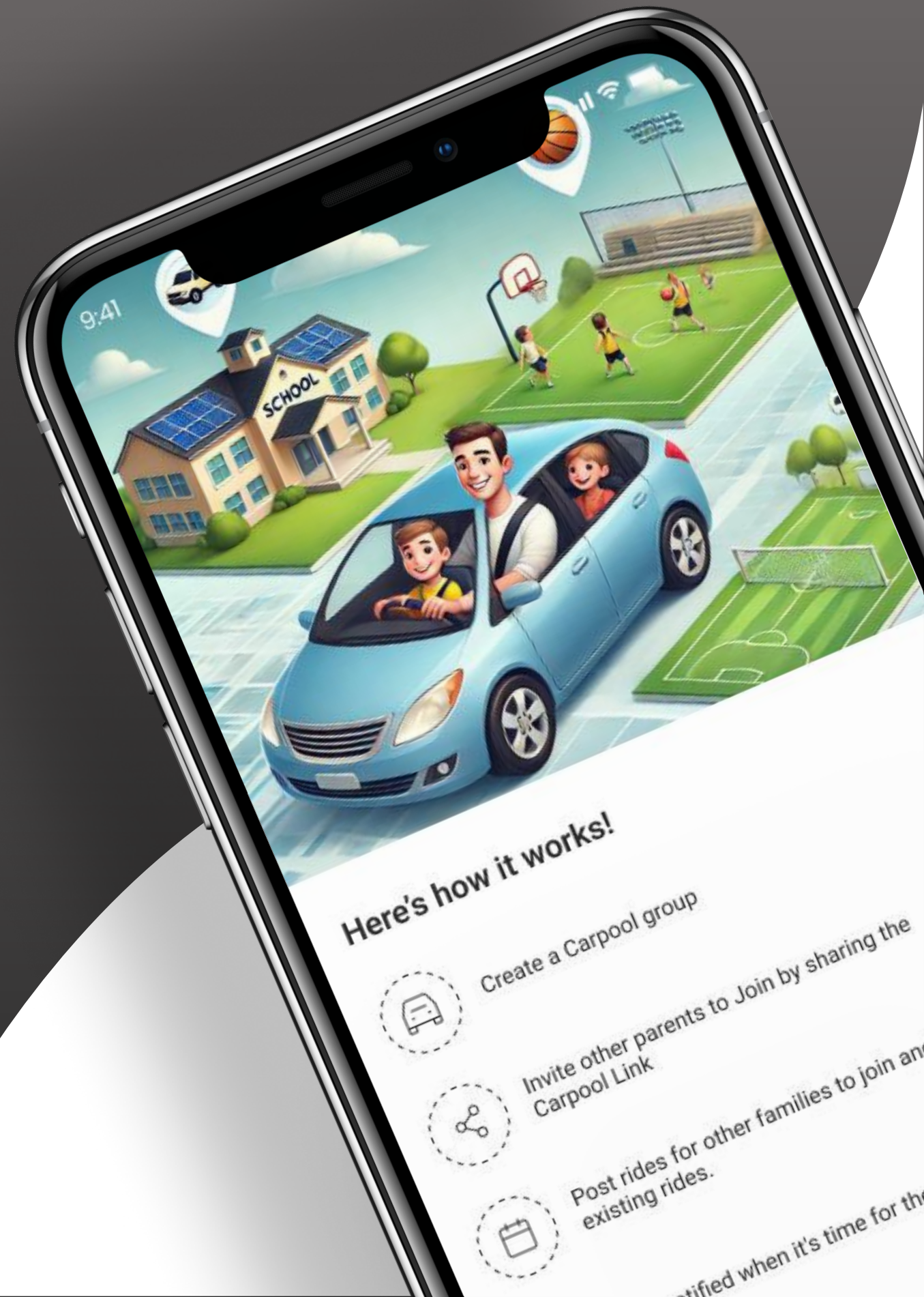
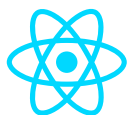




GoTogether

Simplify carpooling with
automated scheduling,
real-time tracking, and
secure rides

