



Drive Safe

Ride safely is our priority



The image shows two smartphones side-by-side, both displaying a mobile application interface for car rentals.

Left Phone Screen:

- Header: "Drive Safe."
- Image: A person's hand on a steering wheel.
- Text: "Start your eco safe trip."
- Text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit."
- Buttons: Back, Home, Order.

Right Phone Screen:

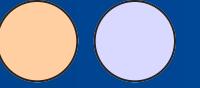
- Header: "Hi Norman ! Where are going today ?"
- Image: A map showing a route with street names like "Street Name".
- Text: "From" and "To" input fields.
- Options: "Private car" (with a black car icon) and "Share car" (with a red car icon).
- Buttons: Home, Book, Rooms, Profile.



Project Overview

Drive save is a transportation app provide new feature make the experience better like share or split the cost tripe with other , and provide feature book a trip for a duration like week instead book a trip every day , also provide a camera system in the car and recorded the hole trip so that can be a save way from any Harassment or assault .





Problem

Most transportation apps have high cost trip for customer and low benefit for the driver , so that make so hard to use this app in normal daily trip , also with low security way to make the tripe more save , so that make high number of Harassment or assault cases that customer faces every day .

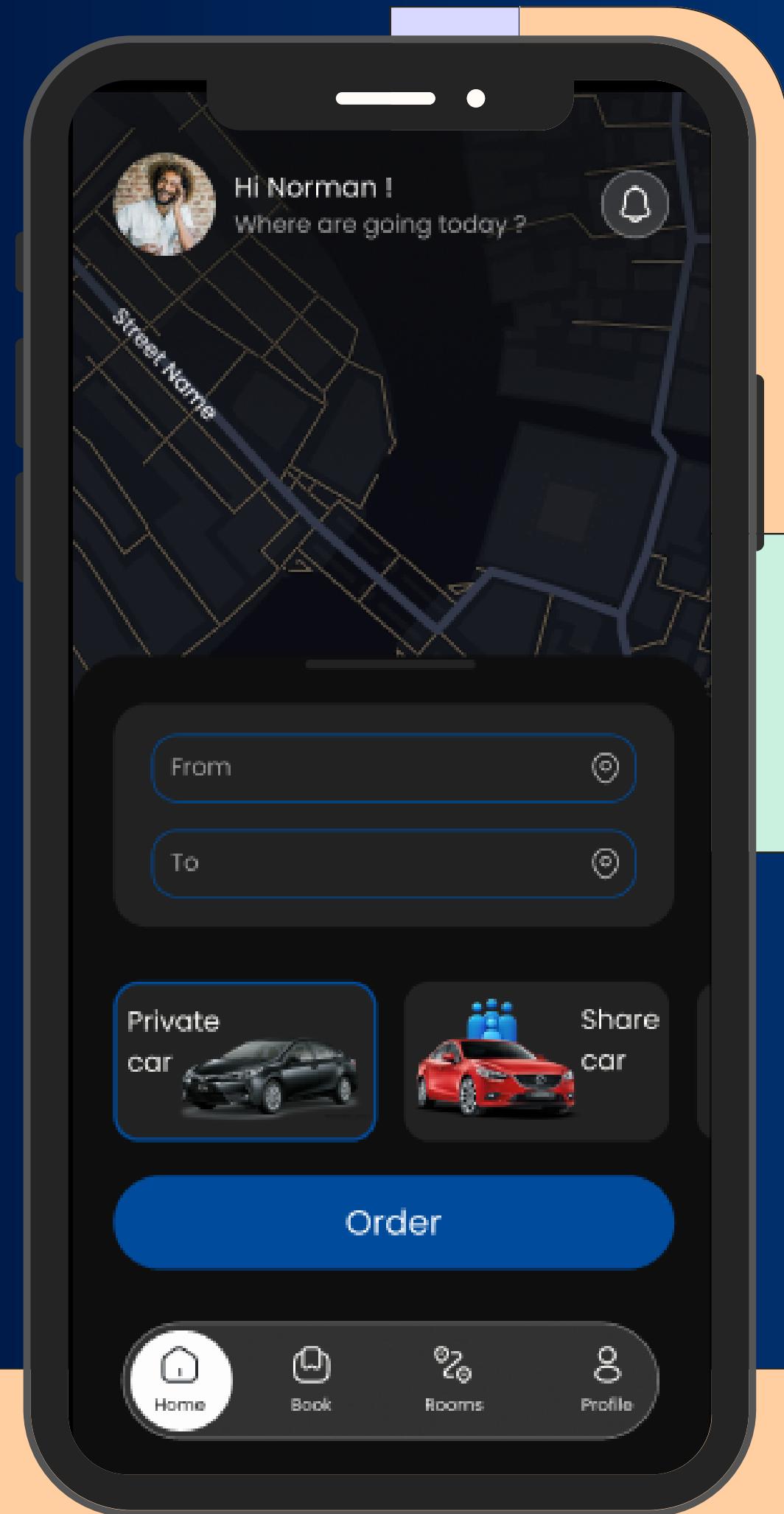


