



**REAL TIME APPLICATIONS**  
PITTSBURGH PORT AUTHORITY

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# Real Time Application



- Available for iPhone and Android
- Costs \$2.99 to download
- Designed for commuters in Pittsburgh
- Users can search for specific bus or arrival time to find bus closest to location
- Unique product not yet available in Pittsburgh

# How the Application Works

Choose bus



List of all bus stops



View closest bus stop check in



Choose bus stop time



View comments from other users



# Market Research

- 220,000 people ride bus in Pittsburgh
- 31% use smartphones and download applications
- Mostly young professionals and college students
- Ages 18-34
- Ride the bus at least once a week
- Ride bus to work and school
- Search for bus mostly by using Pittsburgh Port Authority website



# Competition

- Pittsburgh Port Authority website
- Paper schedules
- Text message bus schedules
- Google Maps



# SWOT ANALYSIS

- Unique product that is currently not available
- User friendly; self explanatory app easy for even new users
- Low cost, and readily available
- Solves a problem for people relying on bus transportation

## Strengths

- Users must have a smartphone
- Anyone new to the app market may have problems finding/using app
- Market is limited to people who use the Pittsburgh city busses

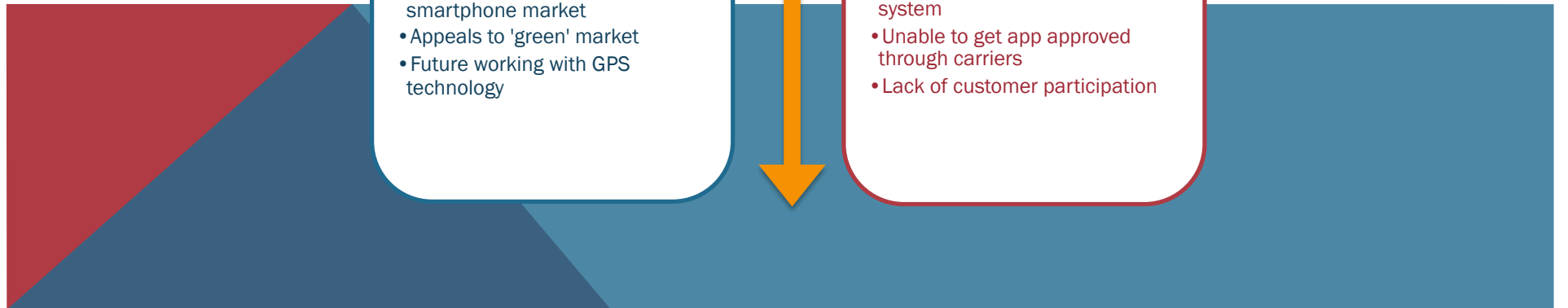
## Weaknesses

- Can expand to other modes of transportation
- Possibility to move to other cities
- Potential growth due to growing smartphone market
- Appeals to 'green' market
- Future working with GPS technology

## Opportunities

- Transportation companies could limit their cooperation
- Transportation companies could develop their own similar system
- Unable to get app approved through carriers
- Lack of customer participation

## Threats



# OPERATIONS

- LLP – set up to allow maximum growth, with least amount of negative repercussion on each partner
- Designed to grow with other transportation companies
  - Involve companies directly
  - Create opportunities for future partners



# FINANCIALS



## Real Time Applications Start Up Budget

### Expenses

Developer	\$	6,000.00
Technical Fees	\$	2,000.00
Placement Fees	\$	200.00
Advertising	\$	2,000.00
<b>Total Expenses</b>	<b>\$</b>	<b>10,200.00</b>

### Equipment

Smartphones	\$	500.00
<b>Total Equipment</b>	<b>\$</b>	<b>500.00</b>

### Utilities

Telephone	\$	1,440.00	*
<b>Total Utilities</b>	<b>\$</b>	<b>1,440.00</b>	

Miscellaneous Expenses	\$	500.00	**
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<b>Total Start Up Costs</b>	<b>\$</b>	<b>12,640.00</b>	
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\*Includes fees for data usage  
\*\* Includes fees for continuous availability in app stores



The background features a large red polygon on the right side, which is a right-angled triangle with its hypotenuse sloping upwards from left to right. On the left side, there are two overlapping triangles: a larger light blue one and a smaller, darker blue one nested within its bottom-left corner. The text 'QUESTIONS?' is centered in the white space above the red shape.

**QUESTIONS?**