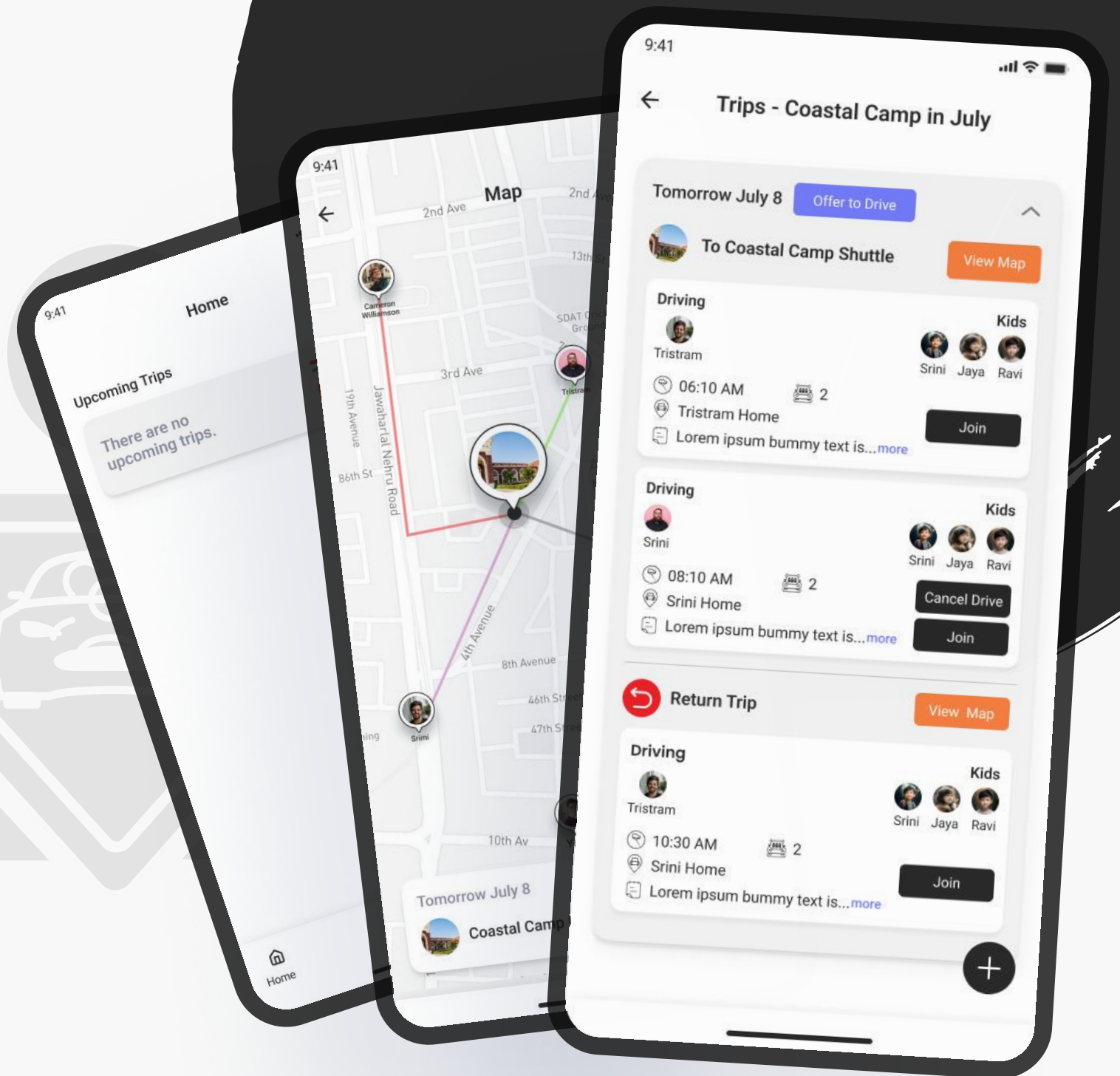
Tools



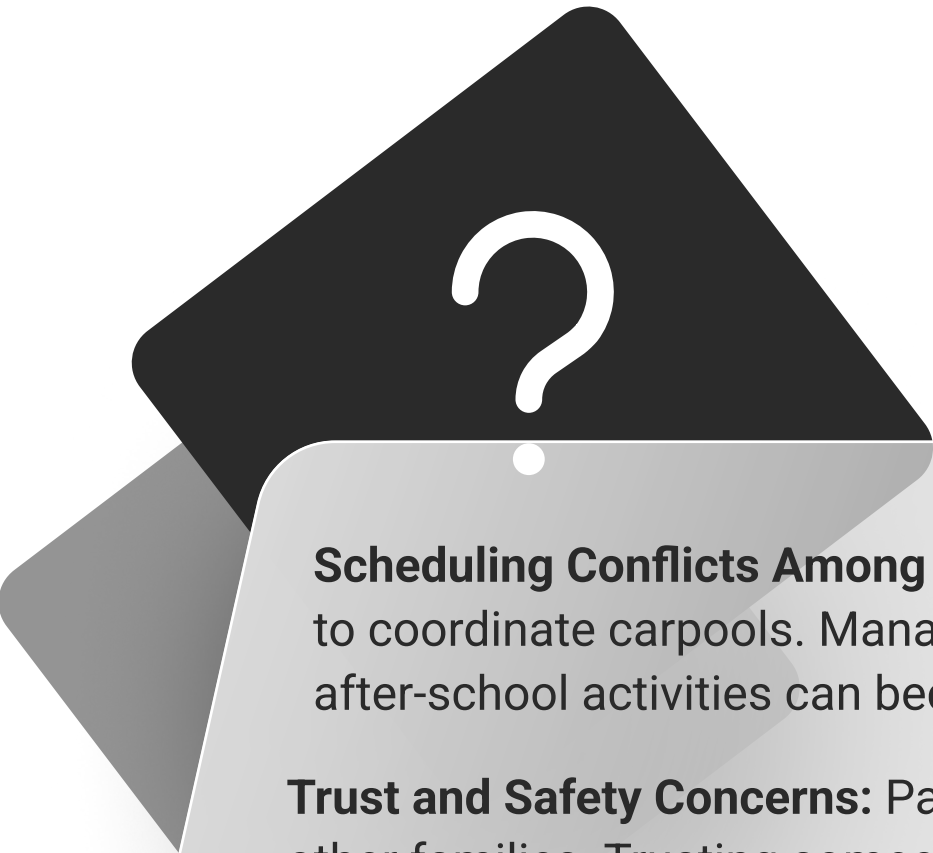
GoTogether App

Case Study

GoTogether is a mobile application designed to simplify carpooling and scheduling for busy parents. The app connects parents within communities, allowing them to coordinate carpools for school pickups, sports events, and extracurricular activities. With safety, efficiency, and convenience as its core values, GoTogether addresses the complexities of managing transportation needs for children while fostering a sense of community collaboration.







Challenges

Scheduling Conflicts Among Parents: Parents often have varying schedules, which makes it difficult to coordinate carpools. Managing multiple events such as school drop-offs, sports practices, and after-school activities can become chaotic without a centralized system.

Trust and Safety Concerns: Parents worry about the safety of their children while carpooling with other families. Trusting someone else to pick up and drop off their children is a significant concern, especially in neighborhoods or communities where families may not know each other well.

Last-Minute Changes: One of the most common issues is sudden schedule changes, such as a parent being unable to drive due to work commitments or unforeseen circumstances. Without an efficient communication system, this can lead to confusion and missed rides.

Limited Visibility of Real-Time Locations: Parents often want reassurance regarding the real-time location of their children during the carpool. Traditional carpooling does not offer visibility into the route or progress of a trip, leaving parents anxious about delays or potential safety issues.

Lack of Incentives for Carpooling: Encouraging participation in carpooling requires more than just convenience. Parents need to see tangible benefits, like reducing the stress of driving every day or saving time, to stay engaged.

