







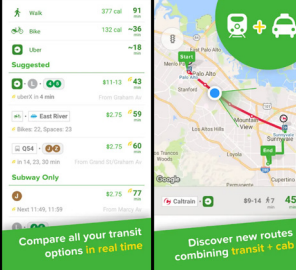
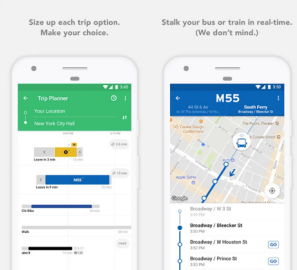
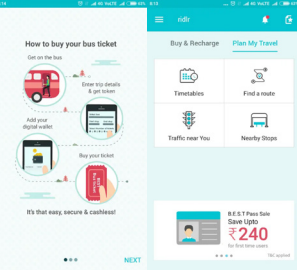
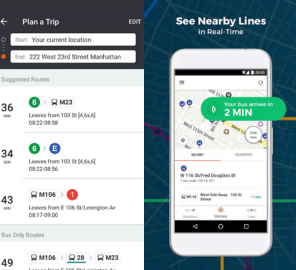
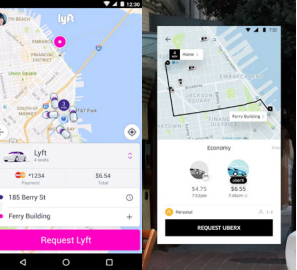
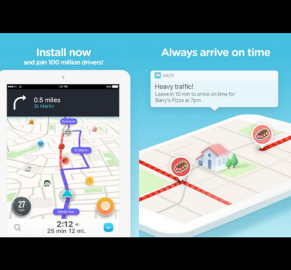
































FORD SMART MOBILITY

Designed for:
Ford Smart Mobility

Designed by:
Multi-Modal Journey Planning

Competitive Analysis
07/12/2018

	 Citymapper	 Transit	 Ridlr	 Moovit	 'Private App' (Uber/Lyft)	 Waze
Information	Downloads: 5 million Rank: #35 Maps & Nav. Note: Eco-tracking, savings, and health information	Downloads: 5 million Rank: #9 Maps & Nav. Note: covers 125+ cities, with most being in the U.S.	Downloads: 1.3 million Active Users: ~140,000 Note: covers 19 Indian cities, acquired by Ola	Downloads: 10 million Rank: #16 Maps & Nav. Note: covers 80 countries and is in 44 languages	Downloads: 100mil/10mil Rank: #1/#3 Maps & Nav. Note: standalone apps with individual owned vehicles	Downloads: 100 million Rank: #2 Maps & Nav. Note: live updates and crowdsourced alerts
Screenshots						
Pros/Cons	Pros: journey planning and execution, trip summary and feedback Cons: lacks ability to purchase and pay for passes and tickets	Pros: partnerships with many transit systems across the world Cons: trip activation and ticketing is not intuitive, metro areas only serviced	Pros: ticketing capability and implementable solution, engagement with transit Cons: not focused on real time ETA & multi-modal journeys	Pros: partnerships with many transit systems across U.S. Cons: lacks ability to purchase and pay for passes and tickets	Pros: app UI and infrastructure is proven and simple for users Cons: focuses only on privately owned vehicles and single mode transportation	Pros: interface guides user with crowdsourced data Cons: works for personal commute and privately owned vehicles
Journey Planning	 developed in-journey functions as well as some multi-modal	 developed in-journey functions as well as some multi-modal	 shows route available, no in-journey functions	 developed in-journey functions as well as some multi-modal	 for their vehicles, not public transit	 step by step directions and note about disruptions
Payment		 prompts users to sign into other accounts for payment	 partnerships with transit systems for payment and ticketing		 internal pay system for their rides	
Ticketing		 partners with specific systems (powered by Masabi)	 partnerships with transit systems for payment and ticketing		 no ticket system, face to face approval	
Active Timing	 gives closest transit and arrival times	 gives closest transit and arrival times	 approximations of transit arrival, no interactive timing	 gives closest transit and arrival times	 live updates of all vehicle locations	
Disruptions	 gives notifications of traffic and transit concerns	 gives notifications of traffic and transit concerns	 gives road congestion information, no alerts or updates	 specifies service alerts, no traffic or weather updates	 driver has full control of trip	 crowdsourced data about traffic, police, and weather