**Urban Travel Alternatives**

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I’m inventing a sample project to illustrate the form for various deliverables you have in Designing Mobile Services. Even though I’m personally committed to this project, I’m not claiming it is a viable business, or that the sample deliverables are very good. It’s just the form I’m trying to communicate.

So, to catch up with the class….

Hunt Statement: Traveling to or in a city can be unpleasant. Congestion, parking, fuel, and pollution are all problems. We’re looking for ways to support city residents and workers without having them all drive.

**Two services**

*Ridesharing*

Instead of using a personal car, a person uses her cell phone to travel. She enters her destination; and, within minutes, a proposal employing one or more vehicles is presented to her. The pick-up occurs within minutes of her start time, no matter how soon it is. Her trip, along with possible transfers of vehicles, is monitored via her phone and phones in the vehicles. Payment and feedback are handled gracefully.

Aside from public transportation—buses, trains, taxis, and limos—private drivers also pick up riders. They are motivated by (1) rights to use HOV lanes and (2) discounts on parking fees which are subsidized by cities and employers.

The system employs a combination of ideas from 511.org, Google Transit, Zipcar, Facebook, eBay, and eHarmony. It is the central nervous system of the entire surface transportation system for a city. It links vehicles and riders in an attempt to match the convenience of private cars. It can be a service that helps the environment, improves the quality of lives, and supports community.

*Telecommuting*

Instead of even going to work or a meeting, a person attends from wherever they are using a computer or cell phone. An employer supports telecommuting to reduce office and parking costs.

The service supports both meeting and casual communication among co-workers and friends. It uses things like Google Docs, Goto Meeting, Webex, Adobe Connect, and Facetime to facilitate communication, monitoring, and note taking.

**Competition**

Driving alone

Public transit