

Risk Assessment

- Challenges in integrating with existing systems may cause delays
- Risks to user data privacy and compliance
- Potential service disruptions during implementation
- Insufficient funding affecting progress

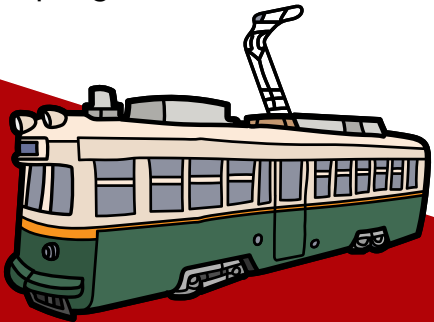
Execution Plan

Project Monitoring:

- Track real-time system performance and usage data.
- Collect and analyze user feedback for improvements.

Project Control:

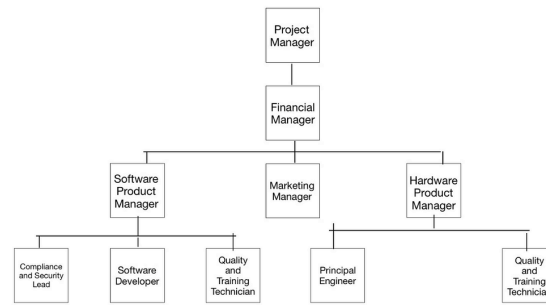
- Apply updates based on performance data and feedback.
- Conduct regular meetings to review progress and address issues.



Budget Summary

Labor	\$287780
Materials & Equipment	\$24800
Miscellaneous	\$700
7% contingency	\$21129.6

The Team



Impact



- Incentivize Ridership



- Provide Comprehensive User Support



- Dynamic Pricing

Dynamic Pricing
Through Mobile
Ticketing
Application for the
Massachusetts Bay
Transportation
Authority (MBTA)

Team 07



Northeastern
University



Problem

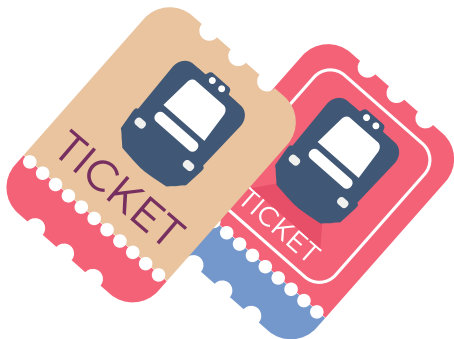
- MBTA subway system is inefficient and lacks fare equity.
- It fails to account for the varying distances

Purpose

- To introduce a dynamic pricing
- This initiative aims to address the inefficiencies and lack of fare equity
- To create a fairer fare system,

Goals

- Enhance Fare Payment Convenience
- Promote Fare Equity
- Leverage Advanced Technologies
- Ensure Data Privacy and Security
- Monitor and Optimize



Technical Overview



MOBILE APPLICATION DEVELOPMENT

The project involves creating cross platform user-friendly mobile application for ticket purchase and fare payment.



DYNAMIC PRICING MODEL

Charge fares based on the number of stations traveled, promoting fare equity, adjust fares dynamically, considering factors such as peak hours, distance, and rider frequency.



SECURE ELECTRONIC TICKET VALIDATION

A secure electronic ticket validation system using QR codes or Near Field Communication (NFC) technology.



REWARDS SYSTEM

Users will earn points for every trip taken, which can be redeemed for discounts on future travels or other benefits.

Implementation Timeline



Initiation

Define

- Scope
- Goals
- Stakeholders
- Schedule
- Budget



Planning

- Research
- Design pricing
- Start app development



Execution

- Install sensors
- Integrate payments
- Operationalize pricing



Closing

- Training module development
- Compile documentation
- Transfer knowledge
- Formal closure