Solutions



Automated Carpool Scheduling: GoTogether introduced a user-friendly carpool scheduler that allows parents to set up recurring trips with multiple drivers. The scheduler automatically assigns roles based on availability, taking the hassle out of manual coordination.

Verified Parent Network: The app features a secure, verified parent network, where users are authenticated based on school associations and community verification. This builds a layer of trust among parents and ensures that only verified users participate in carpools.

Real-Time Route Tracking and Notifications: GoTogether integrated a GPS tracking feature that allows parents to monitor the real-time location of the carpool vehicle. The app sends notifications when children are picked up, dropped off, or if there are any route deviations, offering peace of mind to families.

In-App Messaging and Alerts: To manage last-minute changes, GoTogether developed an in-app messaging system that allows parents to communicate directly with each other. Instant alerts notify parents of any sudden changes, cancellations, or updates to schedules.

Carpool Credit System: To encourage more participation, GoTogether introduced a points-based credit system where parents earn credits for driving on behalf of others. These credits can be redeemed for future rides or other app rewards, incentivizing carpooling and balancing the workload among families.



Outcomes

Increased Community Collaboration: The app fostered a stronger sense of community by connecting parents who may not have interacted otherwise. Through trusted carpools and coordinated schedules, families felt more integrated into their local communities, leading to better collaboration and support.

