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Dawg Carpool

A mobile ride-sharing platform

Driver:

- Convenience of driving on HOV lanes
- Cheaper parking on campus
- Fare splitting

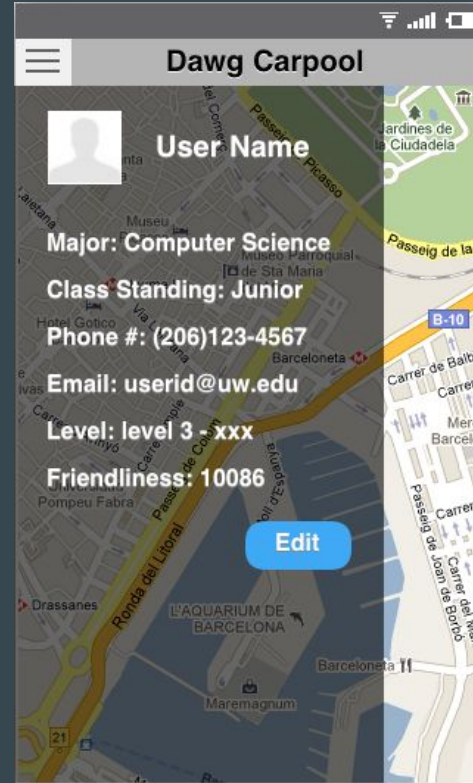
Rider:

- Faster than public transportation
- Cheaper than Uber/Lyft/taxi
- Convenient commuting, meeting colleagues

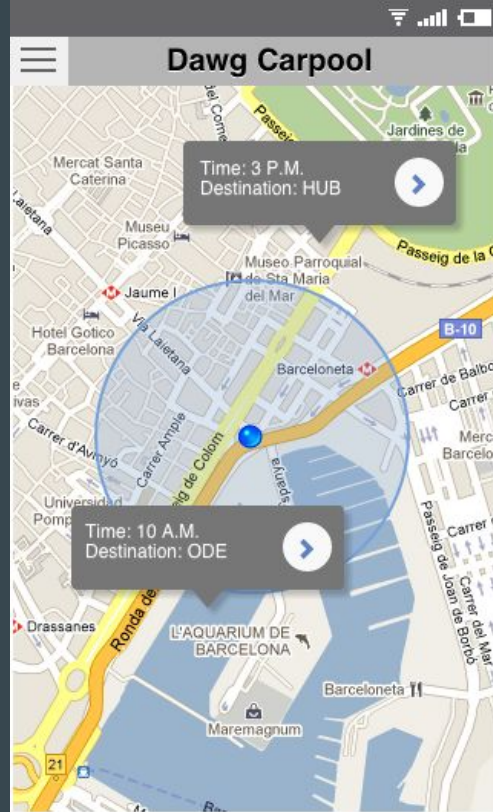
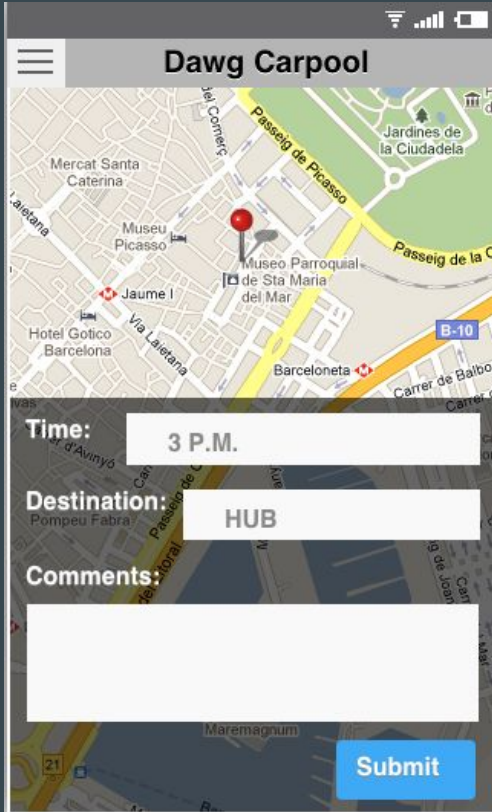
Target customers are students in the same university:

- similar schedules and destinations
- safety guarantee

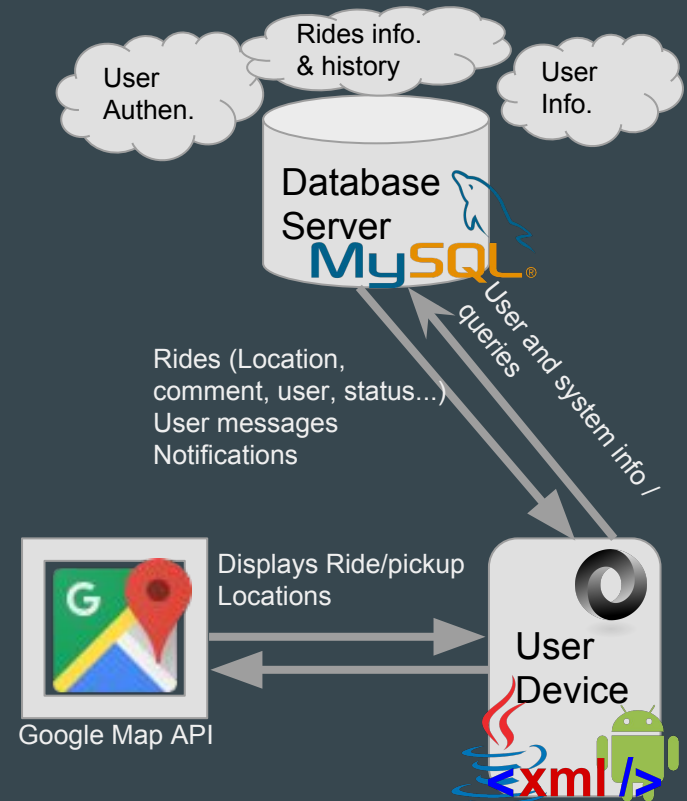
Application Interface (Draft)



Application Interface (cont.)



Software Architecture



Challenges

- Integration with database and Google Map API:
 - User authentication
 - Geocoding (Client-side?), sending location data to server
 - Storing and manipulating ride/user data
- Possible unfamiliarity with Android development:
 - Limit development scope, start with the difficult/core components, extend progressively.
 - Spiral model, Fit-to-schedule.

Risks

- User loyalty and activeness:
 - Possible reward mechanisms
 - Promote user-to-user interactions
- Safety:
 - Ensuring users' identity as students
 - Reporting/credit (Friendliness meter)

