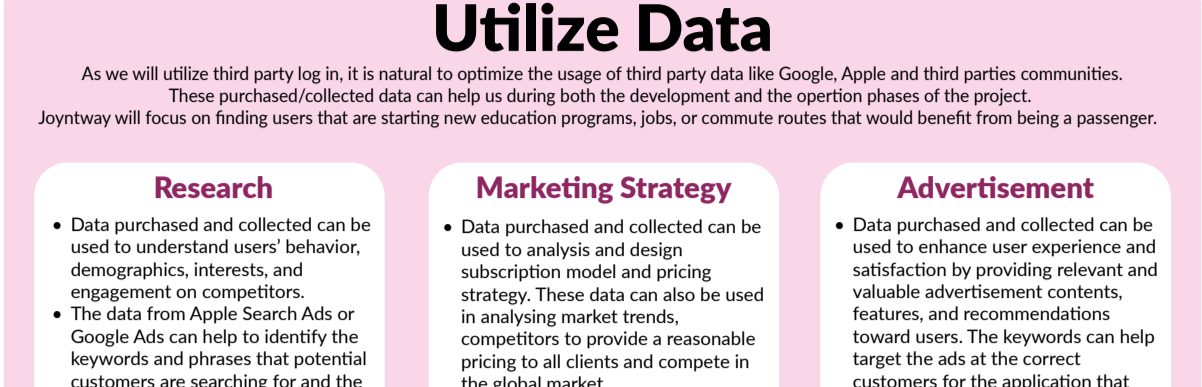




## Project Overview

JoyntWay is a community ride sharing application that focuses on connecting people who live in the same neighborhood, town or work/study in the same school or company and have similar preferences in traveling. Users can use the application to find or offer rides to their community for various purposes and it allows them to split the cost of gas and other travel expenses. Our applications aim to verify the identity and address of the users to ensure safety and trust.



## Utilize Data

As we will utilize third party log in, it is natural to optimize the usage of third party data like Google, Apple and third parties communities. These purchased/collected data can help us during both the development and the operation phases of the project. Joyntway will focus on finding users that are starting new education programs, jobs, or commute routes that would benefit from being a passenger.

### Research

- Data purchased and collected can be used to understand users' behavior, demographics, interests, and engagement on competitors.
- The data from Apple Search Ads or Google Ads can help to identify the keywords and phrases that potential customers are searching for and the ads that resonate with them.
- Google Maps data would allow us to understand the physical locations that are of interest across different populations and how users are planning to get there, such as by car, foot, bus, etc.

### Marketing Strategy

- Data purchased and collected can be used to analyze and design subscription model and pricing strategy. These data can also be used in analyzing market trends, competitors to provide a reasonable pricing to all clients and compete in the global market.
- Data purchased could allow us to partner with individual locations to offer incentives that would increase our user base and help us target our marketing efforts.

### Advertisement

- Data purchased and collected can be used to enhance user experience and satisfaction by providing relevant and valuable advertisement contents, features, and recommendations toward users. The keywords can help target the ads at the correct customers for the application that could promote the image of brand.
- Joyntway can create data driven advertisements and incentives that offer direct benefits to different populations based on information provided by community & data collected.

## Financial Strategy

### Dynamic Pricing

Dynamic pricing helps us to make sure there are always enough drivers to handle all our ride requests, so you can get a ride quickly and easily - whether you and your friends take the trip or sit out the surge is up to you.

### Demand for Rides Increases

There are times when so many people request rides that there are not enough cars on the road to help take them all. Bad weather, rush hour, and special events, for instance, may cause unusually large numbers of people to want to request a ride with Joyntway all at the same time.

