

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

Technical Team

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.

Business Team

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 26th 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

City Landmarks	26%
Museums	24%
Scenic Routes	20%
Nature	14%
Shopping Areas	6%
Zoos	6%
Outdoor Activities	3%
Other	1%

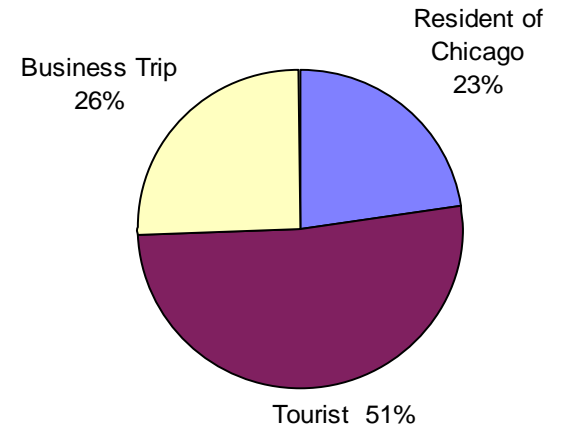
Likeness to take Another Segway Tour

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



University Research

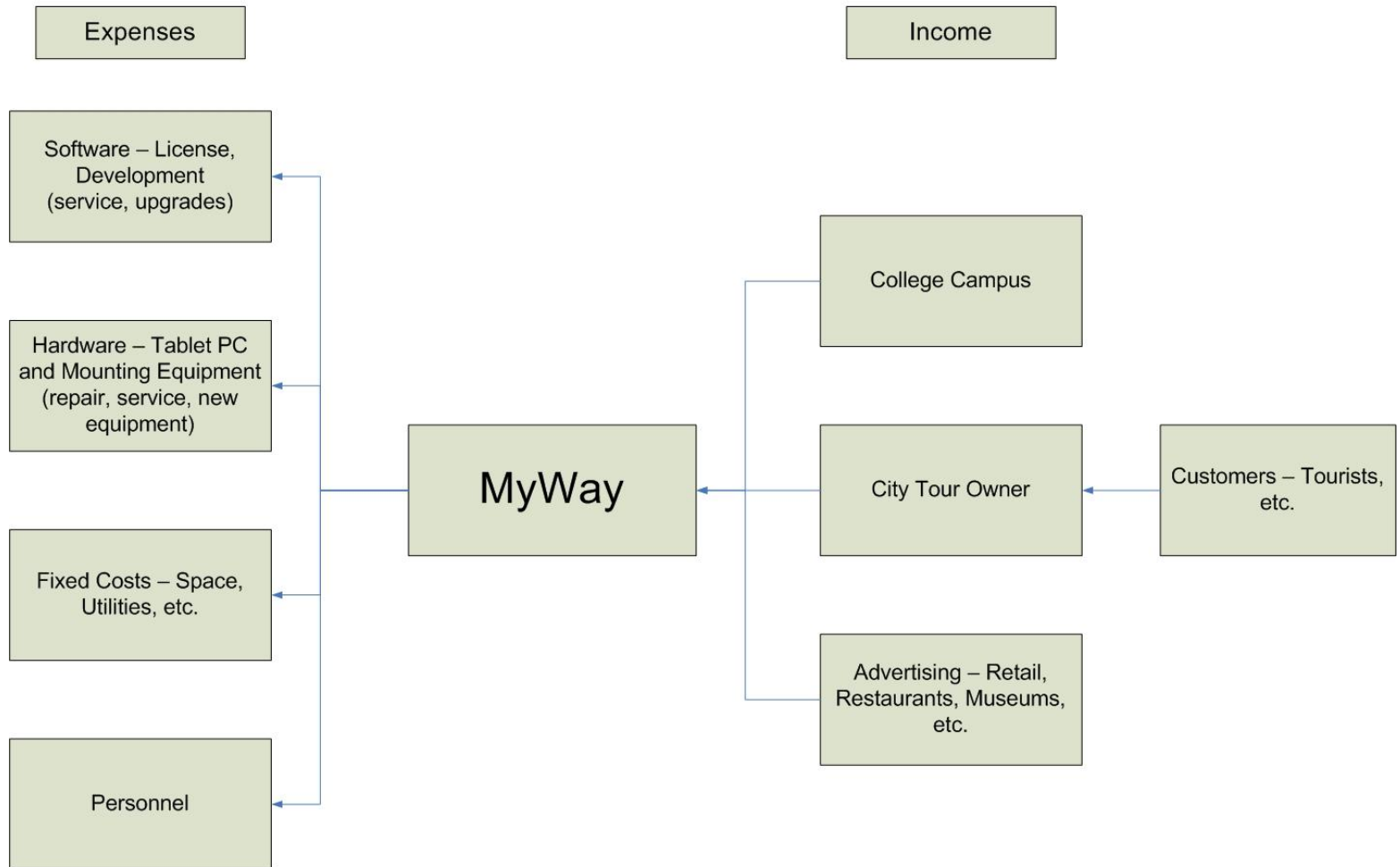
- 8 Universities contacted
 - UIC, Depaul, U of I, Northwestern, NIU, Loyola, IIT, U of C
- Results to be obtained
 - # Tours given vs. student acquisition
 - New target market

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



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!