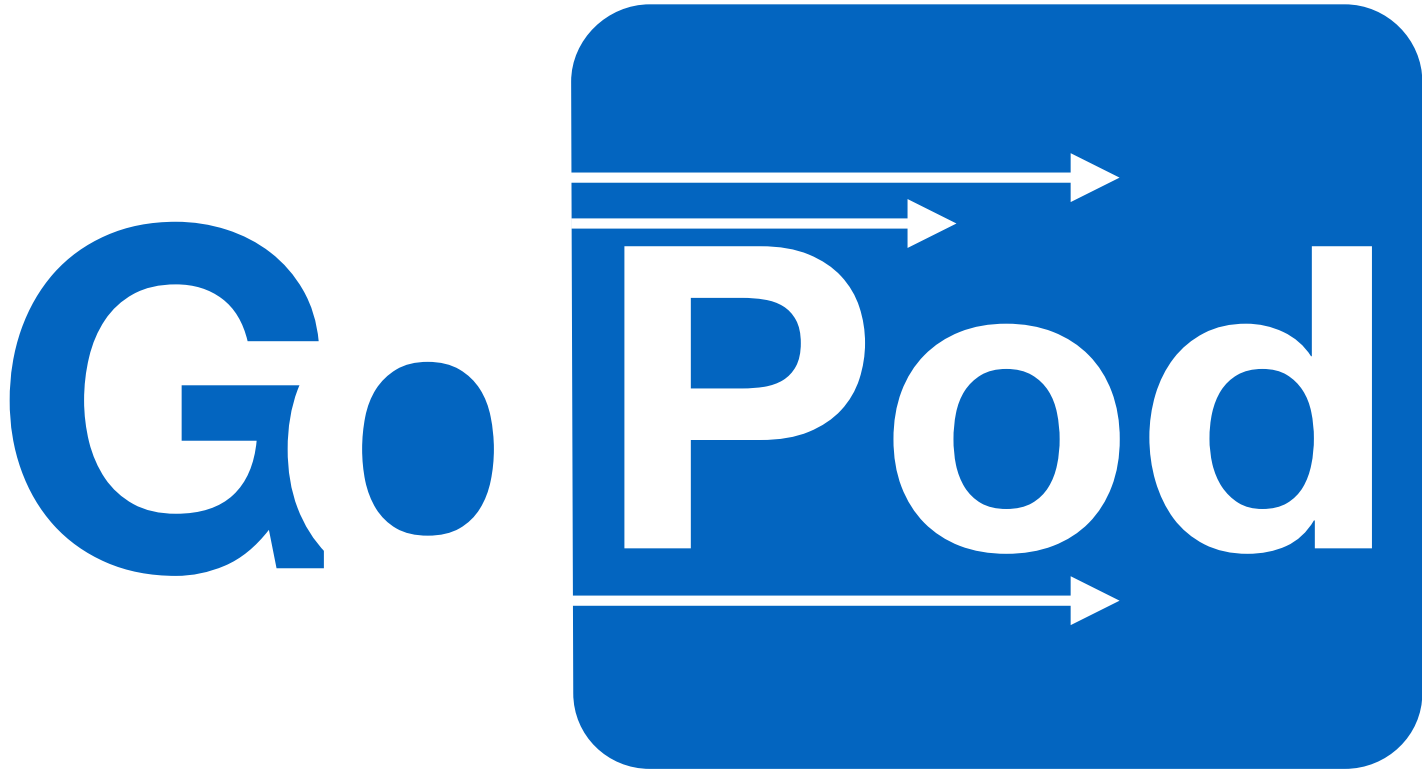
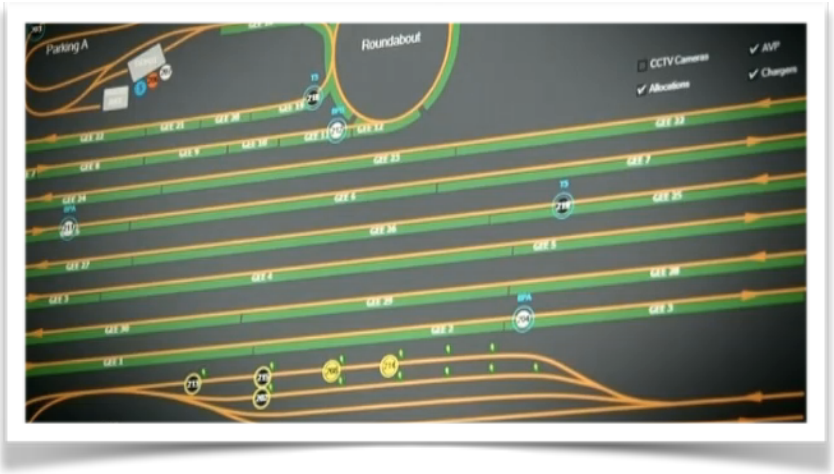


