Street SM4T

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Street SM4T is an intelligent navigation and scheduling app. The only competitor is Google Maps which has a recognizable icon but lacks the same functionality, which is communicated by our app face.

The logo communicated 2 things: the basic purpose of the app and the key differentiating factor. The Street icon lets customers know what we do – manage their travel effectively. The SM4T is all different colors, representing the key functionality of the app, the green-yellow-red icon system that lets you navigate busy areas of campus and stay prepared.

The Street SM4T landing page has everything you want from the basic use of the app. The top is your "Favorites" section. Here you can choose 3 locations around campus to monitor. They will change color based on how busy they are relative to historical data, giving you an idea of how you should plan your travel time and schedule.

The middle section has two areas: "News" and "Busy Now". News displays any relevant updates such as construction, car wrecks, or closed roads. The news is unique to each campus and is a combination of manually and automatically generated.

Busy now displays areas of campus that are currently crowded. It will rotate between the most crowded areas of campus instead of displaying only the ones the user has marked. Combined with favorites, it will give users a good picture of traffic at a given time.

Last, we have the navigation bar at the bottom. The navigation bar has the main page, the search bar to find specific areas or roads, and the user profile where they can set their favorites or upgrade to premium.

The Account page is designed to be as straightforward as possible to encourage seamless flow and improve the odds of a user wanting to upgrade.

The main section is the basic information which can be adjusted: name, campus, favorites with a dropdown menu, and plan which is a different color to signify that the user can't edit it.

The second major section is a locked map which is a premium feature and an ad encouraging them to upgrade at a discount. Last, we have the same toolbar at the bottom.

The unique selling point of the app is the convenience and the lack of competition. There are currently NO competitors that provide the same level of convenience and utility on the market.

Street SM4T provides a unique way for consumers to customize their experience and get valuable information from around campus to stay informed. Not pictured are push notifications which will trigger if a 'favorite' location goes over the 'extremely busy' threshold. Future versions of the app will include a scheduling feature so you only receive notifications when you want to travel.

The News and Busy Now sections provide an easy, convenient way for people to stay up to date and get information about slowdowns on campus. Future versions of the app will include a user report feature that can crowdsource slowdowns for better data.

Competitors are limited to navigation apps, which can give you individual estimates but don't provide the 'big picture' view or send notifications to users. These key differentiating factors separate Street SM4T and make it the leading option on the market.

Street SM4T is a easy, flexible tool that provides a unique customer experience and delivers valuable insights in an convenient and streamlined way. Using Street SM4T is the best option on the market for travel information, and our design and branding reflect that.