GoPod

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There shouldn't be old, boring equipment that will be outdated in a year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 $\frac{1}{4}$ 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.

Getting to Transit Stations

- Other: 5%
- Walk: 26%
- Ride bicycle: 7%
- Drive: 40%

How do you usually get to transit stations?
Often, for varying reasons, people forget their stops.
and we looked at existing services
We liked multimodal navigation
We liked in app purchases
Introducing

[Image of the GOPod app interface]
Thank you

Ryan
Ron
Arian
Jake