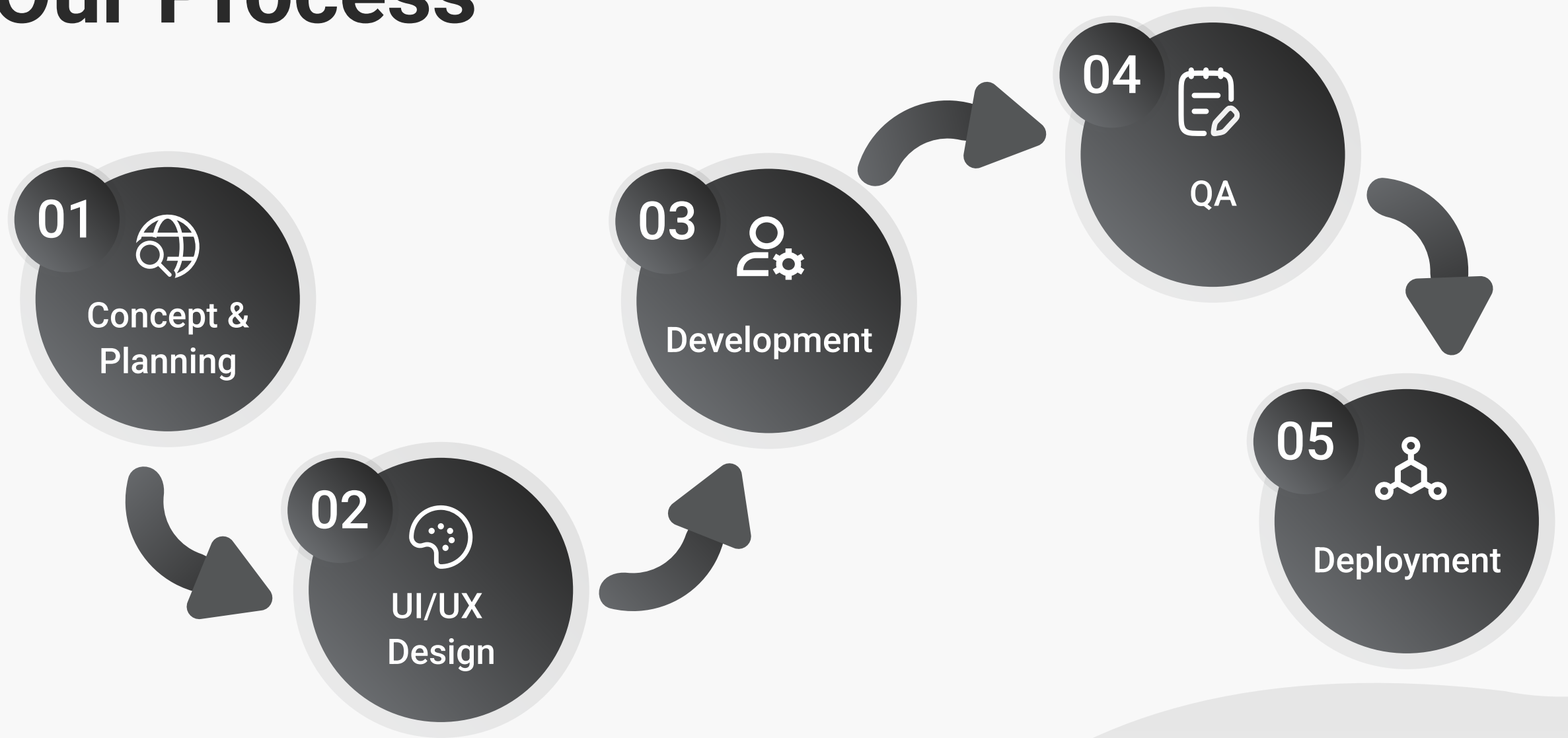
Enhanced Safety and Trust: With its verified network and GPS tracking features, GoTogether significantly improved trust and safety in carpooling. Parents reported feeling more secure knowing they could track the carpool in real-time and were only sharing rides with verified families.

Time and Stress Reduction: The automated scheduling and communication tools eliminated the manual effort of coordinating carpool logistics, saving parents valuable time. Many parents found that sharing rides through the app reduced their daily transportation burden and created more free time for other responsibilities.

Reduced Last-Minute Confusion: The in-app messaging and real-time updates helped mitigate the confusion caused by last-minute changes. Parents were able to quickly adjust plans, ensuring that children were never left stranded or uncertain about who was picking them up.

Sustainable and Cost-Effective Transportation: GoTogether also had an eco-friendly impact by reducing the number of individual car trips. Parents who participated in carpooling reported saving on fuel costs and contributing to a decrease in traffic congestion in their communities.

