

# CARPOOLNOW & COMMUTER CONNECTIONS

DYNAMIC RIDESHARE AND STANDARD RIDEMATCHING MOBILE APPLICATIONS FROM COMMUTER CONNECTIONS



# CARPOOLNOW: VERSION HISTORY

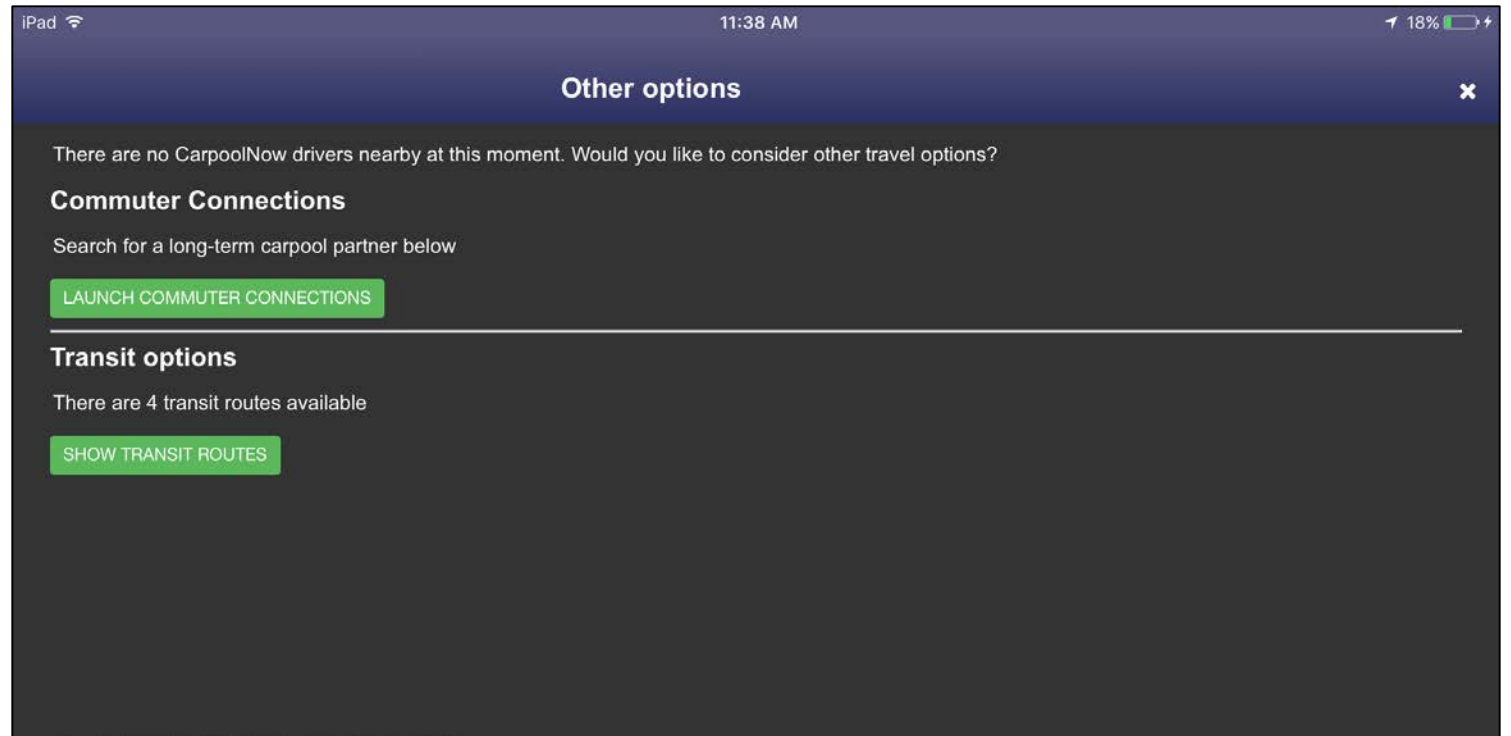
- Since its version 1.0 launch, CarpoolNow has undergone 11 updates that have been pushed to iOS and Android devices (including former BlackBerry O.S.)
  - Version 1.0.1 included an update to graphics and text changes.
  - Version 1.0.3 included several large updates; improving push notifications and further updating graphics.
  - Version 1.0.4 updating error handling, text and graphics.
  - Version 1.0.5 added notification sounds to match alerts, solved forgotten password issues and further updated the UI.
  - Version 1.0.6 improved the app startup time.

# CARPOOLNOW: VERSION HISTORY

- Version 1.0.7 fixed an issue with the “Create an Account” function.
- Versions 1.0.8 & 1.0.9 updated links within the app and helped stabilization.
- Version 1.1.0 added the Howard County Driver Incentive.
- Version 1.2.2 added transit routing and carpool matching via the Commuter Connections app if a driver can't be located within three minutes\*.
- Version 1.2.3 included minor bug fixes.

