

Safe Ride on the Web

Debra Droopad, Erin Seithel, Sarada Thanikachalam, and Jenifer Wong



Safe Ride is an ASUA funded program that provides students and faculty with free rides during evening and night times. Staffed by undergraduate students, Safe Ride is a secure alternative to walking alone at nights (“Fast Facts”). Currently, an individual requesting a ride has to call and inform a dispatcher about the current location, destination, and total number of students in the group. One of two dispatchers manually inputs this information while the other dispatcher notifies a driver of the request.

Last year, Safe Ride provided 82,921 rides (“Interview with Wozny”). Typically, Safe Ride handles an average of 500 calls per day.

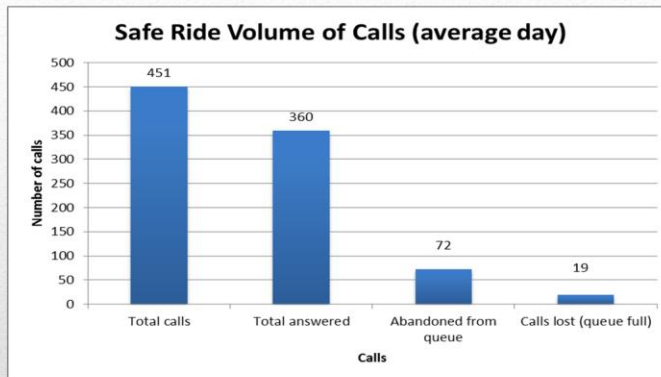
What is Safe Ride?

Summary of Safe Ride. More information can be obtained at http://saferide.asua.arizona.edu/Safe_Ride/Fast_Facts.html.



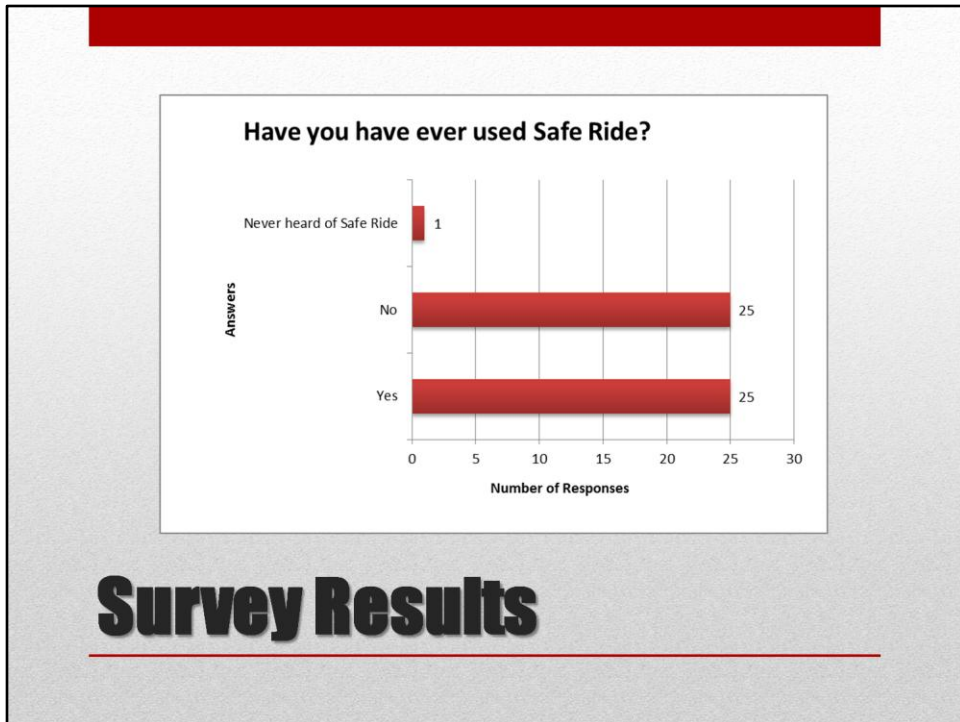
Due to the high volume of calls and a limited number of dispatchers, an average of 20% of calls goes unanswered, and users sometimes must hang up and call again. Safe Ride is no doubt a popular service, but this very popularity has led to an inefficiency in addressing their users. We propose that an online database would be very beneficial to both users and Safe Ride.