Solution

With drive save app provide a solution for this cases like high cost with apply the split option when you book a trip that will make a share trip with another Clint in the same direction so the final cost will be low if split the fare and high profit for the driver , and book option for a duration make the book process fast and for the driver scheduled so that will be more profit for him , and with security will be a camera in the car recorded every trip connect with app system and can customer or driver access on if he want to share the link to any relatives to check on her while trip .

Features

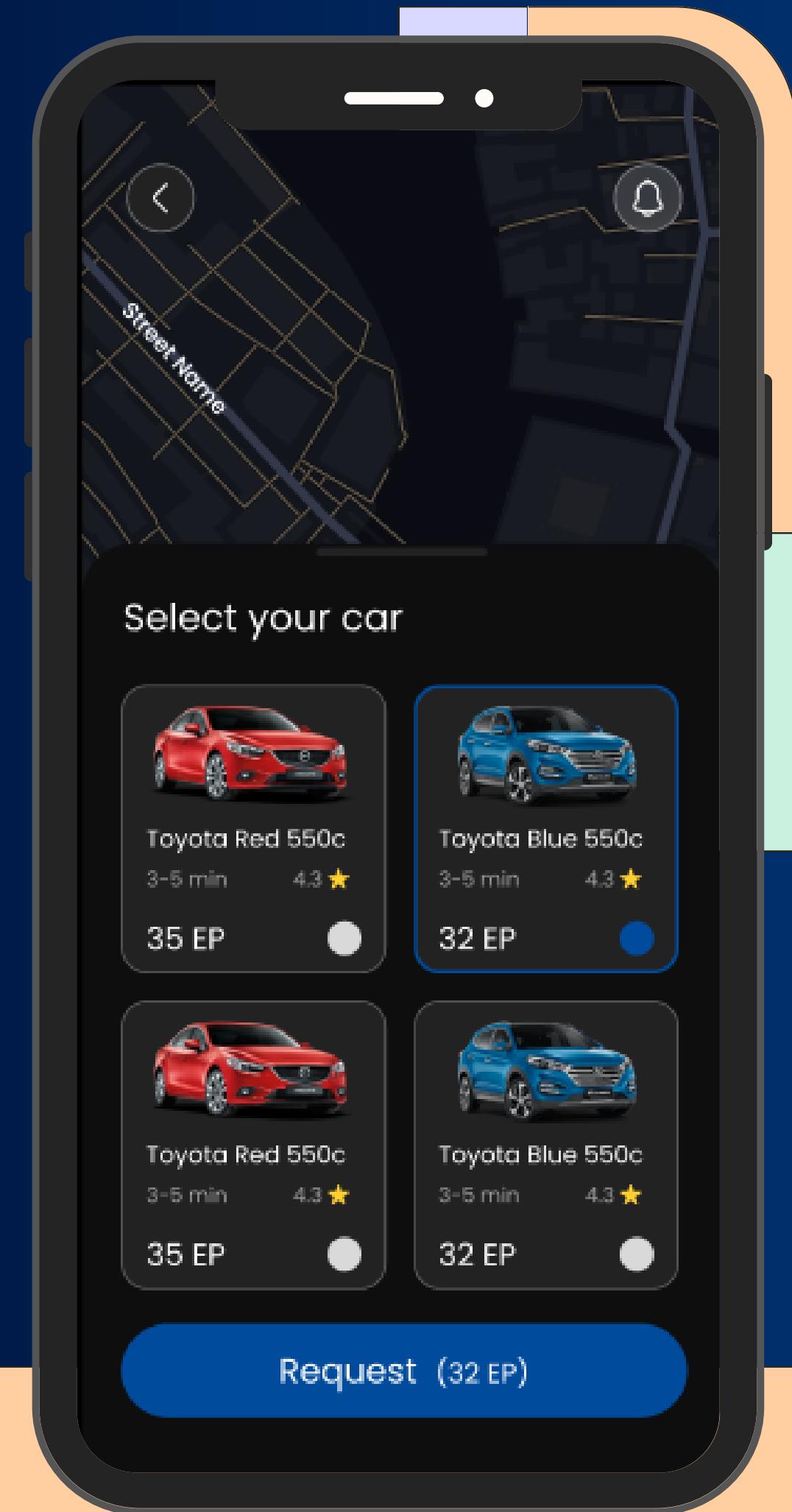
1. Trip Request and Service Selection.



