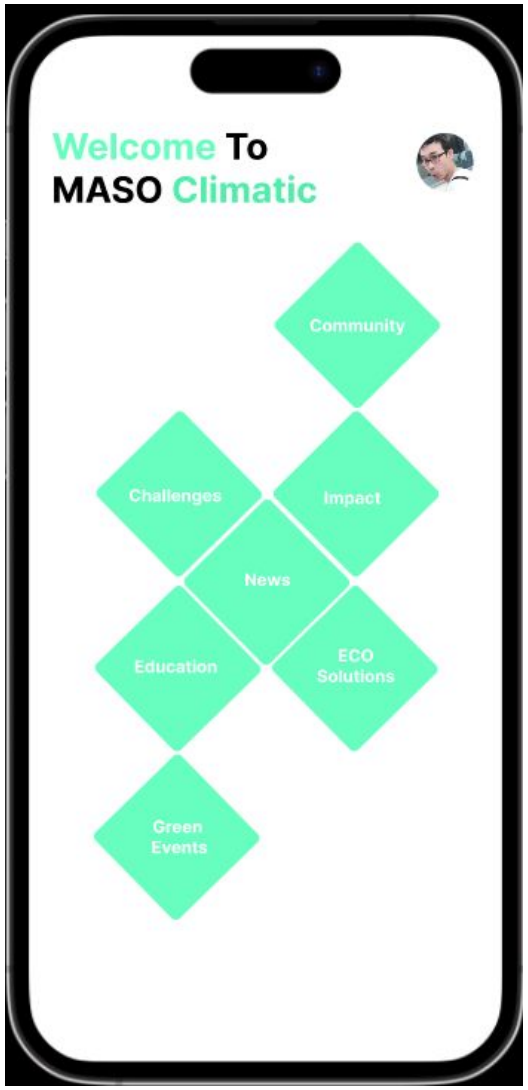
MASO Climatic Application



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climate change in Morocco and the Impact on Agricultural Productivity:

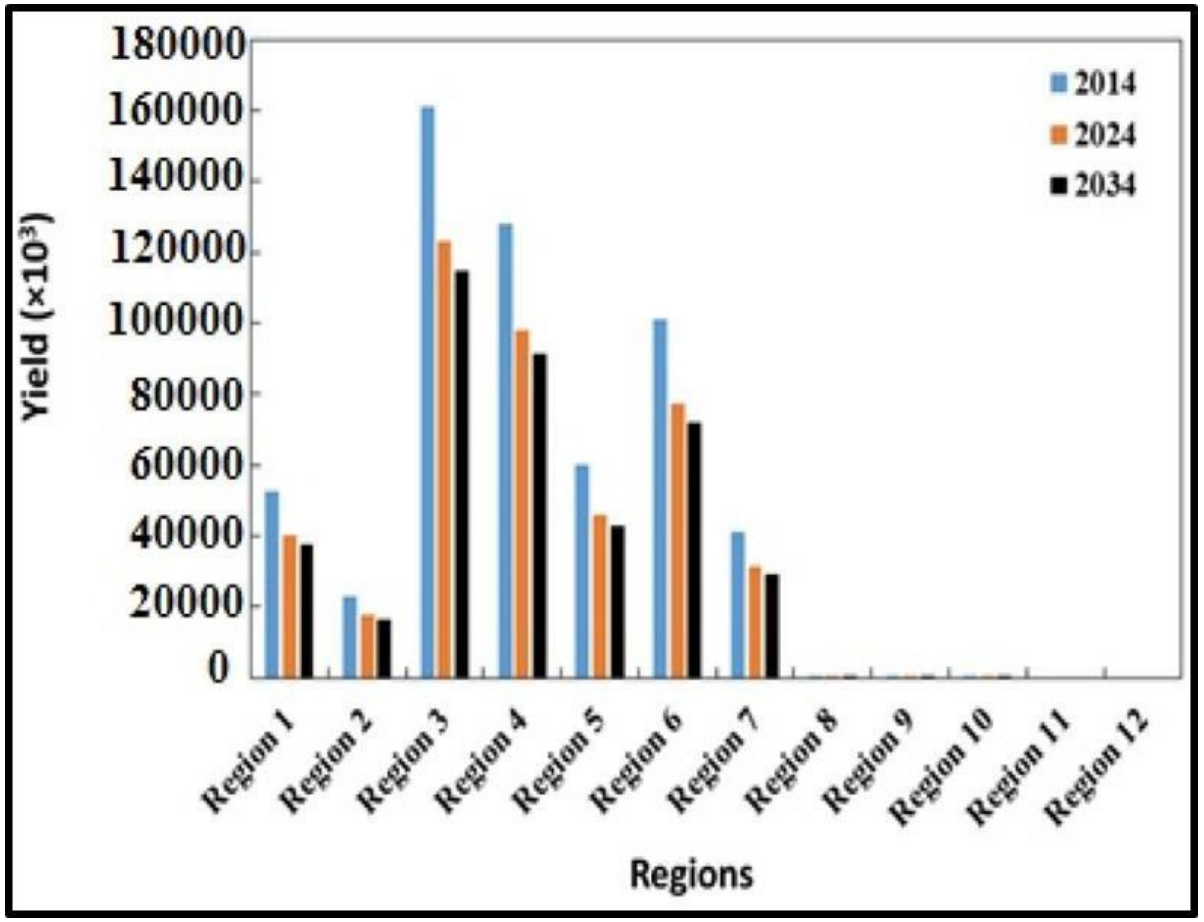
Climate change jeopardizes Moroccan coasts, communities, and ecosystems. Urgent action is vital for preservation, sustainable agriculture, and water management to ensure resilience and secure livelihoods.