Problem



Safe Ride Volume of Calls (On an average day)

These statistics come from the selection of a day in the year in which we felt was representative of the average volume of calls that Safe Ride receives daily. All statistics regarding the volume of calls were provided to us by the director of Safe Ride. We learned that Safe Ride receives approximately 500 calls each night, but with only two dispatchers, 20% of these calls go unanswered. This does not include the number of people who hang up as a result of the frustration of having to wait for a dispatcher to answer their call.

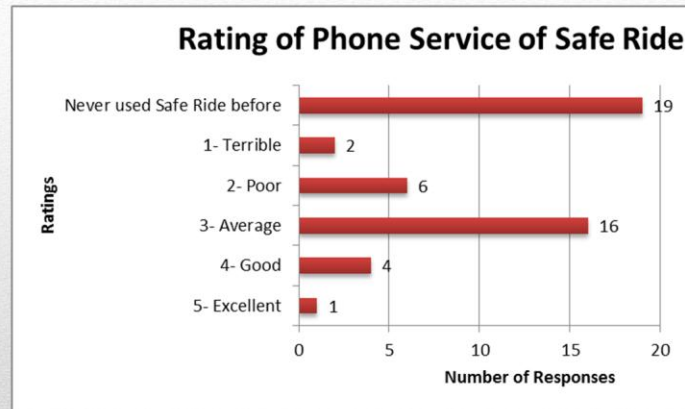


A sample of 51 people was surveyed and it was concluded that a majority of them has heard of Safe Ride, but half have not used Safe Ride. From this sample, we obtained statistics regarding satisfaction with the phone service and overall service of Safe Ride (see slides 7-9).



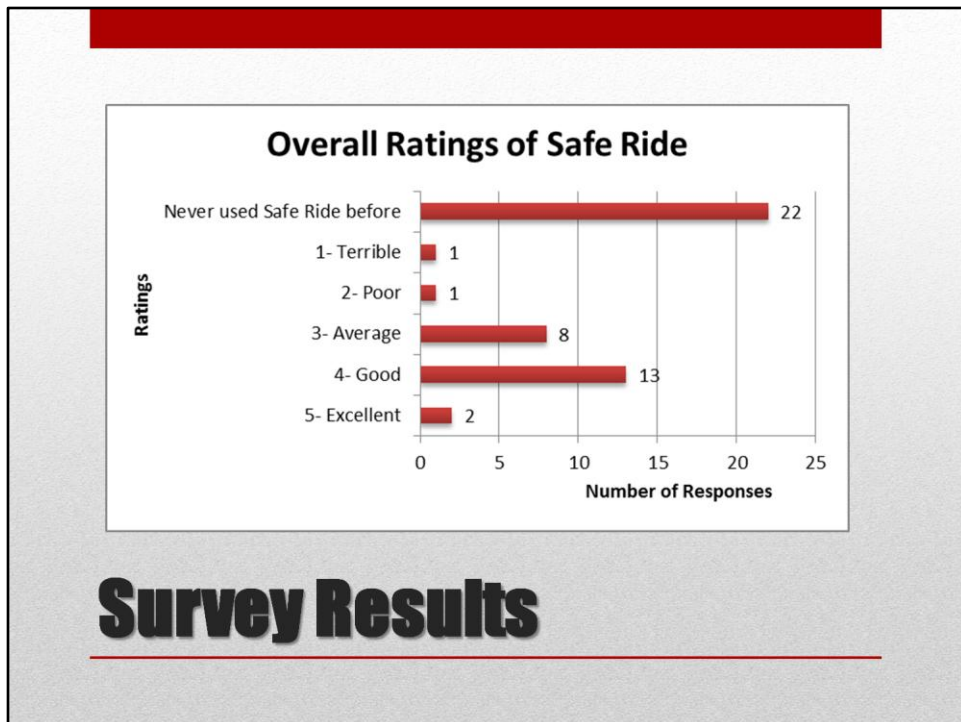
Survey Results

While many people wait 0-5 minutes on the phone for a Safe Ride dispatcher, nearly half the people who use the service have waited ten minutes or more to place their request.

