**Business case**

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| Capstone Team Name | Fleet |
| Date: | October 14, 2024 |

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| **Proposed Project** | Fleet |
| **Date Produced** | October 14, 2024 |
| **Background** | The biggest problem in the ride-sharing market is the current monopoly that Uber has formed. This leads to 3 key issues:  **Ethical**: Uber controls prices; using an AI algorithm it attempts to maximize prices to riders while minimizing payment to drivers; thus riders never know how much the drivers earn.  **Legal**: A legal contractor in the USA and Canada must be able to set their rates; Uber does not allow that yet considers drivers contractors; they are currently under litigation in multiple states for this issue.    **Transparency**: Uber hides its algorithm leaving many drivers feeling confused about how rates work and why they might get a lower rate compared to other drivers. Uber also marks some of their rides as environmentally friendly for a higher rate, but it doesn’t specify why or how this is a form of greenwashing. |
| **Business Need/ Opportunity** | Fleet will allow for the driver to set their own rate, while driving for longer or shorter distances. It will allow for the driver to receive at least 95% of the fare, while Fleet only keeps what it needs to facilitate the rides. Customers know they are getting a more ethical solutions where the driver is making the significant majority of the fare price. Finally, Customers will have the opportunity to request a desired driver, furthermore, creating relationships for long-term service |
| **Options** | 1. Create a ride sharing app mobile application which can be on both iOS and Android.   Here we would use the MERN-M tech stack in accordance with REST standards, due to its features along with the experience our team has with the stack. This will be a mobile application; react-native allows for both IOS and Android compatibility. |
| **Cost-Benefit Analysis** | |
| Option 1: Developing a ride sharing application where the users get control of setting their fare price, while also providing a high level of service, will allow for a more satisfying experience for both customers and drivers. It will incentivize drivers due to the competitive 5% commission that Fleet will take, as opposed to the minimum 30% Uber takes per ride, while also delivering quality service. On the contrary, competing with a monopoly is extremely difficult, our base logic is similar in ridesharing, but we differ where we allow drivers to be true contractors in setting their own prices, as opposed to being given one by a monopolistic company. | |
| **Recommendation** | |
| We will focus on MVP 1, which is a working backend with a skeleton frontend, and aim to finish it by the end of January. Once MVP 1 is complete, we aim to finish MVP 2 by the end of February, which is a finished frontend with user testing. Then finally, for MVP 3, we will aim to publish the application on both iOS and Android stores, allowing for public access to the application. | |