Passengers can request a trip and choose the service type, such as a solo ride or a shared ride. The shared ride option allows passengers to share the trip with another person heading to the same or nearby destination, which helps reduce the trip cost by splitting it between two people. This service is also more beneficial for drivers, as it increases their earnings through the app.

Features

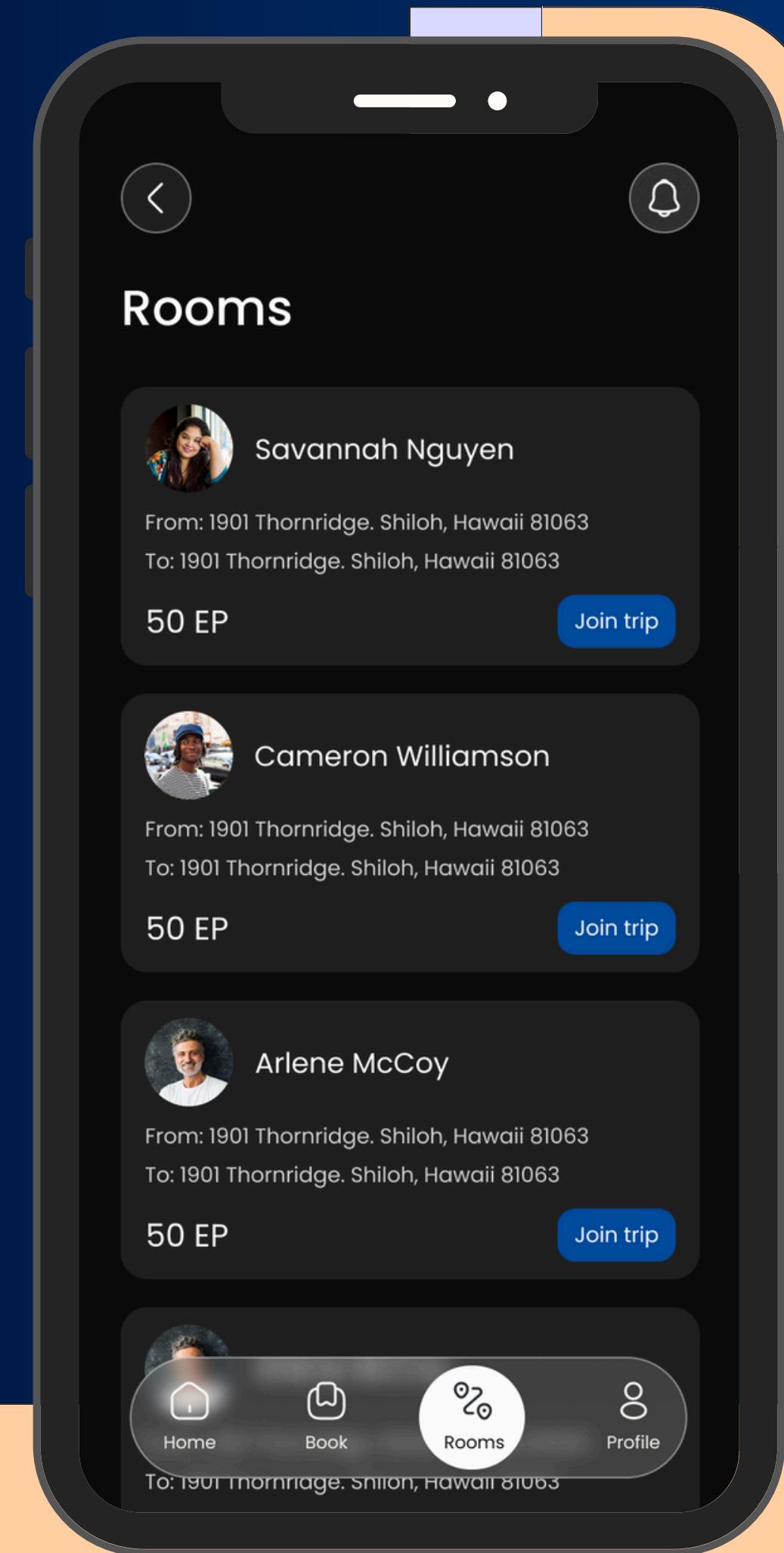
2. Car Selection.



