"HERE by"

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PROBLEM STATEMENT

To provide the application users with POIs within 20 mins of travel distance depending on the category requested by user (eg- user searches for nearby dine-in restaurants for his location provide list of restaurants in 20 mins of reach to user)

PROPOSED SOLUTION

1) Make an application to help navigate the user to his desired place of interest.
2) To provide safe, reliable and interesting places within 20 mins of travel.
3) To keep in mind the mode of transport (on foot/bicycle/car) and the exact need of the user.
4) Check if the user is just wanting to explore / in need of something or stuck up in an emergency situation and have a UI that proceeds accordingly.
5) Provide multiple options like -
    (a) Explore - Fine dine/cafes/museum/parks/bowling
    (b) Need - Pharmacies/garage/fuel station/ATM/
    (c) Emergency - Police/Hospitals/Roadside Assistance
6) To provide the user with maximum available options in a set radius, as requested by them.
7) Any urgents needs of the user would be taken care of. Eg- If they need a garage, medical store, fuel stations, public restrooms, ATM's etc.
8) Take care of any emergency situations the user may be trapped in and navigate them to nearest hospitals / police stations and call 24x7 roadside assistance.
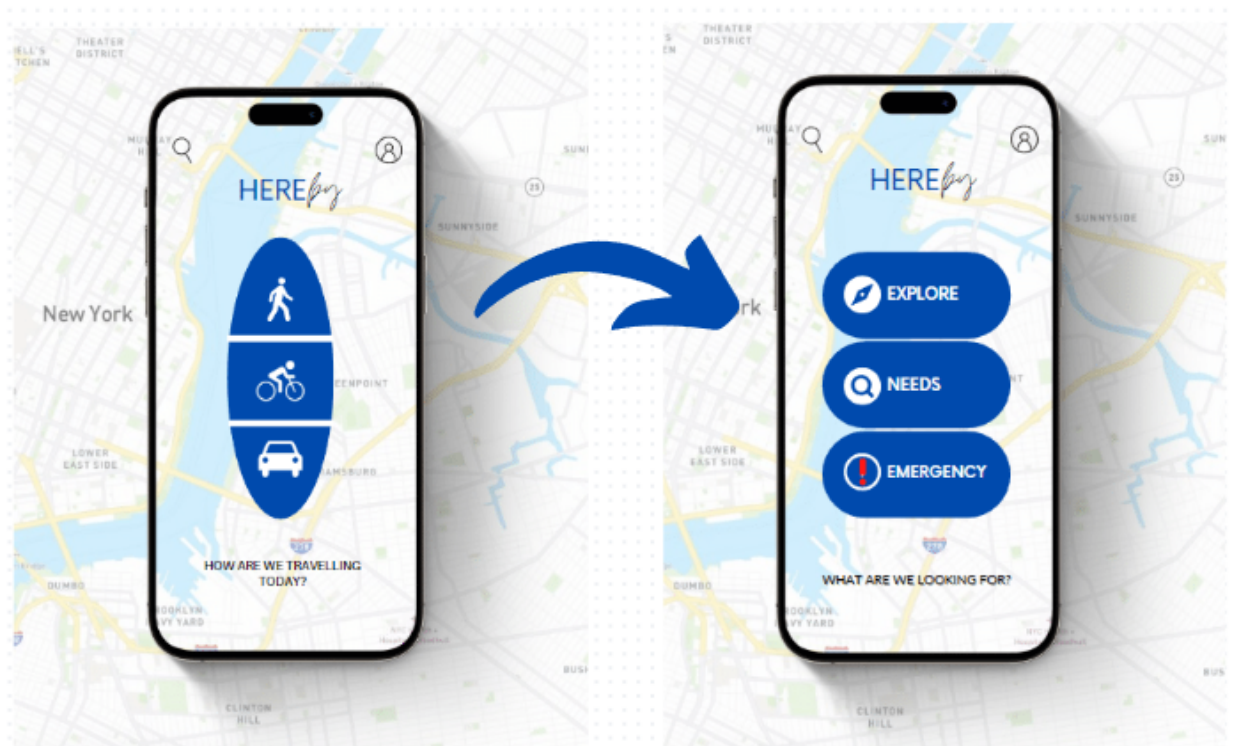
PRODUCT DESCRIPTION

HEREby is an application that we have developed from scratch considering people often go out and get stranded in situations where they need suggestions/assistance in several different aspects.

The user may be looking for some new interesting places to go, or may be in need of something or might just be stuck in an EMERGENCY situation! We've built a solution that can handle it all in one application. With the EMERGENCY section we're also targeting this app as a useful resource when in need.

