

# Peak Hour Shared Mobility Optimization

**Organization: Allstate India**

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## **Overview:**

Currently the market for shared services is built around a pricing model that varies with demand and supply. Your organization will need to build a platform that reduces wait times for users, increase reliability of getting transport, or even finding a method to increase the supply of transport within a given region.

## **Current Challenges**

If we consider the current shared mobility infrastructure, taxi aggregators within India and other high density regions have delays in moving passengers from their point of pickup to a drop off point. This results in planning issues for users of shared mobility applications creating issues around the reliability of such services. For example: in Bangalore, between the hours of 9 AM and 10 AM (rush hour), the odds of getting a cab is very low. Drivers often cancel trips, or simply don't show up. Often users need to wait for a few cabs before they can get on-board for their intended destination. This problem is exacerbated during inclement weather as well. Despite aggregators billing users with peak surcharge pricing, this doesn't appear to alleviate the predicament of travelers.

## **Business Requirements:**

Need for scaling the supply of transport options within geographic regions at certain times  
Demand needs to be aggregated without creating inconveniences for passengers