

Ideation Phase

Define the Problem Statements

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Team ID	SWTID1743955267
Project Title:	RideEase
Maximum Marks	2 Marks

Customer Problem Statement

The urban transportation landscape continues to face significant challenges despite technological advancements. Through our research and analysis, we identified several persistent issues that affect both passengers and drivers in the current transportation ecosystem:

Unreliable availability of transportation options during peak hours creates uncertainty for commuters who need guaranteed transportation for time-sensitive commitments. Traditional taxi services often lack the technological infrastructure to efficiently manage supply and demand fluctuations, resulting in extended wait times and last-minute cancellations.

Opacity in fare structures leads to inconsistent pricing and potential for exploitation, particularly for visitors unfamiliar with local transportation norms. Without standardized fare calculation and transparent pricing, passengers struggle to budget appropriately for their transportation needs.

Limited accessibility to transportation services in underserved areas creates mobility deserts, affecting economic opportunities and quality of life for residents in these regions. The concentration of transportation services in commercially profitable areas often neglects the needs of communities in peripheral locations.

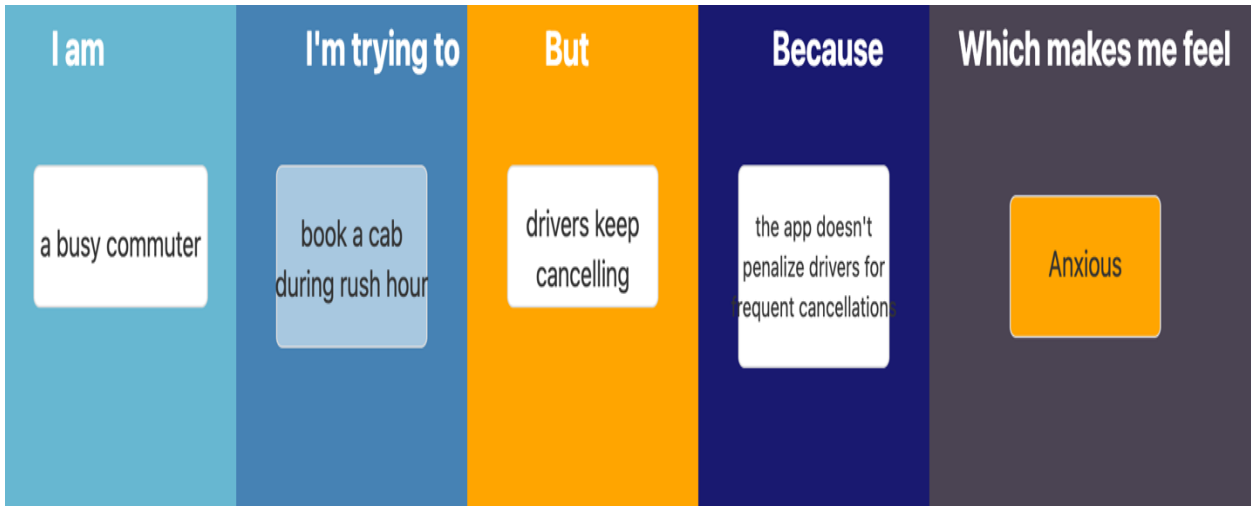
Safety concerns persist for both passengers and drivers in traditional transportation systems with limited accountability and tracking mechanisms. The absence of comprehensive verification processes and real-time monitoring creates vulnerabilities that can compromise personal security.

Inefficient resource allocation results in environmental impact through excessive fuel consumption and emissions when vehicles travel empty between rides or take suboptimal routes to destinations.

Without data-driven optimization, transportation systems contribute unnecessarily to urban pollution and traffic congestion.

RideEase addresses these challenges by creating a centralized platform that leverages technology to optimize the matching of transportation supply with demand, implement transparent fare structures, extend service coverage through incentivization mechanisms, enhance safety through verification and tracking systems, and reduce environmental impact through efficient resource allocation.

Example:



Problem Statements for RideEase Cab Booking App

No.	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy professional working in the city center	book a cab quickly during rush hour to reach important meetings	I often face long waiting times and cancellations	there are limited cabs available during peak hours and drivers avoid congested areas	frustrated and anxious about missing important appointments
PS-2	a frequent traveler who needs reliable airport transportation	ensure I reach the airport on time for my flights	I struggle to find cabs that arrive promptly for early morning pickups	many drivers are not available during early hours and don't confirm bookings in advance	stressed and worried about missing my flights
PS-3	a parent with young children	find cabs that can	most cab services don't	standard cabs aren't designed	concerned about my children's

No.	I am (Customer)	I'm trying to	But	Because	Which makes me feel
		accommodate car seats or have family-friendly features	offer these options	with families in mind	safety and inconvenienced
PS-4	a budget-conscious college student	find affordable transportation options for daily commuting	regular cab services are too expensive for daily use	there are limited discount options for frequent riders	financially strained and forced to use less convenient public transportation
PS-5	a person with mobility challenges	book accessible vehicles that accommodate my wheelchair	there are very few accessible cabs available	most cab companies have limited specialized vehicles	excluded and frustrated by the lack of accessible options
PS-6	a visitor in a new city	navigate to tourist attractions without getting overcharged	I often end up paying more than locals	I'm unfamiliar with optimal routes and local pricing	taken advantage of and hesitant to use local transportation
PS-7	a night shift worker	find safe transportation when returning home late at night	cabs are scarce during late hours and I feel unsafe waiting	drivers prefer not to work late night shifts	vulnerable and anxious about my personal safety
PS-8	an environmentally conscious consumer	choose eco-friendly transportation options	most cab services don't offer electric or hybrid vehicle options	cab companies haven't prioritized transitioning to sustainable fleets	guilty about contributing to environmental pollution
PS-9	a resident in a suburban area	book cabs for local trips	service is unreliable in my area with long waiting times	most drivers prefer to operate in more profitable urban areas	isolated and dependent on personal vehicles
PS-10	a professional who frequently entertains clients	book premium cab services that make a good impression	the quality and appearance of vehicles is inconsistent	there's no reliable way to guarantee a high-quality vehicle	embarrassed when low-quality cabs arrive for business transportation