Use of Geospatial Technology

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https://www.esri.com/en-us/industries/index

Transit Industry

- https://www.esri.com/en-us/industries/transit/overview
- https://manifesto.transitapp.com/vision

Conservation Industry

- https://www.esri.com/en-us/industries/conservation/overview

Retail Industry

- https://www.esri.com/en-us/industries/retail/overview
- https://biblus.accasoftware.com/en/how-gis-is-revolutionizing-the-retail-industry/
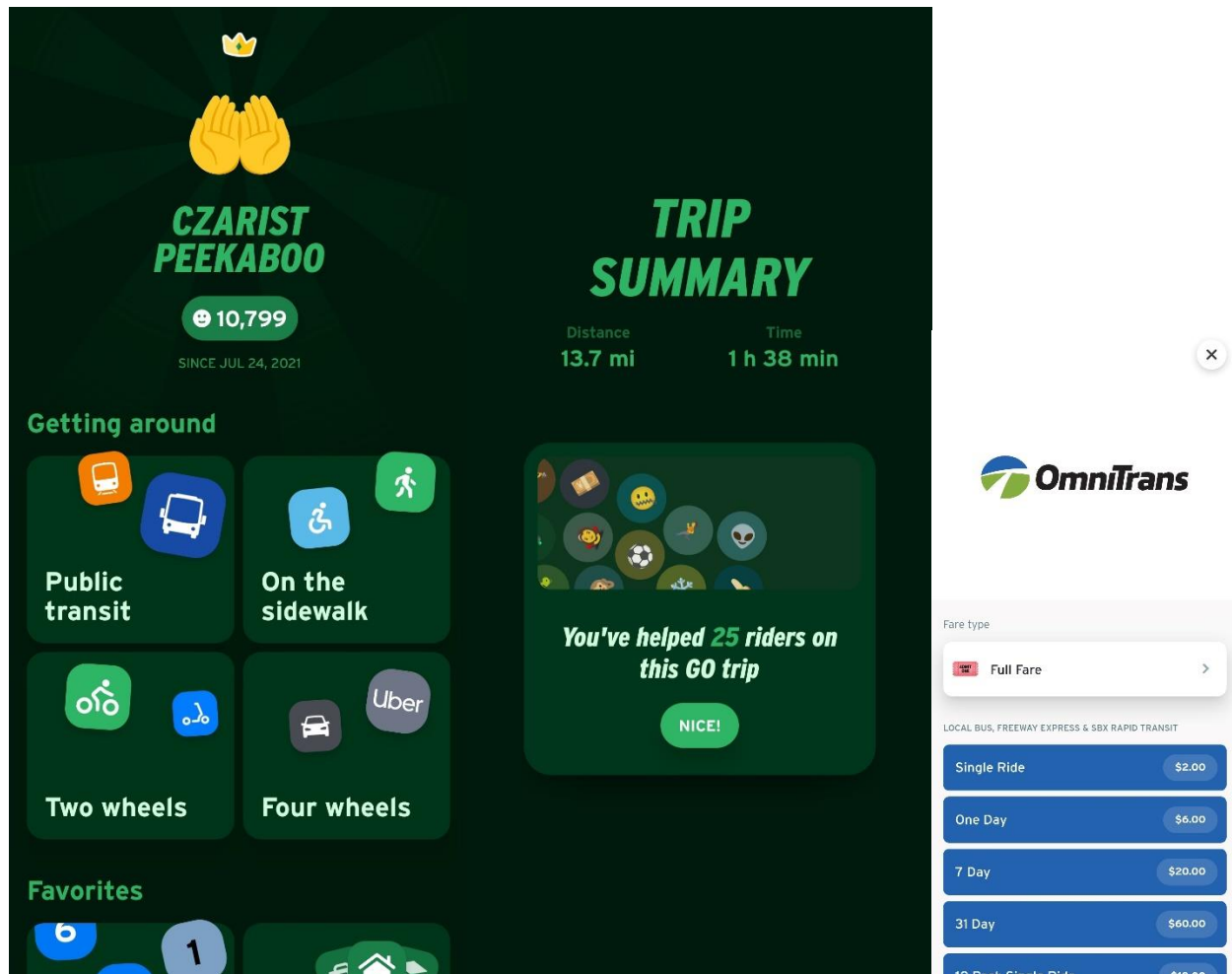
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1. Which industry or industries have you selected?

I have selected the industries of transit, conservation, and retail. These encompass some of my passions and my interest in retail sales.

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2. How is GIS used in the industry or industries that you selected?

A company based in Montreal called Transit has revolutionized how we use technology when paying for and using public transportation. The app leverages crowdsourcing by using real-time data and not just static information that a transit provider releases. This makes the app more reliable than alternatives due to it being more accurate than its competitors. A part of the experience is also increasing the amount of GO riders you have helped by using the app. This gives the user a tangible number of how useful the app is and incentivizes them to keep using it. It also gives the developer feedback on metrics such as where people are using public transportation and the average trip time for each user. You can also pay for

your ticket inside the app which also provides convenience for an every day transit rider.

3. What did you find out about either **problems** that are being **solved** by using GIS software, or **solutions** that are being developed to solve **problems** at some point in the future? In your discussion post, **share the links that showcase how GIS is being used** (or embed videos, if applicable).

4. Do you imagine yourself being involved in one of these industries one day? How would you like to use GIS to solve problems? **OR (especially if you don't plan to work in the industry)** Which applications are most inspiring? Explain.