

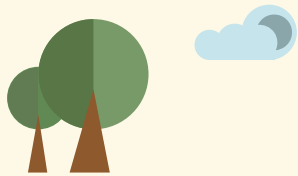


*punctual me*

no rush . enjoy . be on time

**Have  
you  
ever  
missed  
a train, a flight, a bus?**

*feeling of being late* 



Caltrain

4TH ST

HOWARD ST

3D ST

NEW MONTGOMERY ST

BRANNAN ST

180


New Mongpmery St

San Francisco

Palo Alto



I am one of those people who would like to use it



the top things Americans hate the most  
on a day-to-day basis

No. 1: housework

No. 2: the daily commute

WOMEN TEND TO BE UNHAPPIER  
ABOUT LONG COMMUTES THAN MEN





THE AVERAGE COMMUTE  
IN THE USA LASTS

**25.4 min**



# CITY MEGA-COMMUTERS\* :

San Francisco Bay Area



2,06%

Santa Clara County



1,9%

New York



1,9%

Los Angeles



1,25%

\* the percentage of full-time workers  
with **morning commute at least 90 minutes**

## **Primarily target audience:**

*25 to 54 years old working people, who live in San Francisco Bay Area and usually get to workplace by foot*

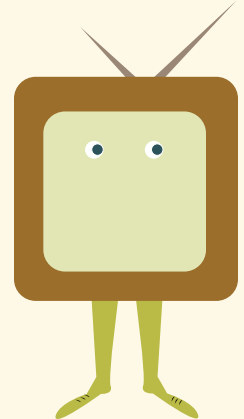
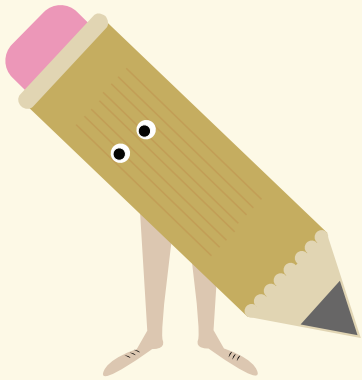


*San Francisco Bay Area*



## Secondary target audience:

*everyone who needs to get to a destination by foot.*



## Wrist Watch



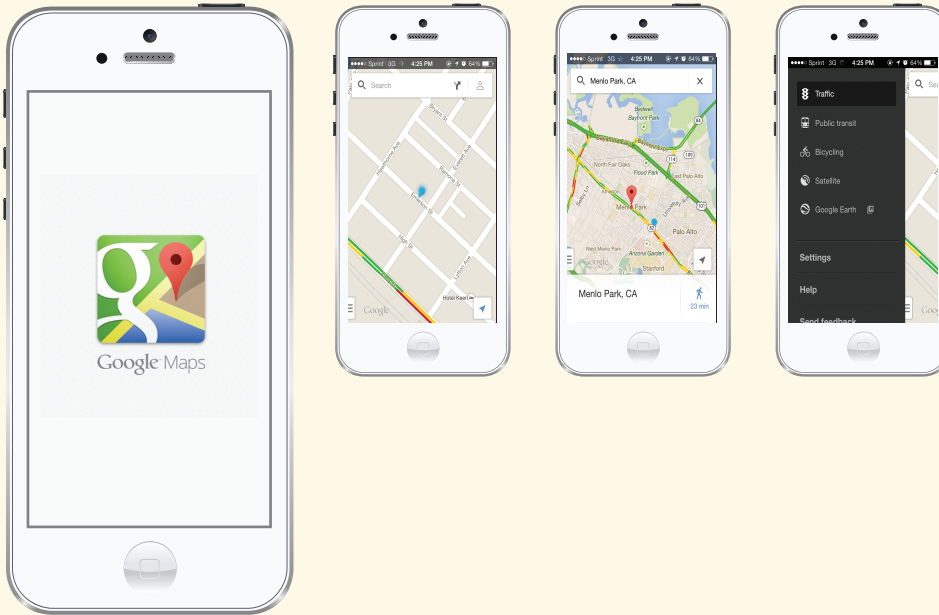
“

A watch these days may strike some people as an **impractical, frivolous and often costly way to express** individual style.