User persona:

Name: Karim

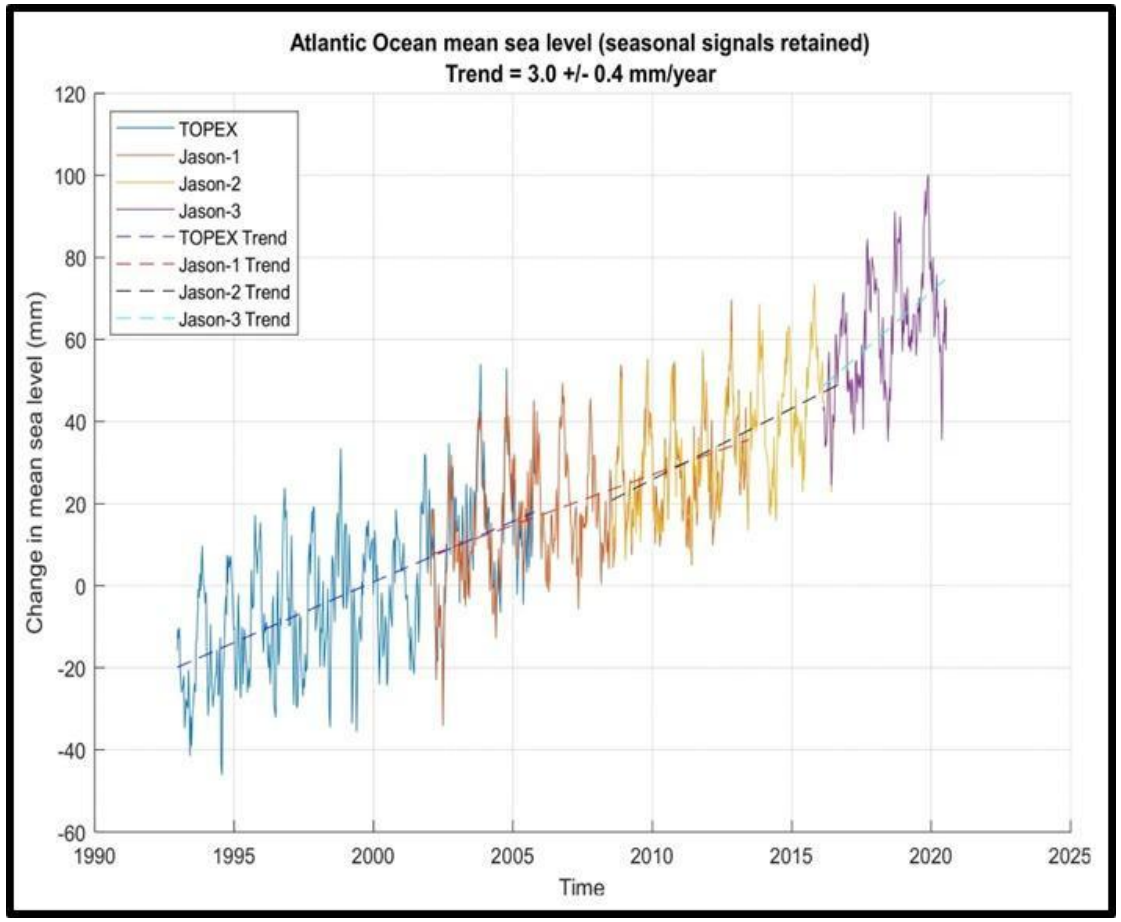
- Persona: Karim is a 40-year-old fisherman living in a coastal village in Morocco. He has experienced firsthand the negative impacts of climate change on his livelihood. Rising sea levels have resulted in the loss of fishing grounds and reduced fish stocks, making it increasingly difficult for Karim to provide for his family. He is deeply concerned about the future of his community and the well-being of fellow fishermen. Karim is committed to finding sustainable solutions and advocating for urgent climate action to protect the coastal ecosystem and secure the livelihoods of coastal communities.