Mobile app (iPhone) for the GoPod ATN ➔

A futuristic way to travel needs futuristic human interaction



Traveling should be easy as well as part of the fun

It shouldn’t be a boring experience

There shouldn't be old, boring equipment that will be outdated in a year

You should be able to travel without needing to learn anything new

You should just be able to use your smartphone

So we looked at our people

- More than half of our riders are between ages 24-54
- Slightly more than half are women
- Household income is varied
- Over ¼ of households average about 2 persons

American Public Transportation Association (2007)

Our people:

Employment:

Most are employed, some are students, retired, or unemployed

Vehicles:

A little over half have a vehicle that's not always available and must ride transit

A third don't even own a car

A lot of transit riders walk to the station (60%)

A lot of riders continue trip on foot (64%)

American Public Transportation Association (2007)

Our people do more than just go to work

Frequency:

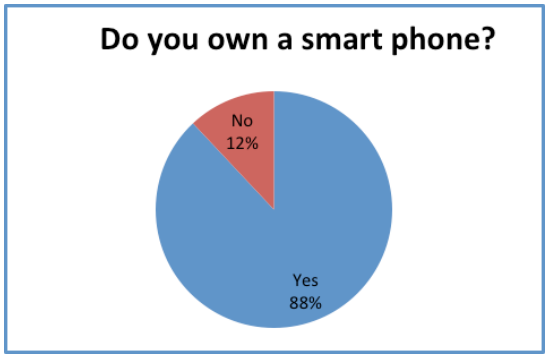
Most people ride it 3-5 days a week

Trip Purpose:

More than half commute to work while the rest are shopping, running errands, going to school, medical trips, and social visits

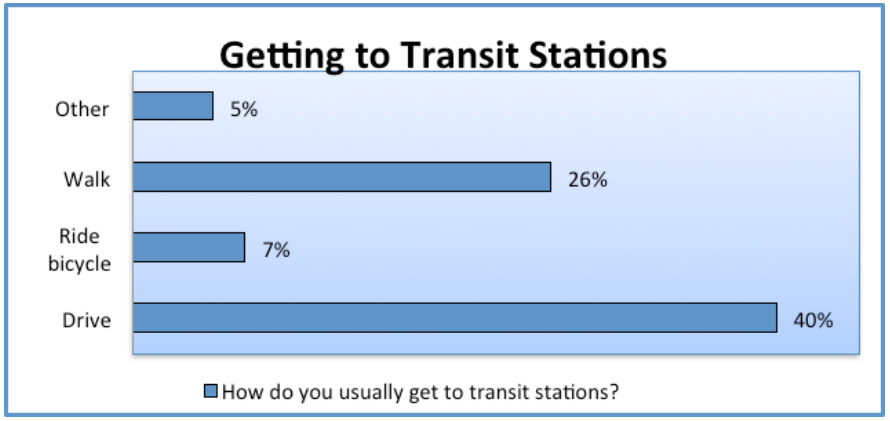
American Public Transportation Association (2007)

