

Boston shuttle service aims to make commutes more productive



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Public transport commutes aren't the best way to start a day of work, with train delays, packed carriages and traffic problems making getting to the office a daily trial. In the past we've already seen Kabuto Noodles' [Kab-U-To Work](#) campaign, designed to pamper hungover workers as they travel to work. Now [Bridj](#) is hoping to make commutes productive, using luxury wifi-equipped shuttles and dynamically chooses the best routes for the city based on big data analysis.

Using the Bridj app, commuters select the available pick-up point and destination closest to their home and office, as well as the time of travel. The app reserves them a seat on the bus and they simply swipe their phone on the reader to confirm payment. Each bus features comfortable seating, luggage holders and free wifi, so workers can get started on some work before they've even reached the office.

Bridj routes aren't as fixed as public transport, however. The app shows the routes the shuttles are currently taking, but they are able to dynamically shift in order to better cater to the movements of citizens throughout the day. Using big data analysis and machine learning algorithms, the company is able to create an agile network that takes into account popular pick-up and drop-off locations, predicted demand, as well as the quickest routes around the city.

Watch the video below to learn more about the project:

Bridj rides are currently free as the company is still in beta mode in Boston, but they'll eventually cost somewhere in between a train ride and a cab fare. Could this work in your city?

Website: www.bridj.com

Contact: www.bridj.com/contact-us