But that is just another way of saying that it's **fashion.** ”

The New York Times

# Google maps



## Pros

popular

free

good UX/UI design

## Cons

no real time data

no walking progress info

# Transporter



## Pros

real time data

free

good UX/UI design

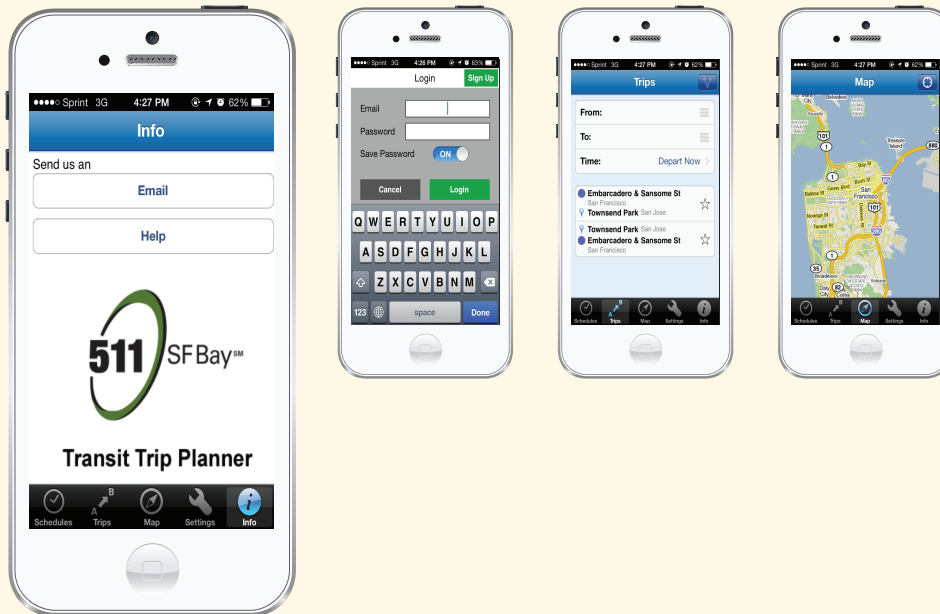
## Cons

no real time data

no walking progress info

focus on public transit

# 511 Transit Trip Planner



## Pros

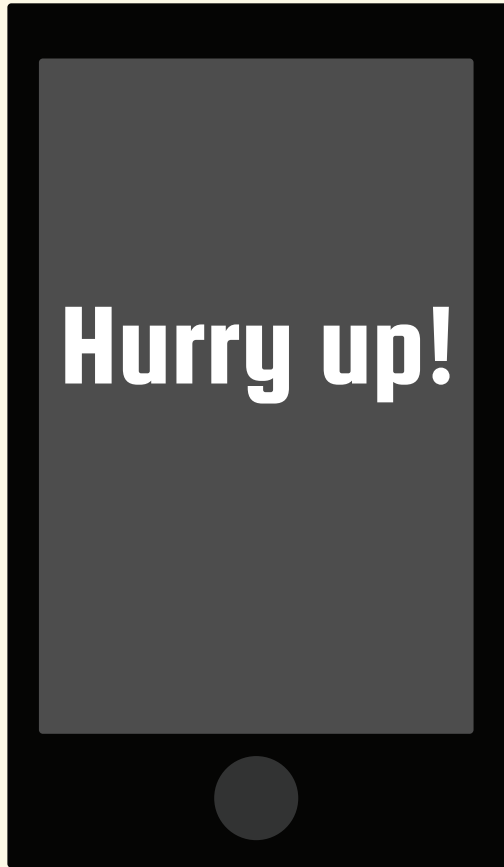
