



# BhramOne

A power-system for all  
transit needs

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TEAM ICEBERG

QUALIFIERS DESIGN TASK SUBMISSION  
– STAMP Kochi 2019: Data Innovation Challenge

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# Our Solution: BhramOne

A power-system for all transit needs

The web-app system that would be a one-stop shop for smart transit decision, reducing the carbon footprints of citizens and tourists



Offline pocket map with a day pass to public transit

**A combination of print map and app will guide city travelers to explore and move right.**

**By Team Iceberg**

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NOT SO UNIQUE

# Problem

The share of public transport came down to **49% from 73%** from the year 2005 to 2015.

Problems are apparent!

+15m

Journeys per Day

+3.7m

Tourists per year





REQUIRED INTERVENTIONS

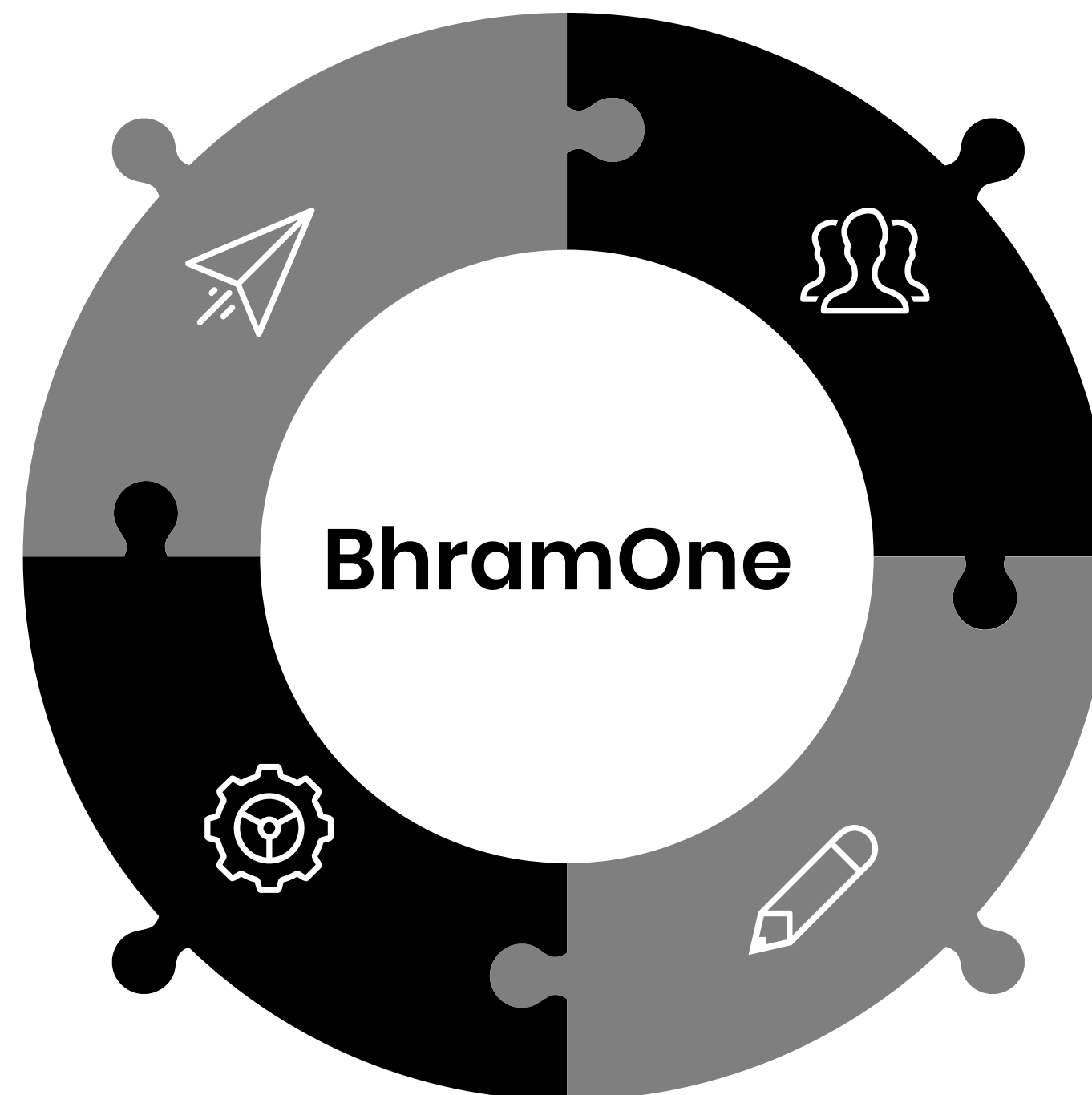
# Solution Structure

## Information

5 Having correct and timely information helps to decide and plan their mode of transport

## Multi-Modal

Planning, Tracking, payment integration of multiple modes of transport



## Plan and Explore

Helps you plan and chart your own experiences based on your interests. Also provides offers and incentives for using public transit

