inforMobile

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Overview

The implementation of the Autonomous Corridor comes with new and unique challenges to solve. With autonomous ridesharing paving the way for the future of inner city commuting, customers need to be able to actively schedule their rides while also feeling safe about their vehicle and potential rideshare partner. The app would allow a user to schedule a autonomous rideshare and see the exact vehicle coming to pick them up. Vehicles would be given unique profiles and personalities to make the app more interactive. Vehicle set ups vary between different brands and models. This app would send all the important information about the specific vehicle to the rider so they can feel safe about the ride they are about to have. Since there is a ridesharing aspect to this design, users will also be given profiles so you can know who you are sharing the ride with and rate your partner after the completion of the ride. A riders profile will be available to their “buddy” and each person has the opportunity to cancel their end of the ride share if they are uncomfortable.

The Business Model Canvas

Key Partners:
Autonomous Vehicle Manufacturers

Rideshare Companies

The Autonomous Corridor

Key Activities:
Giving riders critical information about the vehicles they enter and linking ridesharers together safely and

Key Resources:
Automobile data (MPG, efficiency, maintenance data)

User rating data

Value Propositions:
The inforMobile app is a free app that enhances a rider's rideshare experience on both the technical and personal level

Customer Relationships:
Automated Service

Community Based

Channels:
Rideshare apps

Customer Segments:
Rideshare Applications

Mass Market

Commuters

Travellers

Cost Structure:
Cost-driven model

Development Costs - Software Developers, Marketing Department, Communications Department (for communicating b/w vehicle mfrs and rideshare apps)

Revenue Streams:
Revenue is generated from the rideshare service the app supports
Potential to sell ad space on app to fortify revenue streams
Possibility of a premium version giving access to more features and capabilities

