Affinity Diagram

Solution to Smart Commuting (People waste time and money choosing suboptimal commute options)

Tech Stack

- Utilize cloud services (AWS) for scalable data storage.
- Use a React for cross-platform app development.
- Integrate Google Maps/Waze APIs for real-time traffic and routing.
- Use a lightweight, open-source database (PostgreSQL).
- Style in CSS, and maybe use tailwind. The UI is very important if we want users

Issues/Hurdles

- Regulatory issues with certain city transportation data access.
- Challenge of integrating all types of public transit
- Data privacy concerns with tracking user location
- High cost of initial server and API usage fees.
- Users are resistant to changing long-held commuting habits.
- Rural areas will be harder to get data, and they may have a lack of public transportation

Basic Features

- Essential feature: A multi-modal route planner (car, bus, bike).
- A simple interface to input daily commute destination and time.
- Ability to change your route based on ongoing traffic issues.
- A social media sharing option for carpool coordination.
- Notifications for traffic incidents or delays on a saved route.
- A "Cost Estimate" feature (gas, toll, parking) per route.
- Link to other services like uber or lyft it is the best mode of transportation at the time

Growth

- Go local like Columbia, and then we can expand further if there is enough engagement.
- Long-term support for autonomous vehicle routing and data integration.
- Connect with other companies and be sponsored.
- Develop a feature to connect users with local shared e-scooter/bike services.
- Introduce a subscription tier for premium, ad-free features.

Pricing/Costs

- Offer a free version supported by local business ads.
- Run promotions with transit authorities for first-time users.
- Introduce a rewards/coupon system tied to eco-friendly commutes.
- Create engaging social media content that highlights time/money saved.
- Implement a system for users to submit feedback and feature requests.