

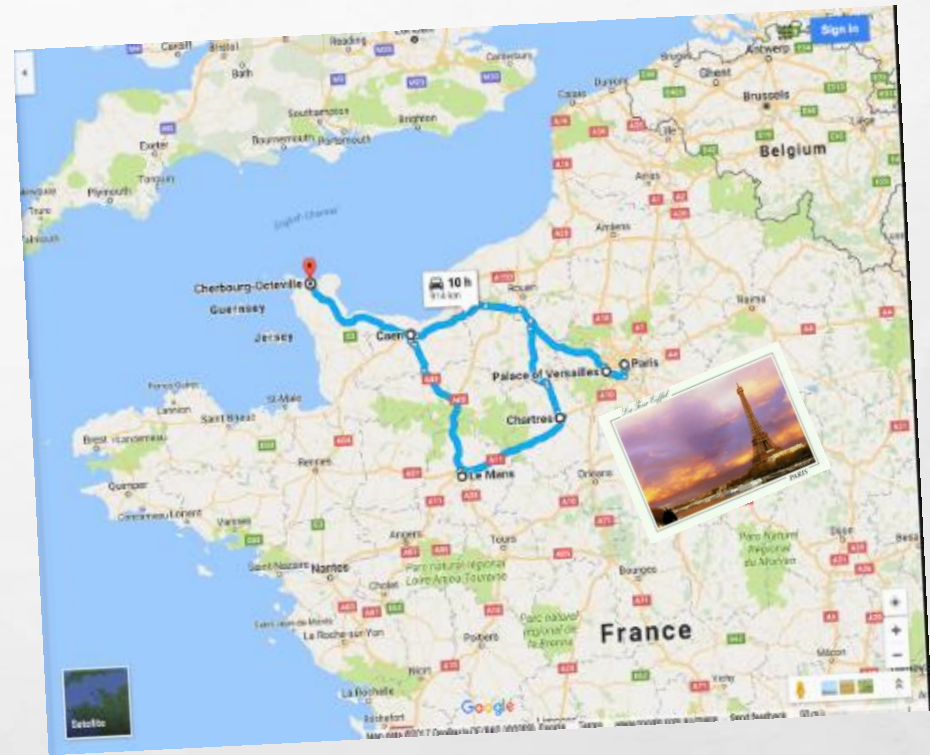
ON MY WAY



Silvia Caciolo
Valentina D'Amico
Alessandra Fanfano
Ambra Martelletti
Roberto Pavia



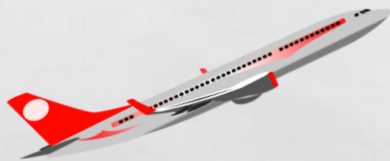
ON MY WAY



ON MY WAY

What is the problem?

- People need access to real-time transit city information.



Work appointments, lessons, meetings, a Himalayan cafe with an old friend .. We all want to know if we have time to get to one of these and in what conditions (if we are not equipped with a car or perhaps an airplane).



«Additionally, a study of Chicago's bus routes found that access to real-time transit information increased average daily ridership by 2 percent.»

By www.thecityfix.com



ON MY WAY



Who is the user?



Giulia 35 years old employee
to the municipality.

Adriano 22 years old philosophy
student.

Workers and students.

«Among students, the use of the bus varies depending on the distribution in the territory of schools of different levels and universities. Between the ages of 15 and 24 the choice of public transportation prevails.»

«In 2017 it is estimated that around 30 million people move every day to reach the place of study or work : over a third of the population (35,5%) moves for work reasons, (18.5%) for reasons of study.»



ON MY WAY

Features?



➤ Reliable and dynamic diary with comments and precise information provided by users.

➤ Follow your daily vehicle, with state updated every seconds.

➤ Add private bus line not traced by most of modern transit application.

➤ Social actions with all other users.



ON MY WAY

**Future
plan**

Timeline

**Reach our
target**

Future plan based on :

- More narrowing for the application area.
- Be ready to trash out everything to be ready again.
- Questioning/Surveys everyone we know and we don't know (more important).
- Improve our data collection.



ON MY WAY

Starting point was really unfocused and it gave us only nice feedback like : «Hey you're doing a great app, like bla bla bla .. But it's yours! » From a generic one we're narrowing our application field reaching target by all Social Media, using YouTube platform and Google form every single question in our mind (maybe not really like that) ..

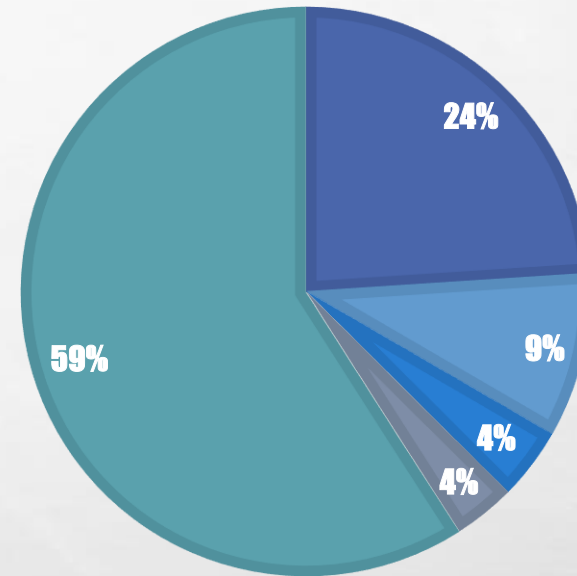


PEOPLE

■ Best idea ever
■ It sucks

■ It's ok but ..
■ People not reached

■ I can't understand it but ..



ON MY WAY



18 to 28 of December

**Thinking about the problem.
Minimal set of key features,
researching..**



29 of December to 6 of January

**More researching,
marketing problem?
Business plan and
fail. Maybe some
sketching.**



2°/3° week of January

**Scenario that
exercises the
various parts of our
application**

