**Description**

QueuePad (applying virtual queues in metro manila transpo terminals)

**Initial customer segment/archetype**

commuters, dispatchers and TODA, all modes of land transpo with terminals that require physical queueing (MRT, LRT, regular bus, P2P bus, jeep, tricycle, fx) – (could be a government funded project instead)

**Value proposition**

an app that works offline and online (for crowdsourcing) that eliminates the need for a physical queueing in terminals to solve the problem of congestion and give commuters a more comfortable and convenient travel experience

**KnowWho**

5 frequent/regular commuters (jeep), 5 dispatchers/barkers (jeep) (or government official handling public transportation / traffic management)

**KnowHow**

Nestor Michael Tiglao (UPD EEEI, CNL)

TRL (technological readiness level) – 2 (proof of concept)

· Solve the congestion problem (where queues/ physical lines before getting on the vehicle could take more than an hour because of the sheer amount of commuters) at terminals (jeep, bus, P2P, MRT, LRT, tricycle, taxi bays, fx terminals) in metro manila using these type of technology

https://www.queuepad.com/

https://skiplino.com/

https://www.qminder.com/

https://mic.com/.../the-secret-to-no-lines-at-new-york-s...

https://p2pbus.ph/ (service planner)

... most of these queue management apps are used in restaurants (and are free) but I want to apply the same virtual queuing in transpo terminals to eliminate the need of a physical line and gather enough data over the years for a better solution (optimal scheduling for PUVs for a more centralized traffic scheme for commuters). The way I can see the infrastructure for this to get funded is by having the commuters who want to participate in the virtual queue pay a minimal additional fee to the dispatcher - when the TODA reaches a certain number of virtual queuers, there's a certain amount they have to pay the dev-team for the tech maintenance,etc. My proposed knowwho are at least 5 commuters and 5 dispatchers/barkers.

this is for commuters who cant afford the existing alternatives (grab, uber, wunder - carpool, angkas, habal-habal) but want a more comfortable, less time-consuming travel for a measly additional fee (say, add 10php per queue so you could leave the line anytime or just send the dispatcher your ETA at the terminal so there's no need for you to line up when you arrive)

since it's a wireless/web-based/mobile app, my proposed knowhow would be from UCL. I want it to be usable even for people without wifi/mobile data/smart phone - with the use of simple mechanisms (hardware needed would be a monitor, push button to register the number of the queuers both paying and non paying, keypad to register name(random code generated) of paying queuers) –

then here is the feedback from our research adviser

for these kinds of ideas the technology is easy but crafting policies and incentives that are fair yet motivating are hard and becomes the stumbling block to implementation. while we're working out this idea, please post other ideas in parallel. here are some questions for this idea before you even talk to riders/barkers:

-is that P10 fee for each rider in the queue?

-when will the riders pay the fee?

-how will riders pay the fee? cash? mobile payments?

-will the fees only go to the barker? will any fees go to the driver? what is the split? if fees go to the driver, how will he receive the funds?

-can we trust the barker? what will keep the barker from running away with the fees?

Response:

-is that P10 fee for each rider in the queue?

The additional fee is for virtual queuers only

-when will the riders pay the fee?

For those who avail the monthly subscription fee for the app (e.g. Spotify premium), they get a full month of virtual queueing in all participating terminals. For those who still want to participate but dont want to subscribe for a month has to pay the barkers in cash

-how will riders pay the fee? cash? mobile payments?

Subscription fees are done thru online payment (credit card/mobile payment), single ride fees are paid in cash thru dispatchers

-will the fees only go to the barker? will any fees go to the driver? what is the split? if fees go to the driver, how will he receive the funds?

Only barkers/dispatchers get the fees. Drivers receive no part of the cut.

-can we trust the barker? what will keep the barker from running away with the fees?

I’m thinking barkers will get commissions for every single rider / subscribed rider that uses their terminal - the more (accurate the) numbers they report, the more commission they get (but also more in collected fees) - im thinking the fee for a monthly subscription should be way cheaper than paying for single rides so people would be encouraged to go for monthly subscription

Ideally , I can see the govt as the industry partner - if they fund this idea, then virtual queueing would simply be free and will be a public service for commuters. I just saw that they have been talking with Japan (JICA) for traffic management and perhaps this could be part of the solution( https://business.inquirer.net/.../japan-to-assist.../amp )

For now, there are 2 scenarios where I can see this become useful:

1) for those in school/at work who dont want to spend an additional hour for waiting time at the terminal - they could send their ETA at the terminal to the dispatcher ahead of time, the dispatcher adds their codename to the virtual queue, then by the time they arrive, they could travel at once

2) for those who already arrived at the terminal and see that the terminal is an uncomfortable place for waiting (no chairs, warm, congested/filled with people, etc) - they would just have to approach the dispatcher to get their code registered to the virtual queue then they could just go elsewhere while their spot is secured, then they could just estimate when they should come back with the present # of queuers on the monitor or through the notifications on the mobile app

Regular commuters who do not want to pay the additional fee are still added to the virtual queue but their spot is not secured (they cant leave the physical line) and they just have to physically wait in the queue as they normally would.

**Feedback from MJ:**









