App Background Research

This section will be about research done into similar applications that provide a good overview of where our app stands in the marketspace and how it could evolve in the future. The App we are making is marketed at small social circles. The idea is to make it a social experience getting a lift from friends to an agreed location and an agreed amount for fuel and maintenance cost from all passengers. This is all calculated in the app but money will only be exchanged outside the app, by doing this the app can focus on friends arranging trips together or going to a regular activity in their social circle.

*Ride sharing* [1]

When looking at ride share it is one huge aspect that our app to take inspiration from. Ride share is a common form of carpooling that involves using vacant passenger seats to pick up people though a third-party app which directs the driver to a passenger and then drops the passenger to the location they ask. It provides an alternate way of commuting that is not covered in public transport. This has overlap with us as the sharing of the ride between friends is a key aspect to our app. A prime example is with a group of friends going to university, for each day of the week five friends could all partake in ride sharing with our app with agreed meeting locations and pickup points along the way to uni. This will allow them to keep a good routine and be able to keep track of how much is owed to the driver.

*Uber*

Uber is one of the biggest apps in the car transport market it has a large global reach and has many different branches that offer other services like food delivery. Looking at our app many could compare it to Uber but it is important to make the distinction that we are not a taxi service but a social tool for people to use with friends. Uber is another app in the same market space that could be a competitor when it comes to ride sharing. However, the overlap from our apps themselves is very small as ours is a small focused app targeting a small audience of the market.

*GM rydeshare & Lyft* [2]

When considering General Motors and seeing what the future holds in this market space was an interesting development that could be big in a few years. GM looking at driverless car ridesharing tech back in 2016. The progress of this market space would mean future possible cars being autonomous which then could be called with an app. GM president Dan Ammann made a few comments on how having autonomous vehicles would reduce the amount of human error in car travel. This is an interesting future outcome from our app as it shares a similar market but with the autonomous cars being a faraway concept for now it will be a while before this would become the primary rideshare market.

# Works Cited

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| [1] | "Real-Time Ridesharing," [Online]. Available: https://en.wikipedia.org/wiki/Real-time\_ridesharing. [Accessed 8 November 2017]. |
| [2] | A. Nusca, 17 October 2017. [Online]. Available: http://fortune.com/2017/10/17/gm-dan-ammann/. [Accessed 8 November 2017]. |