



# Borderlink Capstone Project

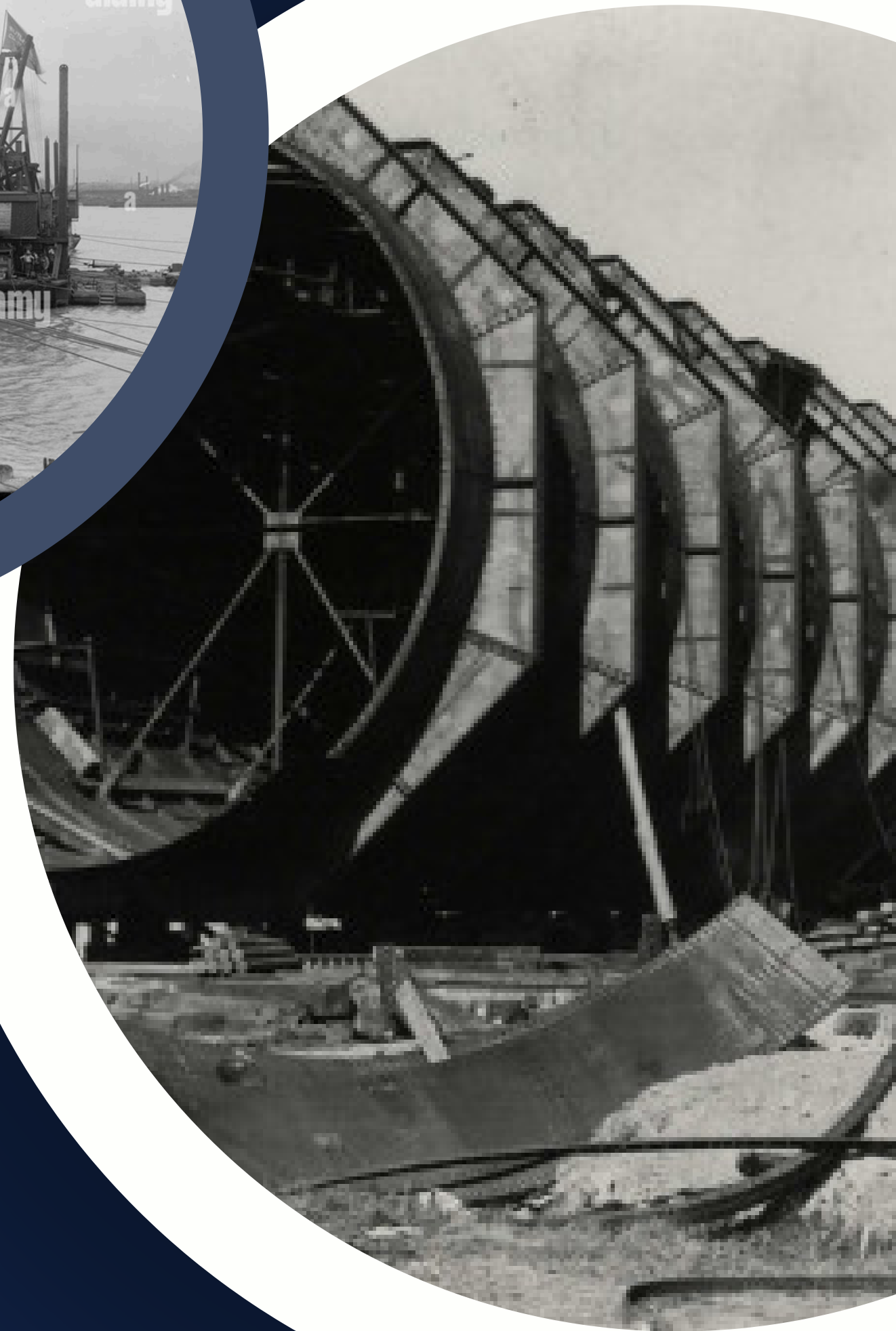
GROUP 3

Aayan Rehman  
Craig Finnigan  
Faisal Asad Khan  
Logan Myers

April 17, 2025  
BBIC 800 Info Com Tech Capstone 2  
St. Clair College

# A Little History...

- Built from 1928 to 1930
- Opened during the Great Depression
- Used immersed tube construction
- Among the first international vehicle tunnels