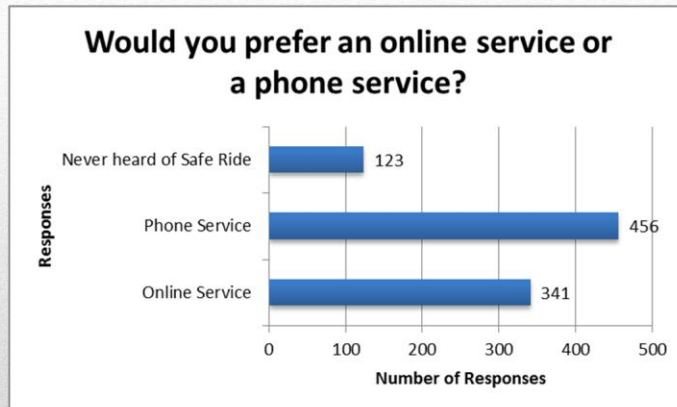


Survey Results

For those who have used Safe Ride, a majority of the sample rated its phone service as average, which shows that there is room for improvement in this particular aspect of Safe Ride.



Again, excluding the people who have never used Safe Ride before, most rated the overall service as good, followed by average. We believe that one way to make Safe Ride excellent is to improve its efficiency via methods of communication.



Survey Results

Of 960 people surveyed for this particular question, 37% believed that they would prefer an online service to a phone service. This significant percentage reveals the value of our business proposition.

WHAT IS A DATABASE?

A system of storing substantial amounts of data and organizes it in such a way that users can retrieve, analyze, and understand the data they need in a short amount of time (Cegielski and Rainer 130).

WHAT IS AN ONLINE ORDERING SYSTEM?

An online ordering system for Safe Ride would resemble that used by restaurants. Some software programs that specialize in online ordering services include:

- Compel Cart System (compelcart.com)
- ONOSYS Online Ordering Systems (onosys.com)
- Restaurant By Click (restaurantbyclick.com)

Safe Ride Online Database

One possible solution is to implement an online database system, in which users simply input the necessary information online and this information would automatically be stored in a database that dispatchers can easily access.

HOW MUCH WOULD IT COST?

- Approximately \$50-200 a month, excluding a one-time set up fee (ONOSYS)
- \$600-2400 a year, including the winter and summer seasons

PROGRAM FEATURES

- Notification of orders as soon as they are made
- Requests stored in database for instant retrieval
- A map system, with customizable delivery area
- Automatic calculation of time required for service to be delivered

Solution Analysis

An online database system can cost as little as \$50 a month; that would be \$600 a year, which amounts to less than 1% of Safe Ride's current annual budget of \$202,000 ("Interview with Wozny").

HOW WOULD THESE FEATURES APPLY TO SAFE RIDE?

- A user simply inputs the following information in designated fields:
 - Name
 - Number of People in Need of a Ride
 - Current Location
 - Destination
- This information would automatically be transferred into a database that Safe Ride dispatchers can access and manage.
- Meanwhile, the user is provided with wait time, which is calculated based on number of requests in the database and the location of the user.

Solution Analysis (cont.)



To improve the quality of Safe Ride is to make communication more accessible and organized by using an online database. This service will allow callers to place requests within 1-3 minutes, while dispatchers can process these requests at a faster pace. An online database aims to enhance the efficiency of Safe Ride.

Conclusion

Conclusion: An online database should be made to avoid losing calls and have a more efficient organization.

- Cegielski, Casey G., and R. Kelly Rainer Jr. *Introduction to Information Systems*. 3rd ed. Hoboken: John Wiley & Sons, Inc., 2011. Print.
- *Compel Cart | Online Ordering Agency - Enterprise Online Ordering™*. Web. 22 Nov. 2011.
- "Fast Facts." *Safe Ride*. ASUA. Web. 20 Nov. 2011.
- "Interview with Safe Ride Director, Chris Wozny." Personal interview. 10 Nov. 2011.
- *ONOSYS Restaurant Online Ordering: Fast Casual, QSR, Pizza & Subs*. Web. 22 Nov. 2011.
- Restaurants, Click Empowers. "Restaurant Online Ordering, Online Ordering Services, Website Online Ordering." *Restaurant Web Design*. Web. 22 Nov. 2011.

Bibliography
