

A blurred video frame of a busy airport terminal. Several people are walking through the corridor. Overhead, there are green and black directional signs with arrows and text. The scene is brightly lit with overhead lights.

**Confused about the
best route to your destination?**

Vídeo link: https://drive.google.com/open?id=1OBkLdc4zCREbR68KwUsv547eQB3HH_kM

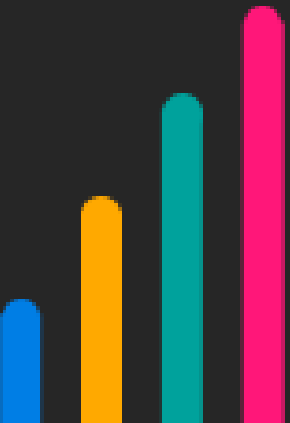


UNDERWAY

Made by people who actually use the metro

WE WANT TO GET THE BEST OF THE METRO

- Make it **easier**
- Make it more **convenient**
- Special focus on daily **commuters**

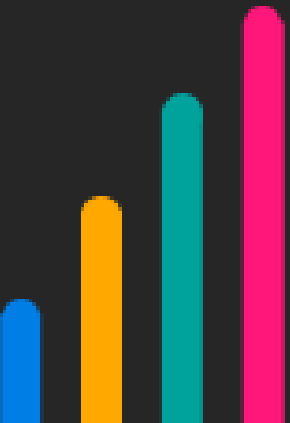


WHY CHANGE THE METRO?

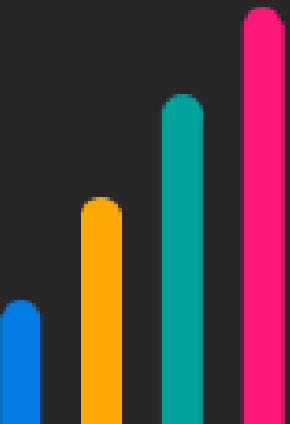
- Too **old fashioned** for the 21st century
- **Time wasting** services
 - Requires a lot of **bureaucracy**
 - We can do better

OUR SOLUTION: A MOBILE APP

- Information **always available**
- Tons of functionalities **simplified**
 - **Minimalist** design



What can Underway do?



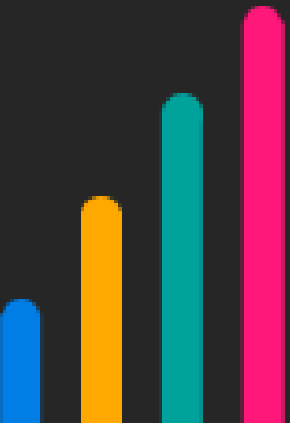
LACK OF INFORMATION

- Lines can be **interrupted**
- **Missing** the subway
 - Long wait times
 - Annoying, causes **lateness**, requires guessing

79% of metro users say they would like a mobile app to **consult timetables and waiting times**

MORE INFORMATION

- Waiting times and timetables **easily accessible** for each station
- **Displays time** for arrival at destination

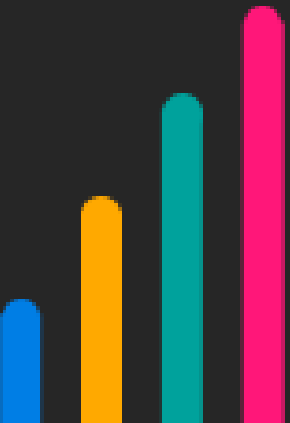


PHYSICAL TICKET

- **Inconvenient** to take it out
 - Easily **misplaced**

VIRTUAL TICKET

- **Easy** and **fast** in-app validation
- Phone always in **quick reach**



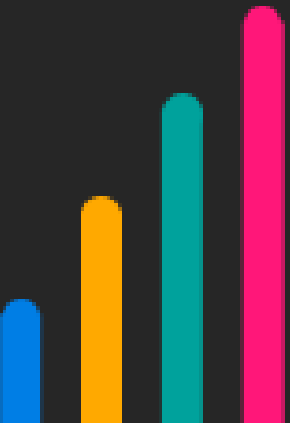
PAYMENTS AND RENOVATIONS

- Huge **lines**
- Requires **physical presence** at a certain point
- Easily miss the deadlines