Product Design

Branding

PANTONE
2001 C

PANTONE
4130 C

PANTONE
649 C

PANTONE
Black 6 C

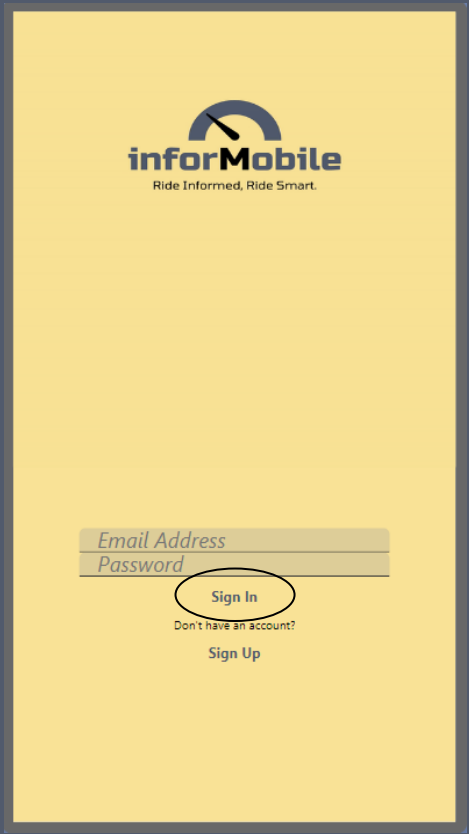
BANNER LOGO

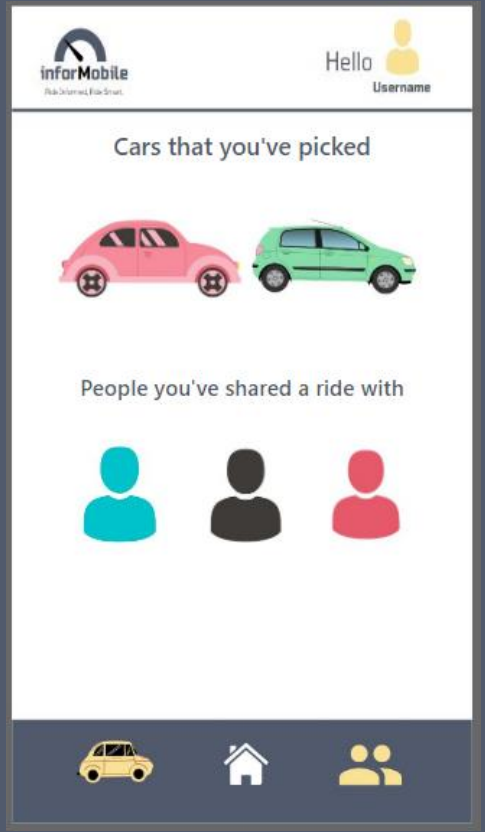
IOS LOGO

ANDROID LOGO

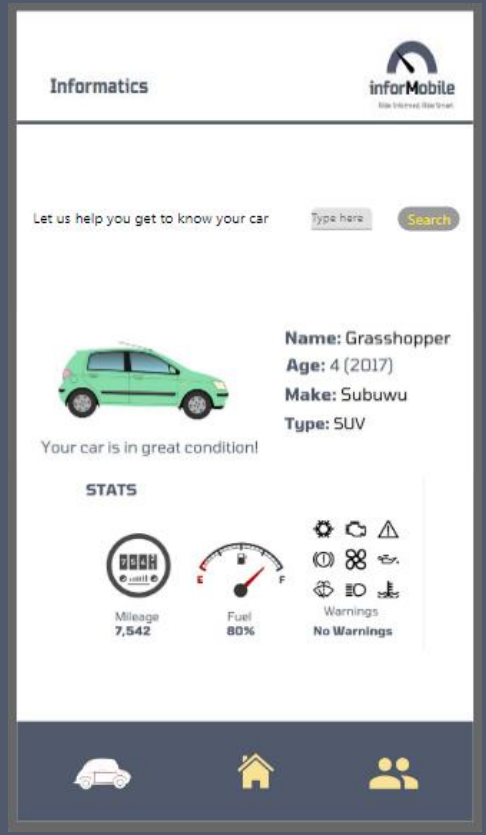
Product Design

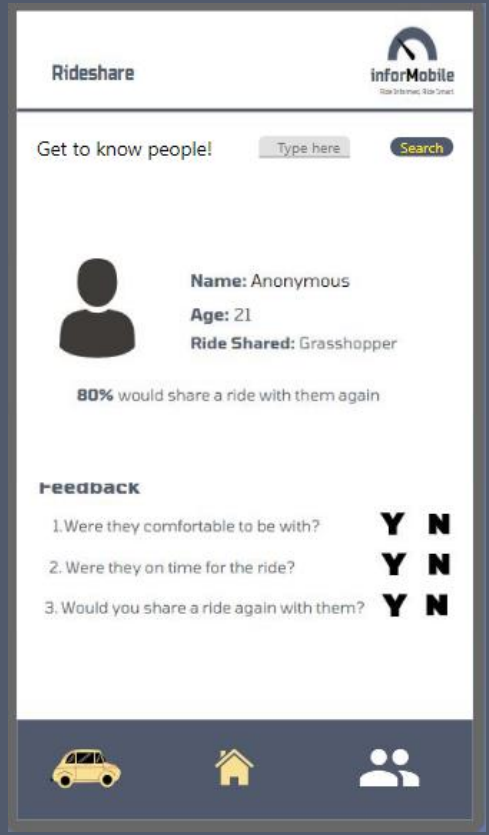
Product Design





Product Design





Live Presentation

inforMobile

A ridesharing safety app by MAHAA

Ride Informed, Ride Smart.

Meet MAHAA

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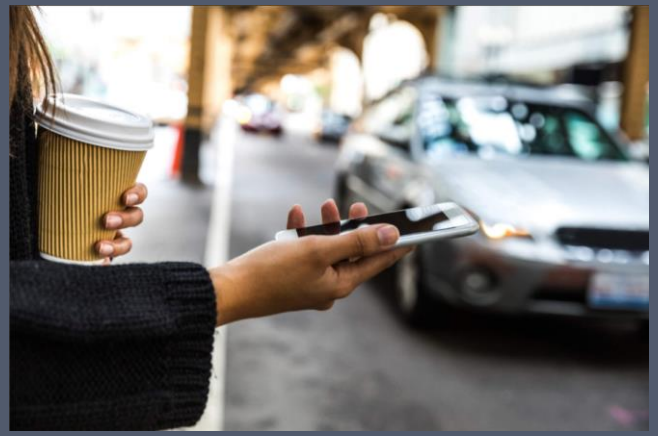
Mechanical Engineering UMBC ‘21

The Problem

- Autonomous ridesharing presents two issues:
    - Feeling comfortable with the vehicle
    - Feeling comfortable with those who are sharing the ride with you
- How can an individual feel confident in the autonomous vehicle they are riding in and comfortable with the people they are riding with?