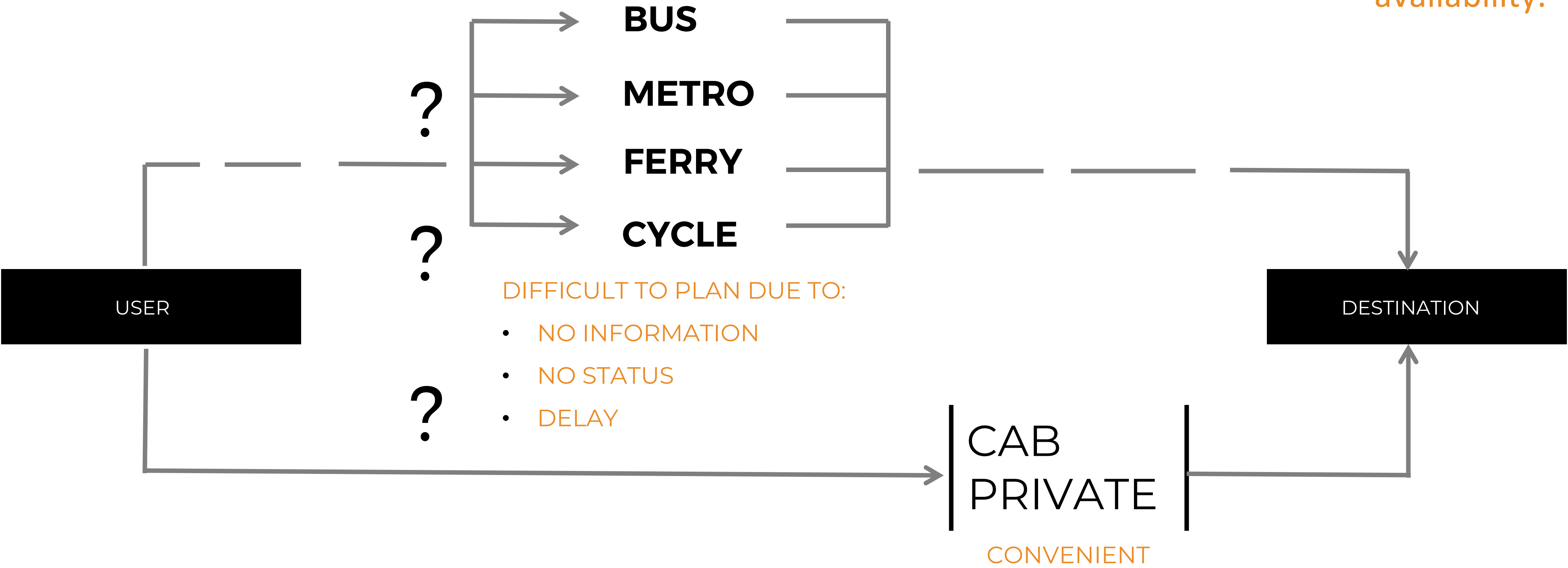
## Single Platform

All the features and all the modes of public transit under a single umbrella

USER WANTS TO GO TO A DESTINATION

# Current Scenario

Multiple Modes with no integration or information. No provision to accurately and timely know the schedule or availability.