real time data  
popular  
free

## Cons

bad UX/UI design  
no walking progress info

**A mobile app advises  
commuters how to adjust  
their speed to get to a place  
on time by foot**

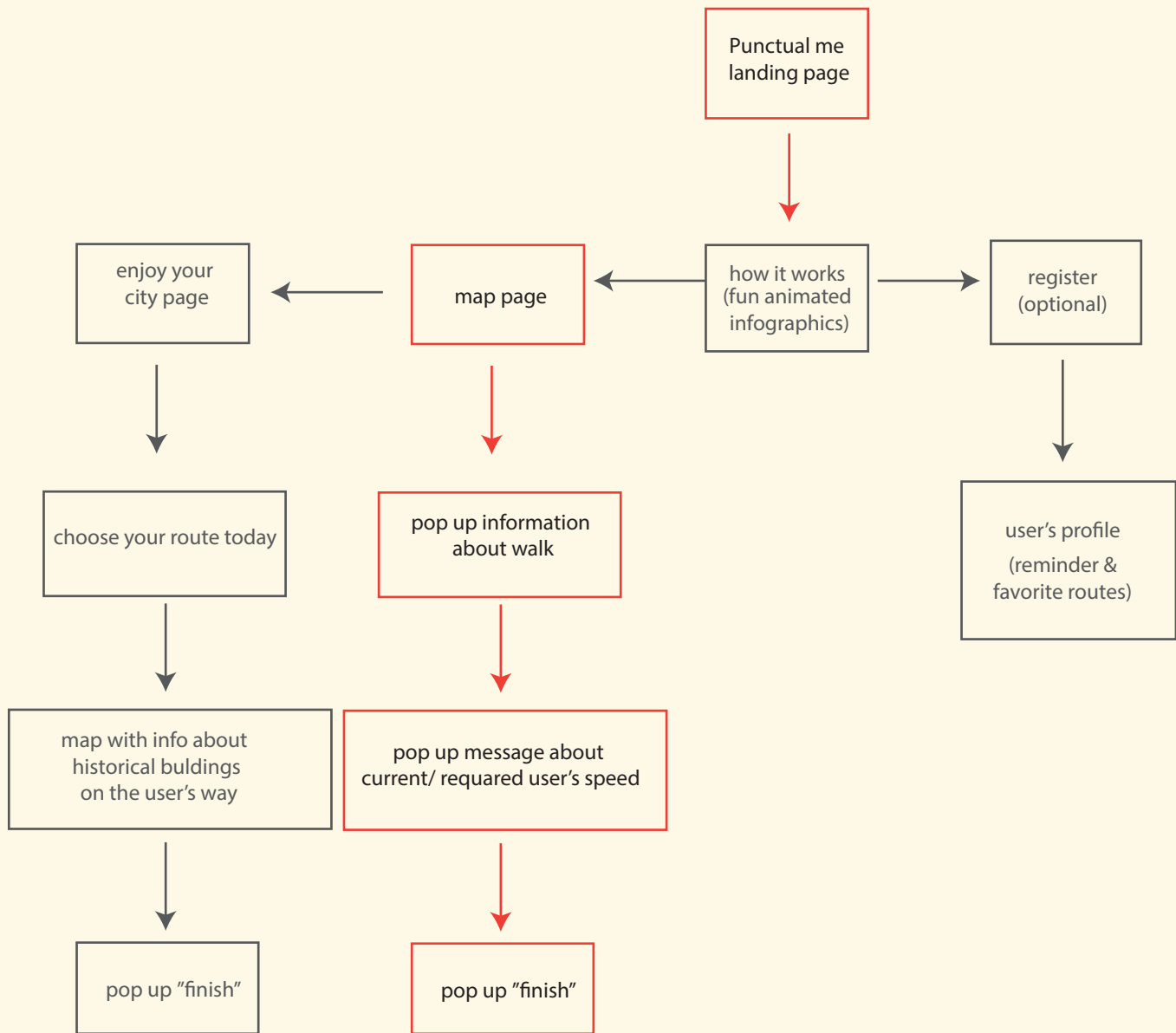




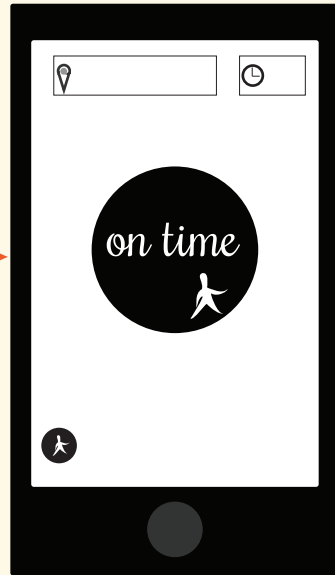
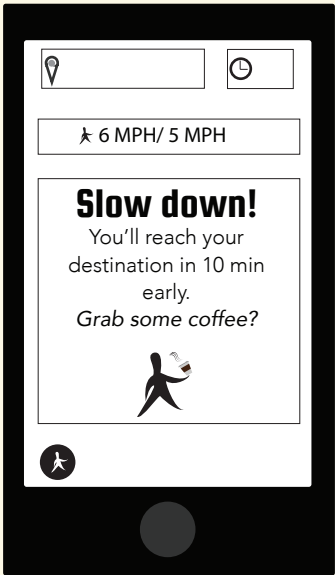
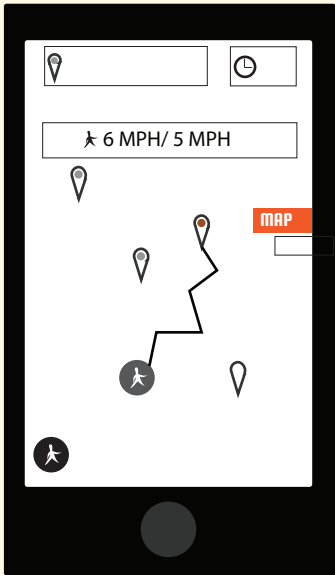
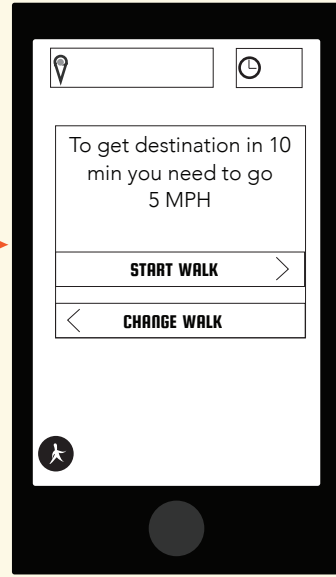