Our people mostly use smartphones



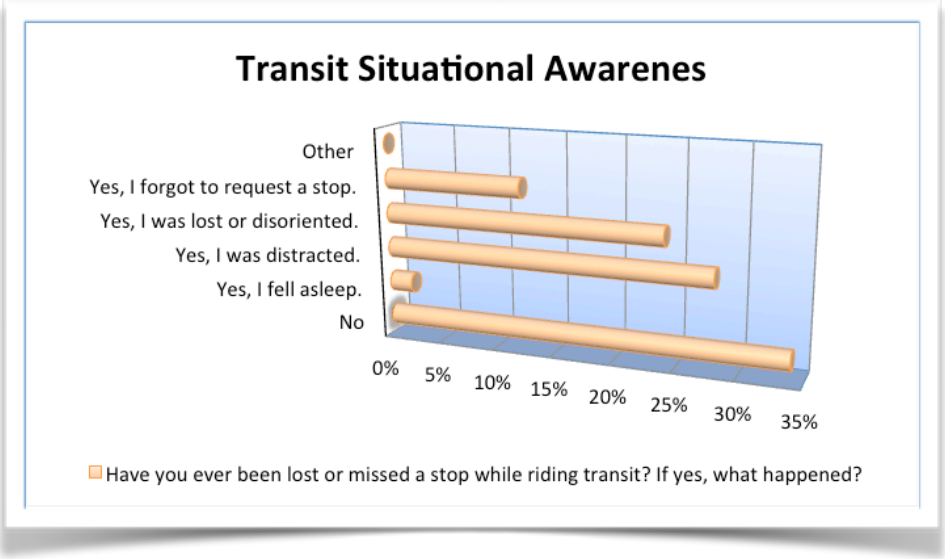
Almost 90% use a smartphone.

Our people are multimodal



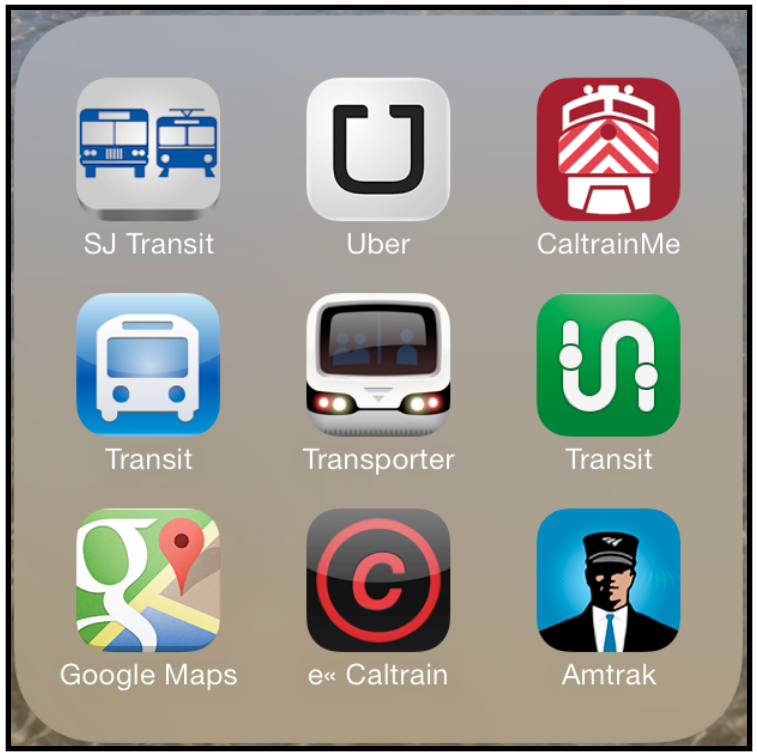
Most people drive, but a lot of people walk to the stations.

