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**Project Proposal**

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**Overview**

*This document is submitted in partial fulfillment of the Team Project module 2019 delivered by Dr. Keith Maycock.*

# Initial Market Analysis

**Target market:**

People who prefer public transport over private.

* People commuting to and from work
* Students travelling to and from school/college
* Tourists/visitors of Dublin.
* People who prefer websites to mobile applications

**Competition:**

The two main competitors operating in the market are:

* Hitttheroad.ie:

Hit the Road provide a public transport journey-planning service, which can be used to find directions in and around Dublin using real time information and [interactive map](https://hittheroad.ie/).

* (TFI) official website:

TFI provides service information, directions, and journey time estimates for all public transport providers across Ireland.

**Gap on the market:**

Our product will offer a different user experience compared to our competitors.For example, Hit the Road do not offer any information on the increasingly popular Dublin Bikes service. TFI have information on Dublin Bikes but do not offer real time information at all unless you download their mobile application.

**Market size:**

Over 205.6 million journeys were taken on Dublin bus services in 2016. 34.0 million journeys were taken on the Luas and 42.8 million passengers travelled by rail. Also 409,077 journeys were made using Dublin Bikes. According to CSO, these numbers will steadily continue to grow in the future. (CSO 2016)

# Product Proposal

We propose to design a website which will provide real time travel information to commuters for the Dublin Bus, Dublin Bikes, Rail and Luas services. This will enable them to time and plan their journeys. The commuters can enter a start and destination and information will be provided on the best route and which form of transport will be most efficient.

If they choose, commuters can also access real-time information for Bus or trains and the availability of bikes at the various Dublin Bike stations in the city without installing any mobile application.

**Bibliography**

**CSO.ie.** (2019). *Public Transport - CSO - Central Statistics Office*. [online] Available at: https://www.cso.ie/en/releasesandpublications/ep/p-tranom/to2016/pt/ [Accessed 20 Sep. 2019].

**Hit The Road**: (2019)<https://hittheroad.ie/>

**Transport For Ireland (TFI):** (2019) <https://www.transportforireland.ie/>