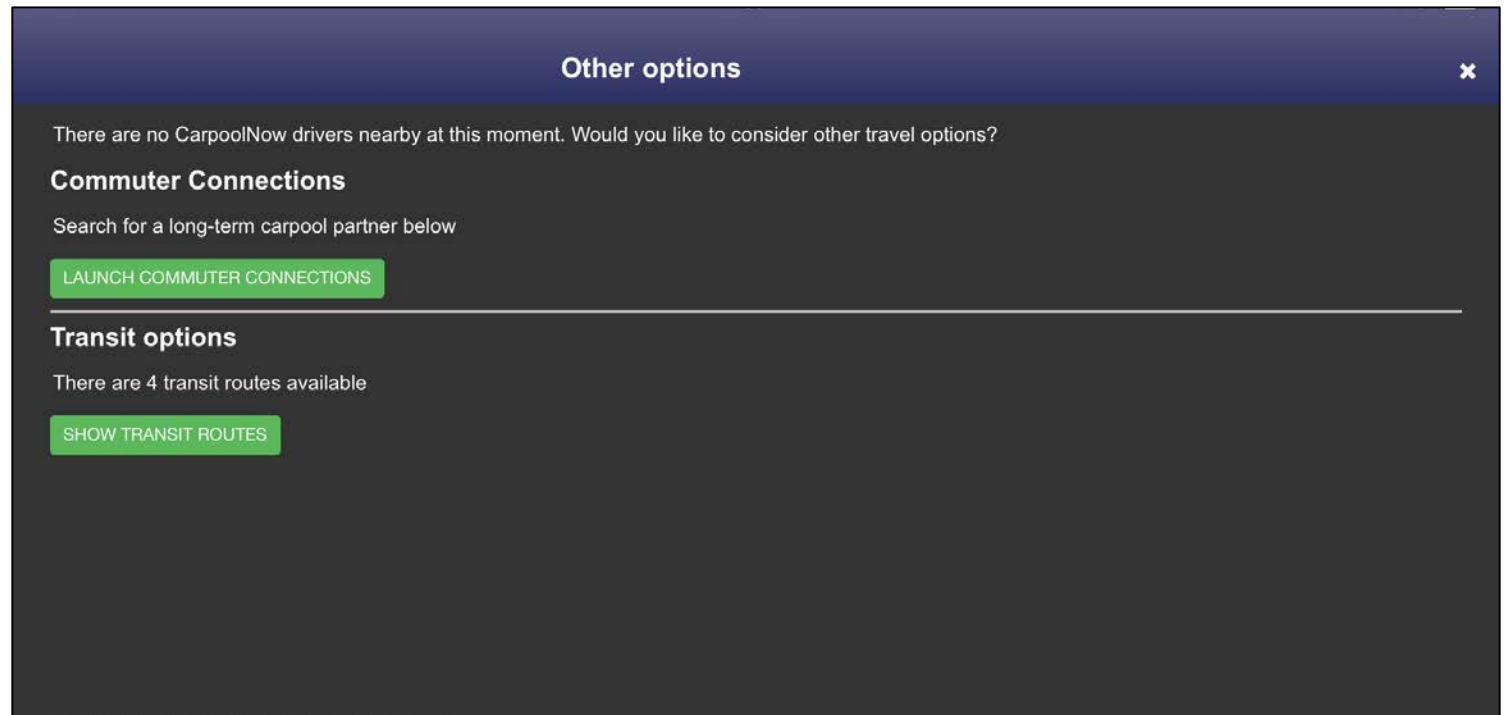
# CARPOOLNOW: VERSION 1.2.2

- This version includes two major improvements to the UI:
  1. A “Deep Link” into the Commuter Connections mobile app
  2. Transit routing for riders who can’t find a driver



