

AUTOVERSE

DRIVE CONNECTED, DRIVE SAFE

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PROBLEM

MAIN ISSUE

- Lack of application that is meant for drivers only

ADDITIONAL CONCERNS

- Insufficient (sometimes even lack of) digital communication tool between drivers (e.g. for sharing fuel prices)
- Imperfect existing solutions directed to drivers

OUR IDEA

Application that will allow to safely and quickly travel by car. By usage of complex navigating algorithms and convenient reporting system we would like to make drivers' life easier.



Alternative existing solutions

1. **Google Maps** - probably the most popular for navigating, but lacks some community-driven features.
2. **Yanosik** - excels in speed trap and patrol alerts, often struggles with navigating.
3. **HERE We Go** - great at navigating in big cities and for on-foot travel, but not ideal for car travel.



Our advantages

- Great navigation offering alternative paths in real time, adapting to conditions on the roads
- Detailed path information making sure that users make the most educated decision possible
- Community-driven feature - speed trap and patrol alerts, fuel price sharing
- User friendly interface
- Data accuracy - our solution uses the most accurate and recent data for navigation possible
- Customization - Users will be able to personalize their experience, e.g. by focusing more on time or fuel efficiency when navigating

Adam Drzazga



“I drive 50 km everyday to get to my work. I’m looking for an app that would optimize my everyday drive.”

AGE 38

OCCUPATION Teacher in Gdańsk school

STATUS Married

LOCATION Wejherowo

ARCHETYPE Pragmatic

PERSONA A

GOALS

- Needs the quickest way to get from Wejherowo to Gdańsk and back
- Wants to spend as little time in the car as possible
- Wants to avoid traffic jam
- Wants to know exactly how long he will drive
- Wants to save money on fuel

VALUES

- Spending time with family
- Saving time
- Being always on time
- Staying long in bed
- Having a plan

FEARS

- Hates making spontaneous decisions
- Has little time in the morning
- Doesn’t like using phone while driving

TECHNOLOGY

- Proficient in using smartphones, software, internet and mobile apps

Hieronim Tytoń



“I’m looking for an app that would make my life as a truck driver easier.”

AGE 49

OCCUPATION Truck driver

STATUS Married

LOCATION Gdańsk

ARCHETYPE Impulsive

PERSONA B

GOALS

- Wants the quickest path to destination
- Wants to get a path suitable to the truck he is driving
- Wants to know the cheapest gas stations on the way
- Wants to know locations of truck stands on the way

VALUES

- Less thinking, more action
- Mental comfort
- Listening to good music
- Saving money
- Spontaneous

FEARS

- He fears that the app wouldn't work well on very long distances
- He fears that the app wouldn't work well abroad
- He fears he wouldn't get to destination on time

TECHNOLOGY

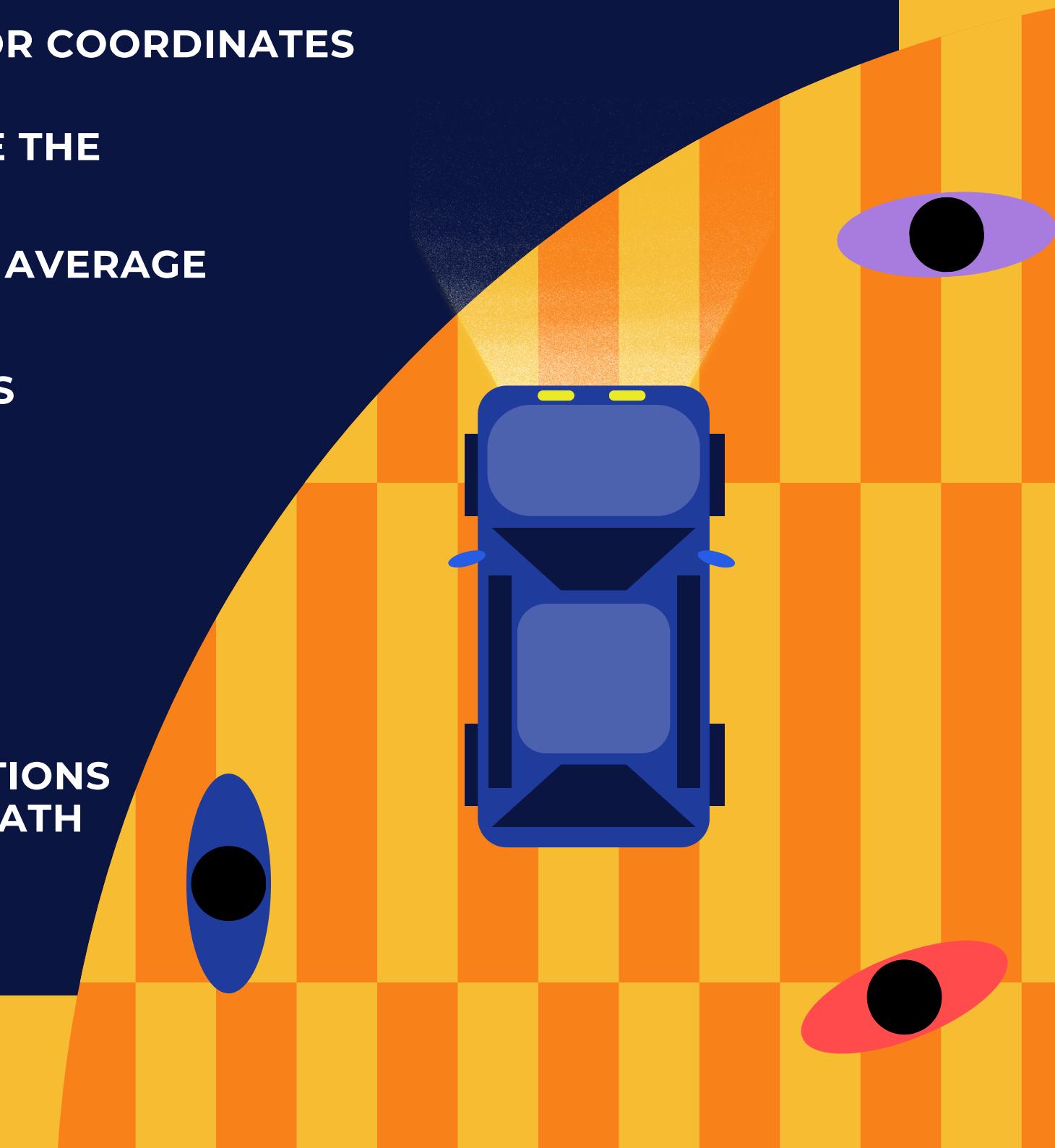
- Proficient in using smartphones, software, internet and mobile apps

