

# Project idea

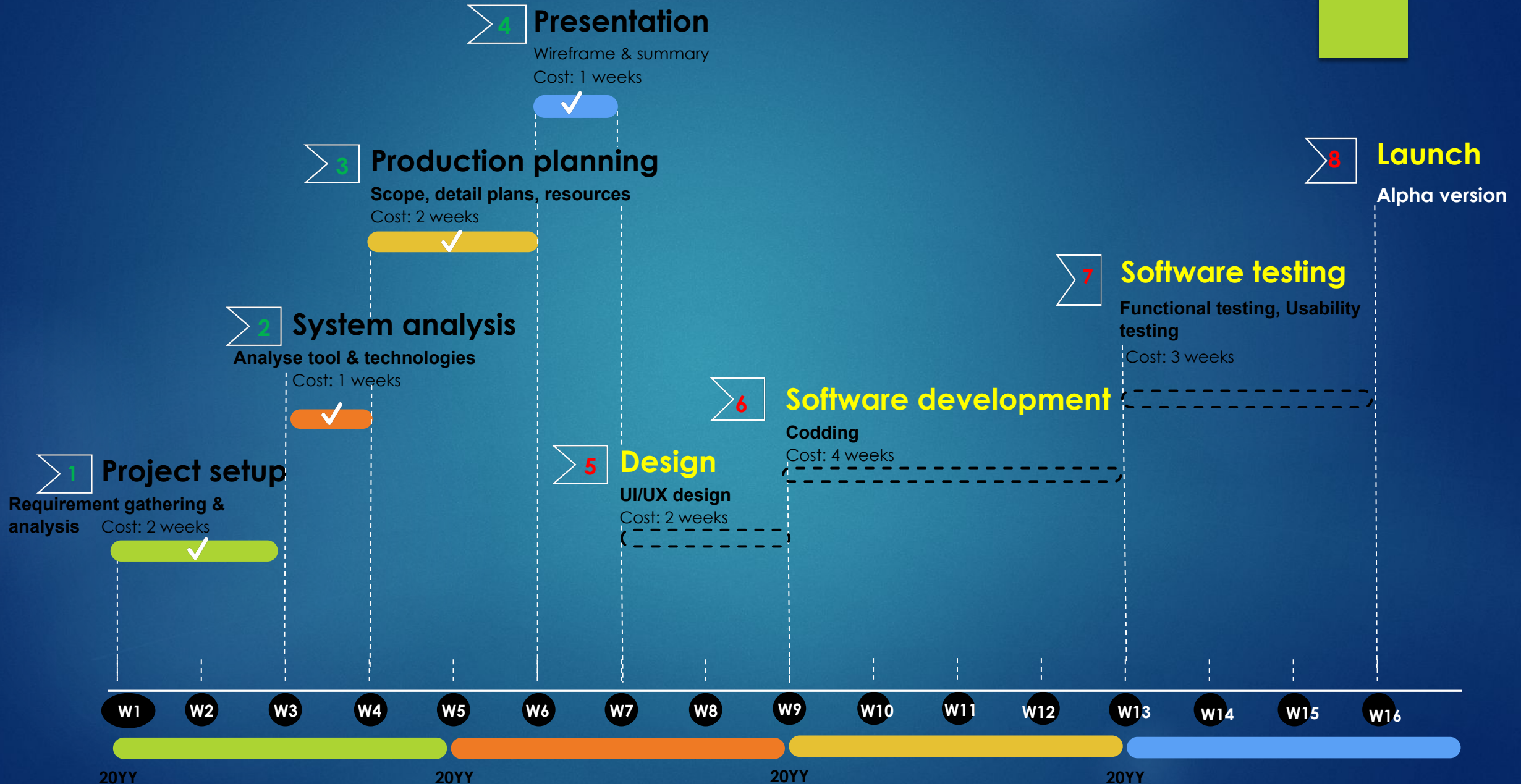
- ▶ Travel by public transport
  - ▶ Transfer several times in the whole journey
- ▶ Problems
  - ▶ Don't know when to get off
  - ▶ Easy to get lost
- ▶ Project objectives
  - ▶ Effective way to solve that problem
- ▶ Our motivation:
  - ▶ Practical and achievable project
  - ▶ Useful mobile apps for public transport commuters
  - ▶ Users reach the destination on time with the least effort on tracking their journey

# Competitive Advantage

- ▶ Google maps
  - ▶ Reminder based on estimated time of journey
  - ▶ Not always correct, doesn't take in account factors such as delay, traffic which will affect the estimated time
  - ▶ Setting before start a journey
- ▶ PTV
  - ▶ Reminder prior to departure
- ▶ Our project
  - ▶ Multi-choice setting
  - ▶ More flexible
  - ▶ Setting before start a journey or in the journey



# Product Roadmap



# Low Fidelity Mockup