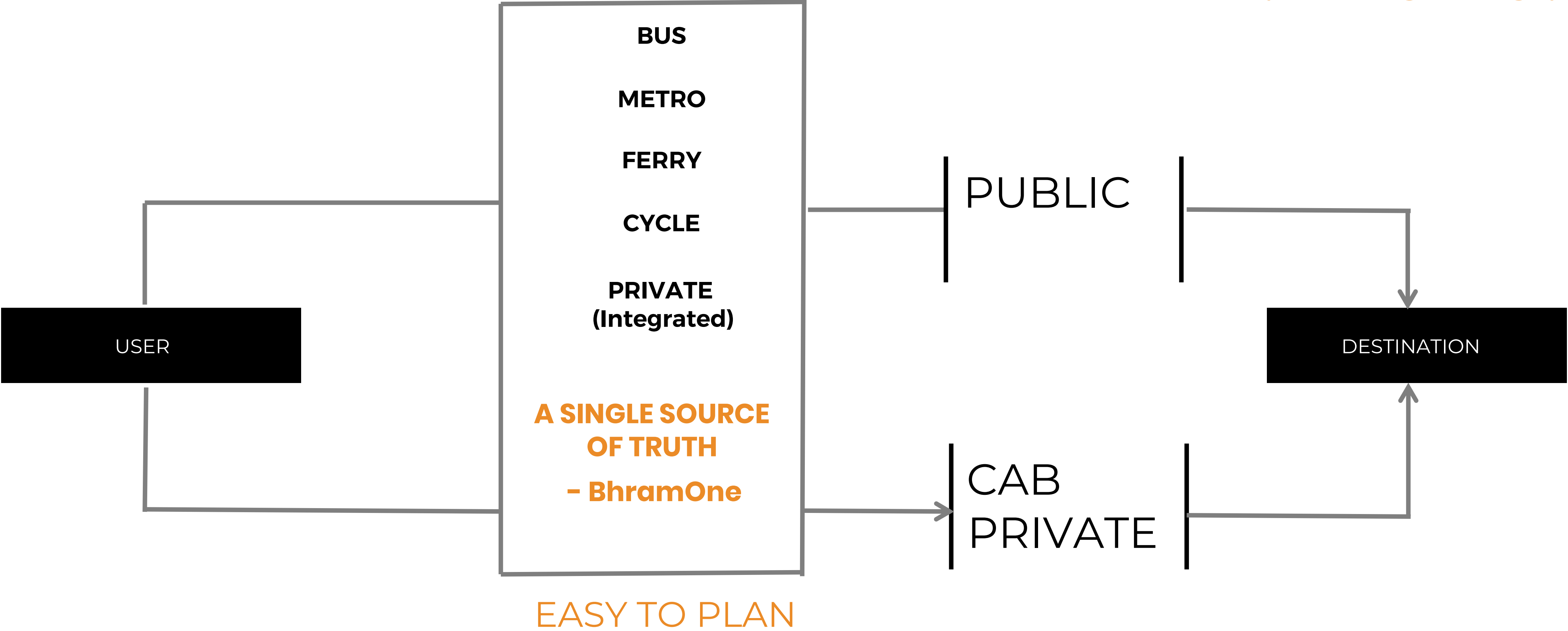


USER WANTS TO GO TO A DESTINATION

# Solution Scenario

Single app to know, plan and chart your journey with public transit.

With offline map to bridge the gap



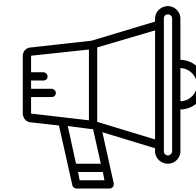
SOLUTION FRAMEWORK

# BhramOne System

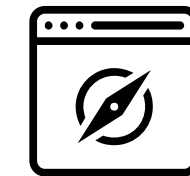
Explained through Angela's use-case scenarios



Introduction to  
BrhamOne system



Setting up the  
application



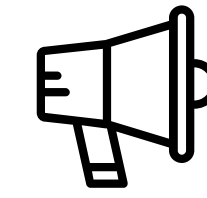
Exploring the city  
using BrahmONE app







1. Angela Lands in Kochi



2. Gets Offline BhramOne Map

Gets a pocket map by BhramOne given at tourist Kiosk at airport-arrival / at tourist information center

A Work-In-Progress abstracted offline map intended to be used as a pocket map

The map would have icons for local attractions and important places to increase the context for tourists