Passengers can choose the type of car for their trip, whether they prefer a standard car, a luxury vehicle, or an eco-friendly option. This allows users to customize their ride experience based on comfort, budget, or sustainability preferences.

Features

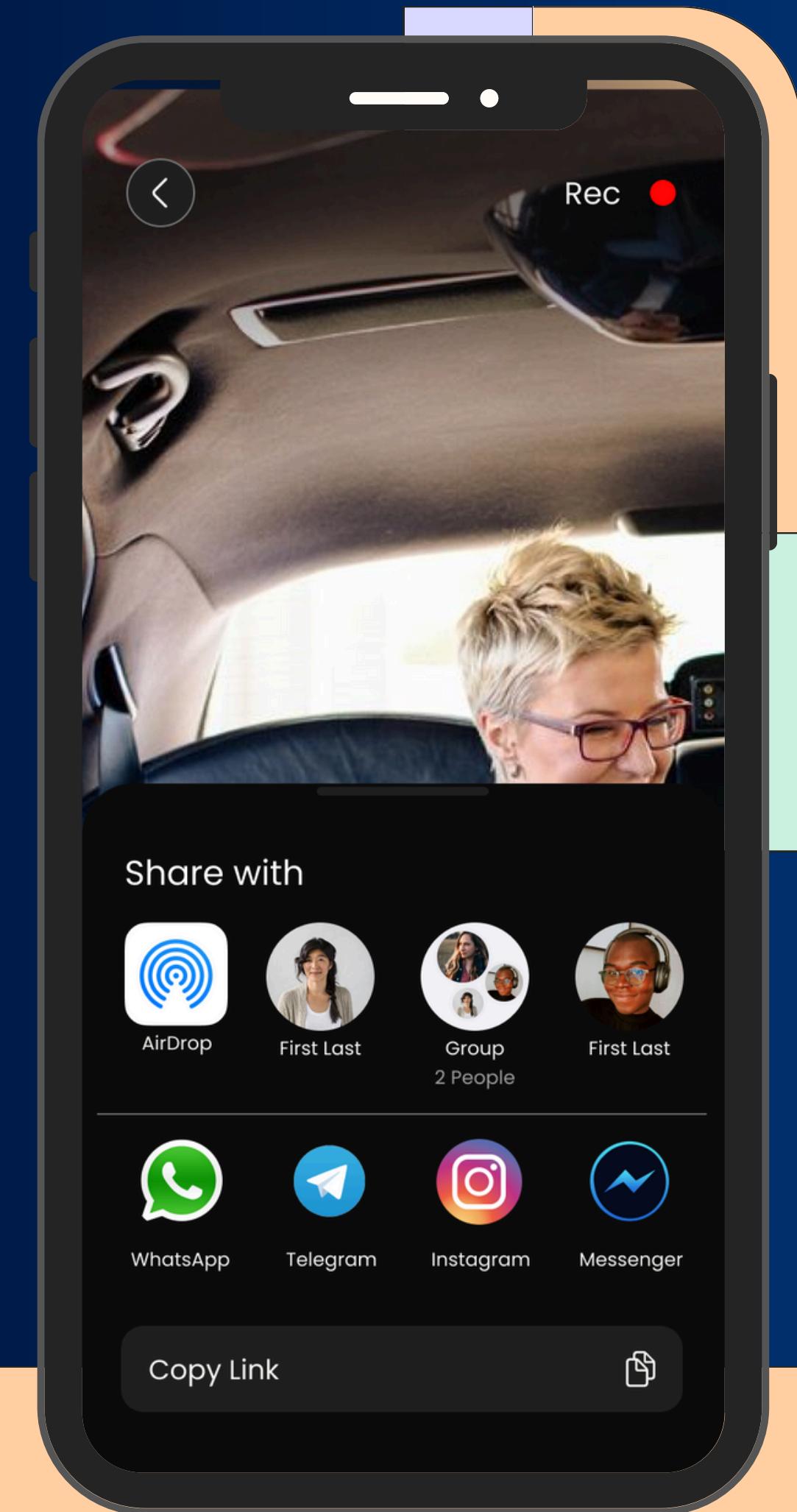
3. Ride Rooms.



Passengers can join a room with others interested in sharing a ride to a similar destination. Once enough passengers join, the trip is confirmed, and the cost is split among them.

