Taxi Circle

Hackathonators

Vision *

We want to create a safer travel community for public commute whilst holding our local transport providers more accountable to providing a better quality of service. "*A safer travel community, a safer Jamaica*".

Problem Statement *

Safety in public passenger vehicles is of growing concern, as commuters do not have adequate information on these vehicles before commuting. Drivers may have frequent patterns of being a threat to public safety, however the public is unable to broadcast efficiently to force accountability.

Customer *

Commuters who utilize public passenger vehicles for daily travelling purposes (work, school or leisure/miscellaneous).

Solution *

TaxiCircle is a community-driven online platform that allows commuters to submit and view reports of public passenger vehicles that are a threat to safety. It is a single source of information that allows commuters to make safe, informed travel decisions.

Features

- Report dangerous public passenger vehicles (PPVs)
  - speeding, reckless driving, robbery, abduction
- View computer generated driver safety ratings
- View information of the vehicle's owner
- Get real-time broadcasts from TAJ, JCF and urgent user-submitted reports

Collaboration *

- Transport Authority – Provide information on PPV owners and vehicles
- Jamaica Constabulary Force – Getting them to use TaxiCircle as a platform for posting travel/safety related broadcasts.

Passion (empathy) *

Our web application will give customers a sense of security and peace of mind through the sharing of data towards safeguarding the public from offences encountered during travel. This would further allow each person to contribute to building a safer travel community for commuters.

Proof of Concept *

We will test the solution in stages.

1st Stage: Public Survey

-   To understand pain points, user needs, and feasibility

2nd stage: UX Prototype (Guided User Interface)

-   Initial user testing to understand from our target users their overall perception of the solution, their feedback and suggestions.

3rd stage: Production Minimum Viable Product

-   Live data and features for larger user testing and feedback

Costs*

Item Listing	Cost (6 Months)
1. Web Hosting	$27,000.00
2. User experience design	80,000.00
3. Branding	$30,000.00
4. Development	$100,000.00
5. Incentive for testing	$25,000.00
6. Travel Allowance	$20,000.00
Total	$282,000.00

Opportunities and Risks

Opportunities

1. The recent roll-out of technologies to improve liveability in Jamaica, to be apart of the growing innovative technology
2. Bolster the poor public transportation experiences for commuters by introducing a database and reporting structure
3. Enforce the law by giving police a public database to aid crime prevention and awareness
4. A formalized avenue to raise awareness regarding travel safety
5. Additional features can be easily integrated due to technical architecture

Risks

1. Financing constraints may differ in each stage of the concept
2. Lack of reporting from the public may lead to weakening the overall effectiveness of application

Plan B

The plan would be to review the concept and conduct additional testing matched against statistics.

Utilize information gathered such as, the amount of users on our web app, the amount of reports per day, types of reports etc.

The report would have also been stored, which will allow us to look at the way our user's type in hopes to optimize the user interface for faster reporting in emergency situations.

The survey that would have been sent out in the 1st phase of the Proof of Concept would be, repeated with a few additions that may have been needed

If the failure is technical, given the foundation (language) its built on, it will be easier to pivot the already written to technology to take on a new face.

SDG Goals Aligned To *

Goal 11

Make cities and human settlements inclusive, safe, resilient and sustainable.

   a) Sustainable Transport