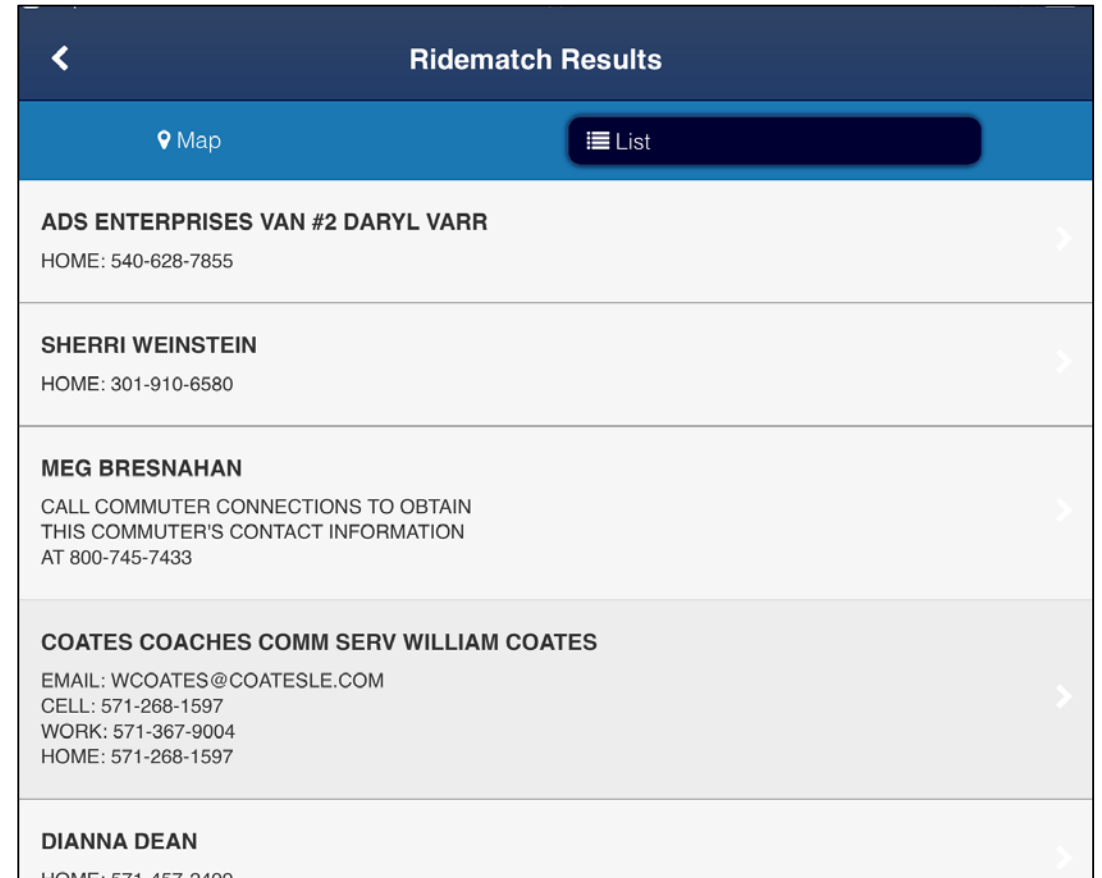
# CARPOOLNOW: VERSION 1.2.2 – DEEP LINK

- Tapping “Launch Commuter Connections” will cancel your ride request, open up the Commuter Connections app and run a matchlist.
- Users who do not have the app installed will be taken to the appropriate appstore instead.



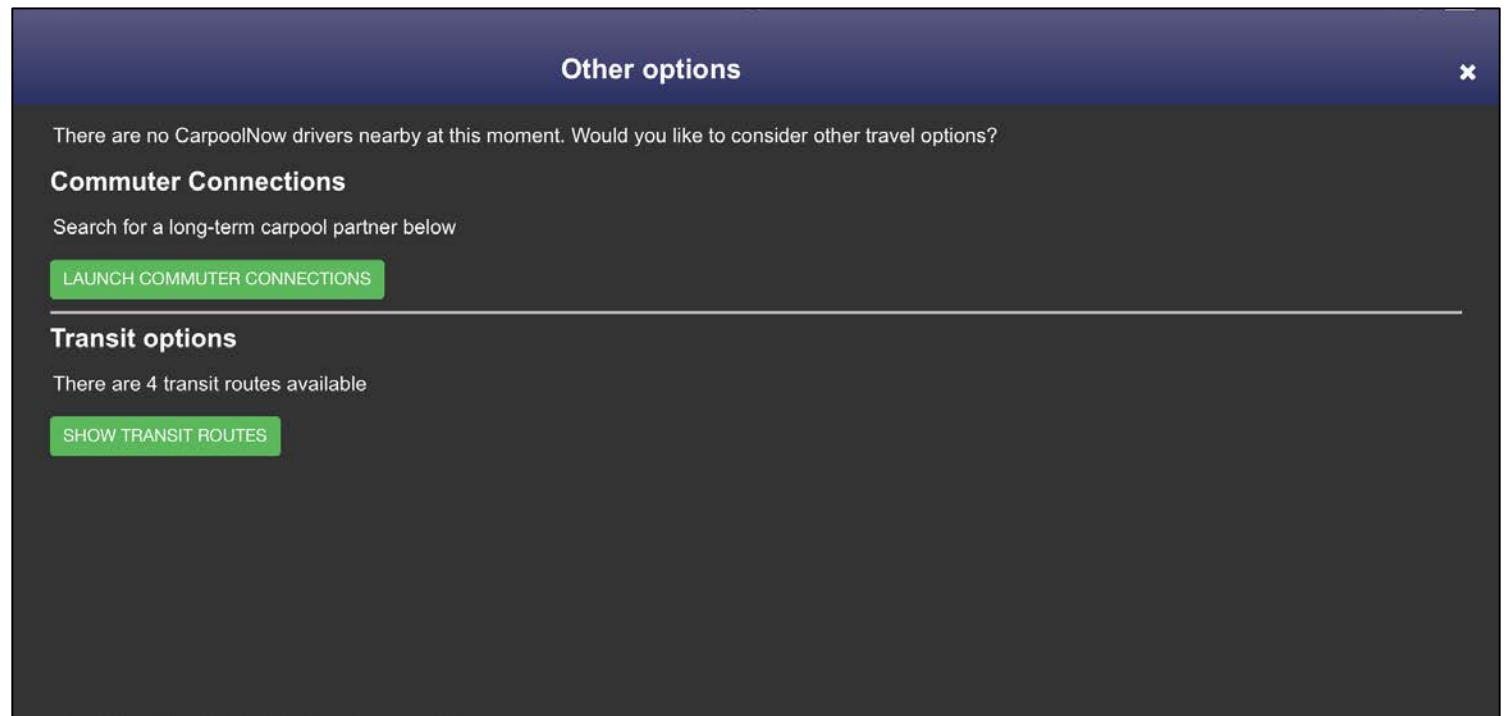
# CARPOOLNOW: VERSION 1.2.2 – DEEP LINK

- Standard matchlist received using the deep link, including map and list view with the option to call or email any results.
- Tapping the back button in the top, left-hand side of the screen will bring you back to the CarpoolNow app.



