

COMPETITIVE ANALYSIS



PROS:

- "Get upcoming departure times for nearby lines without even tapping your screen."
- Plan your trip by offering real time data
- "GO" thinks about your journey so you don't have to
- Share your way across town with Uber, Bikeshare etc.

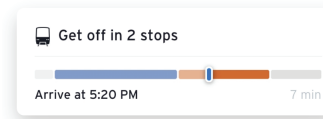
CONS:

- Inconsistent in reliability
- Usability is bit confusing, you wouldn't know to press on "GO"

OVERVIEW:

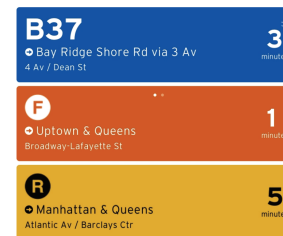
- Transit helps users plan users commutes by showing them the nearest public-transit options and real time arrivals and departures. But the usability function can, at times, be unreliable and confusing to navigate.

ADDITIONAL INFO:



GO — YOUR FRIENDLY TRANSIT COMPANION

Like a helpful personal robot, GO thinks about your journey so you don't have to.



SIMPLE, RELIABLE AND OH-SO-PRETTY.

Get upcoming departure times for nearby lines without even tapping your screen.