### Prices go up

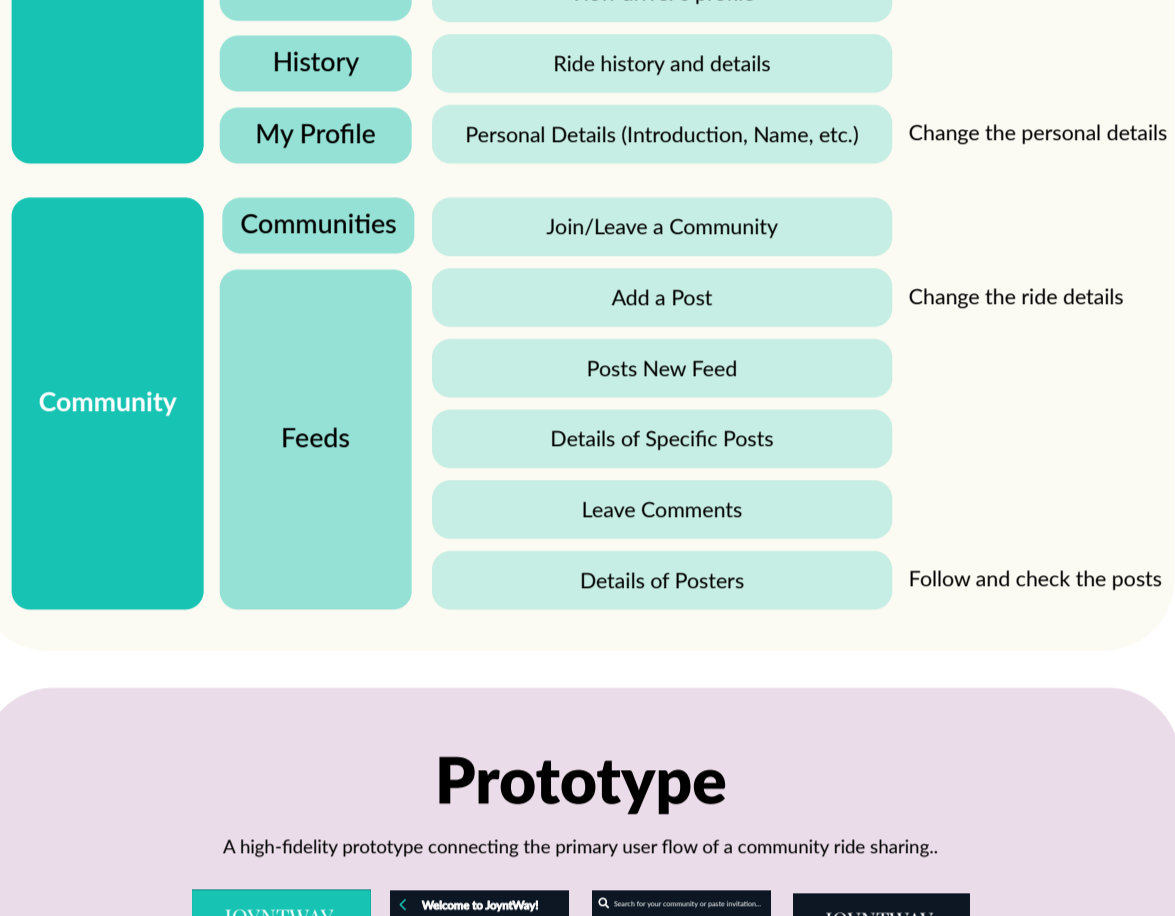
In these cases of extremely high demand, prices may increase to help ensure that those who need a ride can get one. This system is called surge pricing, and it will let the Joyntway app continue to be a reliable choice.

### Riders pay more or wait

Whenever rates are raised due to surge pricing, the Joyntway app lets riders know. Some riders will choose to pay, while some will choose to wait a few minutes to see if the rates go back down.