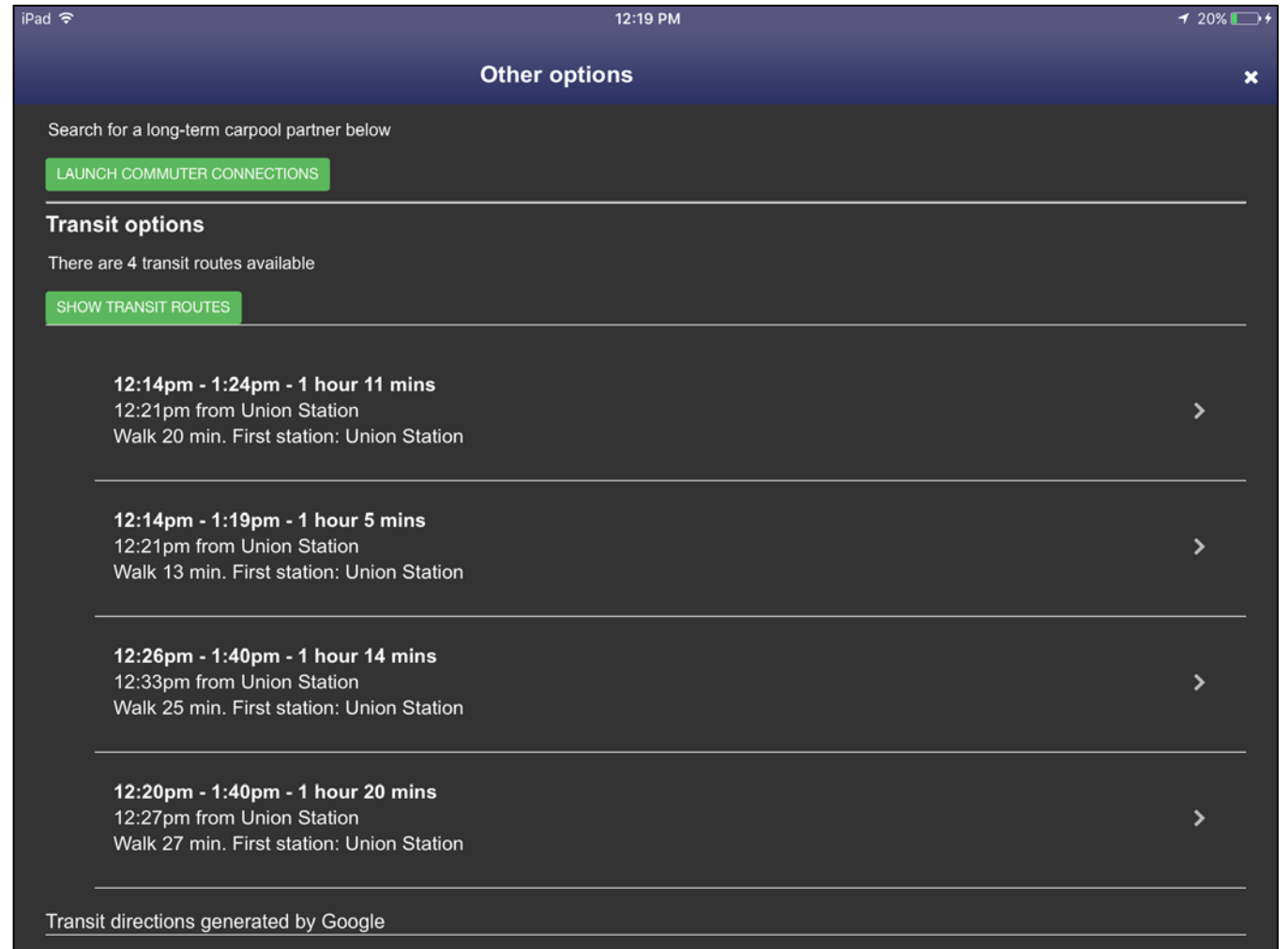
# CARPOOLNOW: VERSION 1.2.2 – TRANSIT ROUTING

- After a user's ride request has been idle for three minutes, they will also see the option to "Show Transit Routes."



