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1st year, English for Specific Purposes, STD

Go Ride

Start-up Portfolio

Go ridE is a start-up idea for a mobile app that ensures the safe travel of all Bulgarian university students. It is inspired by a personal experience with the lack and irregular schedule of public transportation here in Plovdiv. As a student and a woman, I know that transportation with a stranger is a scary and dangerous event. The main goal of the start-up idea is to connect any students who lack intracity transportation and students who own a driver's license and a car and want to earn some extra cash for just driving around. It links the students and groups them for a carpool.

The Brand Identity

Go ridE is a call-to-action name that suggests what the app is about. The logo (the fundamental identification of the app) implements the name. The "o" in "**G**o" is replaced with a tyre in motion which indicates the main idea of the carpooling. The design uses a red (#C60019 is the exact HEX code) colour for the "**G**" in "**G**o" and "E" and "rid**E**" which highlights them. They have a secret, subconscious meaning - "**G**ood **E**nergy", which forwards to the safe rides.

As a part of the brand identity, it's useful to produce advertising merchandise like:

| Keychains	Disposable or Reusable Coffee Cups	Caps

They can be bought and used by **drivers** or **students** who are looking for a lift. There also could be placed posters about the app in Bulgarian Universities to

promote not only the mobile app but also inform about safe travelling and remind students about who they should and should not trust.

There is also a webpage (yet to be released along with the app) that provides the download of the app itself.
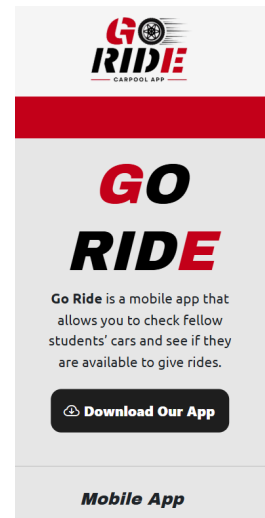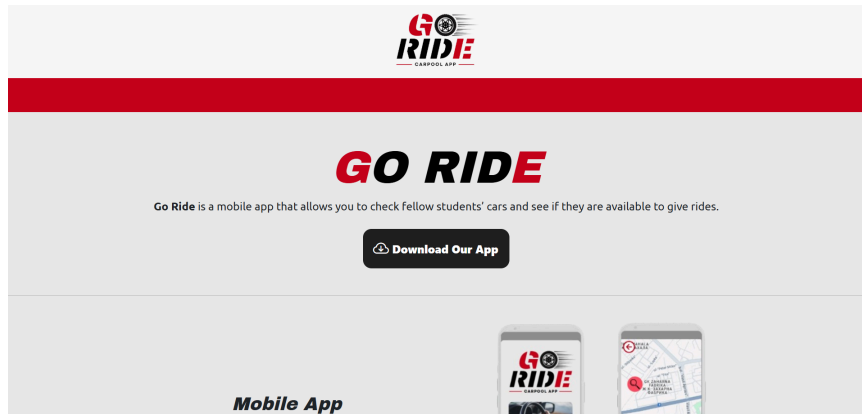
The User Interface