| QUESTION | PERSONA A | PERSONA B | PERSONA C |
|--|---|---|--|
| Why the problem is meaningful (urgent, painful, ...) ? What is the distress for the user? | I need to drive 50km to my work and i'm always stuck in traffic jams. Because of it, I can't estimate duration of the drive and I'm often late to work and for dinner at home. I also spend a lot of money on fuel. | I drive different types of trucks and finding the most optimal way, that my truck can drive through and that has some truck stands on the way is very time consuming. | I am a student and driving fast de-stresses me. I often get speeding tickets which I can't afford. |
| Are there any other people (stakeholders) involved in the problem? | Other drivers heading similar direction. | Government. | Police and other drivers that don't give any signals. |
| What is the root source of the problem (users' opinions)? | There are too many cars and too many people live in the suburbs. | There are too many road limitations for trucks. | Lack of free speed area. |

| QUESTION | PERSONA A | PERSONA B | PERSONA C |
|---|--|--|---|
| How are the users trying to solve the problem now? | I use various navigation apps simultaneously to take the most optimized path. | I use Internet to find the stands and suitable roads, and then I plan the whole path. | I rely on drivers solidarity and I'm trying to drive on roads that are known are safe for speeding. |
| What is the ideal, imagined solution of the problem? | An app that shows me the most optimal way, estimated duration of the drive and all the events happening on the roads. Also - the locations of the cheapest gas stations on the way. | An app in which I could put details about my truck then choose starting point and destination. After that it would show me suitable, most optimal way along with notifications about fuel prices and truck stands. | An app that would take my location and then show me simple alerts about patrols and speed limit on the road I am. |
| What are user's typical activities (main steps) in using your service/app? | I would open the app, share my location and choose destination. Then app would show me all possible paths and their duration. I would choose the best one. During driving the app would show the estimated duration and send me alerts about accidents, gas stations and new, quicker paths. | I would open the app and choose parameters of my truck. Then I would choose starting point, destination and the date in which I have to arrive. Then app would show me all possible, suitable paths. During driving the app would send me notifications about nearby truck stand and gas stations. | I would open the app and see the map of all speed control patrols and speed cameras. I would share my location and during driving the app would send me alerts about nearby speed controls and traffic jams so I could omit them. |

KEY FUNCTIONALITIES

- MAP WITH LOCATION SEARCH ENGINE BASING ON PLACE NAME OR COORDINATES
- DISPLAYING FEW POSSIBLE PATHS WITH THE OPTION TO CHOOSE THE MOST SUITABLE FOR DRIVER
- CALCULATING DETAILS LIKE DISTANCE, PREDICTED TRAVEL TIME, AVERAGE SPEED LIMIT, ALTITUDE CHANGE FOR PATHS
- REPORTING ROAD ACCIDENTS, SPEED CAMERAS, POLICE PATROLS AND OTHER EVENTS
- SHOWING ALERTS WHEN DRIVER GETS CLOSE ENOUGH TO THE LOCATION OF INCIDENCE
- RATING OTHER DRIVERS' REPORTS
- SUGGESTING PATH CHANGES DURING DRIVE WHEN ROAD CONDITIONS CHANGE - CONSTANTLY CHECKING THE EFFICIENCY OF CHOSEN PATH