# CARPOOLNOW: VERSION 1.2.2 – TRANSIT ROUTING

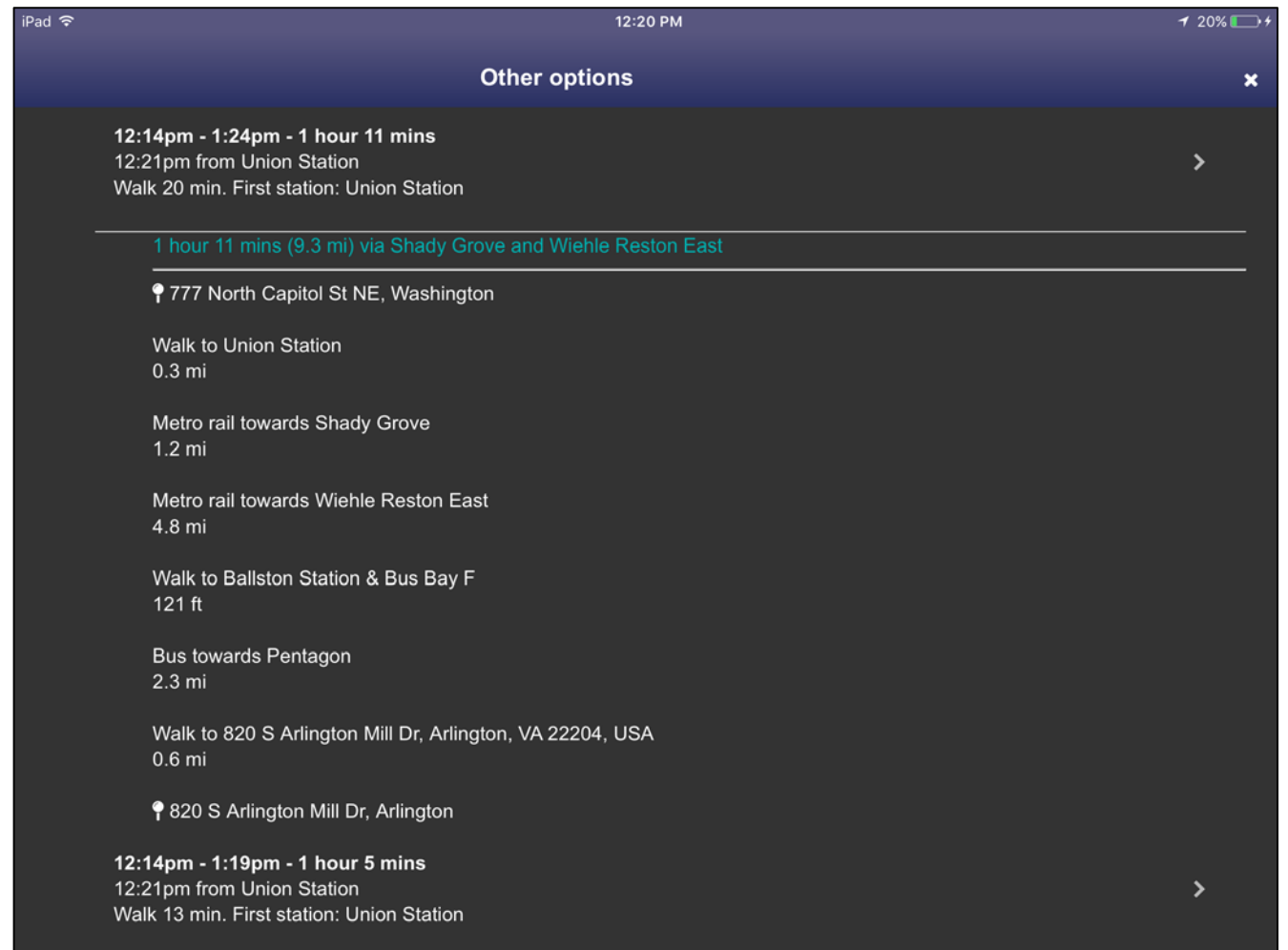
- Google's API (application program interface) will retrieve a list of transit options.
- We have tweaked it a bit to prioritize more feasible routes rather than just fastest time.





# CARPOOLNOW: VERSION 1.2.2 – TRANSIT ROUTING

- Tapping on an option will expand the step-by-step directions.