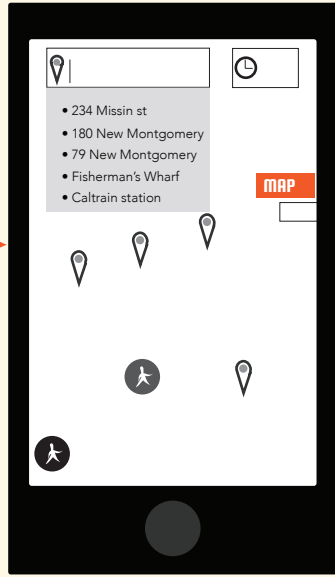
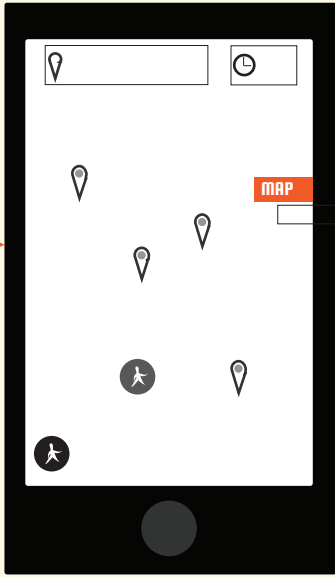
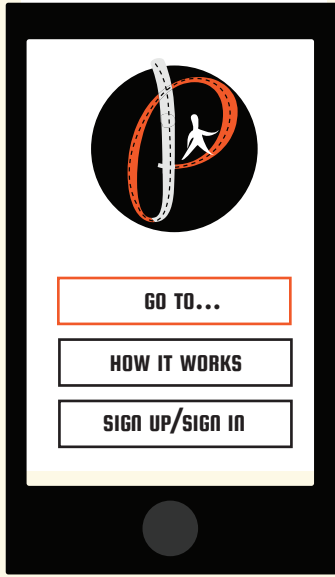
# Sound Alert


- Public transportation
- New routes option
- Interesting facts mode  
(history of the buildings on user's way)
- Reminder





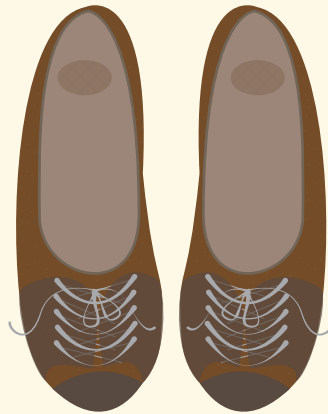






**A big problem with  
a simple solution  
that will change  
your life**

*forever...*



*thank you...*