



Easy Ride

Bridging the gap between demand and availability
of public transport vehicles in Pakistan

Problem statement

Poor public transport service in Pakistan due to high demand yet lesser number of public vehicles as well as lack of route planning

Motivation



- Improving the transportation facilities is one of the chief tasks confronting government
- In recent years approx. US\$420 million were spent on Metro bus project alone to improve public transport in the capital city
- Availability of Metro service at limited locations mean people still heavily rely travelling in buses, minivans and suzukis
- Shortage of public transport forces people to resort to unusual forms of transport leading to accidents and loss of lives
- The motivation of targeting this problem is to bring convenience to the way people travel everyday and to reduces accidents save lives and to

Why we chose to address this problem?



- Daily travel has become a headache and frustration for students, working class and women
- Shortage of public transport vehicles and mismanagement of routes
- Extreme delays involved in reaching workplace due to large waiting times
- Large number of people change several buses to reach their destination
- In Karachi only, at least 36 existing routes are non-operational
- No new bus routes have been introduced for years
- At the same time some routes are non-profitable because of lesser commuters



Proposed Solution

We want to minimize the gap between demand and availability of public vehicles at different routes

To achieve this we created a mobile phone application that provides real-time information to drivers about passenger traffic at each route and suggests them to travel to crowded routes

The app also communicates to information about nearby vehicles' arrival time and hence customers can avoid delays due to unnecessary wait



How will it solve Problem

- More vehicles will travel on routes that are most crowded at a particular time hence commuters waiting time is reduced
- Having real-time information about nearby vehicle helps the passengers in making timely decisions about how to travel while avoiding delays
- Profit of vehicle owner is also maximized by travelling on busiest routes



Impact

- Improvement in quality of life of students and working men and women
- Reduced frustration and negativity among people as routine life improves
- Better productivity at workplace due to stress free travel to work
- Overall happier living
- Less reliance on unusual forms of transport will lead to lesser number of accidents and deaths

Team Members:

Key: <Name>, <Role> , <Organization>

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