3. She installs the app and gets the day pass activated

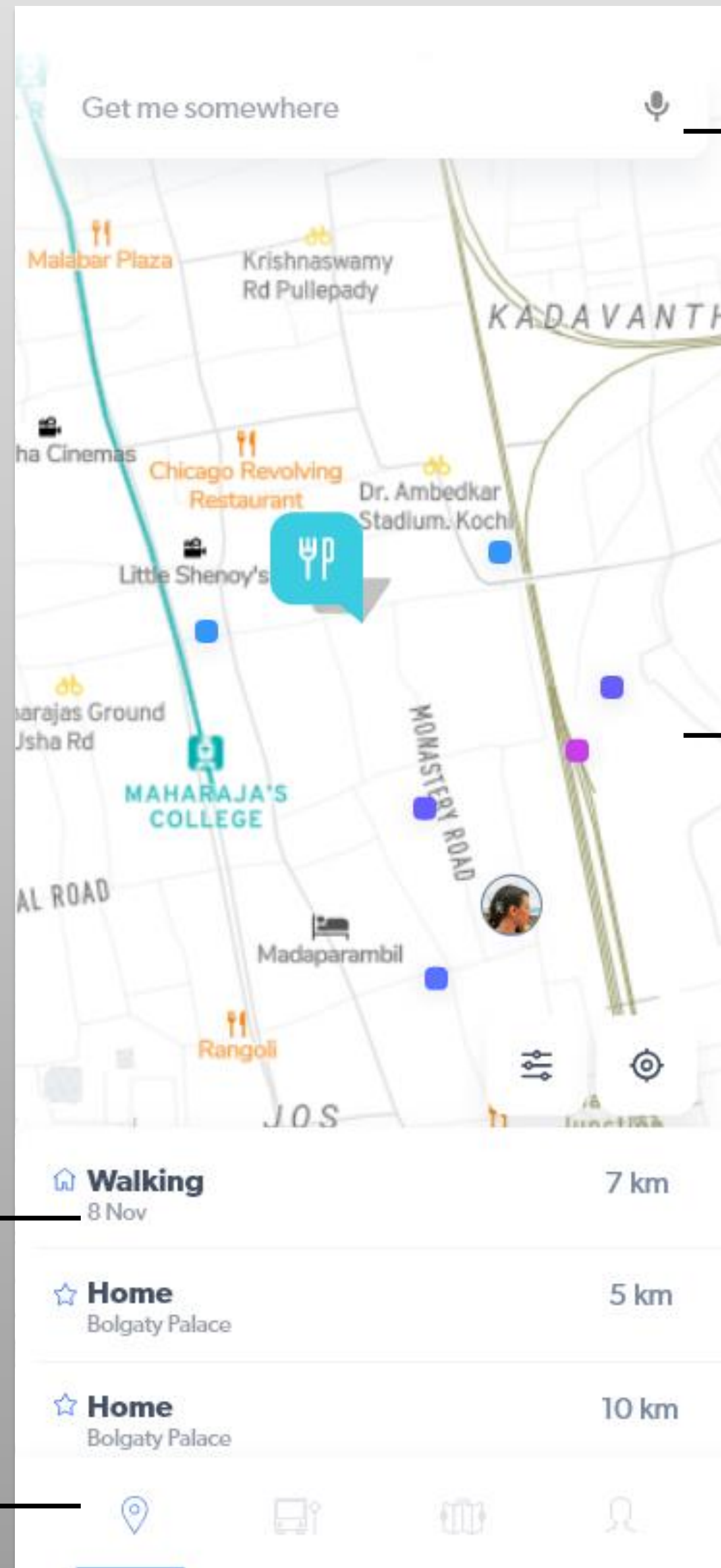
LANDING PAGE

# BrahmOne System

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Saved and Bookmarked Places

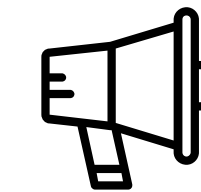
Nav Bar



Search



Map



4. Opens the App to check it out

During the quick and easy on-boarding, she is asked to select her interests, which will be used to suggest curated destinations and tours

5. Straightforward UI

UI with no frills or complications

The landing page is the quick gateway to search for destinations

The map can also be downloaded for offline use check it out here :

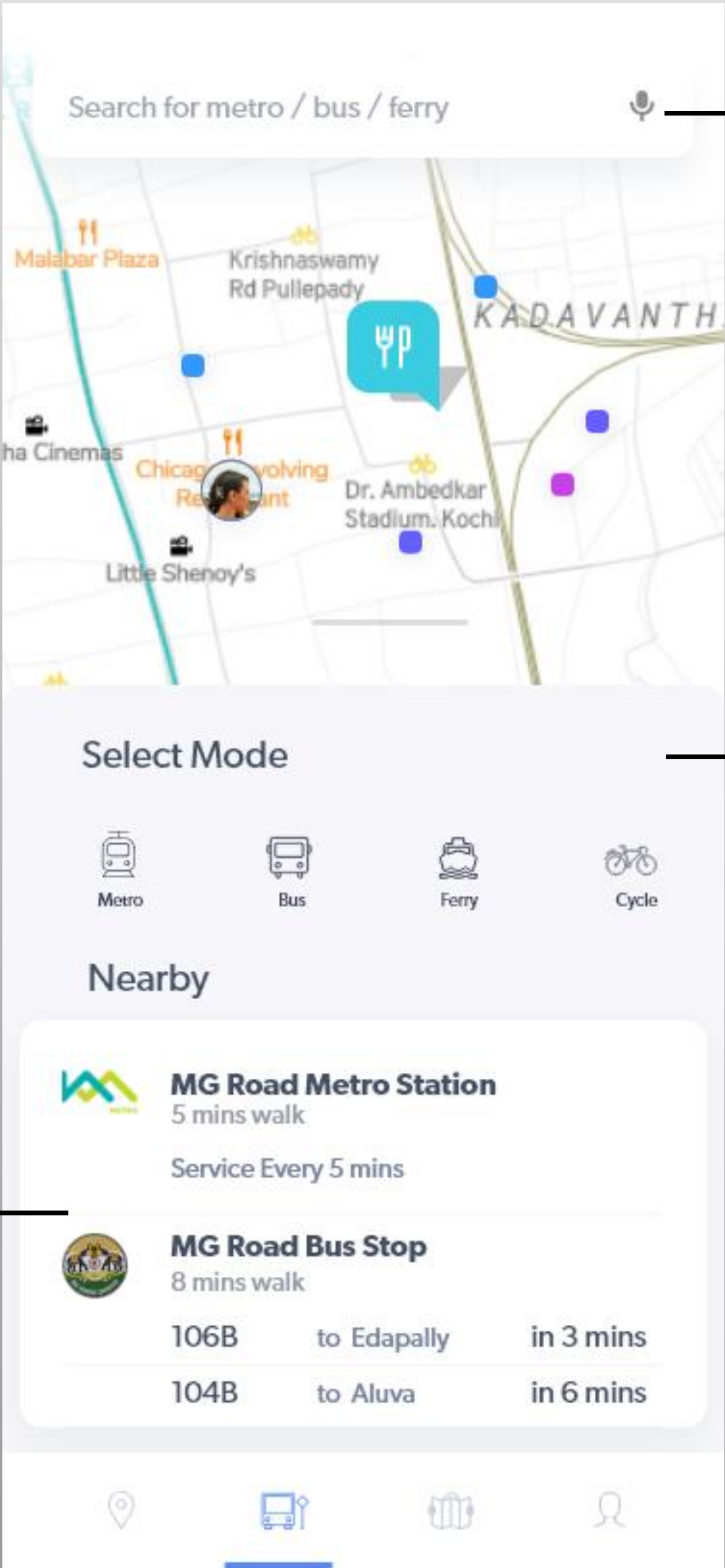
[bit.ly/BhramOne](https://bit.ly/BhramOne)



