

Business Lean Canvas

Problem Our problem to be solved concerns the difficulties that people with disabilities face when signaling to the driver to stop the bus. Data from IBGE reveal that 88% of Brazilian municipalities that have bus transportation fail to comply with accessibility laws. Therefore, we believe it would be viable to create an application focused on people who face greater limitations in accessing buses, such as visually impaired individuals who cannot see the bus, as well as people with reduced mobility in their upper limbs.	Solution Our goal is to solve the lack of support for people with physical and visual limitations who have difficulty signaling a stop for the desired bus. This project is the only one that seeks to solve this lack of accessibility through an application that allows users to know which bus is closest and to request the bus to stop through their own mobile phone. This will be possible because we have implemented several technologies such as a GPS system, location by latitude and longitude, among others.	Unique Value Proposition During the development of our app, we focused on a proposal aimed at those who are often overlooked. An application designed for people with disabilities, who deserve to exercise their rights in the same way as people without disabilities.	Existing Alternatives The Google Maps and Moovit apps have similar features; both show bus routes and schedules, but neither allows users to signal the driver—this feature is exclusive to our app.	Target Market People with visual and/or motor disabilities.
Feedback We received feedback from professionals in the app development field, who helped us by suggesting improvements to the program's features based on input from people with the mentioned disabilities. As a result, we focused on simplifying the interface to make the application more accessible.	Key Metrics The number of users who will benefit and have accessibility to use the buses.	Outreach We will use different communication channels (such as social media) to propose the implementation of our program to public transportation companies on their buses. In addition, we will establish partnerships with NGOs that advocate for accessibility for people with disabilities. In this way, our app will gain the visibility needed to reach companies and the government.		Early Adopters Public transportation companies and people with the mentioned disabilities.
Cost structure Startup costs: Computers and tablets for developing the app and making it available on app stores (Play Store and App Store). Fixed: People responsible for maintenance and handling app reports.		Revenue streams We will generate revenue by selling our application to bus public companies that are interested in becoming more accessible or that want to invest in us and in our app so that we can continue working on and improving it.		