IPRO 357
Pervasive Computing
Team Structure

• Originally three teams:
  – Technical
  – Business
  – Graphics and Marketing

• Decided on two teams
  – Technical
  – Business
Overall Goals

- Maintain myWay; develop gWay
- Research and develop a business plan
- “Win” IPRO Day
Major Tasks

• Maintain, support, and update *myWay*
• Design and implement *gWay*
• Create new mount for tablet PC
Categories

I. Connectivity and Communication
   - Multiple device connectivity
   - Ad-hoc wireless network
   - VoIP

II. Hardware, mounting and Security System

III. Software
   - Updated myWay
   - Designed gWay
Plan

• Build *gWay* software
• Maintain *myWay*
• Research solutions for real-time audio transmission.
• Complete tablet PC mount
• If time permits, start implementing *gWay* solution.
Main Objectives

- Research
- Business Plan
- Trade marking and Product Name

Additional Objectives

- Ipro Day Deliverables
- Website
Competitive Analysis

Alternative Solutions
GPS travel computer
Guides
PDA or Smart phone
Audio only

Two business models
- Direct rental or sales
- Leasing to Institution
  (i.e. Museum, Park)
Market Research Study

Objectives

• Identify derived demand
• Receive feedback from Segway users

Survey Conducted

• Randolph Street shop
• Chicago Architecture Foundation
  - 97 Participants as of October
  - Sept 26\textsuperscript{th} until end of November
Survey Results

Preference for Audio-Visual Guide
1-5 (No-Neutral) 60%
6-10 (Yes) 40%

Sites of Highest Priority to Visit
<table>
<thead>
<tr>
<th>Site</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Landmarks</td>
<td>26%</td>
</tr>
<tr>
<td>Museums</td>
<td>24%</td>
</tr>
<tr>
<td>Scenic Routes</td>
<td>20%</td>
</tr>
<tr>
<td>Nature</td>
<td>14%</td>
</tr>
<tr>
<td>Shopping Areas</td>
<td>6%</td>
</tr>
<tr>
<td>Zoos</td>
<td>6%</td>
</tr>
<tr>
<td>Outdoor Activities</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Likeness to take Another Segway Tour
1-5 (Not Likely-somewhat Likely) 5
6-8 (More Likely) 14
9-10 (Very Likely) 78

Likeness to take Segway tour on own
1-5 (Not Likely-somewhat Likely) 8%
6-8 (More Likely) 29%
9-10 (Very Likely) 63%

Reasons for Visit
- Tourist 51%
- Resident of Chicago 23%
- Business Trip 26%
University Research

• 8 Universities contacted
  - UIC, Depaul, U of I, Northwestern, NIU, Loyola, IIT, U of C

• Results to be obtained
  - # Tours given vs. student acquisition
  - New target market
Business Plan Progress

- Research In Progress/Completed
  - Target Market
  - Business Analysis
  - Competition
  - Product Offerings
  - Expansion Opportunities

- Additional Research
  - Financials
  - Sales Strategy
  - Marketing Strategy

Estimated Date of Completion: November 16
Business Model

Expenses
- Software – License, Development (service, upgrades)
- Hardware – Tablet PC and Mounting Equipment (repair, service, new equipment)
- Fixed Costs – Space, Utilities, etc.
- Personnel

MyWay

Income
- College Campus
- City Tour Owner
- Customers – Tourists, etc.
- Advertising – Retail, Restaurants, Museums, etc.
Financials

Basic Cost analysis

- *myWay*
  $1925, for each laptop
- *gWay*
  $1925 + $525 per PDA

Research Required

- Personal/Facilities Costs
- Break Even Point
- Product Pricing
Overall Progress

• Solid progress made by the Technical Team on myWay, gWay
• Initial research done by the Business Team
• Starting on website and IPRO day graphics

A long way to go, but doable!