# The Tunnel Today...

- Connects Windsor, ON and Detroit, MI
- Handles millions of crossings annually
- Dedicated to passenger vehicles only
- Managed by Windsor Detroit Borderlink Limited (WDBL)
- Facing modernization and competition challenges





# About Us

Our project aims to analyze, strategize, and implement techniques to boost traffic for Windsor Detroit Tunnel. We recognize the importance of a robust strategy and intend to explore innovative methods to enhance sales figures and market penetration.





# Problem Statement – Current Challenges & Impact

## Current Challenges

- Declining traffic volume
- Strong competition from Ambassador Bridge
- New Gordie Howe Bridge increasing pressure

## Impact

- Reduced revenue for tunnel operations
- Need for marketing, modernization, and app upgrades





# THE ASK

**Increase tunnel usage by 5% within the next year**

## **Focus:**

- **Enhancing user experience**
- **Simplifying access and payment**
- **Attracting new and repeat users**
- **Achieve desired increase in tunnel users**
- **Provide excellent client experience for tunnel users**





# Analyzing root cause

## External Factors

- Increased competition, competing with 2 bridges
- Change in travel pattern after covid
- Post 9/11 security tightening

## Internal Factors

- Limited freight capacity
- Need for modernization
- Marketing nad branding gap



# Key Findings

- Declining tunnel usage over decades
- Ambassador Bridge leads in preference
- Revenue loss limits operations & upgrades

## Issue Recognition

- Need for modernization & strategic repositioning
- Website and app require major improvements





# THE SOLUTION


## Develop an Integrated Mobile App:

- Real-time traffic updates
- Easy payment and toll reloading
- Link directly with tunnel systems and website



# How We Got Here...

- **THE ASK:**  
Increase Borderlink's market share
- **We had a lot of ideas...**
  - Seasonal decoration inside Tunnel
  - Translated info for newcomers
  - **App to integrate info, payments, NexPress**
    - reduce friction
    - give timely info
    - encourage loyalty



## Overview of the Tunnel

The Tunnel is a critical connection point for commerce, community, and the continued success of both Detroit and Windsor.

### Capstone Project: Final Report- Borderlink

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Logan Myers 0766859  
Faisal Asad Khan 0781912  
Aayan Amir Rehman 0783672

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BBIC 703  
Information Communication Technology  
Professor Dr. Shaveta Bedi, Ph.D., MBA

December 10, 2024

### Final Report – Group 6

Borderlink – Windsor/Detroit Tunnel

December 2, 2024

Professor Nicole Rourke  
St. Clair College

BBIC 701 – Project Management in an IT Environment  
Fall 2024

### Meeting Minutes

March 5, 2025  
Attendees: Faisal, Aayan, Craig

#### REPORT AND PRESENTATION

Problem statement & business case  
Research (justifications, etc)  
Primary/secondary  
Show project journey thru 4 semester  
Show how we honed our ideas down to  
Show snippets of grey work/presentation  
Skills gained and lessons learned  
Implementation and feasibility  
Financial feasibility/business case  
Final defense and clarity

-for presentations:  
-we each make our own slides  
-we each present a similar amount of  
-Dress professional

Big Dates:  
-Next meeting with Tal is March 19

Next steps:  
Let's make a canva presentation


#### Questions for Tal:

-  
-Most coming straight from the app (How it looks, what could be changed, what should be added)  
-Potential algorithm information based on news in each local area (Detroit/Windsor)  
-Capabilities of plug and play, taking our app framework and getting it placed into their systems  
-Current process of account creation and database hosting for NexPress users  
-How the DWT app is hosted and ran, what securities does it use  
-Even though this is free, but do you have any budget for professional app enhancements  
-Is the design suiting your need or do you have something in your mind  
-Any feature you think we can add that is in your mind