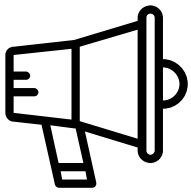
PUBLIC TRANSIT PAGE

# BrahmOne System

Nearest public transport stops and statuses of available modes of travel



Search



Filter

## 6. Public Transit Page

Angela easily finds information about all the available public transport options

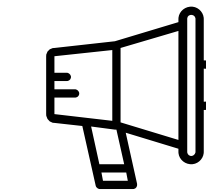
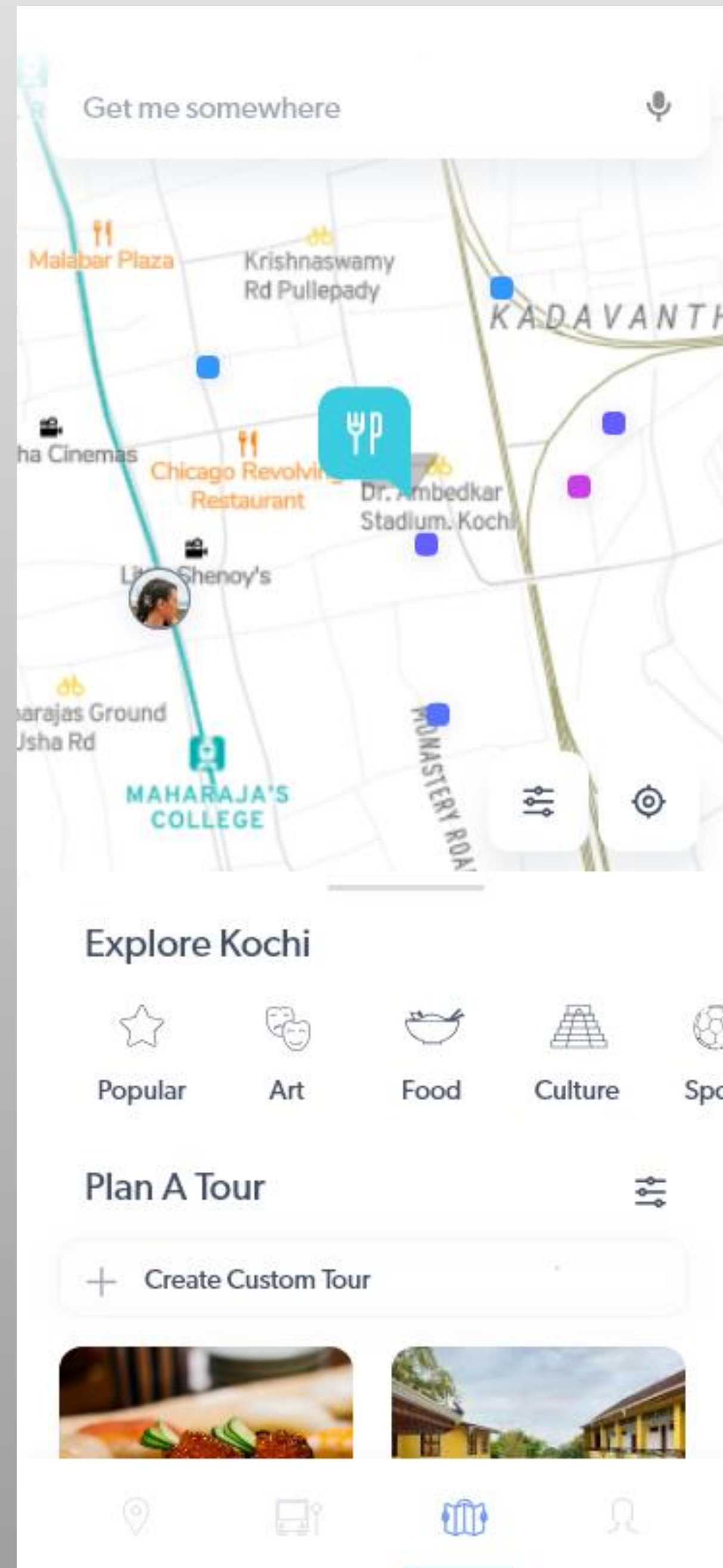
She can choose from various modes or select the optimal\* option suggested by BhramOne

\*Optimal option for would be one with least carbon footprint and fastest travel time