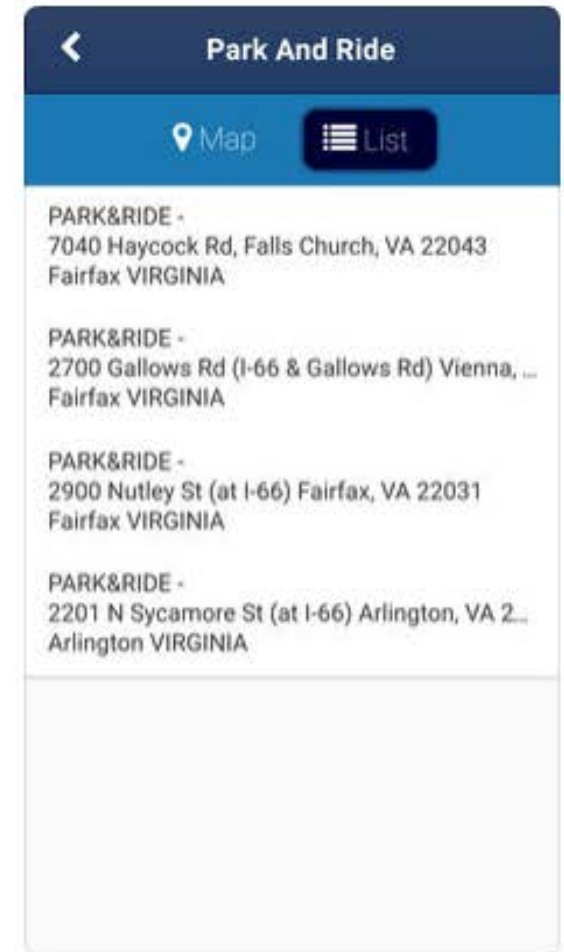
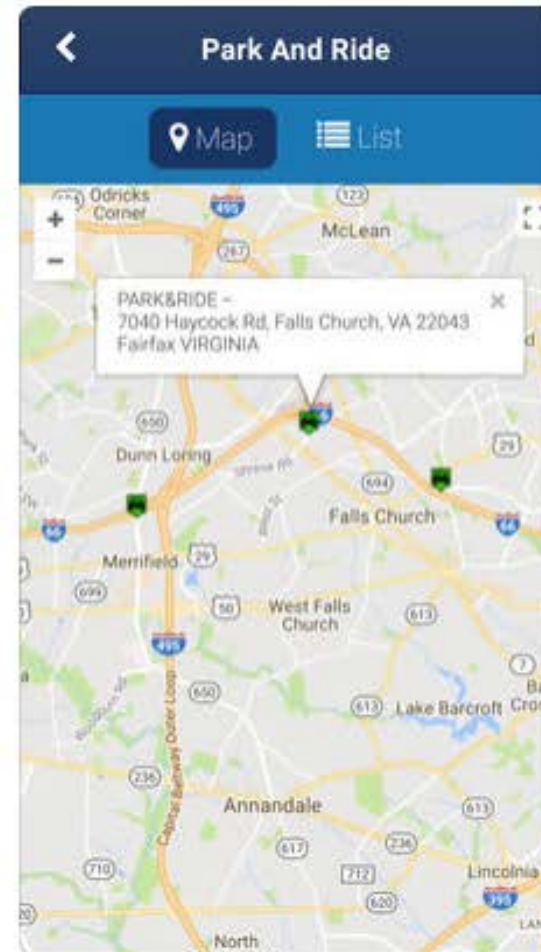
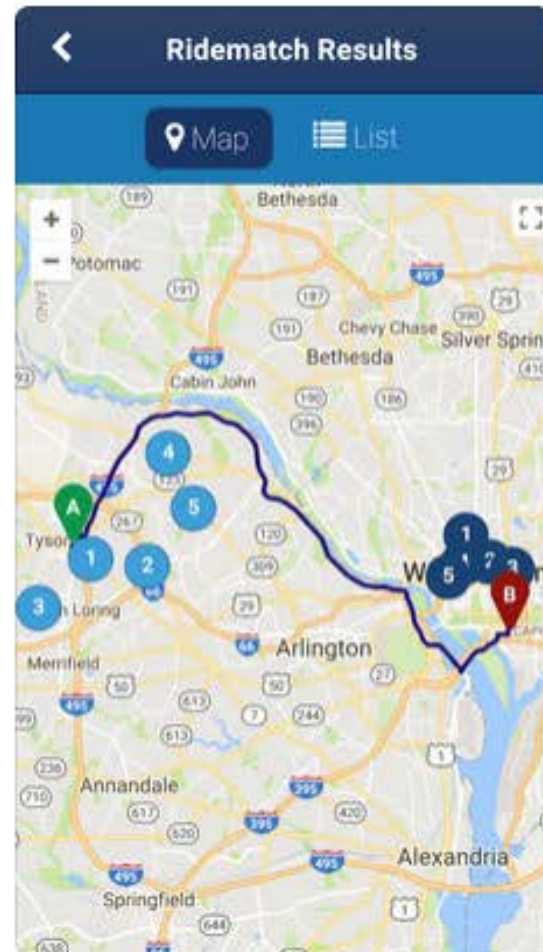
## CARPOOLNOW: DRIVER INCENTIVE

- The CarpoolNow driver incentive is currently available to drivers having trips that originate, terminate or pass through Howard County.
- Users can opt into this by logging into their account within the app and tapping on the menu in the top, right-hand corner. The user will then opt into the incentive and agree to the terms and conditions.
- Commuter Connections is considering introducing a region-wide incentive program in the near future.