Things we should make to show Tal:  
-Presentation to talk about app/translations, and what it could do for the Tunnel  
-App wireframe design/mockup  
-Working app prototype  
-questions

### h" -PaymentsJournal

- **Decorations**
  - Fun, local themes can get Tunnel in the news and organically raise awareness
- **Translations**
  - Reach out to under-served and rapidly growing communities





# Skills & Lessons

**1** Project Mgmt

**2** Collaboration

**3** Programming

**4** Define Scope

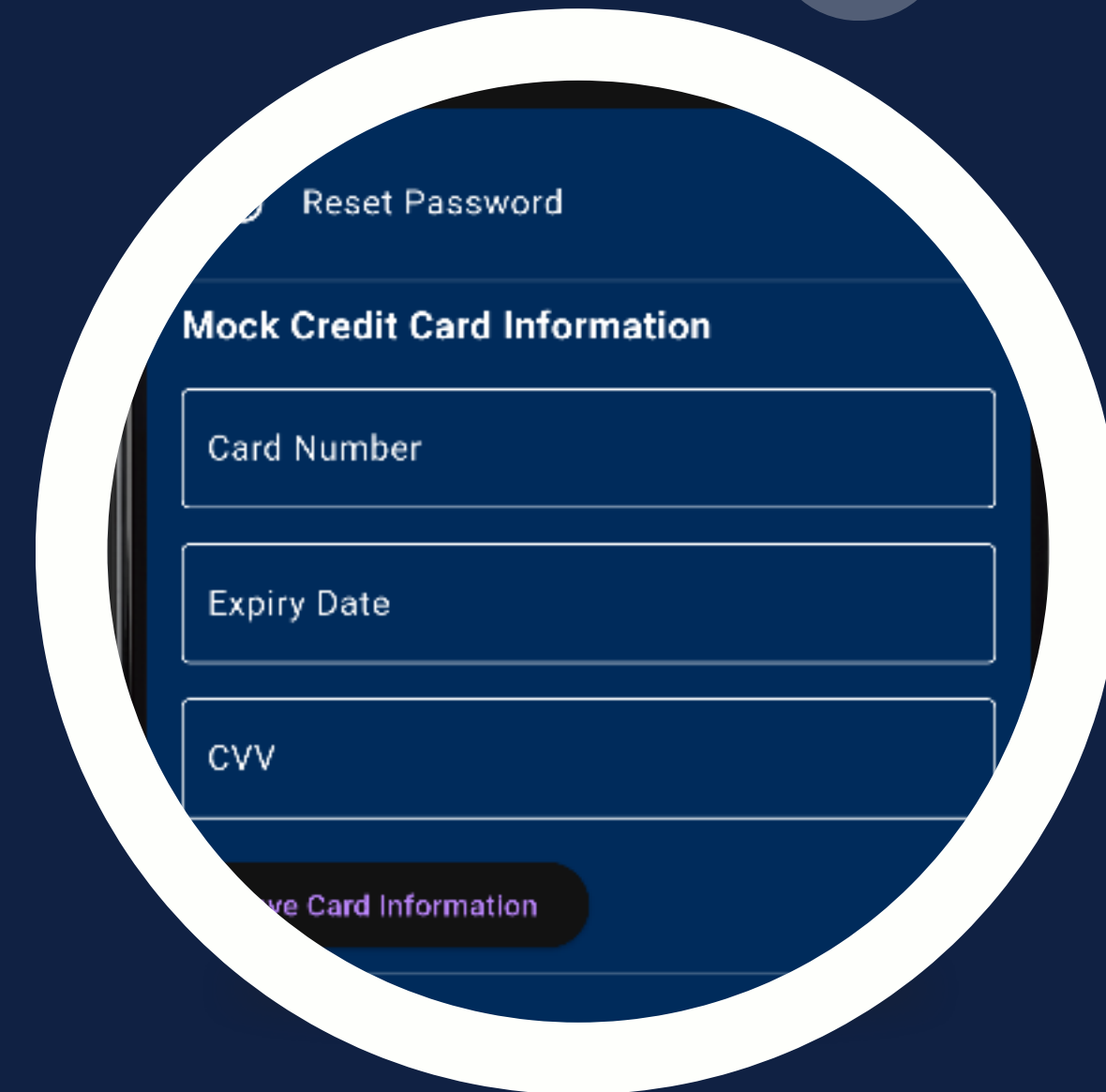
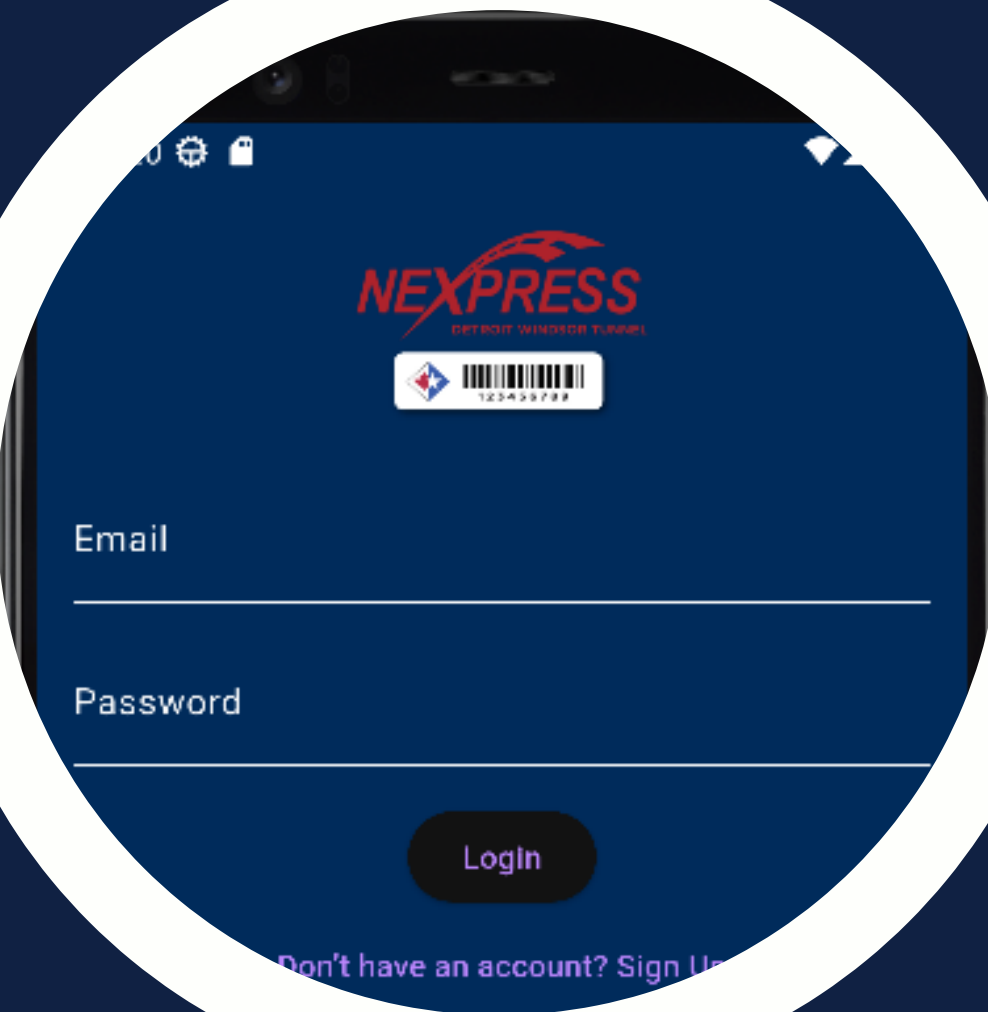
**5** Clear Roles