Our people

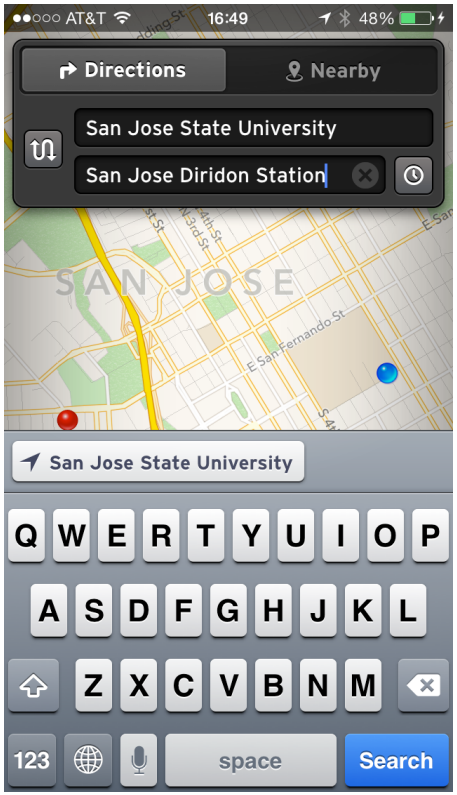


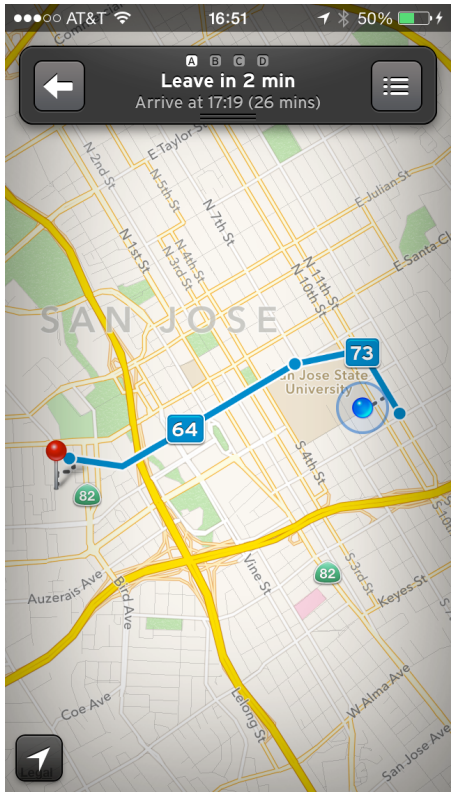
Often, for varying reasons, people forget their stops.