# COMMUTER CONNECTIONS VERSION HISTORY

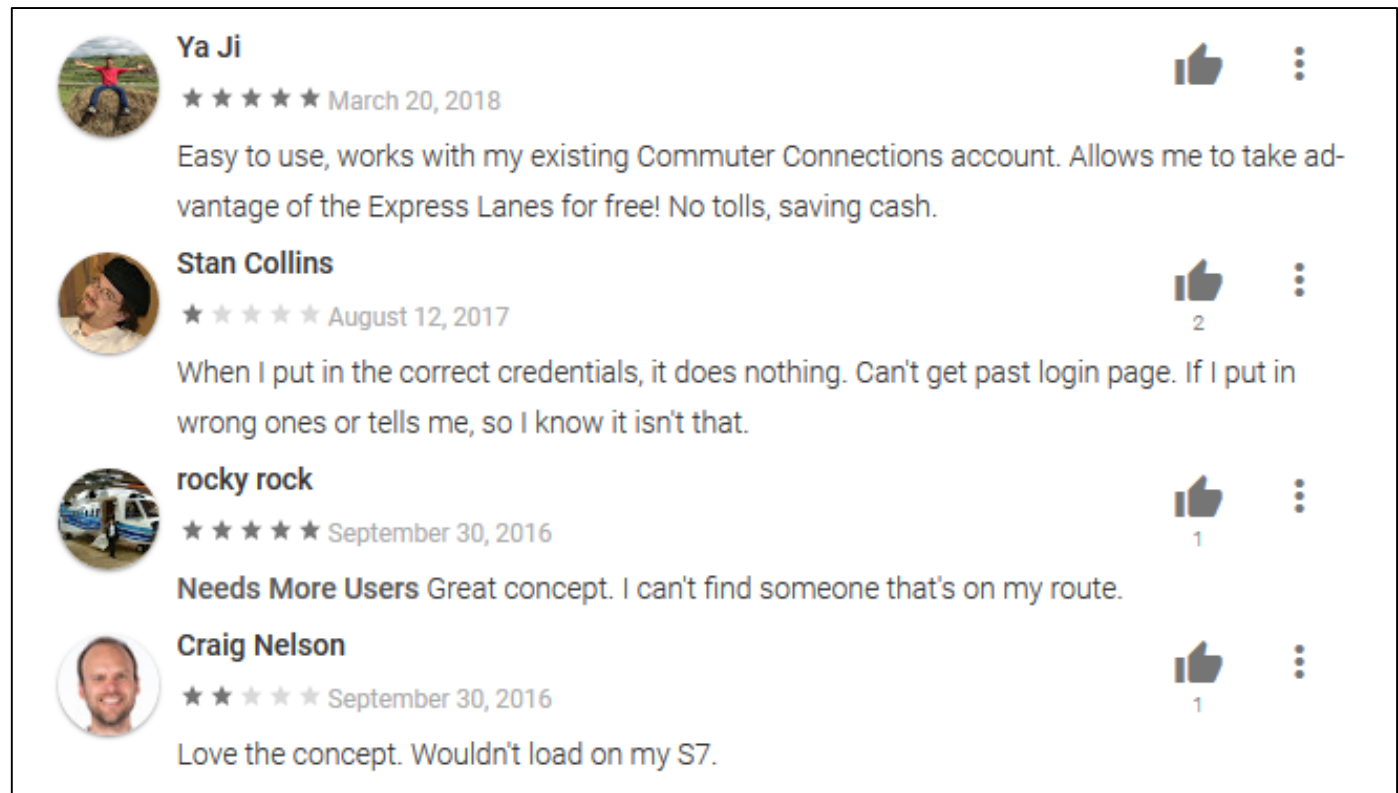
- Within the past year the Commuter Connections mobile app has seen several updates pushed to iOS and Android devices (including former BlackBerry O.S.)
  - Version 1.0.6 saw the addition of an updated appearance and the availability of 'Pool Rewards commute log. This update also enhanced the speed of the app and added the ability for users to directly call or email matchlist results.
  - Version 2.0.1 included the updated login screen to include a slideshow of regional landmarks. It also further improved the app's speed and stability.
  - Versions 2.0.4 & 2.0.5 included minor bug fixes and stability updates.
  - Version 2.0.6 included improvements with the CarpoolNow deep link.
  - The mobile log will be enhanced to include logging capability for the Flextime Incentive Program.

# COMMUTER CONNECTIONS LOOK & FEEL UPDATE



# ADDRESSING CUSTOMER FEEDBACK FROM BOTH APPS

- In addition to staff and network members testing, Commuter Connections relies on the community to provide feedback regarding our mobile apps.

