

inforMobile

*[in-fawrm-ay-b-l]*

Aidan Atkinson, Allison Dietz, Mikee Ibayán,  
Alex Levanduski, Hamza Umar

# 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

<p><b>Key Partners:</b> Autonomous Vehicle Manufacturers</p> <p>Rideshare Companies</p>	<p><b>Key Activities:</b> Giving riders critical information about the vehicles they enter and linking ridesharers together safely and</p>	<p><b>Value Propositions:</b> The inforMobile app is a free app that enhances a rider's rideshare experience on both the technical and personal level</p>	<p><b>Customer Relationships:</b> Automated Service</p> <p>Community Based</p>	<p><b>Customer Segments:</b> Rideshare Applications</p> <p>Mass Market</p> <p>Commuters</p> <p>Travellers</p>
<p>The Autonomous Corridor</p>	<p><b>Key Resources:</b> Automobile data (MPG, efficiency, maintenance data)</p> <p>User rating data</p>		<p><b>Channels:</b> Rideshare apps</p>	

### 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

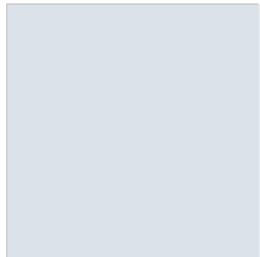
# Branding



PANTONE  
2001 C



PANTONE  
4130 C



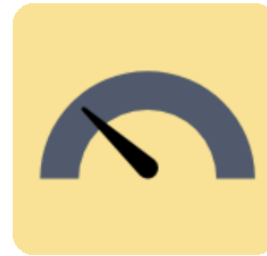
PANTONE  
649 C



PANTONE  
Black 6 C



BANNER LOGO



inforMobile

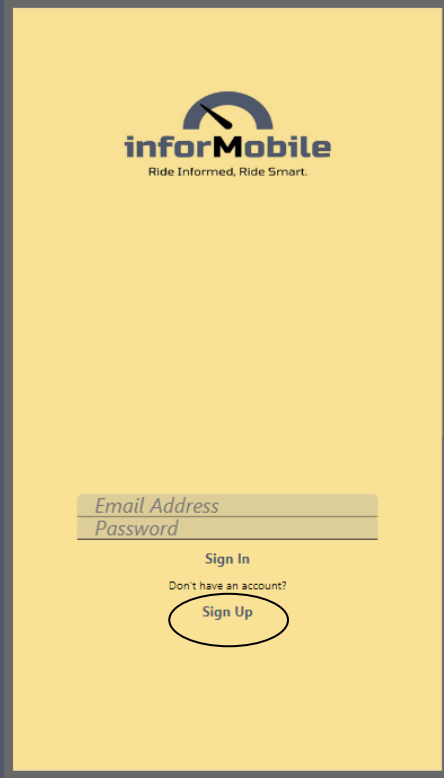
IOS LOGO



inforMobile

ANDROID LOGO

# Product Design



The initial design shows the inforMobile logo at the top with the tagline "Ride Informed, Ride Smart." Below the logo are two input fields for "Email Address" and "Password". At the bottom, there is a "Sign In" button, a link "Don't have an account?" with a "Sign Up" button below it. The "Sign Up" button is circled in black.