6. WHAT WILL BE DISPLAYED ON THE SCREEN AS THE PROBLEM SOLUTION?

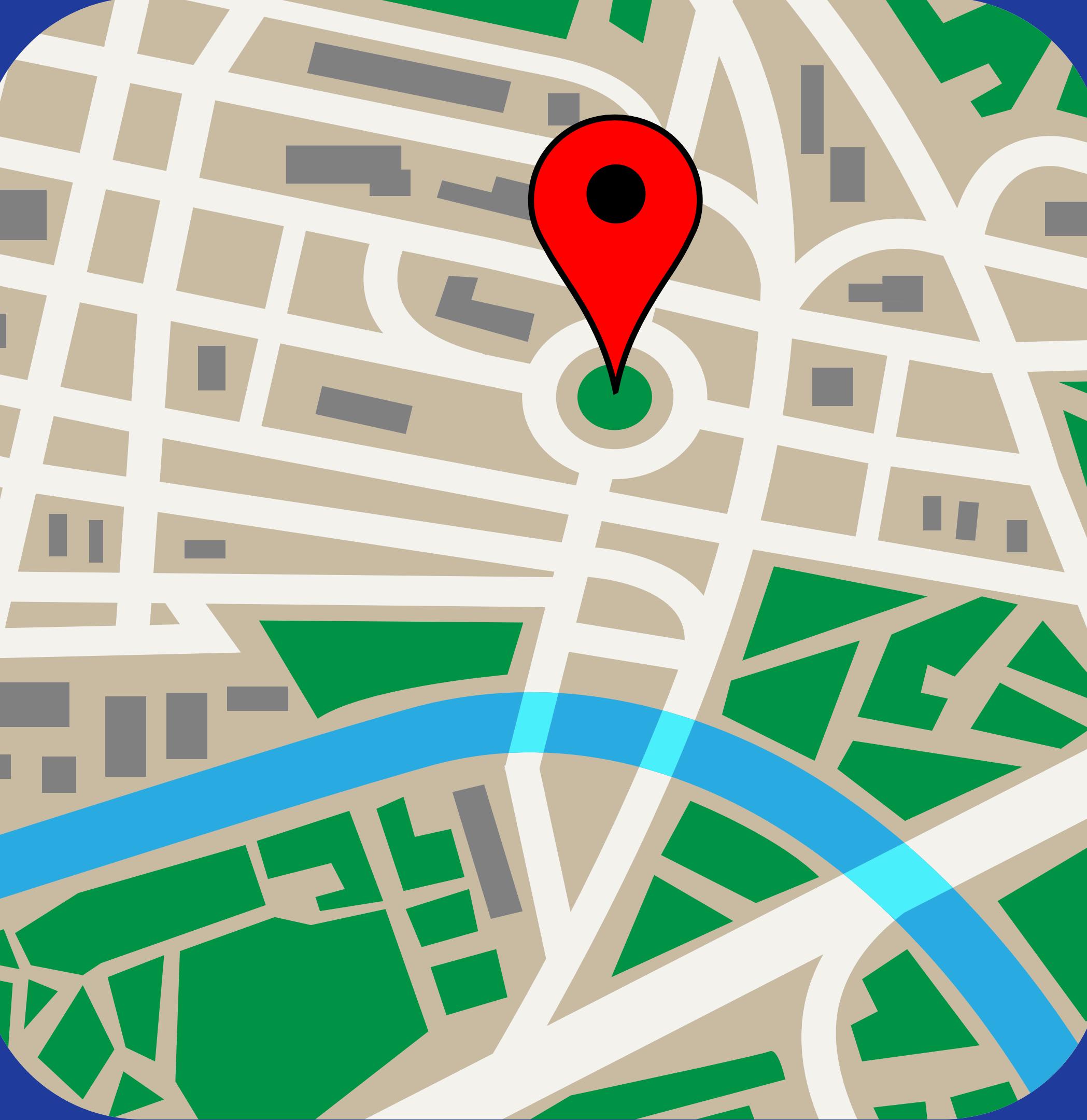
Map View: Clear, interactive map displaying recommended routes

Route Customization: Options to adjust route preferences and constraints

Real-time Updates: Alerts for traffic congestion, accidents, and road closures

Points of Interest: Markers for nearby attractions, restaurants, and facilities

Reporting tools: Buttons to submit accidents and other road events reports



VALUE FOR CUSTOMERS OVER OTHER APPS

COST SAVING

TIME EFFICIENCY

CONVENIENCE

ENHANCED SAFETY

USER ENGAGEMENT

SENSE OF COMMUNITY

PERSONALIZED EXPERIENCE



**THANK YOU
FOR YOUR
ATTENTION**