The User Interface is created by hand and inherits the main colours of the logo. There are multiple screens included:
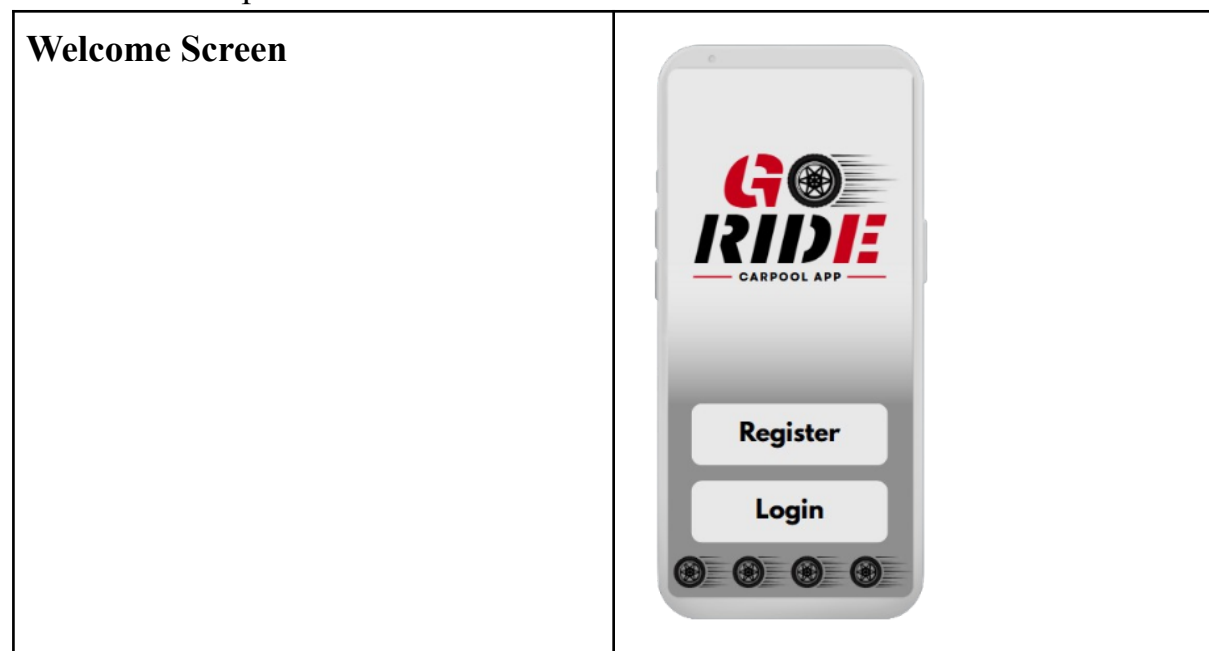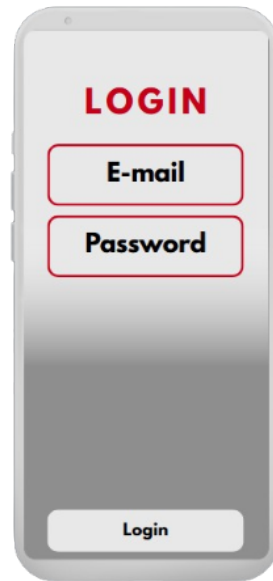
Welcome Screen	

Registration Screen (№1)	REGISTER First name Last name DD/MM/YY University Fac. Number Continue →
Registration Screen (№2)	REGISTER E-mail Password Confirm Pass Acc Type Register

Login Screen	**LOGIN** E-mail Password Login
"If a driver" Screen	**A DRIVER** Driver's license License plate Add a car ⊕ Register
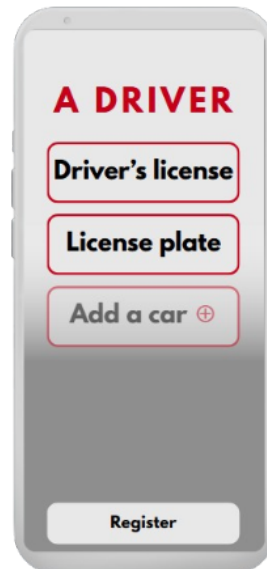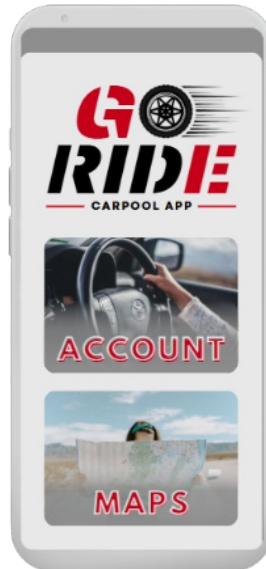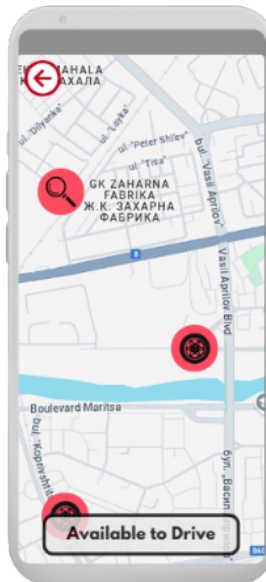
Home screen	
Maps	

Accounts	

Their flowchart:

