Our company should offer our UTransit app in Apple’s App store. Most colleges have their own transportation systems via trains or buses but not enough apps out there that can tell the exact time and location of when the train or bus will arrive. UTransit is an app that shows the real time arrivals of trains or buses at their stops. The company can generate revenue from this app by charging extra for map features and access to septa routes but also by partnering with universities. This app saves the users’ time while increasing the user productivity and efficiency to focus on other task.

UTransit is an application that enables college students and faculty members to plan out their commute using their university transits in an efficient and productive manner. The key capability that the app consists of is students and faculties have access to real-time information on the arrivals and stops of university transit given along with updates of delays. Users can plan out their schedule more accurately because of the real-time information which improves the commuting experience for the user since the waiting time has decreased.

This app is a free app and for the company to make profit off this application, charging a fee to Universities for their transit information to be in the app can contribute to the money stream. Universities are benefitted from this because it can help advertise the University as caring for their commuters and can gain more students who take public transportation. Also, users need to pay a fee for extra features such as maps and connecting to septa’s transit lines. There are student/faculty discounts available if the University allows which can be used to pay for the extra features. Therefore, adding UTransit into the Apple iTunes and App Store would be helping out the commuters.