

Expanding Google Transit

Brand Questions

- Is the idea on brand (ethos)?
 - Yes, This can become a major ecosystem with the ecosystem of google products
- Does the brand live up to its expectations (experience)?
 - Yes, Google is the biggest player in this space via google maps
- Does it help the brand sustain or grow its advantage (engine)?
 - Yes, this will help increase Google IoT and help sustain their model of “Data-as-payment-of-usage”

Market Questions?

- Is there a significant audience for this idea?
 - At Least 10% of US population that relies on public transport for their daily commute
- Is there a solution that already fills this need?
 - Various different services that provide solutions for different problem areas, not one common solution
- Will the need continue to exist?
 - Yes, Arguably need will increase as we have to start moving away from combustion vehicles due to climate issues
- Who will copy your idea and/or make it better?
 - Not many companies have the infrastructure needed to implement this solution

Business Questions?

- Is there a business case for this idea?
 - Yes, Google as a company wants more data and providing another product that users will use for daily functions will work very well in their current ecosystem
- Does it build on your existing equity?
 - Yes, Google already has millions of users worldwide and Google Maps is the leading wayfinding system, followed by Waze (also a subsidiary of Google)
- Do you have the capabilities to execute your idea?
 - Yes
- Is it technically feasible?
 - Yes, It would require a new application that can utilize aspects Google Maps, Maps Transit, Google Wallet, and Google Nest to provide the best possible algorithm based User experience for using public transport
- Is it sustainable?
 - Yes, as long as public transportation will exist so will the use for this solution

User Questions?

- Who is the audience for this idea?
 - City Dwellers, Young Professionals, Senior Citizens
- What do they want/need?
 - Easy way to understand public transport system
 - Safety
 - Easy to use technology for daily tasks
 - Optimization of services
 - Multimodal services
- How can you solve that want/need?
 - Create a service that is a one-stop for all thing public transport
 - A way to purchase tickets, passes, add fare
 - A way to feel safe while accessing PT
 - A way to understand How a City's transit system works
 - Rush Hour
 - Map Legend
 - Incentives for using transit
- How will you solve that need over time?
 1. Mobile Application that aggregates data from all different services to provide best possible singular or multimodal transportation which also allows users to purchase tickets and add fare to a virtual Transit card that can work in any city by just changing the location.
 2. Physical version of the transit card which has a GPS chip, fingerprint scanner, and various other sensors to gather data on the user's environment to serve them better with better recommendation. The card can be used as a location device, tap to pay device and safety device.
 3. Kiosks and Tap-to-Pay stations
- Will they perceive the value and be willing to pay for it?
 - Ideally because it will make their life easier

Why Now?

- Is this the right cultural moment?
 - Yes, We need to bring about major changes in order to fight climate change
- Is this the right technological moment?
 - Yes, Data collection through IoT and using that data to develop AI for improving
- What are the correct contexts to introduce this idea?
 - Environmental crisis
 - Traffic Increase