Problem/Opportunity - Identification and First Characterization (2nd Iteration)

Problem/Opportunity idea

The idea would be to create a platform that consolidates all transport means in a city, such as buses, trains and subways, in a way that users can consult all available route maps and establish optimal routes by combining all available methods.

There are three main audiences for this product:

- Tourists travelling abroad usually do not know the available means of transports or the existing routes of the places they travel to, which makes dislocation more difficult, time consuming and expensive as they will generally turn to taxis to make sure they get where they have to;
- Many everyday commuters concerned about the environment are willing to use their own cars less but are not familiar with the public transport system and consider it difficult to use;
- Even commuters without license/car who already use the public transport system only use it mostly for their everyday commutes such as home to work or home to school and vice versa and, whenever they need to go somewhere different, for example, a friends house or the airport, they will call a taxi.

In short, the goal of this product is to **make dislocation easier** and **reduce the amount of individual vehicles on the roads**. This, in turn, results in other benefits such as less traffic, reduction of car fume emissions and reduction of use of fossil fuels.

The basic idea behind the platform would be a map much similar to the ones offered by GPS devices, which could be updated according to the current location of the user or manually forced to show another location if the user so desires. In this map, it should be possible to have all the routes by all buses, trains and subways displayed or filter them as desired (for example, show only routes by bus or show solely bus 83).

Not only can users search manually for these routes and filter them in order to show a route that combines several transports chosen by themselves but also insert the departing and destination locations to obtain an automatically calculated optimal combination.

Group 2:

Diogo Peixoto Pereira up201504326
Maria Eduarda Santos Cunha up201506524
Pedro Manuel Costa Miranda up201506574

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