climate change in Morocco and the Impact on Agricultural Productivity:



Climate change in Morocco is leading to reduced agricultural productivity due to changing rainfall patterns and increased frequency of droughts. This has a significant impact on farmers and their livelihoods, as agriculture plays a crucial role in the country's economy and employment

Vulnerability to Sea-Level Rise:



Morocco is vulnerable to sea-level rise caused by climate change, particularly in coastal areas. Rising sea levels can lead to coastal erosion, inundation of low-lying areas, and increased salinity in freshwater sources, posing significant risks to communities, infrastructure, and ecosystems along the coast

Temperature Rise:

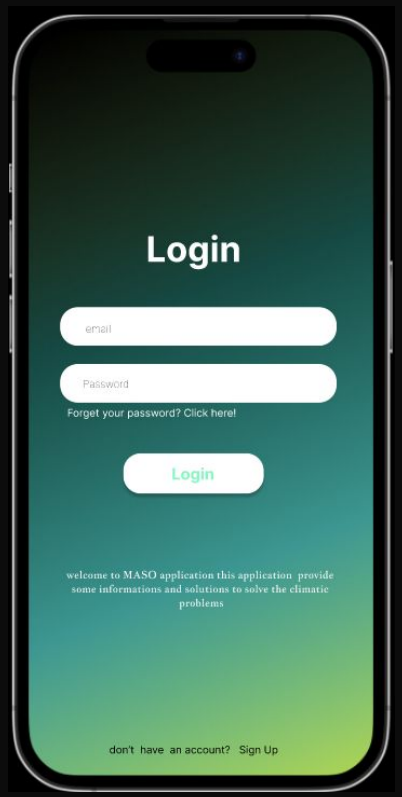
- Average Temperature Increase: Morocco has experienced a temperature rise of approximately 1.5 degrees Celsius (2.7 degrees Fahrenheit) since the pre-industrial era.
- Heatwaves: The frequency and intensity of heatwaves have increased, with some regions experiencing temperature spikes exceeding 45 degrees Celsius (113 degrees Fahrenheit).

