

# EXAMPLE OF APPLICATION

**Important!** This is an example of how an application for IFS Innovation award could look. This particular example is inspired by existing solutions (see for example <http://www.guardian.co.uk/environment/bike-blog/2010/nov/08/pothole-spotting-smartphone>) and thus is not eligible for submission.

## INTRODUCTION

For organizations maintaining the road network a significant portion of costs are used to fix pot holes, cracks, bumps and other damages on the roads. These costs will be lower if the damage is discovered earlier, before it becomes more expensive to fix. The problem is that it is also expensive to continuously survey the vast road networks to detect damage at an early stage.

This business innovation idea is to involve the general public in the road damage reporting by providing them with a Smartphone app that makes it quick and easy to report problems. Although available to the general public, the app could also be marketed specifically to groups, for example cycle clubs, that have a high interest in undamaged roads.

The idea creates a true win-win. The road maintenance organization gets early damage reports and can thus reduce road maintenance costs. The public gets the pot hole outside their driveway, or on the road they cycle to work on every day, fixed faster.

## BUSINESS VALUE

This innovation creates business value in the following ways:

- Reduced costs through earlier detection and repair of damage
- Increased service levels as damage will be detected and repaired faster
- Improved customer relations, in this case with the general public, as a result of the higher service levels and “cool-ness” of the solution

This innovation is applicable and useful to all companies maintaining or servicing any type of public infrastructure. It could also be relevant to businesses servicing equipment used by others – a classic example would be a company servicing photo copiers.

## SOLUTION CONCEPT

The solution consists of two parts:

- The “Road Damage Reporter” - a smartphone app used by the general public to report road damages
- A cloud based service receiving damage reports and dispatching to the appropriate maintenance organization

The intended process is like this:

1. Participating road maintenance organizations make sure their IT systems are able to receive a damage/fault report
2. Members of the general public download the “Road Damage Reporter” app from any of the popular online application stores
3. When a member of the public spots some road damage, they use the app to report:
  - location of the damage (automatically picked up from the phone’s GPS)
  - picture of the damage (taken with the phones camera)
  - optional description of the damage (typed on the phone)
4. The damage report is sent to the cloud service and then, based on the post code, automatically forwarded to the appropriate road maintenance organization.
5. The road maintenance organization can now plan and perform the damage repair.

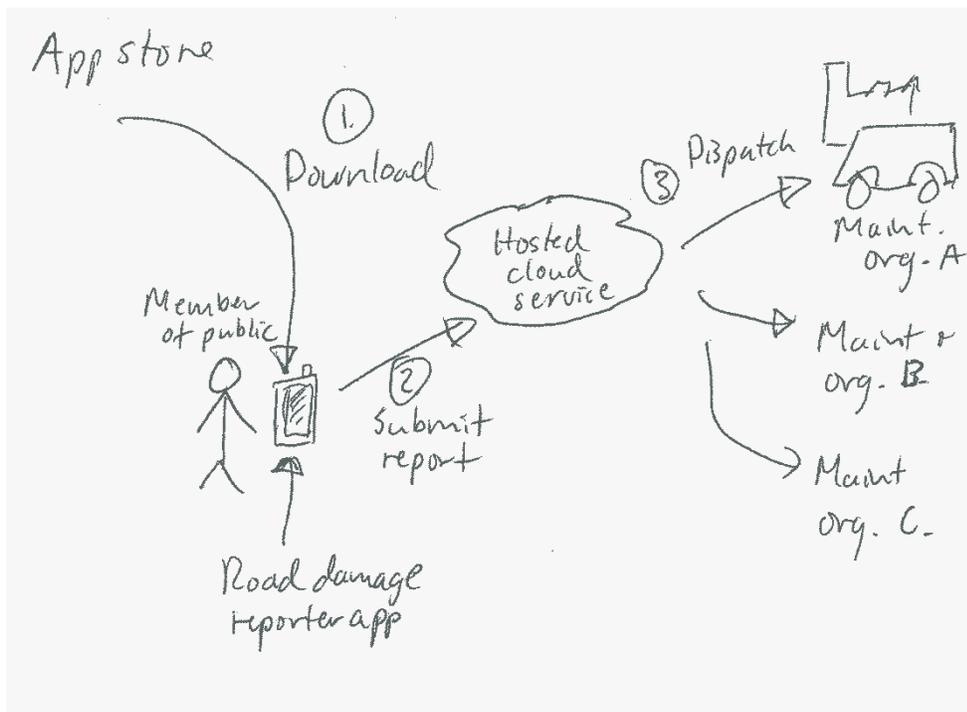


Figure A: The key parts of the solution

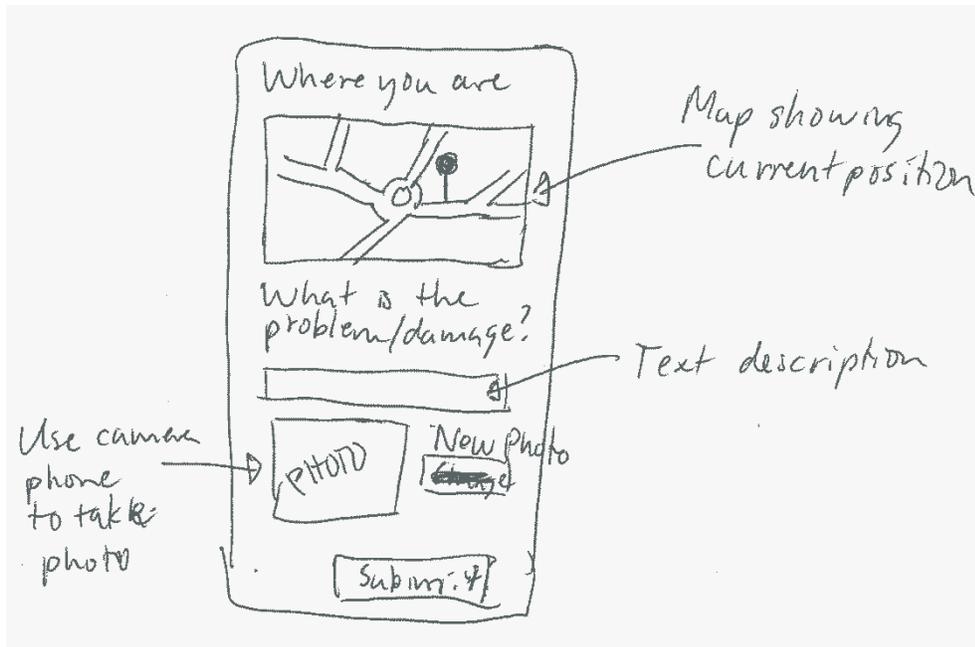


Figure B: Sketch of UI for the “Road Damage Reporter” app

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