rDoor Plus - Loops

PROBLEM

TUr Door, is a transportation service offered to Temple University students. Currently, this system uses pen and paper. Students don't know when the shuttles come and there are also major inefficiencies in route management.

EXISTING ALTERNATIVES

On-Road Integrated Optimization and Navigation (ORION)

SOLUTION

Offering a system that notifies students on when the shuttle is near and map the most efficient route of all the destinations entered into the departing shuttle

KEY METRICS

Number of riders per ride and day.

Miles driven and gas used

Drivers linked to shuttles

Peak times

Popular destinations

UNIQUE VALUE PROPOSITION

Providing a service to Temple University students that improves transparency between shuttle arrival and destination times, while increasing route effiencies and safety, and reducing transporation cost through algorithmic route management

HIGH-LEVEL CONCEPT

Students will know when a shuttle will arrive and the ETA of when they will get home.

UNFAIR ADVANTAGE

The only service for the TUr Door removing the possibility of competition for offering this service.

CHANNELS

Smartphone Application

CUSTOMER SEGMENTS

Temple University Students

EARLY ADOPTERS

Students that use the shuttle on a regular bases that live off campus and use the Tech and Library late at night.

COST STRUCTURE

Fixed: GPS equipment, Server space

Variable: Employee development,

REVENUE STREAMS

Cost savings

Advertisments

Student activites fee