

REDINN

Team Members

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Problem Statement

This is an open challenge. You can pick any mobility-related problems in Bengaluru, ranging from sustainability, traffic, infrastructure, connectivity, parking etc.

Need Analysis

- Bengaluru's traffic congestion is a major concern. It ranks 2nd in the world for traffic congestion after London. Rush hour travel time in Bengaluru is recorded at 1 hour and 8 minutes compared to the optimal travel time (32 minutes) for a distance of 10 kilometres.
- Unpredictable bus arrival times, overcrowding, and cash transactions contribute to the problem. The lack of accurate and timely information about bus schedules also adds to the frustration of passengers

Solution

RedInn team possesses a solution which runs on an embedded systematic messaging technology to solve this problem and provide safer bus services. Our solution will be an add-on feature for the GPS route and thereby making bus tracking as efficient.

This solution tracks bus routes, makes it easier to travel, accepts payments, lets users submit their feedback on the report and grievances, and offers various other services primarily targeted at students, the general public, and employed people. This service will be suitable for both keypad phones (button) and smartphone users via messaging.

Show Stopper

- Applicable to both keypad phones and smartphones
- GPS Tracking and Google Maps as an add-on feature
- Static and Dynamic information retrieval
- Uninterrupted services

How it works?

Our idea integrates hardware and software technologies to provide a comprehensive solution for bus tracking, payments, feedback, and targeted services that are specific to Bengaluru. Here's how it works in detail:

Hardware Setup:

Passengers will be provided with RFID or NFC-enabled device that can be used to pay for their fares and access the Bengaluru bus service. The device reader installed on Bengaluru's buses will automatically deduct the fare from the passenger's account when they board the bus, allowing for a quick and easy boarding process.

How it works?

Add-on features to the App :

The feature provides a user-friendly interface for passengers to track Bengaluru's bus routes, make payments, submit feedback and grievances, and avail of targeted services.

Real-time Bus Tracking:

The GPS module installed on Bengaluru's buses will track the location of the bus in real-time, allowing passengers to track the bus's location and arrival time using the feature, it also provides live updates on the bus's location and estimated arrival time, reducing waiting times at Bengaluru's bus stops.

How it works?

Payments:

The solution offers multiple payment options, including online payments, mobile payments, and payments through messaging. Passengers can make payments through their RedInn account using any of the payment options, eliminating the need for cash transactions or standing in long queues at the ticket counter.

Feedback and Grievances:

The RedInn app provides a platform for passengers to submit their feedback and grievances regarding the Bengaluru bus services. Passengers can use the app to rate the bus services and submit their feedback, which will be reviewed by the Bengaluru bus authorities to ensure continuous improvements in the services.

Business Feasibility

Revenue and profitability:

RedInn can generate revenue through fare collection, targeted services, and partnerships. With increasing demand for smart transport solutions in Bengaluru, RedInn can tap into a large market and attract a loyal customer base with value-added services.

Market potential:

RedInn can tap into a large and growing market in Bengaluru with the potential to attract regular bus commuters, tourists, and occasional travelers by providing real-time bus tracking, payment options, and other features.

Business Feasibility

Meeting customer needs:

RedInn's success depends on meeting customer needs and expectations through a user-friendly, reliable, and convenient app with targeted services and data analytics to continuously improve offerings.

Overall, the RedInn project appears to have strong business feasibility, with the potential to generate revenue and profitability, tap into a large and growing market, and meet the needs and expectations of its target audience.

References

1. Article 1 - [link](#)

2. Article 2 - [link](#)

Our Detailed Explanation – [link](#)