- TRUCK PLATOONING

PROGRAM MANAGEMENT TOOLS & DELIVERABLES

Multimodal Trip Planning Use Case

- Title: Racks, First-mile/last-mile transportation option to enhance mobility
- Current situation:

User Validation & Market Research

- Saturday we surveyed 6 bikers on the Scioto Mile
- Target user: Fitness oriented user, tracks workout performance.
- Dominic and Reece

Competitors:
TNC (Transportation Network Companies)

Navigation

- Lanespotter
  - Waze for Cyclists
    - Bad reviews & UI
    - Only a few Columbus trails listed
- Transit, Bus & Subway Times
  - Real time data
  - Shows COTA, COGO and Uber
    - Not multimodal
- Citymapper
  - Multimodal
  - Shows estimated calorie burn
    - Not in Columbus

Travel & Business

- Uber
  - Uber Driver
- Lyft
  - Lyft Driver
- Share
- Empowerbus

What can we do with the SCOS?

MVP

- Use Google maps API
- Pull in Greenway Trails
- Pull in COTA Lines
- Map route that gives Greenway Trails preference and displays options to use with COTA Lines.

Moonshot

- Pivot from Travel app to Health & Fitness app
  - Walk, Run, Bike tracking augmented by public transit or peer to peer ride sharing
  - Can track exercise portion of trip
  - Partner with gyms/YMCA to be shower station at final destinations.
    - Freemium model

Thank you to The Coaches

AARON SCHILL

MORPC

BEN ROGERS

PILLAR TECHNOLOGY

EDWARD LIU

FUSE BY CARDINAL HEALTH

RYAN MCMANUS

SHARE

DEMO