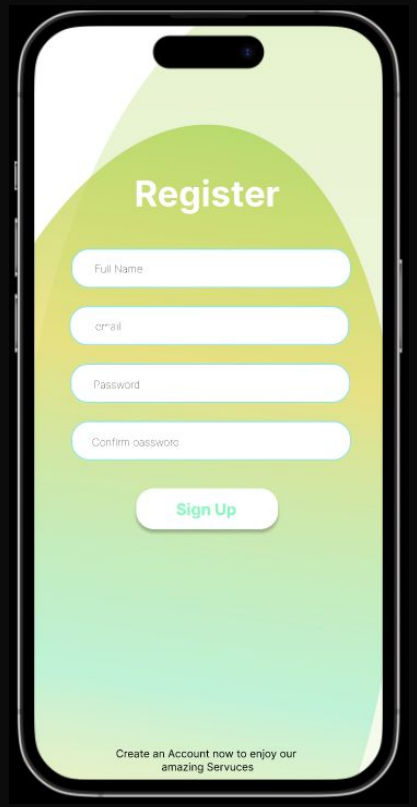
Solution: Climate Action App

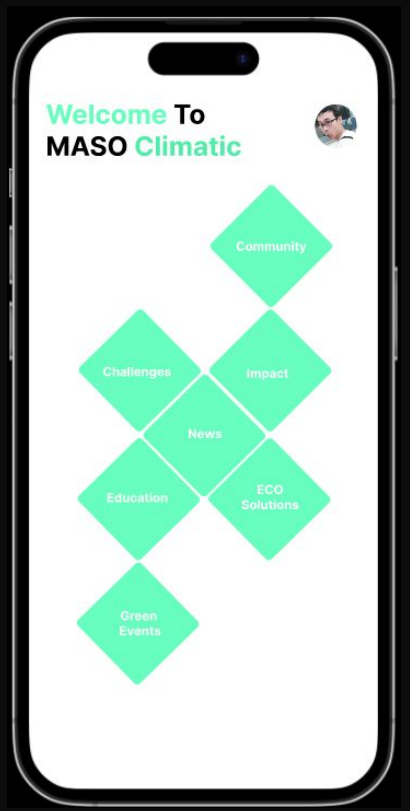
- A mobile app that raises awareness and enables individuals in Moroccan coastal communities to understand and address climate change challenges.
- Features include:
  - Information sharing among impacted communities
  - Challenges section to propose solutions and engage with the government
  - Education with articles from global climate organizations for learning and practical solutions.
- Empowers individuals, supports government efforts, and fosters resilience for a sustainable future.

