**Business Case Study – App**

**Problem Description**

People often travel for their day to day needs from one place to another. For their short travel (within city) they often prefer private communication medium (like Auto-rickshaw, Cab, Taxi or private vehicle).

Most of the times these type of travels are quick and couldn’t be plan in advance.

Growing number of vehicles on the road leads to traffic, environmental harms, fuel and money wastage.

Some of them would like to share their travel with similar travelers traveling the same destination, however with life being busy and time constraint it wouldn’t be possible for one to connect to other.

**Solution Description**

User-friendly and simple to use Android based App will be designed to communicate between users, share their travel details with other interested travelers (user), travelling to same destination. This App could be use while travel or before the start of travel (maximum 1 hour\* in advance).

Within few input user will be able to post (send) his travel details and will be able to access the existing list of travelers on the same route. On confirm, user will be able to view the contact details of other user and then both the entries (travel details) will be marked unavailable.

Assuming user key-in time for his travel details as 60 seconds, then in next 30 seconds he should able to access others user’s ‘travel details’ list, from which he can confirm and connect to preferred user in next 30 seconds. Making the total turnaround time less than or equal to 2 minutes.

**Smartphone users in India**

* As per Wikipedia, Number of mobile phone in India is 904,480,000 with the overall population 1,220,800,359
* As per TRAI, There were 738,860,000 million active connections in the month of September
* There are 67,000,000 smartphone users in India
* Approximately, 50% smart phone users in India do not have data connection.
* Approximately, 62% smart phone users in India have Android OS

Approximately, 2 crore smart phone user with android OS and data connection could be our App users.

Category of those users could be:

* Students
* Software Professionals
* Business Professionals
* High class income group
* Middle class income group

**Report from web:**

<http://www.avendus.com/Files/Fund%20Performance%20PDF/Avendus_Report-India's_Mobile_Internet-2013.pdf>

* Smartphones are expected to grow at a CAGR of 20% to reach 2.2 billion by 2015
* Tablet sales are expected to grow at a CAGR of 33% from 118 million units in 2012 to

369 million units by 2016

* Android is expected to overtake Windows to be the most used platform on computing

devices by 2016, with 2.3 billion devices

* Mobile advertising has nearly doubled (95% growth in first half of 2012) in the US over

the last year and is expected to continue with the same momentum

* M-tailing (purchase of products through mobile devices) has grown rapidly over the last

two years to reach 11% of total e-tailing in the US in 2012, and is projected to reach

24% of overall e-tailing by 2016.

Exciting phenomenon

* Within a year of Bookmyshow launching its mobile app, bookings through the app

increased to 25% of its overall bookings

* 20% of overall searches and 12% of bookings for Cleartrip come from its mobile app
* ngPay has built a mobile mall with considerable revenue traction
* Indians seem to be more open to paying for content on mobile - the paid app market

estimated at INR 300 Cr, is far higher than what Indian consumers have ever been paid

for digital content consumption Indian App market – a long way to go, but larger than

expected!

* Paid apps are driven by two types of revenue streams – (a) paid-only model, where the

customer pays to download the app from the app store, and (b) “Freemium” model, where

the customer downloads an ad-supported free app with limited features with the ability to

upgrade to the full functionality ad-free app through paid upgrades or in-app purchases.

* Indian app market to grow 5x to INR 2,000 crore by 2016

Global vs. Local

Factors that Matter?

* While global players are helping to develop the mobile Internet market, the real

opportunities for Indian companies lie in local business categories, especially those which

put location at the heart of the business model (“hyper-local” models).

* Such models are getting created in areas like classifieds and local promotions. In areas like

entertainment (portals, music and videos), domestic players have an opportunity to

succeed due to an opportunity to aggregate localized content.

**What is available in market currently?**

1. Travel Planner – Web based

2. City Maps, GPS, Route locater, etc.

3. Carpooling sites (on Internet and also available on company’s intranet)

4. Cab pooling sites (on Internet and also available on company’s intranet)

5. Travel Planner Android based Apps

6. Ride sharing, Journey Sharing Apps (most of them available outside India)

**Examples:**

Example1- Carpooling requirement at xyz companies intranet

|  |  |
| --- | --- |
| **Requirement** | **Location** |
| Car Pool: Thane To Nashik | Mumbai |
| Need Carpool - Mumbai to Pune : Tomorrow | Mumbai |
| Car Pool- Mumbai To Pune | Mumbai |
| Carpooling from Indiranagar/ Domlur bus stop to xyz Office | Bangalore |
| Need members(pref. female) for Carpooling from Preet vihar to xyz office | Noida |
| Transport available in Ertiga(New) from Sec-bad/Padmarao nagar to RMS/Phoenix 9 to 6 | Hyderabad |
| Is anyone daily or on weekend travelling from Pune to mumbai. | Mumbai |
| Is anyone travelling Tirupathi from Bangalore by car this friday...? | Bangalore |
| Is anyone travelling from Mumbai to Pune by Car? | Mumbai |
| Car pool available from chinchwad to magarpatta | Pune |
| Car Pool /Cab for "Viman Nagar/Magarpatta-CDC " route | Pune |
| Car pool wanted - Anybody going from IKP to Nashik on 14th Aug 2013 evening? | Mumbai |
| Car Pool wanted from Mumbai IKP to Pune on 23rd aug,2013 evening | Mumbai |
| Car pool required from Avadi to DLF | Chennai |
| Car Pool between Santacruz (W) to iKP | Mumbai |
| Car Pooling from Guest house BEML Road | Bangalore |
| Weekend travel b/w Bengaluru <=> Mysuru | Bangalore |
| Pune - Mumbai - Pune : Weekend Car Pool | Pune |
| Looking for Carpooling from Ghansoli to iKP | Mumbai |
| Bus from Vashi to Andheri | Mumbai |

Example2- Carpooling sites on internet

<http://www.carpooling.in/>

|  |  |  |
| --- | --- | --- |
| Faridabad - 231125 carpools | Delhi - 7706 carpools | Ghaziabad - 1489 carpools |
| Gurgaon - 1453 carpools | Noida - 804 carpools | Pune - 647 carpools |
| Dwarka - 1069 carpools | Bangalore - 932 carpools | Mumbai - 756 carpools |

Example3- Cab pooling sites on internet

Cab pooling concept.

<http://www.carcabpool.com/how-cab-pool-works.html>

Example4- Ride sharing, Journey Sharing Apps

UI for these Apps could help to understand the App UI we require.

<https://play.google.com/store/apps/details?id=com.indiantaxi.taxiappdriverapp>

<https://play.google.com/store/apps/details?id=mobi.ineedaride>

**What is not available in market? (It’s just 2 things)**

1. **Instant travel details sharing system**

* Instant travel details sharing (As most of them are planner)
* At present, no way to share Auto-rickshaw ride
* Unplanned carpooling, cab pooling, private vehicle sharing

1. **Popular, Fast and Easy to use**

* Apps available and functional in Indian Cities (Popular, Fast and easy to use)

**Challenges:**

* Stringent one time user registration process, so that the user can feel safe and secure. While registration he understands that his details will be with App (in server) and could be used in case of emergency or crises.
* Instant service
* Meet user’s expectation, so that he could use the App next time he wants to share his travel. Also mouth publicity will help to expand the number of users. As the number of users increase more and more users will be benefitted. It’s a cyclic process.

**Risks:**

* Not yet identified.

**Marketing Plan:**

* Not yet identified.