Features

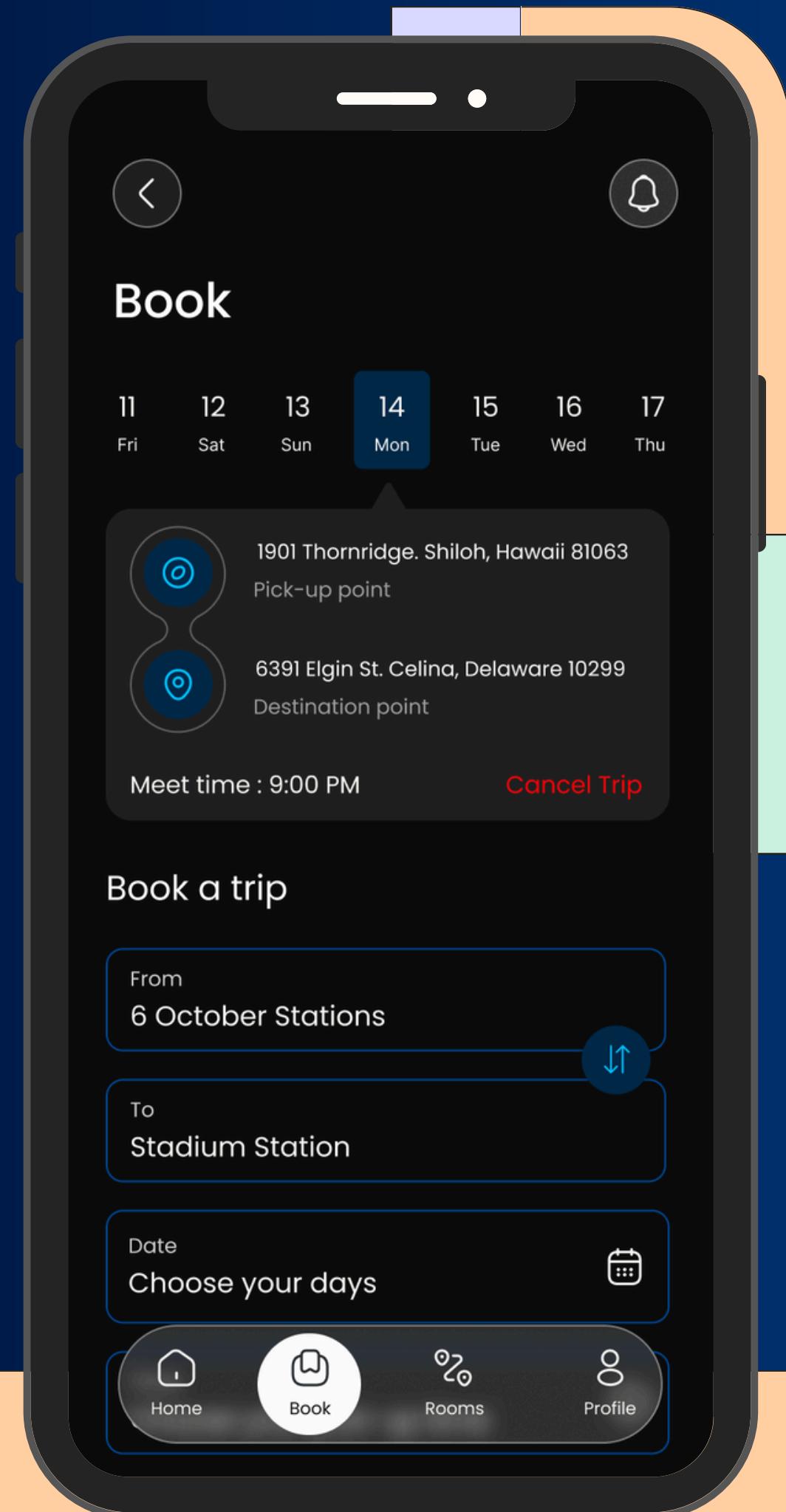
4. In-Car Camera for Safety.



Each car is equipped with a camera connected to the app and the company's system, providing safety measures for users. The passenger can send a link to the camera footage to anyone for real-time tracking from the start of the trip until it ends.