Our Process



Features

Automated Scheduling

- Set up and manage recurring carpools with automated driver assignments.
- Customizable carpool schedules for school days, after-school activities, and weekend events.
- Parents can adjust availability and preferences within the app for seamless coordination.

Verified Parent Network

- All users must pass a verification process through their child's school or community group.
- Creates a secure environment where only trusted parents can join carpools.
- Built-in school and neighborhood association filters to ensure that users are from the same community.

GPS Route Tracking

- Real-time tracking of the carpool route with live location updates for parents.
- Notifications for when children are picked up and dropped off.
- Alerts for route deviations or unexpected delays, keeping parents informed throughout the trip.

In-App Messaging and Alerts

- Instant messaging between parents for easy coordination.

Features

In-App Messaging and Alerts

- Instant messaging between parents for easy coordination.
- Real-time notifications for changes in the carpool schedule, such as cancellations or delays.
- Push alerts for trip start times, route updates, and completed trips.

Carpool Credit System

- Parents earn credits for driving carpool routes and can redeem them for future rides.
- A fair balance of driving responsibilities, encouraging more families to participate actively.
- Reward incentives for families who consistently contribute to carpooling.

Emergency Contact and Safety Features

- Allows parents to set emergency contacts and receive notifications in case of an emergency.
- A panic button that allows for immediate contact with all parties in the carpool in case of a safety issue.

Features

Driver and Passenger Profiles

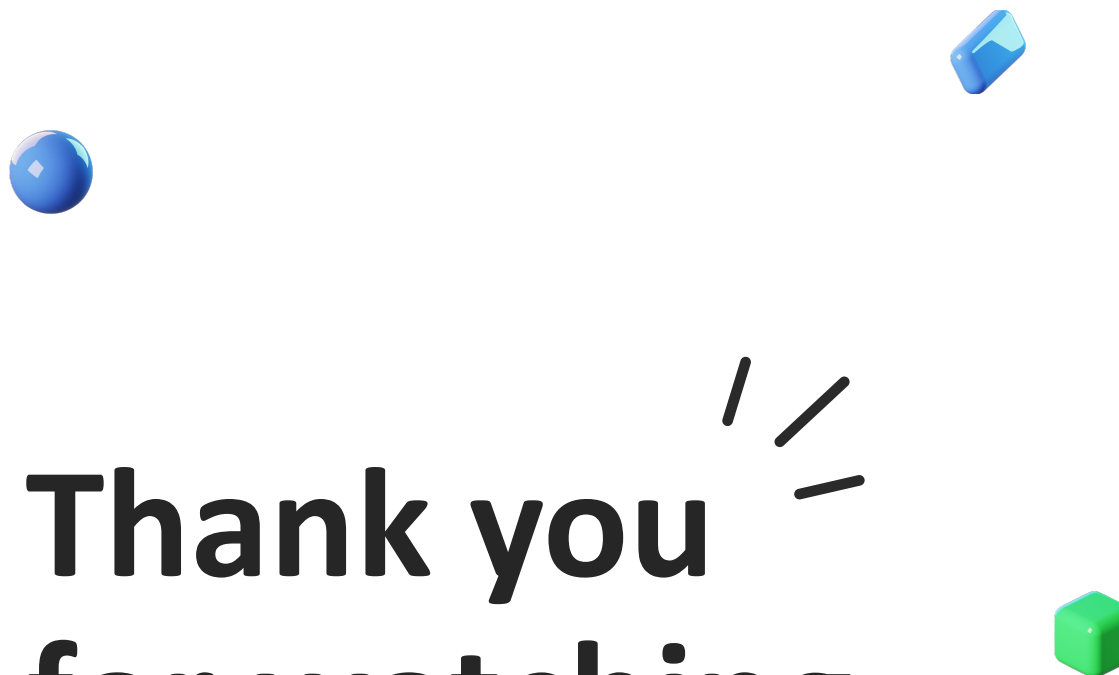
- Profiles for both drivers and children, including essential information like contact details, allergies, or medical conditions.
- Ratings and feedback options for both drivers and riders to maintain a high standard of service.

Calendar Integration

- Sync carpool schedules with personal calendars such as Google Calendar or iCal.
- Automatically update calendars with carpooling times, reminders, and notifications.

Eco-Friendly Features

- Provides insights into how much fuel and CO2 emissions parents save by carpooling.
- Highlights the app's positive environmental impact, motivating parents to share more rides.



Thank you for watching

We are available for new projects

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