**inforMobile**  
Ride Informed, Ride Smart.

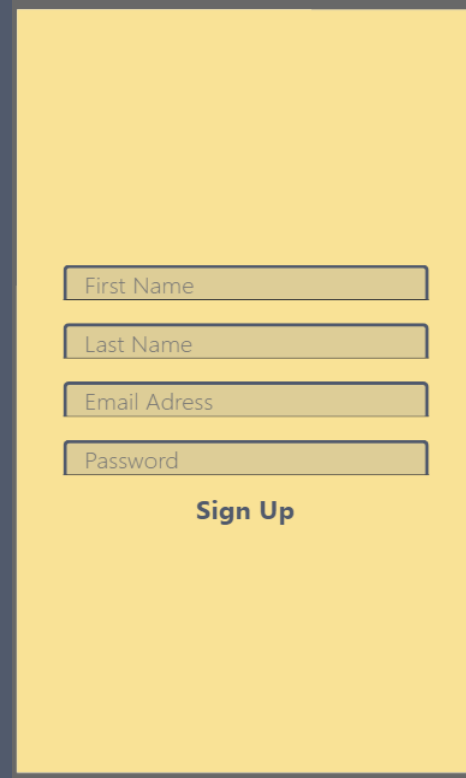
*Email Address*

*Password*

Sign In

Don't have an account?

Sign Up



The revised design features four stacked input fields for "First Name", "Last Name", "Email Address", and "Password". Below these fields is a "Sign Up" button.

First Name

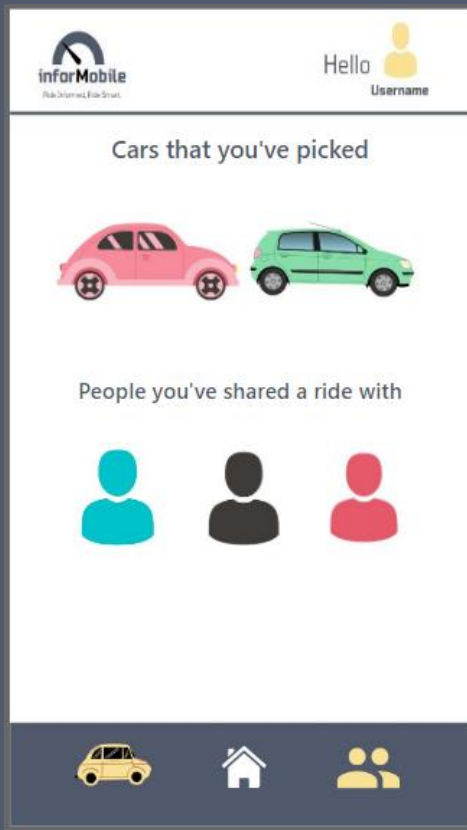
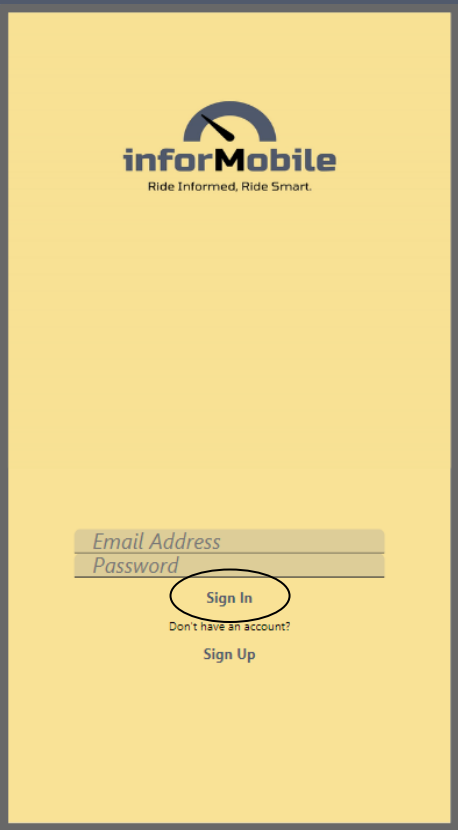
Last Name

