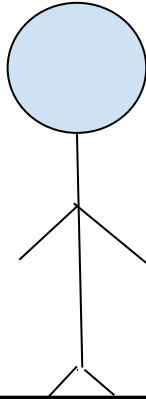
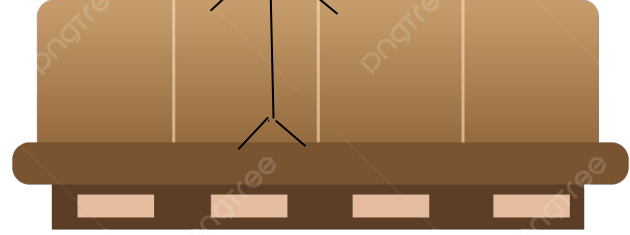


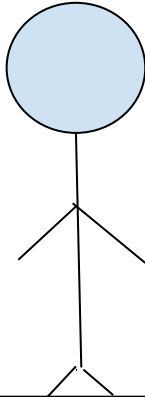
This app is so  
confusing... I  
hope this is  
the right  
route...



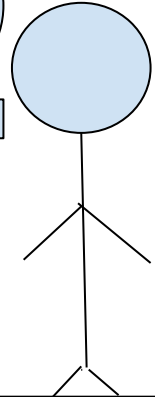
This doesn't  
look like  
where my  
class is...



This isn't my  
calculus class!  
I'm gonna be  
late!



If only the app  
was easier to  
understand...



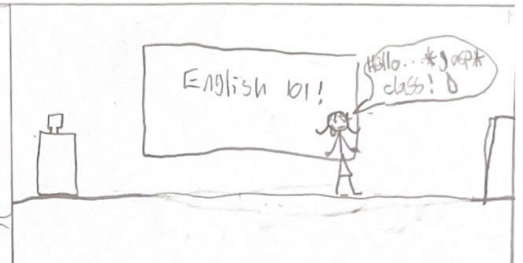
## The Transloc Problem... Stalling Orla Grad!



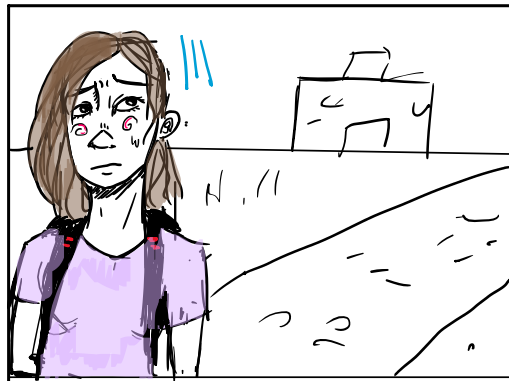
Orla Grad usually likes walking... but it's a different story when it's a 20 minute uphill walk in the scorching Columbia heat to get to the English class she teaches!



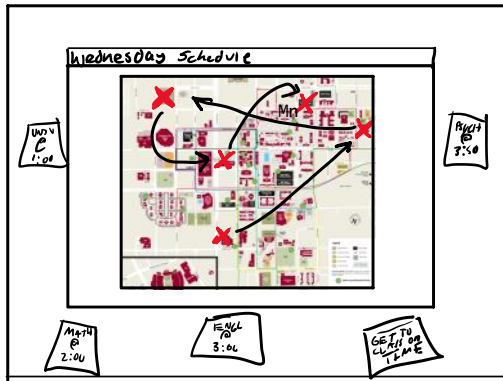
The first time she tried using the Transloc app, an inaccurate ETA was given, and the bus ended up going a completely different route than what was shown on the app!



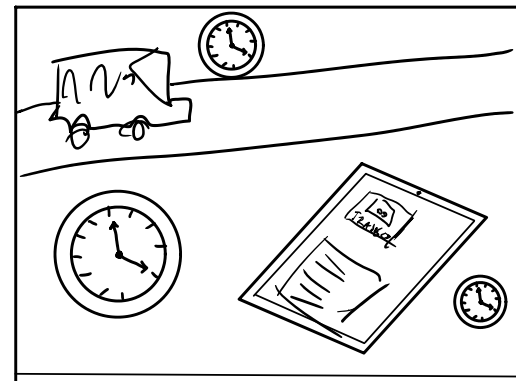
She ended up being 15 minutes late to her own class... and had to take another 5 minutes to catch her breath!



Justah Stoodint has a LOT of classes



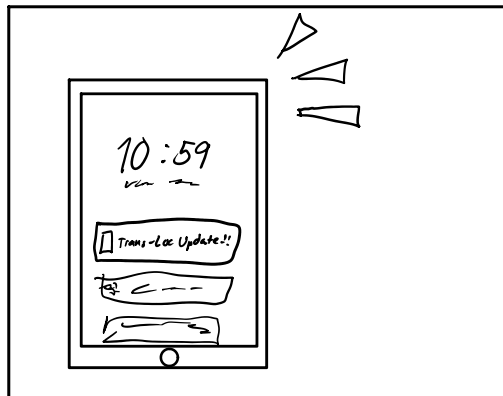
They are all around campus, and happen right after the other.



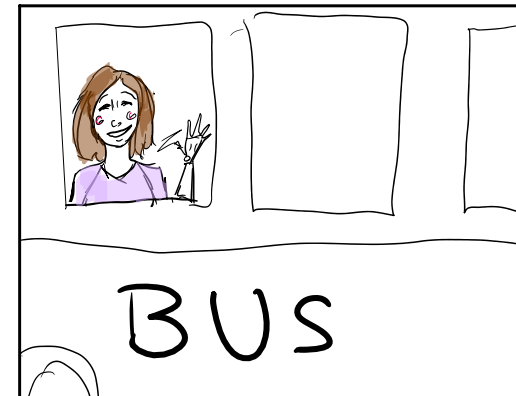
Justah relies on the bus and the Trans-Loc app to make it to class on time



The Trans-Loc app used to be unreliable, With the routes being confusing and the Tracking of the buses largely inaccurate



Luckily, the Trans-Loc app got an update That ensures that she can be where she needs To on time

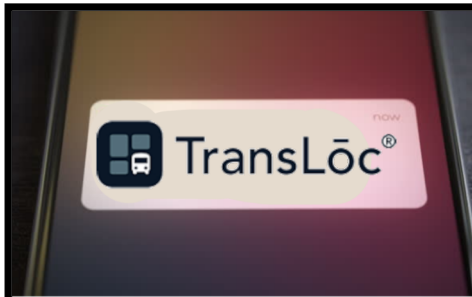


And so Justah lived happily ever after, Making it to every class on time. All thanks to the updated Trans-Loc App.



Today is a very busy day,  
I hope the buses arrive  
on time!

Stephen Johbs is using  
the improved version of  
the Trans-loc app to get  
around campus.



[Your bus will arrive  
outside SWG ENG in  
8 minutes. Traffic is  
low.]

The app will take into  
account local traffic  
conditions and your  
schedule to find the  
fastest route



I love the new  
transloc app!

By combining  
schedules and traffic  
data, the app can  
determine the best  
routes for travel.