Usage guideline

Welcome Screen

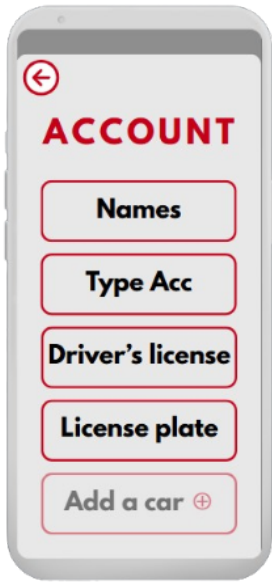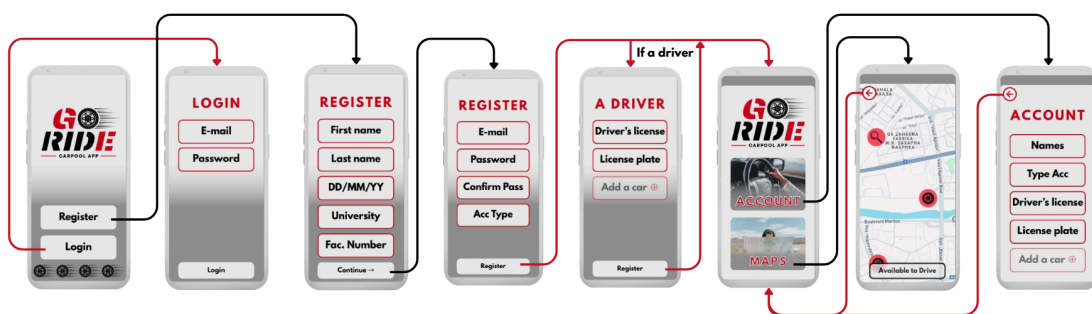In the beginning, every user is greeted by a screen asking whether they are logging in with their information or registering as a new user.

Registration

When downloading the mobile app for the first time, the user should register themselves. This registration form ensures the security and identification of each student. The user should fill in their first and last name, their birthday, the University they're attending and their faculty number. Then they are redirected to another window where they should fill their active student

e-mail address and a password and select whether they're a **driver**, a **rider** or **both**.

The **drivers** are students who have a driver's license and a car. They provide the physical service by driving around. Along with that, they earn some cash by placing their prices for every ride.

The **riders** are students who don't have a driver's license, or/and a car at the time being, or are unable to drive, but have to get from point A to point B as quickly and safely as possible.

If the user has selected a **driver**, they need to further identify themselves by filling in the number of their driver's license and the license plate of the car or cars they are driving.

To finish their registration and be able to use the app to its full potential, every user needs to give the app access to their location for additional security.

Log In

If a user has an account already, they are able to log in with their active student e-mail address and password.

Home Page

The Home Page is the connecting point for every feature of the app. It's connected to the Map, the user's Account and Settings. It has a simple interface and is the same for every type of user.

Map

The map shows every available driver nearby to the riders and the other way around - any riders nearby to the drivers.

Drivers can make themselves visible on the map by clicking the button "Available to Drive" and placing their price per kilometer. Their location is marked by a car tyre.

Riders make themselves visible on the map by tapping a similar button ("Looking for a lift"). The significant mark is a magnifying glass.

If the user's account is labelled as **both**, they see **both** buttons.

Requesting a ride is also very easy - a **rider** taps on a **driver's** mark and the app sends a notification to the person with location. When the **driver** answers, the **rider** is notified if their request has been accepted or rejected.

Account

The account shows all the details about the person, including their name, e-mail, faculty number and account type.

If a **driver**, the users are able to add more license plates (depending on the count of cars they're using for carpooling) or change to **riders**, which means that their additional information is deleted from their profiles.

If a **rider**, the users are able to change their account types to complete **drivers** or both. Therefore they are required to do the additional verification. Users also can log out or delete their accounts.

Target Audience

There are approximately **182 000** university students in Bulgaria according to NSI (https://nsi.bg/bg). Statistics show that around **60%** of them live outside of their hometown, therefore they don't know the city they're studying in very well and find it difficult to learn the public transport schedule or find it irregular. That makes approximately **109 200** students. Carpooling for both types of students would be a cheap, fun and safe experience.

Assuming that only 5% of these students will use the app makes over **5 000** users (**5 460** to be exact).