Email Address

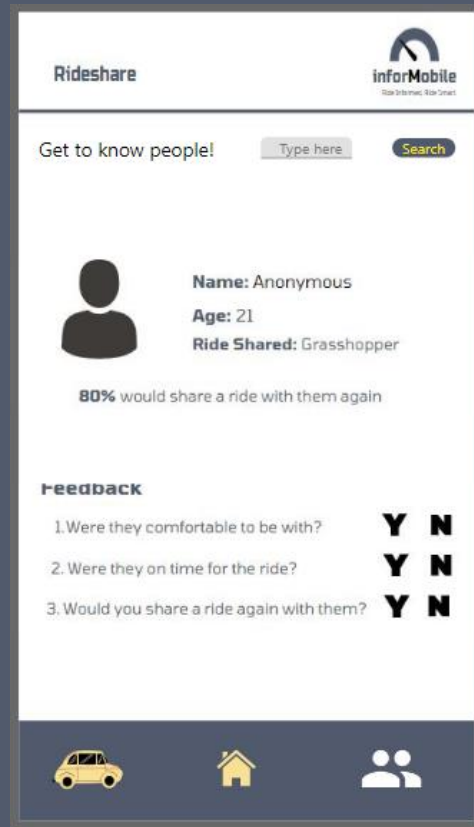
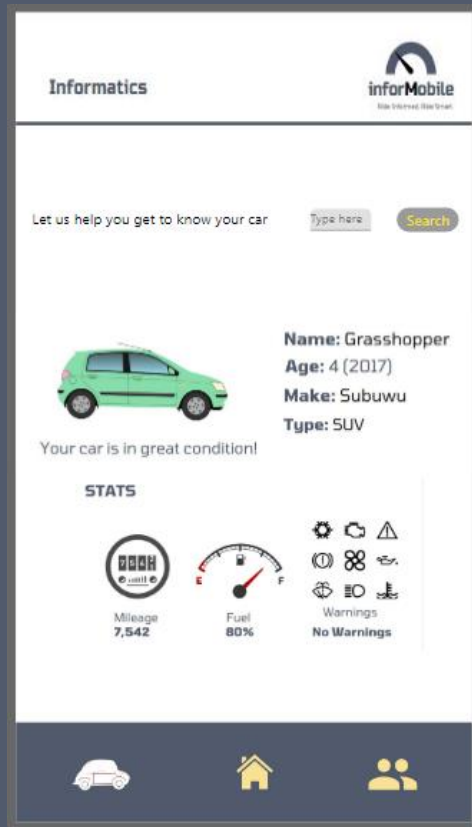
Password

**Sign Up**

# Product Design



# Product Design





Live Presentation



**inforMobile**

*A ridesharing safety app by MAHAA*

*Ride Informed, Ride Smart.*

# Meet MAHAA



HAMZA UMAR  
Mechanical Engineering UMBC '21



ALEX LEVANDUSKI  
Mechanical Engineering UMBC '21



MIKEE IBAYAN  
Mechanical Engineering UMBC '21



AIDAN ATKINSON  
Mechanical Engineering UMBC '21



ALLISON DIETZ  
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?