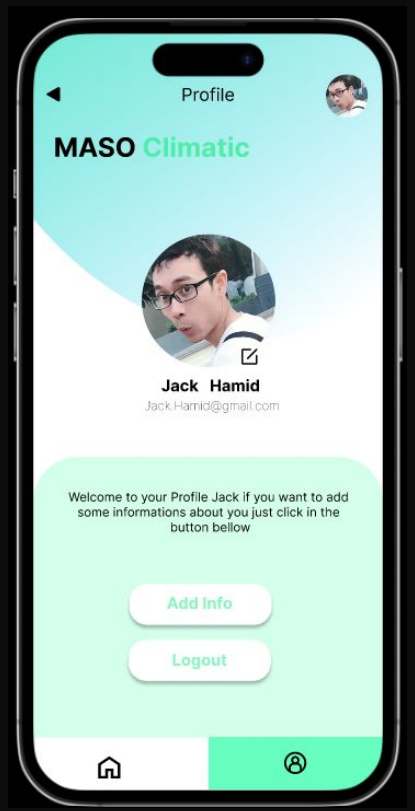
The application prototype

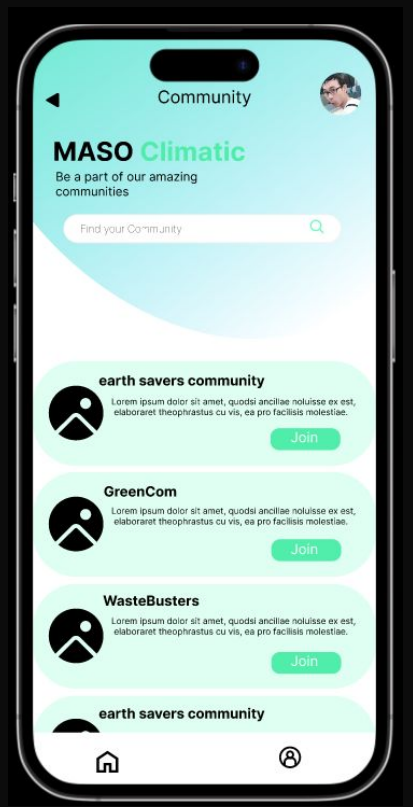
MASO Climatic

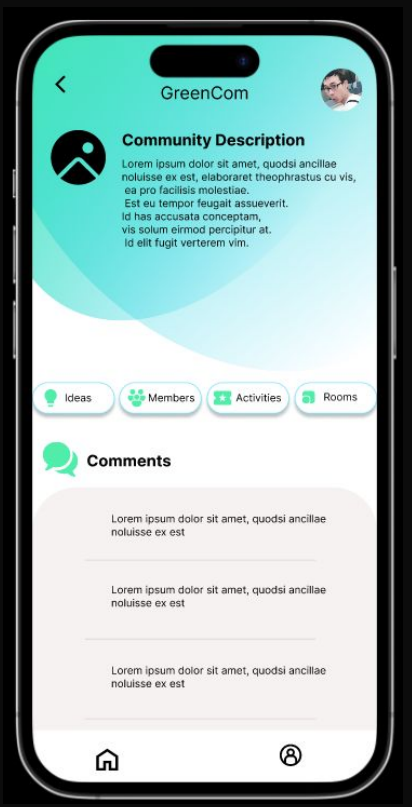












Pain Point

- Limited accessibility: Reach is constrained by smartphone and internet access.
- Language and literacy barriers: Language diversity and low literacy levels can hinder user engagement.
- User engagement and behavior change: Sustained user engagement and translating awareness into action pose challenges.
- Government collaboration and response: Timely and effective government response to challenges proposed by users is essential.
- Data privacy and security: Ensuring privacy and data security is crucial for user trust and adoption.

Recommendations/Changes for the Climate Action App:

- Enhance accessibility: Explore alternative information dissemination methods for users without smartphones or reliable internet access.
- Multilingual support: Include language options and utilize visual aids to overcome language and literacy barriers.
- Gamification and incentives: Incorporate rewards and gamified elements to drive user engagement and behavior change.
- Government collaboration framework: Establish a streamlined communication channel and partnerships with government agencies for prompt response to user challenges.
- Robust data privacy measures: Implement strict data protection protocols and transparently communicate privacy practices.
- Community engagement: Conduct targeted awareness campaigns, workshops, and local events to foster community engagement.
- User feedback and continuous improvement: Actively seek user feedback, iterate on features, and release updates to enhance the app's effectiveness and user experience.

What's Next

- Implement recommended changes: Enhance accessibility, multilingual support, gamification, and data privacy measures.
- Test and iterate: Conduct thorough testing, gather user feedback, and refine the app for optimal functionality.
- Strengthen government collaboration: Establish communication channels and partnerships with government agencies for prompt response to user challenges.
- Drive community engagement: Execute targeted awareness campaigns, workshops, and events to promote the app and encourage active participation.
- Continuous user feedback and improvement: Collect feedback, evaluate impact, and use insights for ongoing app enhancements.
- Evaluate impact: Assess metrics such as user engagement, challenges proposed and resolved, and community involvement.
- Continuously improve: Incorporate new features and technologies to ensure relevance and effectiveness in addressing climate change challenges.

Why

- Awareness and Empowerment: Raises awareness and empowers individuals with accessible information and practical solutions.
- Collaboration and Engagement: Fosters collaboration among communities, enabling sharing of experiences, challenges, and solutions.
- Behavior Change and Sustainability: Encourages sustainable actions through gamification, driving behavior change for a greener lifestyle.
- Government Accountability: Facilitates direct communication with government agencies, promoting timely responses and targeted action.
- Continuous Learning and Improvement: Provides educational resources and incorporates user feedback for ongoing app evolution.