The target audience is university students to ensure **their** safe trips and because they find it hard to orient themselves in a whole new city and find a secure way to locomotion. Along with that, they're the future of Bulgaria, but also because they're looking for a new way to connect and find new friends.
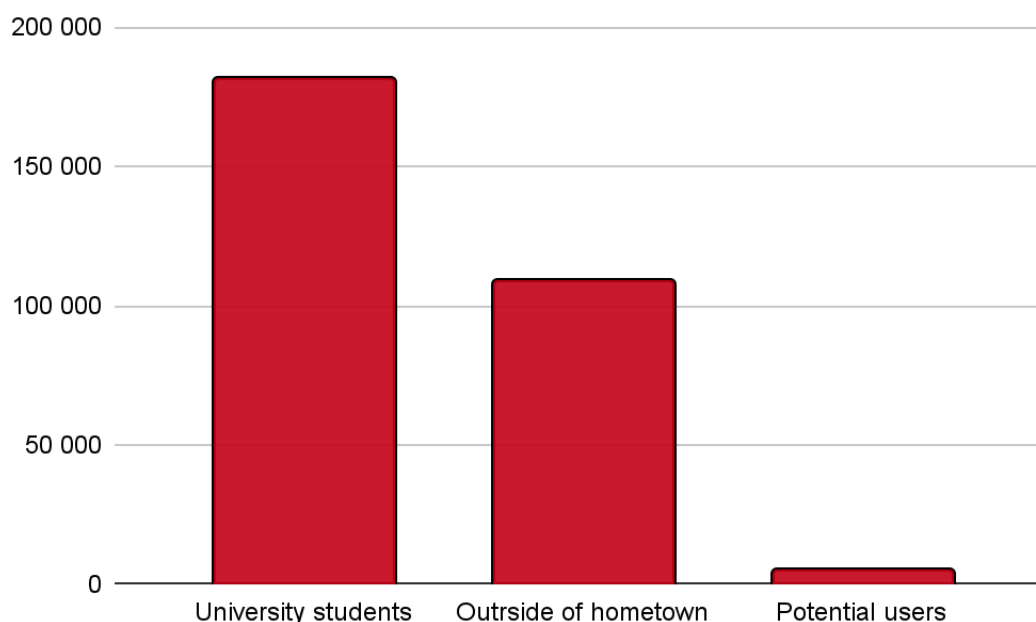
Competition

The idea of a way to get from point A to point B quickly is not a new one. There are apps, groups and organizations that offer that service.

BlaBlaCar

"BlaBlaCar is an online marketplace for carpooling headquartered in Paris. Its website and mobile apps connect drivers and passengers willing to travel together between cities and share the cost of the journey, in exchange for a commission of between 18% and 21%. It also operates BlaBlaBus, an intercity bus service. The platform has 26 million active members and is available in Europe and Latin America."

-   BlaBlaCar, Wikipedia

It is not popular in Bulgaria and is aimed at a wider audience. Therefore, it does not have university identification and the additional security and authenticity check.

Facebook Groups

"For anyone sharing a ride in their car or searching for a ride inside Bulgaria, or going from Bulgaria to another country or vice versa."

-   🚗 Rideshare Carpool Blablacar BG Bulgaria & Beyond EU, Group, Facebook

It is not aimed at intracity carpooling but for intercity. Conversations and even rides are made without users knowing who the other person actually is.

Public Transport

"Public transport refers to any mode of transport that is available for hire and reward, and is accessible to the general public. This includes buses, trains, taxis, as well as air and sea services. It encompasses both passenger and freight services, excluding own-account freight services. Public transport systems can vary in terms of costs and capacity, ranging from low-capacity options like taxis and mini-micro-buses to higher-cost variants such as demand responsive transport (DRT) and personal rapid transit (PRT) systems. Medium-capacity public

transport systems include buses, trams, and light rapid transit (LRT) systems. High-capacity public transport systems are typically associated with heavy rail technology, with distinctions made between urban, suburban, and inter-urban services."

- Public Transport, Science Direct

Public transport is a great way to travel through a city, but its schedule is not reliable, inconvenient (specifically the city bus), it can be expensive and unsafe (especially taxis).

Spark

"If you need a car immediately, don't want to wait at bus stops, need a second family car, or want to travel comfortably around the city without worrying about your car's value, then SPARK is right for you!

…

As Bulgaria's pioneering all-electric car-sharing service, SPARK is transforming urban mobility in Sofia and Plovdiv. "

- Spark.bg

Spark can be useful and a cheap transport. But to use it, you need a driver's license because you drive their cars by yourself, and to be able to drive at the exact moment (for example: to not be intoxicated).

Ensuring safety for Bulgarian university students is another, completely new concept because for providing a service, it's used "students help students".

Conclusion

Go ridE is a useful and secure mobile app that helps university students find a company for carpooling and get home safe and sound. It uses the provided by the user's information and their shared location to connect them and monitor their safety throughout the whole trip. Being safe can be cool and fun with Go ridE.