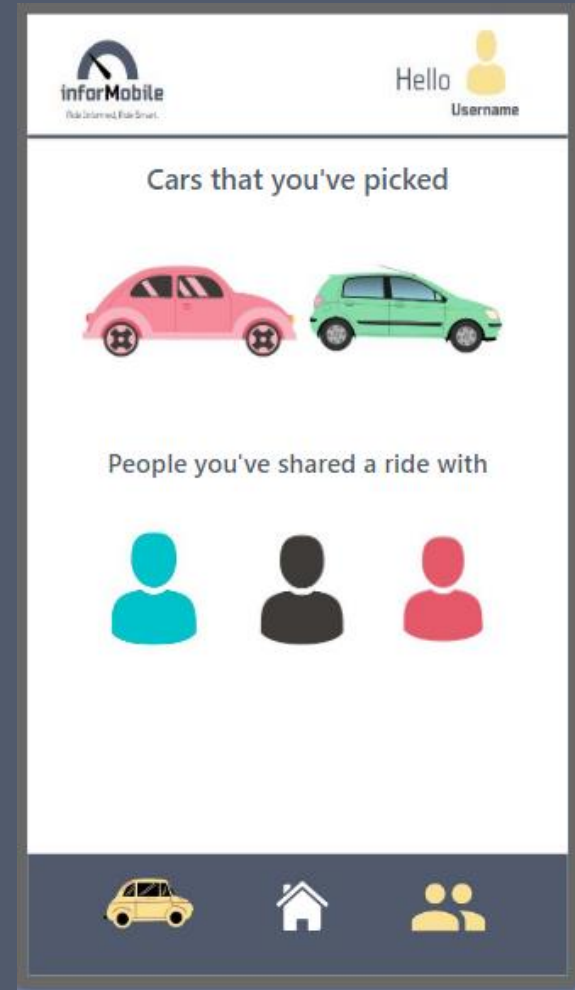
# Our Solution

- 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

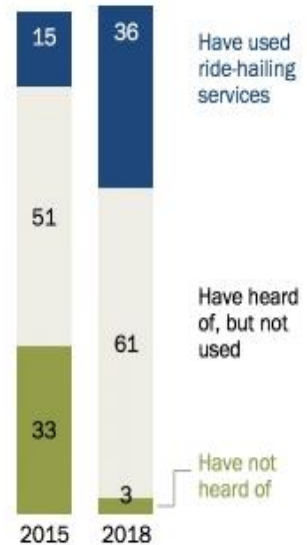


# Market Validation

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



% of U.S. adults who say they \_\_\_ ride-hailing services like Uber or Lyft



# 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

## Global Robo-Taxi Market

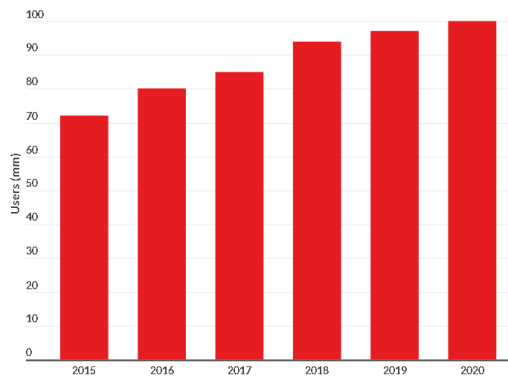
OPPORTUNITIES AND FORECAST,  
2023-2030

Global Robo-Taxi Market is projected to reach **\$38.61 billion** by 2030.

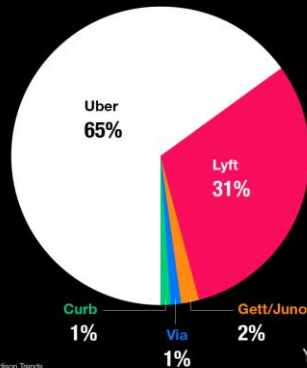
Growing at a **CAGR of 67.8%** (2023-2030)



US Taxi App Users



U.S. ridesharing market share



CAGR  
**19.87%**



- The ride sharing market is estimated to reach USD 218.0 billion by 2025 from USD 61.3 billion in 2018, at a CAGR of 19.87%.
- The major drivers of this market are growing need for personal mobility in wake of rising urbanization and fall in car ownership
- Maintaining a proper sustainability and profitability model is one of the critical challenge experienced by ride sharing service providers
- Asia Oceania leads the ride sharing market owing to high population and increasing urbanization. Also, less vehicle ownership among people also leads to high ride sharing market in the region



## The Business Model Canvas

<b>Key Partners:</b> Autonomous Vehicle Manufacturers  Rideshare Companies  The Autonomous Corridor	<b>Key Activities:</b> Giving riders critical information about the vehicles they enter and linking ridesharers together safely and	<b>Value Propositions:</b> The inforMobile app is a free app that enhances a rider's rideshare experience on both the technical and personal level	<b>Customer Relationships:</b> Automated Service  Community Based	<b>Customer Segments:</b> Rideshare Applications  Mass Market  Commuters  Travellers
	<b>Key Resources:</b> Automobile data (MPG, efficiency, maintenance data)  User rating data		<b>Channels:</b> Rideshare apps	

### 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

# 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?