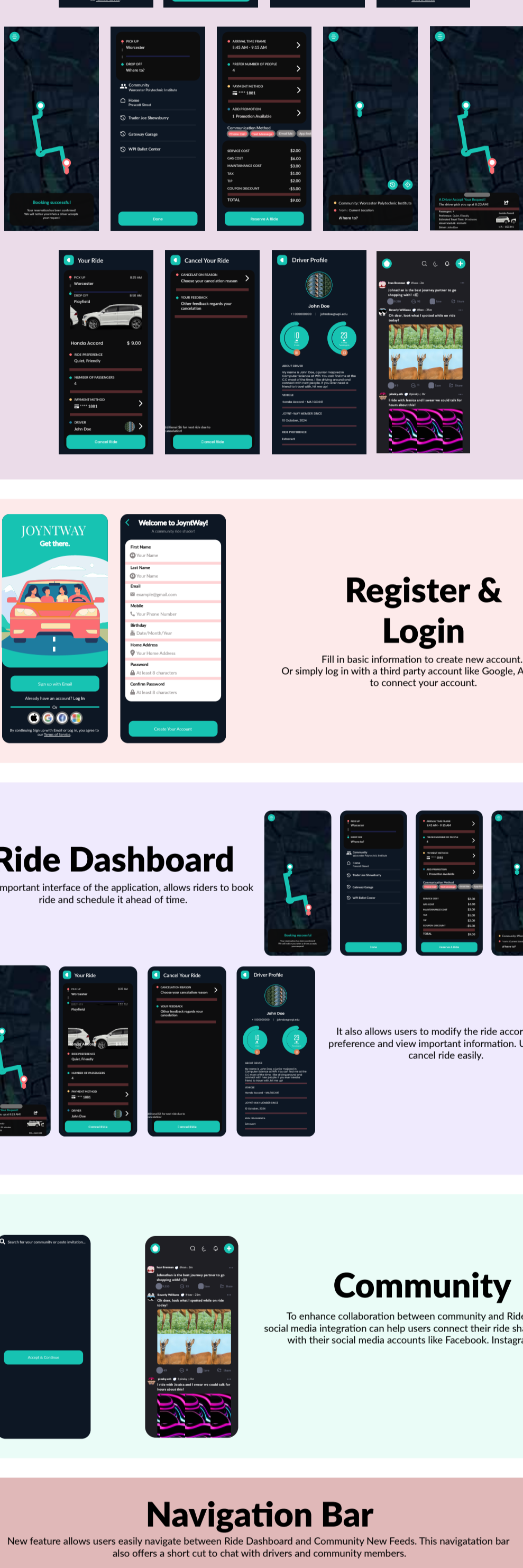
## User Flow

The purpose of creating a use flow is to understand how the user will interact with the product, what information they need, and what steps they need to take to achieve their goals.



## Prototype

A high-fidelity prototype connecting the primary user flow of a community ride sharing.

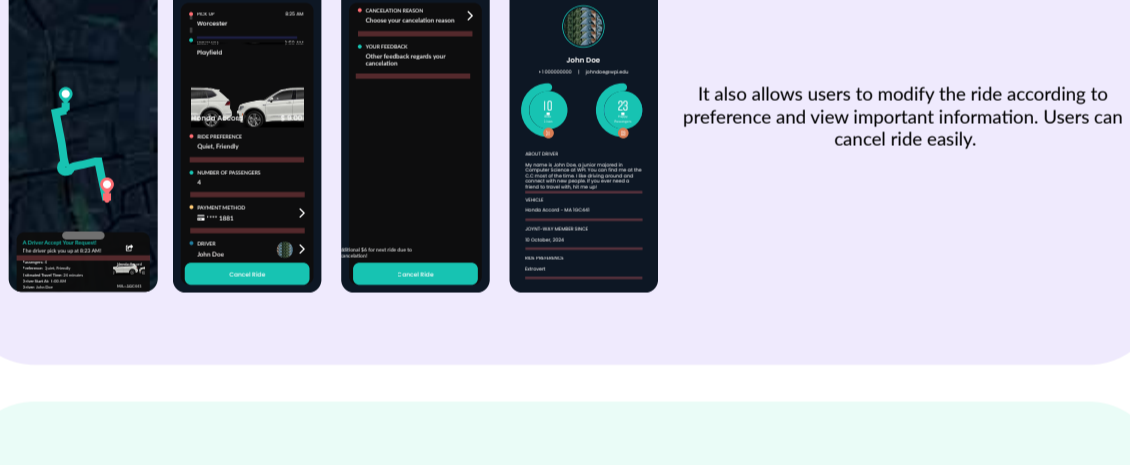


## Register & Login

Fill in basic information to create new account. Or simply log in with a third party account like Google, Apple, etc., to connect your account.

## Ride Dashboard

Main important interface of the application, allows riders to book ride and schedule it ahead of time.



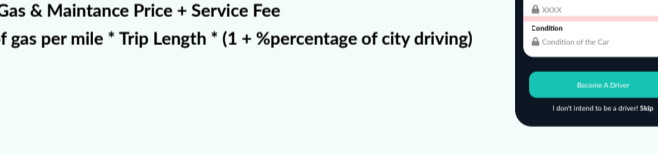
It also allows users to modify the ride according to preference and view important information. Users can cancel ride easily.

## Community

To enhance collaboration between community and RideShare, social media integration can help users connect their ride sharing profiles with their social media accounts like Facebook, Instagram, etc.

## Navigation Bar

New feature allows users easily navigate between Ride Dashboard and Community members. This navigation bar also offers a short cut to chat with drivers and community members.

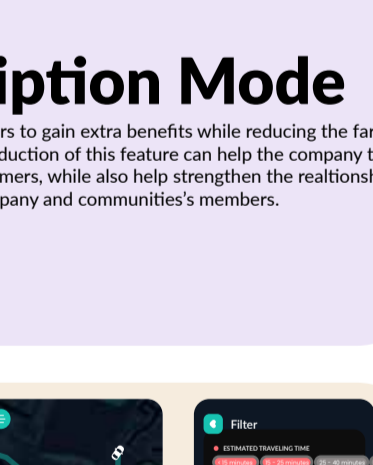


## Fee Calculator Feature

This feature calculate the ride fee based on the current price points of gas, maintenance reported in their community. The feature takes in driver's car information on its model, year and status to estimate the fare for users.

