

A Product based on the development of an application for the older people, who has served the economy and society And now want to explore the country, explore the City But they do not want to do more hustle to find the best transport available across the country and overseas too.

## **PRODUCT STRATEGY & PLANNING PHASE:**

- So since every parent & every son want the safety & security at this stage for themselves and their parents but since they couldn't explore the country and the city for any longer because they were busy in the families and in the life And now in the 60s If they want to move across the Globe, what's wrong?

### **1. PAIN POINT OF COUSTOMER:-**

So pain point of the customer states that they is still unorganised transport behaviour for the old age people, Yes there are many Trip planning applications are existing in the market like (Make my trip, Easeyourtrip etc),

But there ain't any kind of applications which solves the problem Travelling, I mean Transport availability issue from their home to the Final destination, Sometimes, since the old age people too, they do not want a single sleeper bus, which picks them from a roadside point and drop them at the destination, they litrally do not want so, Yes Of course they do want convenience but with some adventure like changing the transport from few stations but the application should help them to get another one auto, bus or anything but would not create the need to wait for another one spoil the whole Journey.

### **2. DESIGNING OF THE PRODUCT:-**

So now we will create the designing of the product by making a basic interface in our mind that what could be the KPI & USP of the Product and Also considering the **Breakeven analysis** so we will see that, what could be the basic and advance feature that is now involved into this. Would the Premium version gonna include into this and If yes, then what would be the additional amenities that it will include, like cost saving for upcoming trips of the Old age people, Time saving for waiting for another auto by moving down from previous one. It will be specially for the Old age people but the middle-aged ones can also take the benefit out of that.

### 3. WHOLE PRODUCT FRAMEWORK AND PROTOTYPE

So now in the Wire framing, we will see the different patterns and structure that what to include and what not so first, This application will not be so easy to regulate because its not like the ola and uber who picks the people and drop at the final destination, But since it's the complex in nature at the backend but should not be looking that to the customer, Should completely be a hassale-free application, which guides

1. What are the user preference, where do they want to take the convenience from exactly, do they want to take the convenience at just a few steps away from their doorstep, yes we understand not every bus services will not come to the doorstep, but they can stand on the pickup point on the roadside.
2. And one things that we all are thinking that if it's not like the Ola And Uber things, then how **IT WOULD BE POSSIBLE TO MAKE THE CHAIN OF TRANSPORT & CONVENIENCE AT SUCH A HUMONGOUS RANGE.**
3. So It will be done by the connecting with the API and GPS System only of the buses, which are passing through some well known routes but do not stop because they do not have any passenger to pick up. And now with the Help of this connecting application will will try to be create an application which can connect those.
4. Firstly We'll try to deploy the service in some metropolitan cities in India like Bangalore, Mumbai & Delhi etc.
5. Yes the Government Transport would not be probably accepting this offer for their Profit because sometimes its against their policies related to the safety and Privacy so they cannot share their live location, so its afterthing btw and let us focus on the Private Buses in some premium segment, who really want to make the profits, By adding with such kind of transport availabilities like the **Redbus, Abhibus** Etc. who are already attached themselves with such a heavy transport franchiese. And If they do not agree because they do heave their own customer segment base, so we can take the help of some Automobile company based transport service like **Volvo, BMW, Mercedes Buses** etc.

Yes, I understand few would be thinking that why to make it so complicated that it would not be easy for the Tech team in the Organization to keep the track of each and every Guest (Users) That where they are, and what they are going to take (Bus) and the availability time, **AND KEEP IT IN MIND THAT THE USP OF PRODUCT WILL BE PROVIDING THE GUIDANCE TO THEM TO SUGGEST ABOUT THE BUSES ON THE ROUTES, WHAT THEY ARE DROPPED BY PREVIOUS ONE.**

Because It's a human psychology that people get bored of extra attention and simultaneously they do not want to be bounded by anything or services, so let them be free, by just giving the best suggestion according to the GPS tracking of buses that when two buses will be meeting at the same time and the taking the Users ahead in their journey.

#### **4. WIRE FRAMING & GTM STRATEGIES.**

So to learn more about the execution of the Idea, from Brainstorming till the launch, learn and chat more about the.....

- Revenue Generation
- Competitor Analysis
- Market Research
- Feasibility And Back up Plans

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