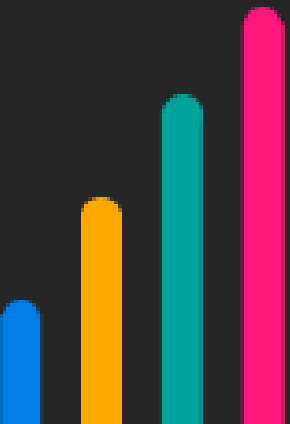
82% of metro users would like a mobile app to **take care of their payments**

PAYMENTS AND RENOVATIONS

- Pay in-app
- **Automatic** pass renovation
- **Online** document validation



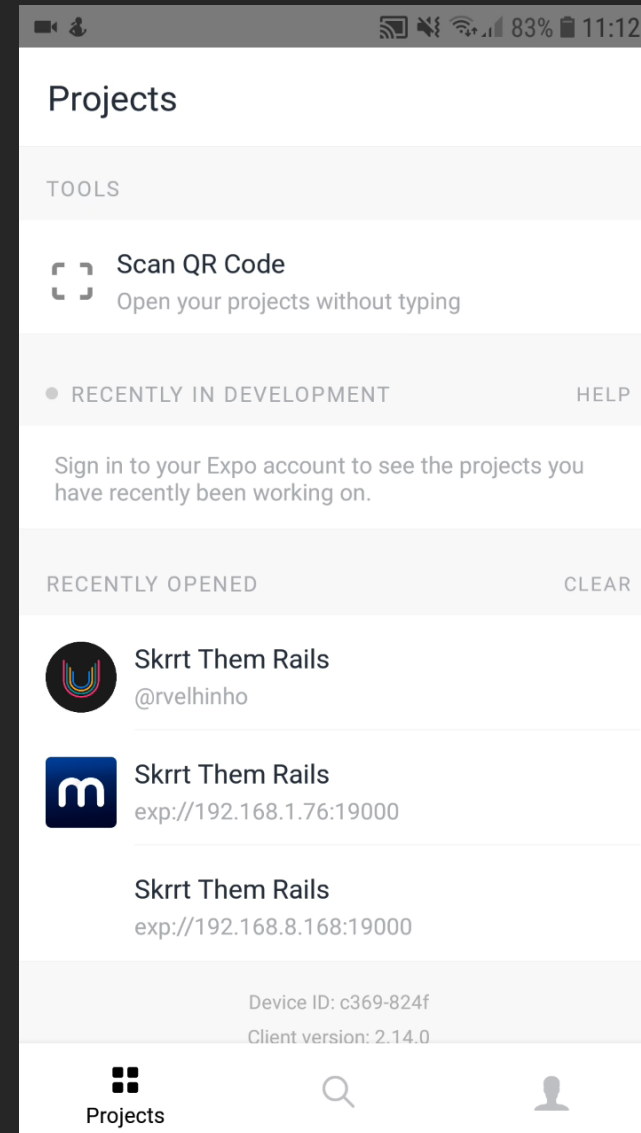
So, how is Underway?



Maria's friends invite her to a game in Roma

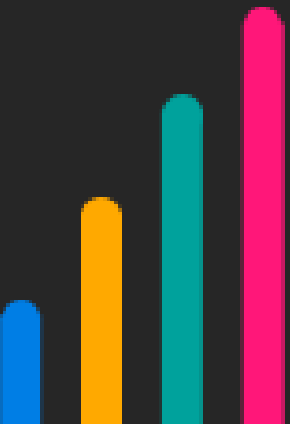
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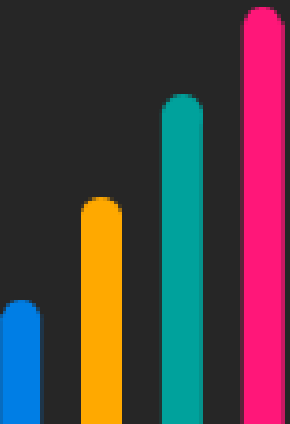
WHO WOULD USE UNDERWAY?

- Workers
- Students
- Tourists



MONETIZATION

- **Subsidies** from Metro Lisboa
- **Premium** features and customization
 - **Ads**





UNDERWAY

Get the best out of your time

Questions?

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