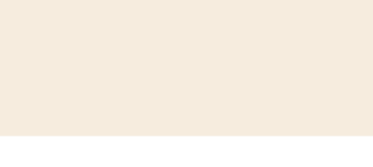
$$\text{Fare} = \text{Gas \& Maintenance Price} + \text{Service Fee}$$

$$\text{Gas \& Maintenance Price} = \text{Price of gas per mile} * \text{Trip Length} * (1 + \% \text{percentage of city driving})$$



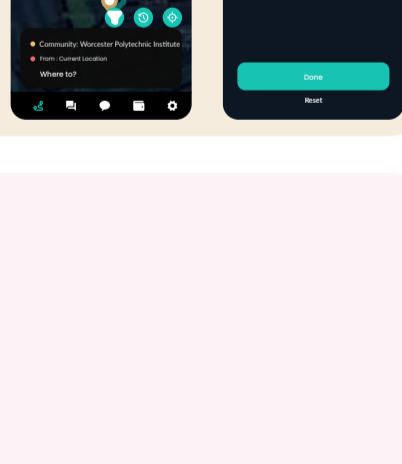
## Subscription Mode

New feature allows loyal members to gain extra benefits while reducing the fare of each individual ride. The introduction of this feature can help the company to attract a new segment of customers, while also help strengthen the relationship between the company and communities' members.



## Ride Filter

This feature will show all the available rides in the community map. This feature also provides an option for users to filter all the ride and find the ride that meets their traveling needs without create a ride request.



## Community Discounts

Provide discounted rides to certain communities with a valid ID, making it more affordable for them to commute to and from the location.

## First Ride Discount

Provide a significant discount on their first ride. This discount can be a fixed amount or a percentage of their total fare. For example, offer a "\$10 off your first ride" promotion.

## Frequent Rider Program

Mention the possibility of joining a frequent rider program where users can accumulate points or rewards for every ride.

## Referral Bonuses

Encourage first-time users to refer friends to your app by offering them a bonus for each successful referral. This can extend your user base while rewarding your new customers.

## Local Partnerships

Collaborate with local businesses, such as restaurants, theaters, or shopping centers, to create bundled discounts for mutual customers. For example, offer a discounted ride to a restaurant along with a meal voucher.

## Sustainable Transportation

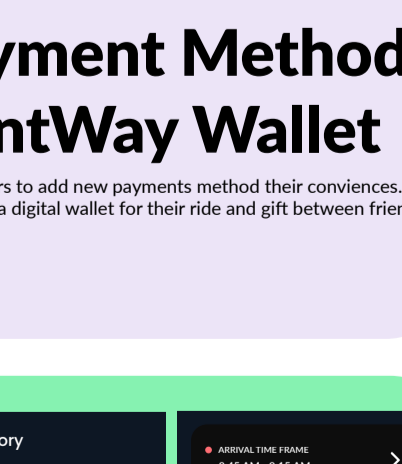
Promote eco-friendly rides by offering promo codes for rides taken with electric or hybrid vehicles.

## Customer Benefit Program

The loyalty program can help users to save money and increase the usage of JoyntWay.

## Ride Feedback & Rating System

This feature will allow to rate and feedback their ride with the drivers and moderators.

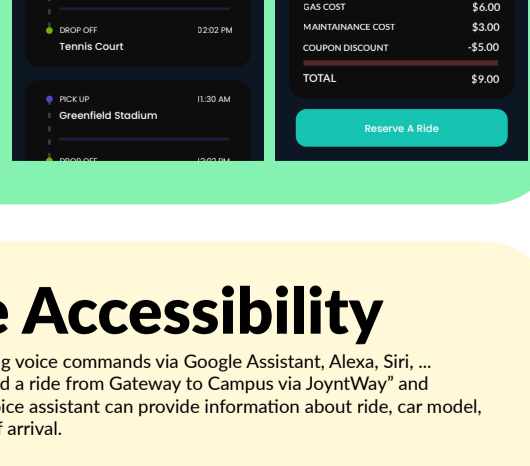


## New Payment Methods & JoyntWay Wallet

New feature allows users to add new payments method their conveniences. JoyntWay Wallet features a digital wallet for their ride and gift between friends.

## Ride History & Carbon Footprint Reports

View your ride history and how much you did for the environment by viewing the carbon footprint in your ride reports. Addition features to choose EV vehicle as preference for their ride to help reduce even more carbon footprint.



## Voice Assistance Accessibility

A new feature allows users to book, track, and pay for rides using voice commands via Google Assistant, Alexa, Siri, ... User can simply say what they want to app to do, such as "I need a ride from Gateway to Campus via JoyntWay" and the voice assistant will handle the rest. Upon ride notifications, the voice assistant can provide information about ride, car model, the fare and time of arrival.



# Thank You!