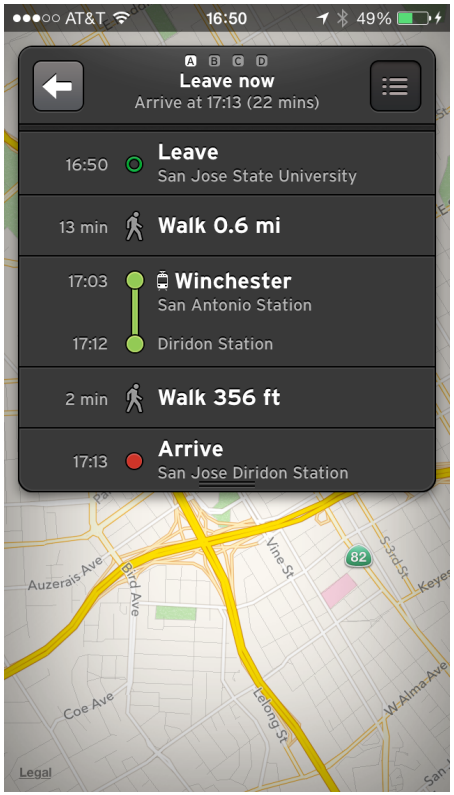
and we looked at existing services



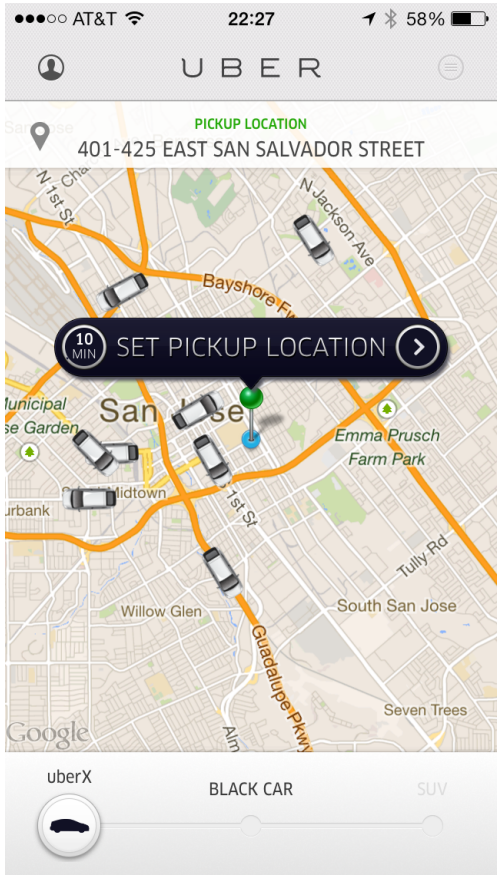
We liked multimodal navigation

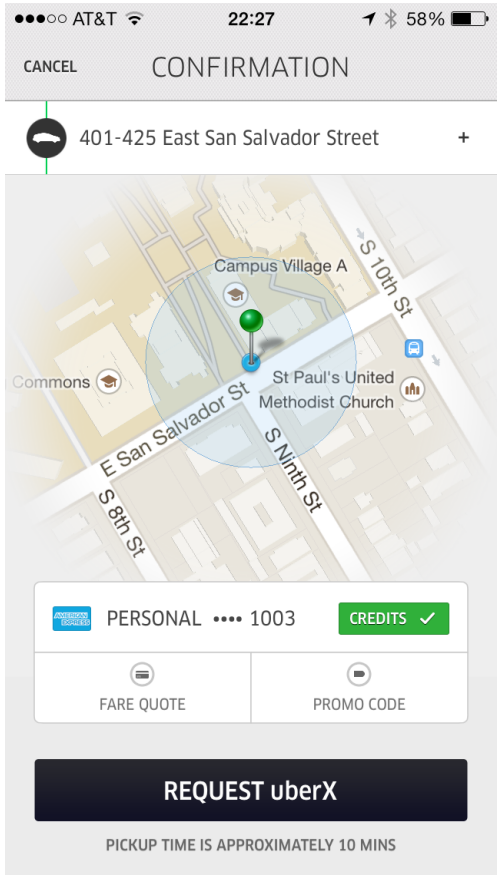