Our product provides the user a hassle free environment to get these situations under control.
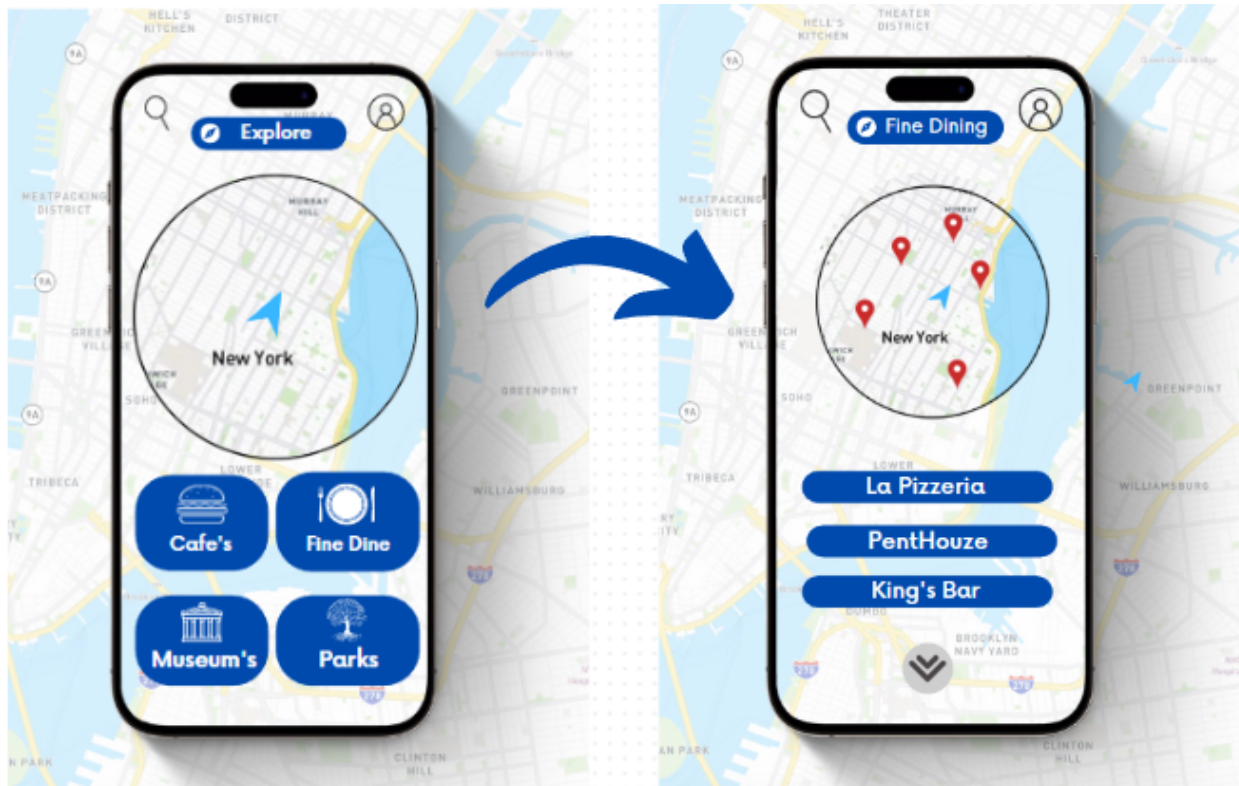
The envisioned User Interface(UI) for the product is as follows-

Firstly, the user inputs the mode of transportation. On selection, radii of 3 / 7 / 12 Kms is set and the app asks what exactly the user is looking for. Depending on their requirement, relevant places are displayed all as a list along with the option to see Time to Reach, Reviews and crowd updates.

The focus has been on UI since the very beginning. Thorough research and ideation has helped us finalize a seamless interface. Keeping in mind that a majority of users will use this while traveling, in situations behind the wheel / while crossing the road / cycling down the busy lanes etc. the experience has to be non intrusive and require minimal attention or energy from the user.

Result? A user is 3 taps away from knowing all the places of his interest, all within a reachable distance/time depending on their mode of transport. They can choose from the list and HEREby shall navigate them to the selected location.

MARKET SIZE

With the features and simplicity and practicality we have on offer, we make exploring and navigating a kid's game for pretty much everyone. Those who drive, adventurers, users new to a place, elderly aged, cyclists, tourists and locals all alike. HEREby will make sure no user is ever left stranded, with the EMERGENCY search feature, one can never be away from help. This makes HEREby a must have app all the time, for everyone out there. A user would always be wondering "What do I have hereby?"

MARKETING STRATEGY

Marketing has to be strategic, we plan to create a grand entry with promotion all around social media, advertise ourselves on youtube, play store and app store. Collaborating with tech Youtubers. content creators, travel influencers and journalists to use and promote our app will only make it so much easier for us to execute our vision and drop HEREby like a drop. The name is derived from HERE technologies itself, and by choosing such an attractive and catchy name, the application ought to grab everyone's good attention.

BUSINESS MODEL

As by the use of this application, we are providing commercial places with consumers and customers on a regular basis, so we plan to monetize the process and and demand affiliate fees, over that a good navigation system is always a necessity and the value of HEREby comes more from what it is than what it can do.

TECHNOLOGY STACK

In order to get an application which provides us the things we can do in certain minutes or certain locations, we will be using the API's provided by the HERE technologies like Explore Nearby Place. By using these kinds of API our software can access the live longitudinal and latitudinal coordinates of the user, and apply a suitable algorithm which can calculate a range on the basis of which mode you are traveling on. By applying for a HERE API key we can access these iinbuilt functions and successfully make a product.

THE PLAN

We have made a hassle free user interface where one provides their mode of travel first, so that calculations could be made for the surrounding radius of search and points of interest that come under that circle can be enlisted to the user on the basis of which genre he/she has chosen. For doing this we will be using several different API's based on our requirements such as Explore nearby place, HEREmap attributes and geographical positioning. Using the provided APIs, we can easily execute the enlisted procedures. mentioned above.

COMPETITORS AND USPs

There are many leading companies that have been working on and dealing similarly. For example, Google maps and Apple maps. They have navigation and search options but with HEREby, our product provides all the things a user would need when in doubt or searching for something. HEREby will always give accurate predictions and will only present closeby options that have been trending and reported open/safe by recent visitors. HEREby provides a super clean interface that makes it super easy to operate even on the go as you walk, ride or drive down the city. The clutter free UI not only provides all necessary things 2 taps away, but also incorporates an Emergency section where a stranded user, can immediately access help and resources and also raise an SOS alert through the app itself.