EXPLORE PAGE

# BrahmOne System

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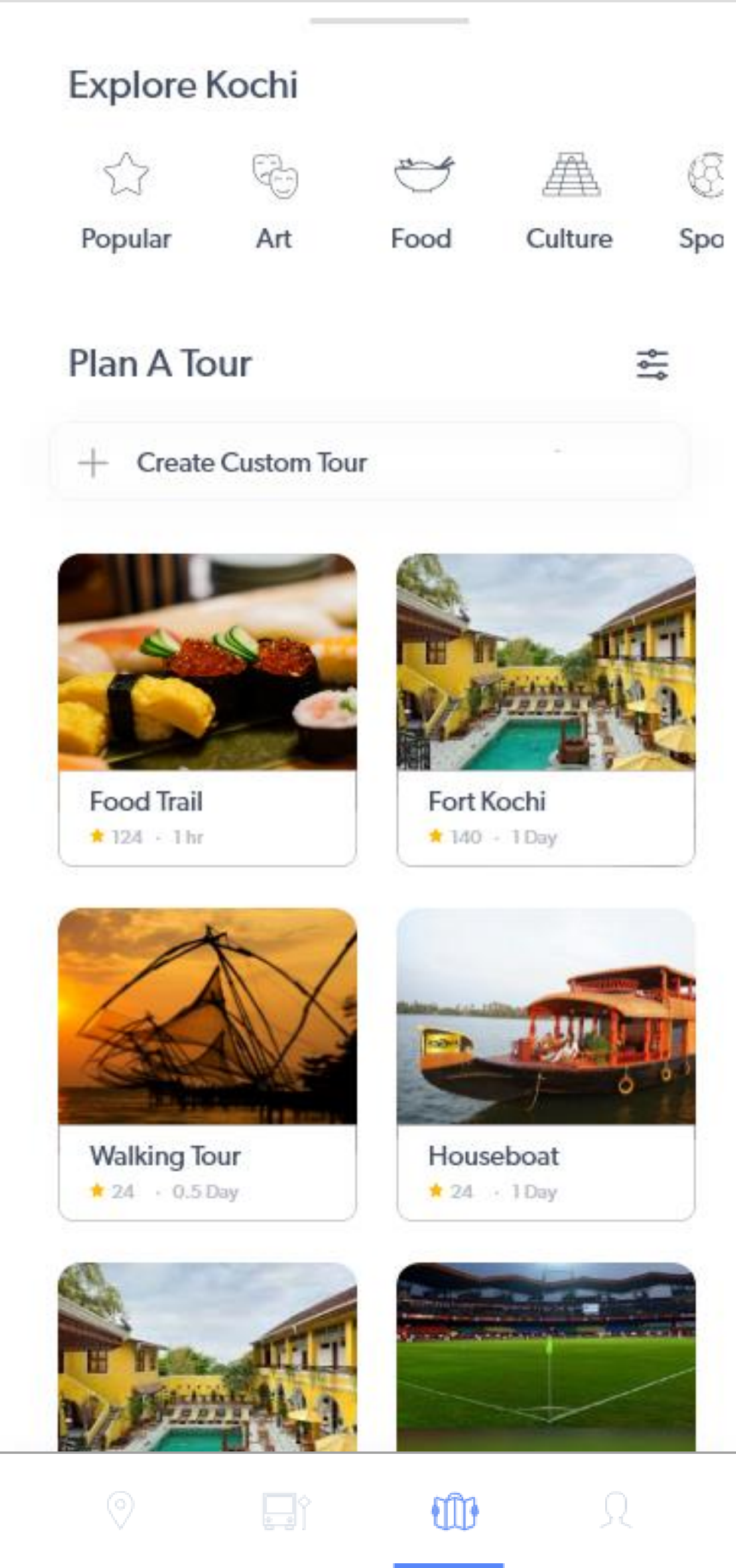
## 7. Explore Page