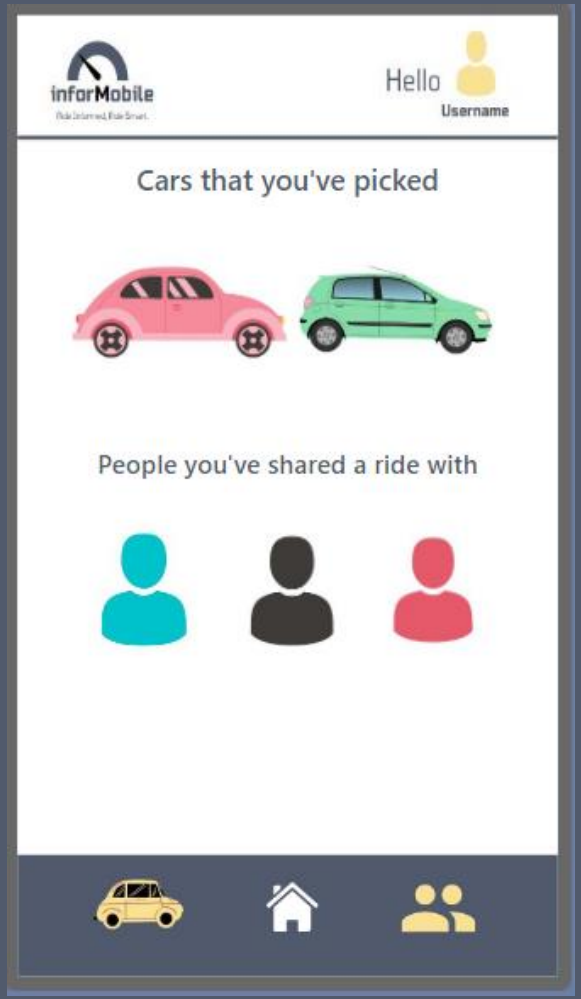


Our Solution

- Knowledge is Power - and that is why we created inforMobile!
- Getting into an unknown car can seem sketchy but with inforMobile, you get instant information about the car such as:
  - Vehicle make, model, and year
  - Maintenance information
  - Efficiency information
  - Ratings posted by previous riders
- With inforMobile you can also look at ratings of other rideshare users to better help your decision of who you want to catch a ride with

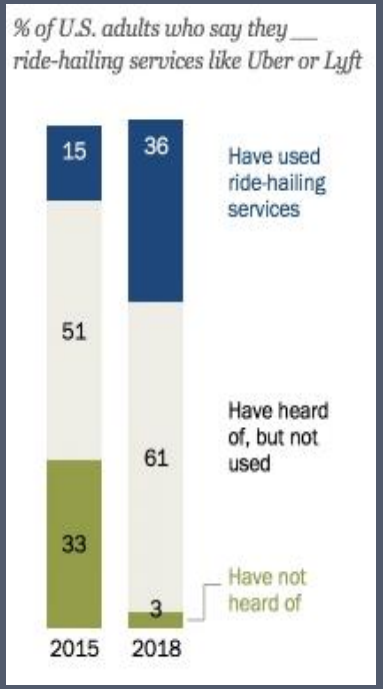
Product

- A mobile app that seamlessly connects riders to autonomous vehicles and ridesharing buddies
- A rider can request a pick up from a nearby autonomous vehicle and select the vehicle they want based on their needs
    - Cargo space, accessibility and even style
- Riders can request a rideshare and view the profile of their ride buddy to either accept or reject the share
- Riders can rate and comment on both the vehicles and other riders
- Riders get important information for the vehicle they are in
    - Since the vehicle is autonomous, the riders have access to vehicle stats to help them feel safe and informed when riding



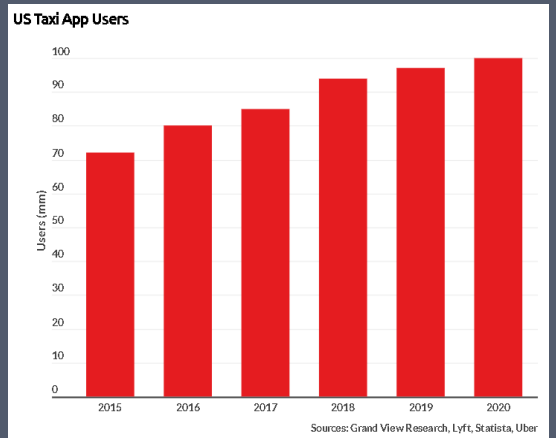
Market Validation

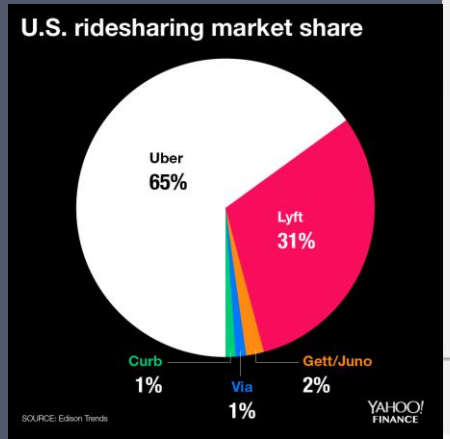
- Significant portion of companies investing into Autonomous vehicles
- Riders safety is important
- Increased demand for ride sharing
- Increased cost in car expenditures



Market Size

- Uber alone makes nearly 10 million trips per day in the US
- About 100 million users in the US already have an app that connects them to uber, lyft, or other options
- The market is expected to grow more





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Market Adoption

- The app will be required for a user that wants to reserve a ride or rideshare in the Autonomous Corridor
- Without downloading the inforMobile app, it would be impossible for a potential customer to interact with the ridesharing vehicles.
    - The app serves as the riders confirmation and verification for the vehicle to operate

Competition

- Current Main competitors in the market
  - Uber
  - Lyft
- Future competitors
  - RoboTaxis companies like Waymo, AutoX and Tesla
    - In early 2021 Waymo tests RoboTaxis in San Francisco while AutoX begins full driverless operations in China.

Competitive Advantages

- There is currently no app on the market like inforMobile
- inforMobile helps the user interact with a rideshare vehicle regardless of their experience with that vehicle brand or model.
- It is required to use the unique ridesharing capabilities of the Autonomous Corridor.
- The App is FREE!!
    - Revenue will be generated from the rideshare platform and not the supporting app

Cost Requirements

Thank you!

Questions?