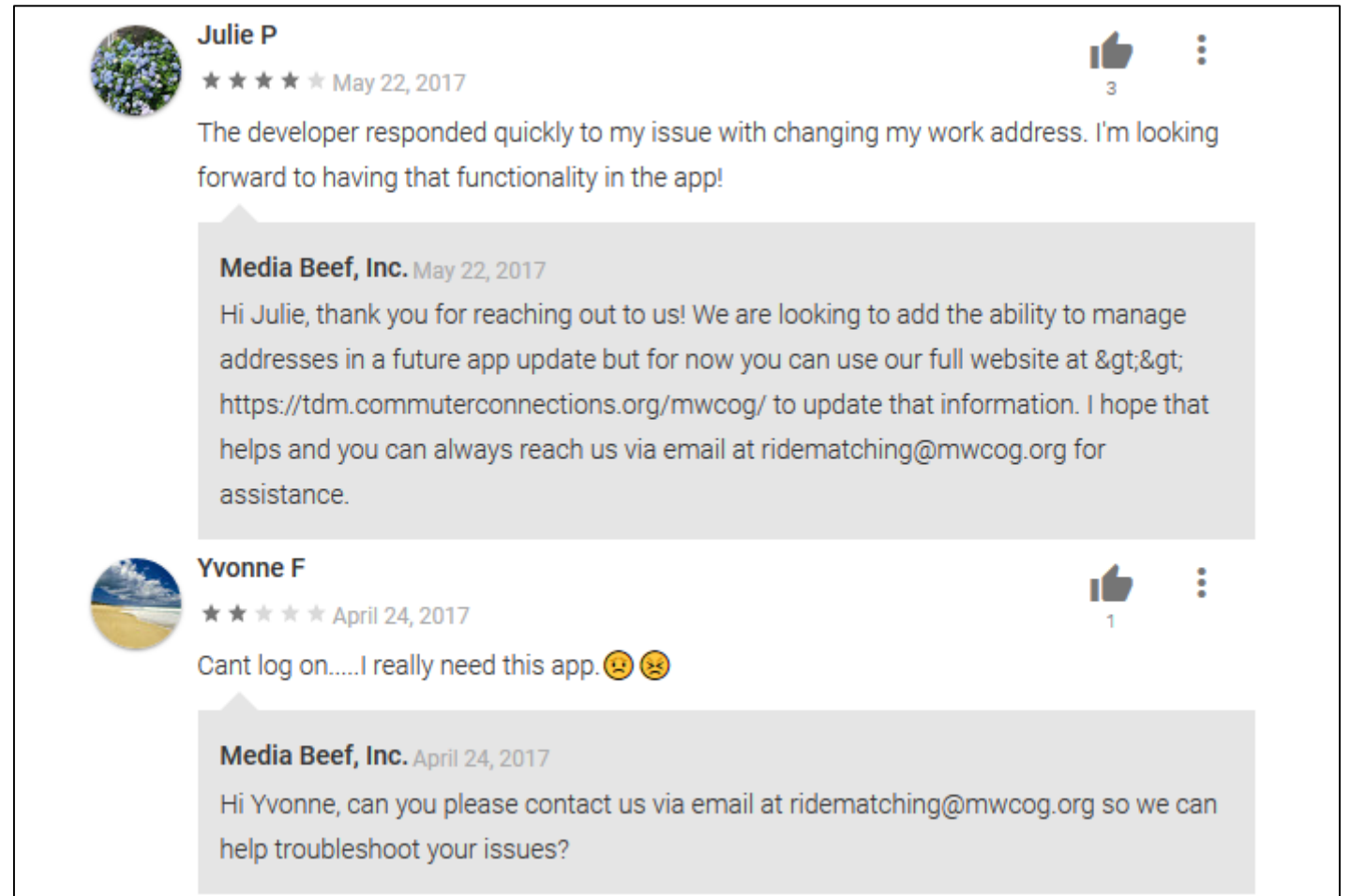


A screenshot of a feedback interface for the Commuter Connections app, showing four user reviews. Each review includes a profile picture, the user's name, a star rating, the date, and the review text. To the right of each review are icons for a thumbs-up (likes) and a vertical ellipsis (options).

User	Rating	Date	Feedback	Likes
Ya Ji	★★★★★	March 20, 2018	Easy to use, works with my existing Commuter Connections account. Allows me to take advantage of the Express Lanes for free! No tolls, saving cash.	1
Stan Collins	★★★★★	August 12, 2017	When I put in the correct credentials, it does nothing. Can't get past login page. If I put in wrong ones or tells me, so I know it isn't that.	2
rocky rock	★★★★★	September 30, 2016	<b>Needs More Users</b> Great concept. I can't find someone that's on my route.	1
Craig Nelson	★★★★★	September 30, 2016	Love the concept. Wouldn't load on my S7.	1

# ADDRESSING CUSTOMER FEEDBACK FROM BOTH APPS

- General feedback received from the public is always a catalyst for introducing updates. Many of the graphic, speed and UI updates directly address user's having difficulty logging in.



The screenshot displays two customer reviews and responses from Media Beef, Inc. The first review is from Julie P, dated May 22, 2017, with a 5-star rating and 3 likes. The review text is: "The developer responded quickly to my issue with changing my work address. I'm looking forward to having that functionality in the app!". The response from Media Beef, Inc. is: "Hi Julie, thank you for reaching out to us! We are looking to add the ability to manage addresses in a future app update but for now you can use our full website at &gt;&gt; https://tdm.commuterconnections.org/mwcog/ to update that information. I hope that helps and you can always reach us via email at ridematching@mwcog.org for assistance." The second review is from Yvonne F, dated April 24, 2017, with a 5-star rating and 1 like. The review text is: "Cant log on.....I really need this app. 😞 😞". The response from Media Beef, Inc. is: "Hi Yvonne, can you please contact us via email at ridematching@mwcog.org so we can help troubleshoot your issues?"

**Julie P**  
★★★★★ May 22, 2017  
The developer responded quickly to my issue with changing my work address. I'm looking forward to having that functionality in the app!

**Media Beef, Inc.** May 22, 2017  
Hi Julie, thank you for reaching out to us! We are looking to add the ability to manage addresses in a future app update but for now you can use our full website at &gt;&gt; <https://tdm.commuterconnections.org/mwcog/> to update that information. I hope that helps and you can always reach us via email at [ridematching@mwcog.org](mailto:ridematching@mwcog.org) for assistance.

**Yvonne F**  
★★★★★ April 24, 2017  
Cant log on.....I really need this app. 😞 😞

**Media Beef, Inc.** April 24, 2017  
Hi Yvonne, can you please contact us via email at [ridematching@mwcog.org](mailto:ridematching@mwcog.org) so we can help troubleshoot your issues?

# DOWNLOAD STATS

As of June 11<sup>th</sup> 2018

- CarpoolNow
  - iOS: 1862
  - Android: 755
- Commuter Connections
  - iOS: 2018
  - Android: 1118

# QUESTIONS? COMMENTS? CONCERNS?

Any questions or concerns can be directed to:

Steven Osborn

Email: [sosborn@mwkog.org](mailto:sosborn@mwkog.org)

Direct: 202-962-3323