**Step 1.** Gives Angela the required information about Kochi and the various events in the city

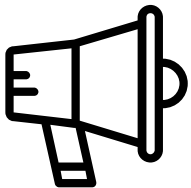
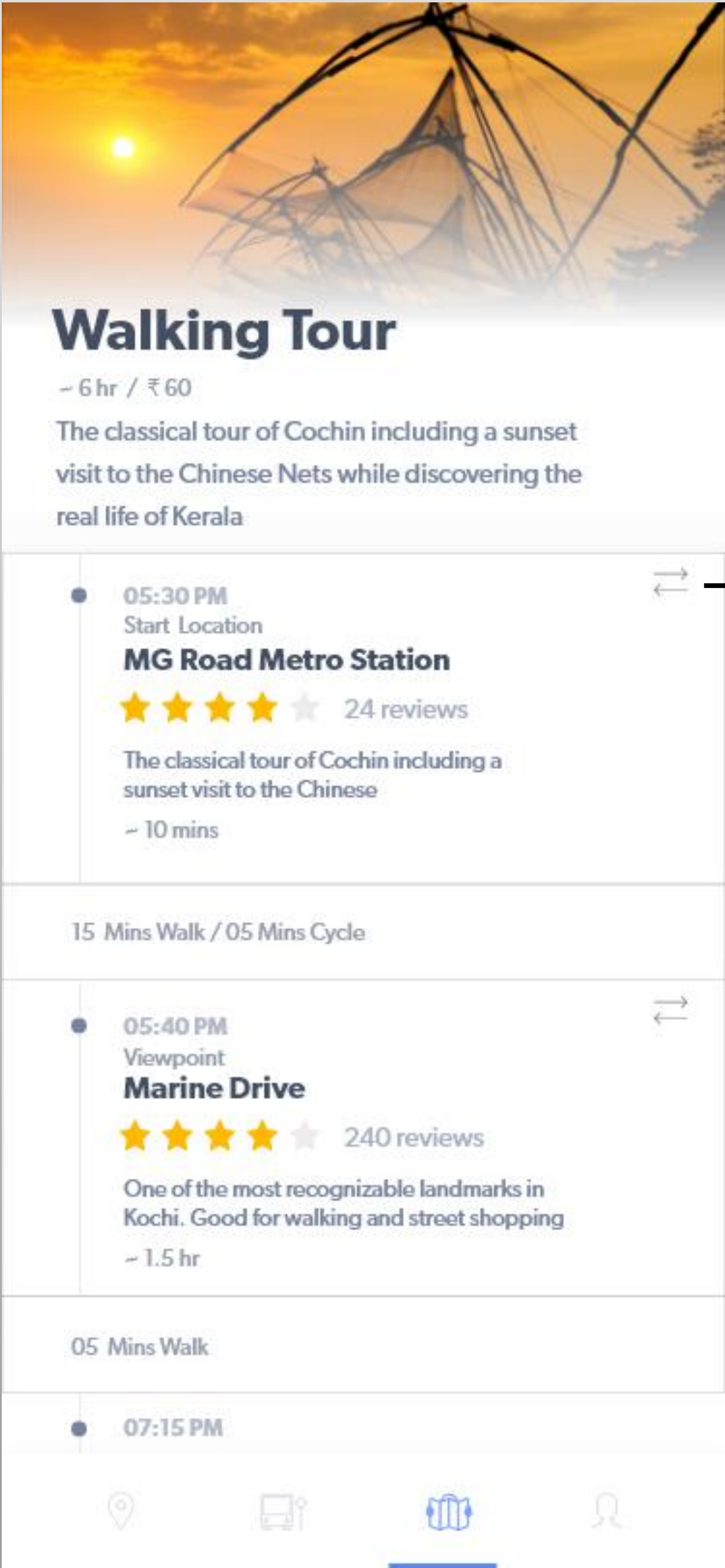
Filter



Step 2: Selects a tour



Step 3: Customizes the tour



Replace /  
Drop Item  
from  
Itinerary

Step 2. It helps Angela to see available trips/walks along with popularity and estimated time

Step 3: shows the detailed itinerary along with approximate cost, and lets her customize the tour to be her own

