

## STUDENTS PRIZE

INNOVATE FOR THE CITY OF TOMORROW

# TOGAETHER

## THE PUBLIC TRANSPORT SOCIAL NETWORK

[vimeo.com/222828970](https://vimeo.com/222828970)

### HEAD OF PROJECT

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### THEME

In the digital era, what would the city of your dreams look like?

### RHÔNE-ALPES REGION

### Context

Based on the observation that 70% of public transport users feel lonely during their daily commute, four Insa Lyon student engineers set themselves the goal of changing this situation. They decided to create a smartphone application – Togaether – to allow passengers to meet up during their commute.

### Description

The application works as follows: after importing their profile from Facebook or Twitter or creating it directly in the application, the user is located by GPS throughout their daily commute. The application then invites the user to access the profile of other people making the same trip who have similar interests. If the people indicated as «matches» agree, the different parties then receive each others' contact details.

### Benefits

By offering public transport users the possibility to meet up in the real world and enjoy their trip together, Togaether breaks the monotony of the daily commute. The application, which is still being developed, should be tested in beta version soon. The contact-facilitating algorithm model, which should help «break the ice» without being intrusive, will benefit from work carried out in partnership with a sociology student. The team might also establish contact with startups developing complementary applications like Blablacar or Business in the air.

- 1 The Togaether application lets public transport users meet other users who have the same interests as them.
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