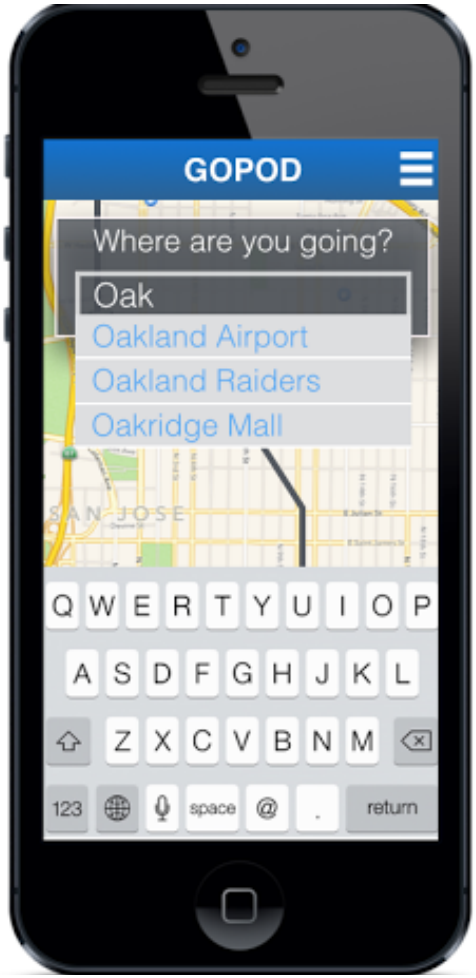
We liked in app purchases

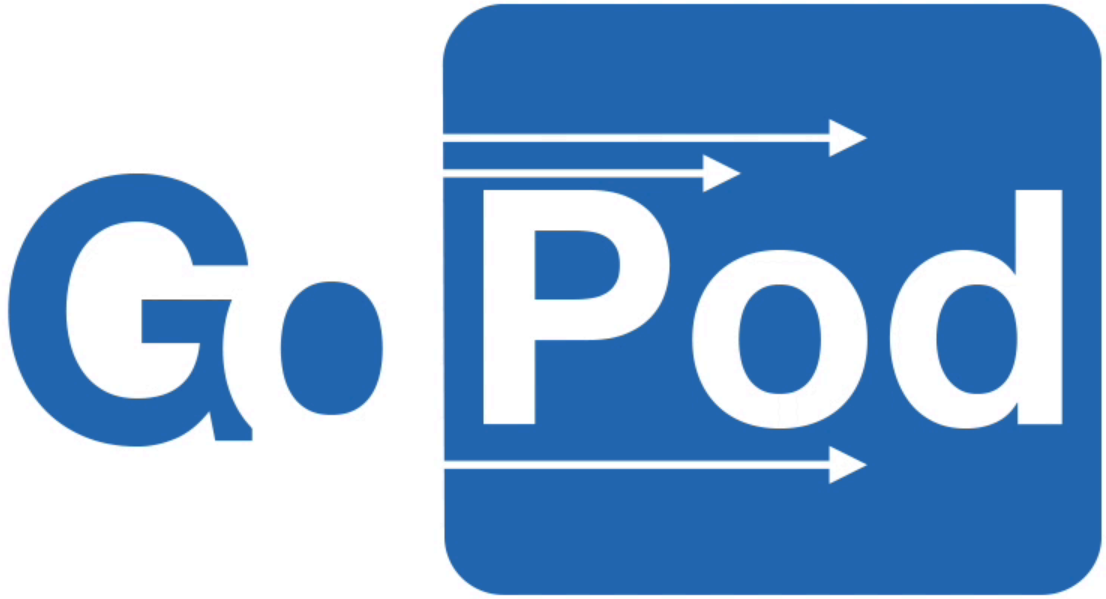


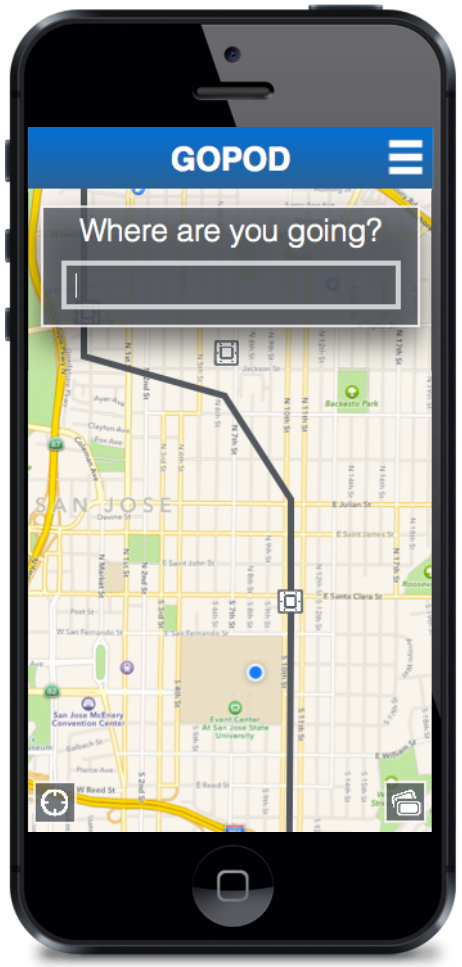


Introducing

GoPod




G•Pod



Thank you

Ryan
Ron
Arian
Jake