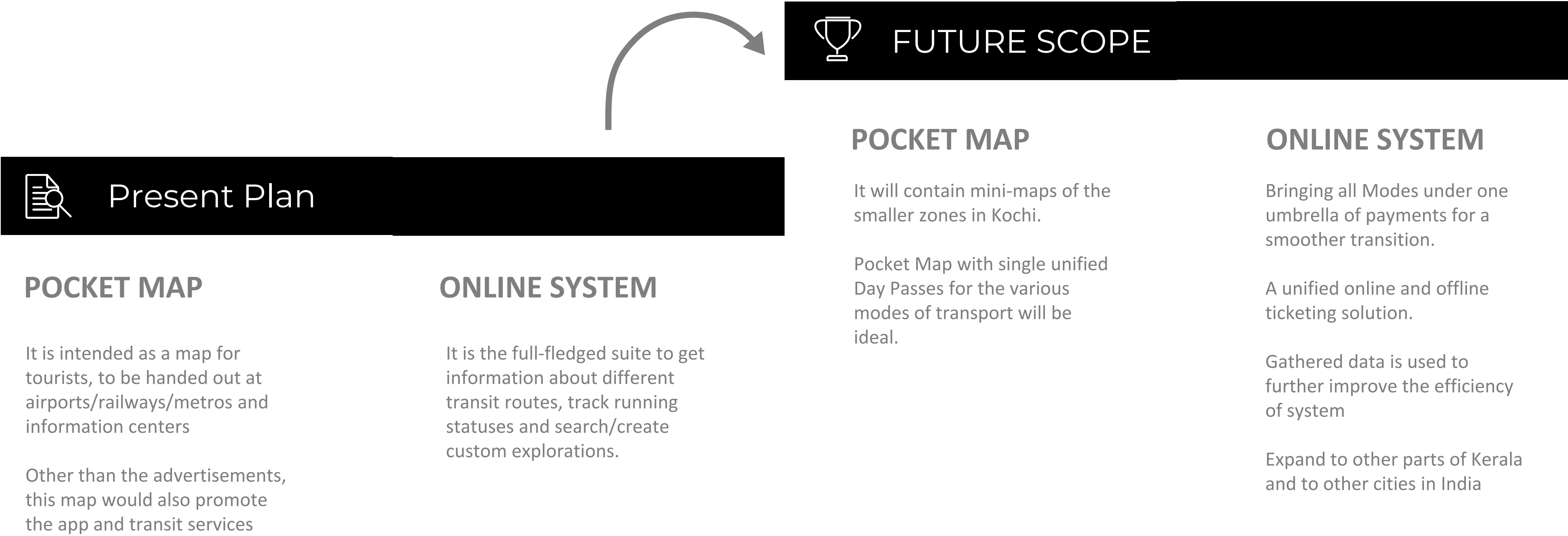


8. Track progress and achievements

Angela can see her past tours and track achievements as a traveler in her profile page

# Implementation Plan

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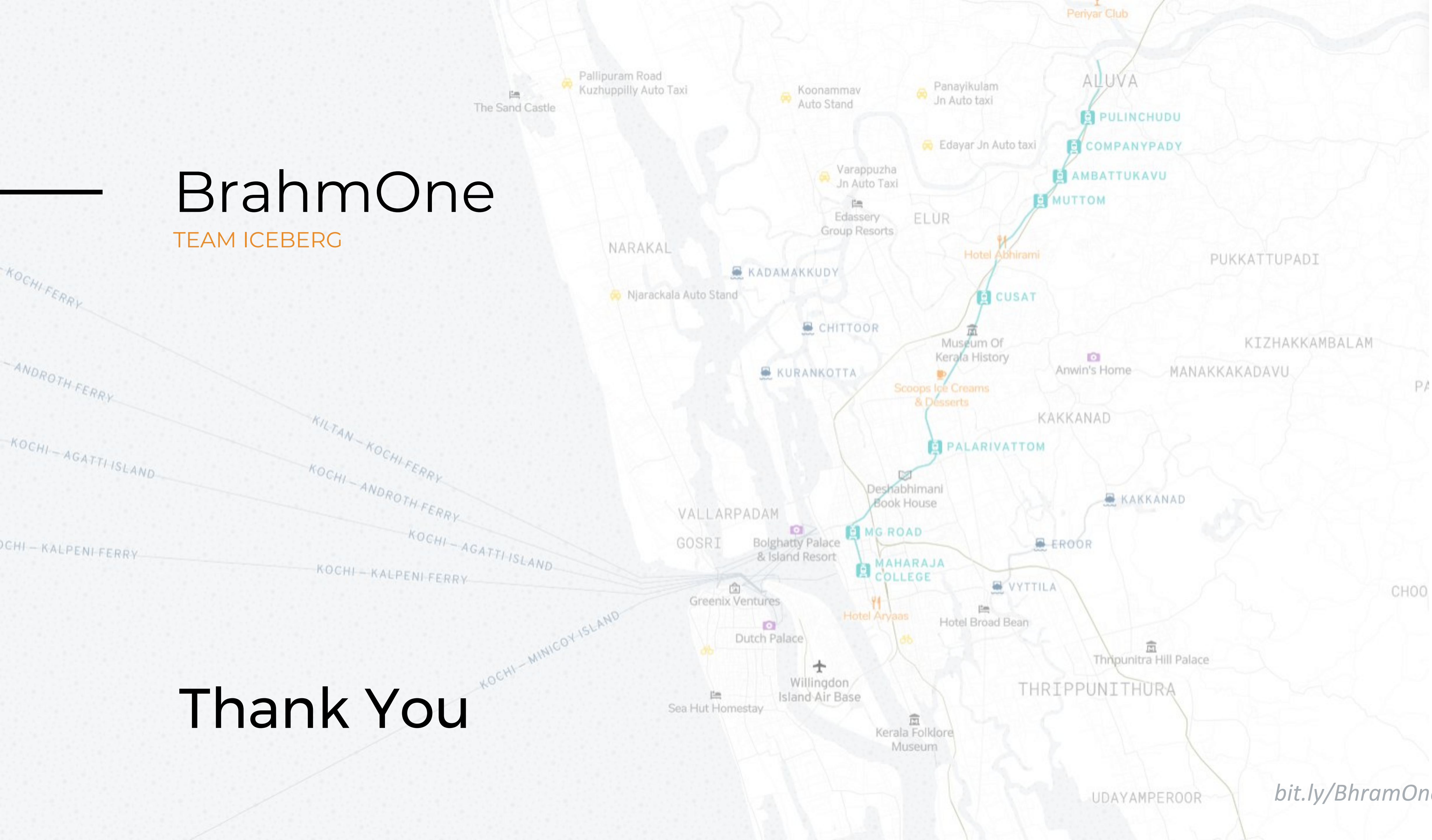




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## Thank You



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