



Competitor Analysis for JoyRide®

Domain of Interest:

Carpooling is the idea of sharing car journeys where more than one person travel to same or nearby destinations. More people sharing the same vehicle reduces the travel costs, is more environment-friendly, and reduces the stress of driving. Carpooling cuts down on the number of cars, which directly means lesser road traffic. Carpooling usually focusses on daily commutes and frequently travelled destinations. This does not always have to be for people sharing the whole journey. Especially for long distance travels, it is usual that the riders join for the part of the journey and share the expenses for that journey covered. This gives additional elasticity and allows more drivers and riders, alike, to share their journey and save money.

Our Proposal:

A mobile application that makes carpooling easy and rewarding. This application allows users to find and coordinate with other users who plan to travel to a common destination.

JoyRide® will make this available for the people. The GPS system that allows the users to share the location, ideally used by the driver to track the rider's location for the pick-up and for the riders. It can also be used as a safety feature enabling them to send their location to the designated contacts if required. Payments can be processed within the application, users are rewarded based on ratings and loyalty. It has many such features that will shortly be discussed.

Key Competitors and Features:

❖ Carma:

- Bluetooth occupancy detection.
- GPS trip tracking.
- Zero human interaction required.
- Virtual toll plazas.
- Apps for iOS, Android and smartwatches.
- Keychain beacons for non-smartphone occupants.
- Seamless integration and reporting.
- If the car has passed through a toll plaza, or virtual toll plaza, with 2 or more occupants, the driver is eligible for a high-occupancy discount

❖ Rideshare:

- Easy fleet program – hassle free long term and short-term lease program for transport and shuttle vehicles.
- Easy commute – comprehensive web-based incentive program.
- Full service, energy efficient, organized carpools.
- Provides commuter and transportation consulting to companies and government agencies

❖ Carpool-School Edition:

- Easy to make a list.
- Can set member driving preference.
- Can invite members to form a carpool group.
- Invitation alerts are provided through push notifications.



- Scheduling is simple for short term or long term.
- Can write notes for each day and share updates with carpool group members.
- Students and parents can arrange carpools to school, employees for carpooling to work, or friends for attending events.

❖ Zimride:

- It's easy to find passengers and coordinate the trip.
- Check out profiles and reviews to determine who your next passengers will be.
- Ride payouts are made via PayPal.
- Payouts are made 1 day after the ride is complete. If it's a round-trip, will get paid upon your return.
- Zimride protects from flaky drivers. Full refund will be given if the driver is a no-show by simply notifying Zimride from the account page.

❖ Scoop:

- Automatically matches in tailored carpool of up to two neighbors or co-workers.
- The details of the trip will be shared shortly after the match.
- Contact information, routing and payment are all available in the application.
- Morning and evening trips can be separated so that the trip is not locked by someone else's schedule.

❖ BlaBla Car:

- Drivers offer their ride online, specifying itinerary and price and Co-travelers interested in this journey contact the driver via the BlaBla Car private message system or by phone
- BlaBla Car calculates the price but the final price is set by the driver (50% cheaper to 10% higher than the set price). BlaBla Car gets money through commission (online payment) of 9-12%.
- Planned departure and arrival points are precisely pinned on a map during a ride.
- Trust features like mandatory Facebook Connect, and every member profile is authenticated (govt. ID) by BlaBla Car.
- Available in 13 countries (UK, Poland, Germany, Netherlands, Portugal, India, Hungary, Croatia, Serbia and Romania, etc).

Conclusion

From a comprehensive study conducted among all common and popular competitors for the proposed application – JoyRide®, we have seen opportunities that will lead to the success of the application. Though most applications offer the major functionalities necessary for carpooling to be facilitated, the areas that we identified that are worthy of exploring and are summarized below:

- Security of the passengers and/or driver is not something that the applications seem to be tackling.
- Verification of the users is another functionality that was not discovered.
- Rewards & Loyalty schemes are not available; we hope these will allow more participation and more revenue generation.
- Most applications are not promoted by organizations which is something we plan to implement.
- Unavailability in the United States.

Please view the last section “Appendix A” for a summary of all competitors’ features in comparison to the features proposed for JoyRide®.



Appendix A: Competitor vs. JoyRide Analysis Matrix

Competitors	GPS	Automatic Matches	Manual Matches	Match/Trip Alerts	Regular Scheduling	Making Groups	Rating Driver/Rider	Payment Gateway	Background & Security Measures	Set Personal Preferences	Rewards System
Scoop			☒		☒	☒					
Zimride		☒	☒	☒	☒	☒		☒			
Carpool - School Edition		☒	☒		☒	☒					
BlaBla Car	☒		☒		☒		☒	☒	☒	☒	☒
Rideshare	☒	☒	☒		☒						
Carma	☒		☒	☒	☒						
JoyRide	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒

This table plots all the commonly available features and how it compares to our proposed application JoyRide®.