

Data Insight Hub Presents: Rideshare



**DATA
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HUB**

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Value Proposition:

“Share a ride, save the hassle”

Problem: Commuting on public transport is a hassle. People often ride alone and spend a lot on gas.

Solution: Carpool with someone!

Tasks

Simple Task

Setting your location

Moderate Task

Finding a partner to carpool with

Complex Task

Coordinating shared carpooling logistics:

Storyboard (Scene 1):

- A man is running trying to desperately catch his bus.
- He'll look very anguished and frustrated at the fact that he's missed the bus.
- After the bus has left, he'll look at his watch, checking the time, and angrily stomp his feet.



Storyboard (Scene 2):

- After some time has passed, he's finally on the bus, cramped inside with no space to sit down, with many other people also standing, pushing against each other.
- He is uncomfortable and looks at the camera and says, "There's gotta be a better way..."
- Then, a light bulb appears above his head, pulls out his phone, then books a ride with RideShare.



Storyboard (Scene 3):

- A woman is driving alone, she looks sad, and looks at the car seat next to her.
- She looks at the gas meter, and notices she's running low then looks at her wallet.
- She's struggling to pay for cash.
- She then looks at a bus nearby, and notices how crowded it looks.
- She then turns to the camera and says, "There's gotta be a better way"
- That's when she gets a notification from her phone, alerting her that there are people nearby.
- She then smiles and drives past the camera.



Storyboard (Scene 4):

- The woman stops in her car nearby, and out comes the guy from the first scene.
- He gets in the car, smiles at the woman, then they drive away.
- Once they start driving, the camera pans as they drive away.
- Text pops up as the narrator reads “Data Insight Hub Presents: “RideShare, Share a ride, Save the Hassle”



Video Link:

<https://www.youtube.com/watch?v=bTN3W3Sjt0c>

AI Review

- Scenes feel disjointed
- Weird behaviours
- Costs a LOT of credits
- Not suitable for everyday people yet unless you're willing to pay a lot to regenerate videos
- However, it could potentially be a game-changer in industries.

