

NEW TRENITALIA APP

Incremental innovation: seen in the social network market

Radical innovation: for the way in which the train travel will be enjoyed in the future

WHY THIS COULD BE IMPORTANT

- How many times don't we know how to spend our time on the train, as on airplanes and ships?
- It is preferred to take ships or airplanes for medium long distances because it takes less time

TRENITALIA SOCIETY

They are trying to find a solution because they want to increase their part on the market and bring more costumers in it.

Infact years ago they began a project in which common people would have been paid if they would have been efficient and effective with their ideas.

The project was that creators had some funds to increase its dimension.

HOW COULD COMPETE WITH PLANES AND SHIPS

An advantage could be in a world full of technology to use the smartphone and a free connection to Wi fi (available in the long distance train “Freccce”).

The launch on the market of our new app Trenitalia could bring people to embrace more the idea to travel by train, the ID and Password to login could be the number of the ticket and the number of the train.

FEATURES OF THE APP

Our idea is to transform that app which has points and some bonus for people that grow every time you use their train service.

We want to develop the Trenitalia app in a social network style, with some suggests of which place you could visit of the city you're going to, possibility to interact with the people on the train, privately or publicly on the cats or into the home page where the home page is.

FEATURES

You can have the possibility to modify your profile, putting photos and giving the possibility to put your specific place on the train visible to the others.

It gives the possibility to spend your time on train in an interactive way, knowing new people and places.

We could also add phone games to the app if you are not interested in new people and places, with rankings and prizes in points for the best ones.

LIMITATIONS

The app just functions in the train (We don't want to compete with facebook and Instagram).

We just want to increase our costumers to take our Freccias, it begins 30 minutes before the start of the travel and 30 minutes after you get off the train.

All the contests you add to your profile won't be refreshed on the next travel (empty storage and less costs)

I don't know if there will be more platform (one per train) or just one for all the ones, but maybe for a facial recognition and more security is better one per train.

ADVERTISING AND INVESTMENTS

Paying the development of the app by experts and course of formation to the trenitalia workers who just have to know how to use the app in case people on the train need the assistance.

After the app is more common we can start to publicize it in social networks or in some other directions.