

## CONCEPTUAL MODEL



She needed to return home

No signal on her phone



Utilizing MINT cable TV



Calls an auto using landline Toll Free number

FRIEND'S  
HOUSE



ENNORE



Find bus detail from the QRC on Time Table  
Next bus ETA 48 min



Books a local cab



Receives SMS on 'HelpMe' panic button  
located in car and 'MINT' App for safety.



Checks 'On-demand' safety feature in App.



Immediately receives an SMS from police control  
room on security track status confirmation



'MINT' app shows 30min buffer time  
to get next train. She plans to have  
a quick snack and books her online  
train ticket.



CHENNAI FORT  
RAILWAY STATION



TARAMANI  
RAILWAY  
STATION

TARAMANI  
BUS STOP



No Power at bus stop



Digital display not working



Solar powered audio announcement  
provides Bus Arrival times

Power returns

Buys bus ticket at MINT Kiosk



VELLACHERY  
BUS STOP

HOUSE



She feels happy and safe  
for the seating arrangement.  
Lady's occupy the front side.



Receives Govt. announcement on  
women's entrepreneur development  
scheme

She recognizes bus stop by  
audio announcement in crowd



Checks the MINT FM channel for  
bus arrival timing at nearby bus stop



Gets detailed bus route and  
time using SMS



Mobile battery exhausted

'HelpMe' panic button alerts Police and Registered friends and stops vehicle