**6** Business Case

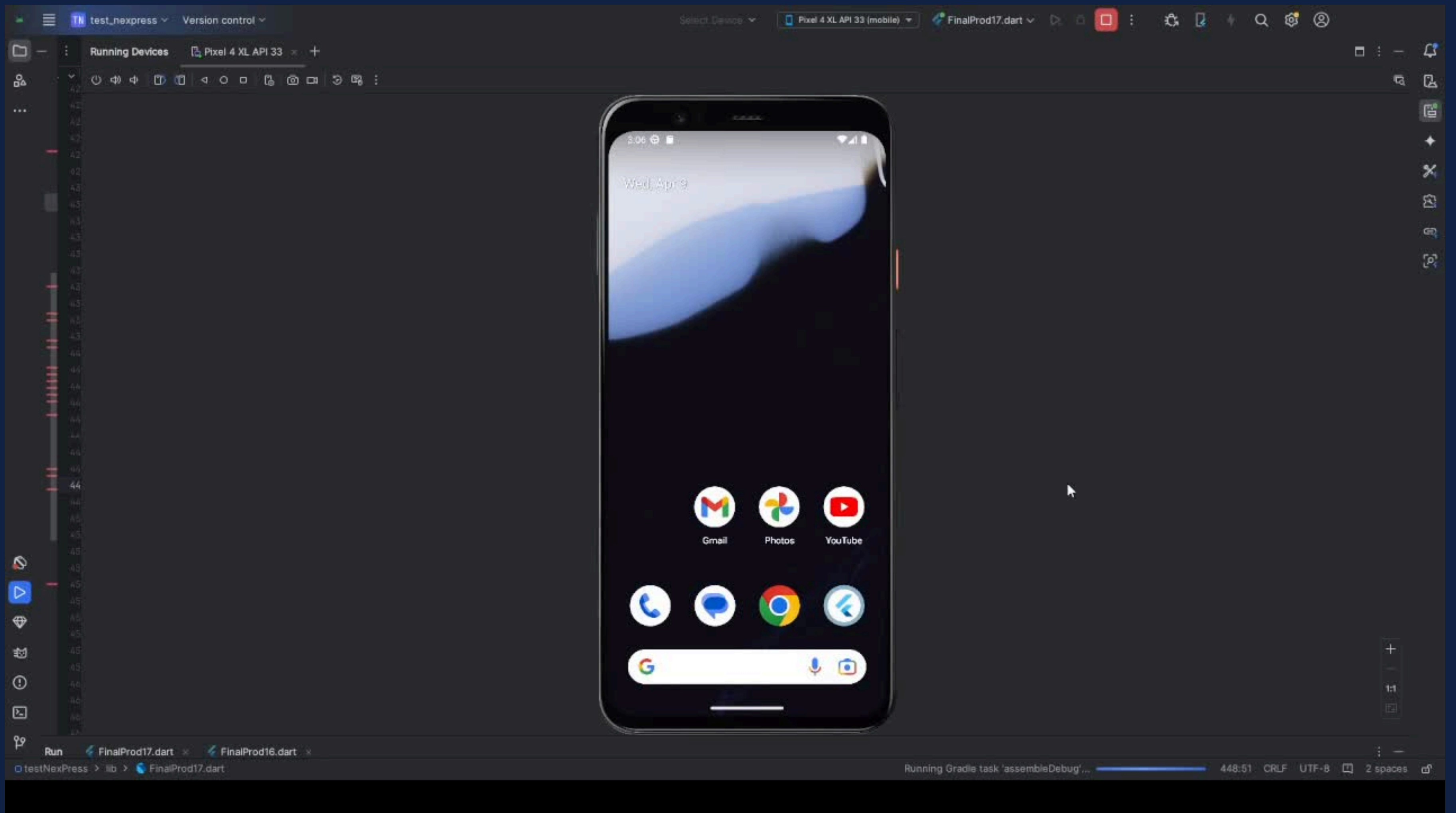


# Our Application

For the past few months, the app has gone through over 50 iterations to get where we are now. Many iterations include the development of new features, UI, and expansion preparations









**Thank you**