

Element B: Justification of the problem

Address the angles and aspects of the problem using comprehensive, timely, and credible sources.

3

Type in the rubric criteria here for the target score your team agreed upon

The justification addresses several angles or aspects of the problem and is based on several generally timely and credible sources; although not all information may be objective, it offers enough objective detail from which goals and design parameters can be determined



Set up the project management



Project Management

DRI	...	Completed
Outline Deadline	9/18/20 11:59 PM	<input type="checkbox"/>
Rough Draft Deadline	9/22/20 11:59 PM	<input type="checkbox"/>
Final Draft Deadline	9/25/20 11:59 PM	<input type="checkbox"/>

Answer the questions



Impact

What are the negative impacts does this problem have on the people or community?

The first/last mile problem affects the people living within the community. Some individuals are required to walk over half a mile in order to ride public transportation and then again to arrive at their final destination. When the starting point or final destination is located half a mile away from the transportation's pickup/drop off points it creates a daily annoyance and when time is of the essence can cause the individual to arrive late.

Don't forget documentation

You can do the writing to the side or down below on this page

Stakeholders

Who are the other stakeholders?

Some stakeholders contributing to solving the first/last mile problem are companies like Lyft, Uber, Bird, Limebike, and more. Lyft and Uber provide a taxi like service where the drivers pickup and drop off at specific locations. Bird and Limebike provide users with electric bikes or scooters as a way to get from point a to point b.

Impact

What impact does it have on stakeholders?

The First/Last mile problem creates a need for the company's solution. If their solution produces positive feedback and becomes a recommended method for traveling between point a and point b, companies can gain profit and grow their reputation. If the solution receive negative feedback and causes more bad than good it could result in their product going unused and eventually shut down.

Timeframe

What is the immediacy of the problem? Be specific. Is this something that must be solved now or is this something that has been going on for a while.

The First/Last mile problem is nothing new. For years, companies have produced new products which didn't necessarily solve the issue but made commuting from point a to point b easier for some individuals. The problem has been created many new solutions, however, not all of solutions are accessible and affordable for everyone.

Define "Stakeholder" and "Parameter" here. Understanding these terms will be critical for getting good information

Parameters

What necessary design parameters must be accounted for?

Most forms of public transportation run on specific routes required to stop in order to drop off and pickup new riders at specific locations, and on different schedules. Some means of transportation, like subways and trains, would be too difficult to move since there are structures built in order for them to function properly. A bus route can be changed if the proposed idea is more effective than the current route, however, that would be changing a current solution not creating our own.