Features

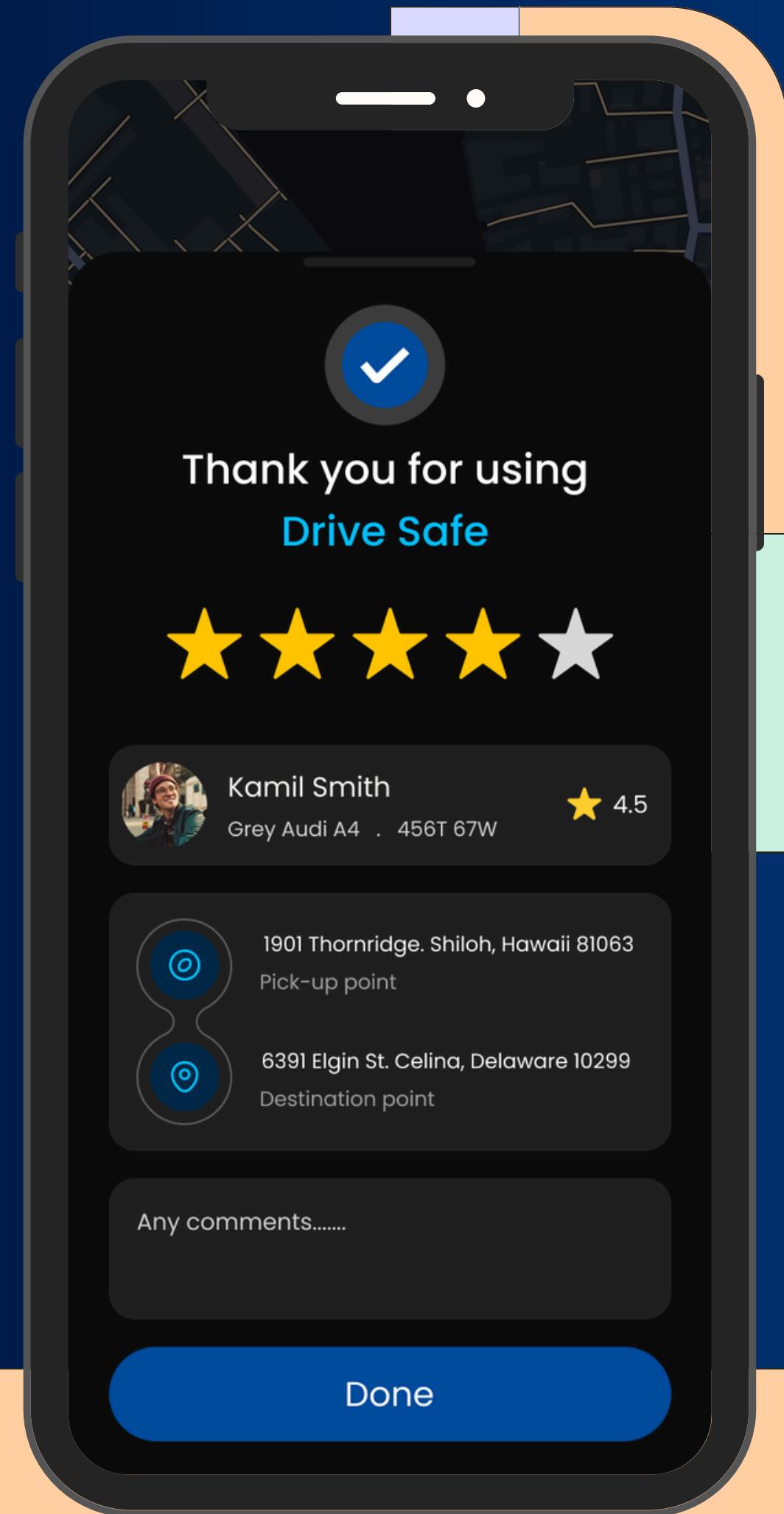
5. Long-Term Trip Booking.



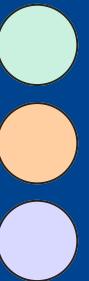
Passengers can book a trip for an extended period, which saves them the time and effort of booking a daily trip at different rates. This service allows users to book a ride for a set period, such as a week or a month, if they are a student or worker who travels to the same destination daily. This saves time, increases the driver's earnings, and allows the driver to complete more trips..

Features

6. Post-Trip Rating.



A rating system after each trip ensures continuous improvement of the user experience.



Target Audience

Families

Parents and budget-conscious households looking for safe, affordable transportation for daily activities like school runs and errands.

Young Adults

College students and young professionals seeking convenient rides for work, social events, and commuting in urban areas.

Frequent Travelers

Individuals who travel regularly for work or leisure, relying on reliable transportation solutions in various locations.

Background



Culture

The target audience includes families and budget-conscious riders who need affordable transportation for daily activities, as well as young adults and professionals seeking efficient rides for work and social engagements.

Families prioritize safety and cost-saving features, while young adults and professionals value convenience, tech-savviness, and customizable ride options that fit their busy lifestyles.

Starting Areas



Cairo
Giza
Alex

Platform

Android & IOS

Design System



Design System

POPPINS

Aa

Weights

Regular

Simi Bold

Bold

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Title 1 36 Simibold

Title 2 32 Simibold

Body 1 28 Midum

Body 2 26 midum

Body 3 24 midum

Text 1 22 Regular

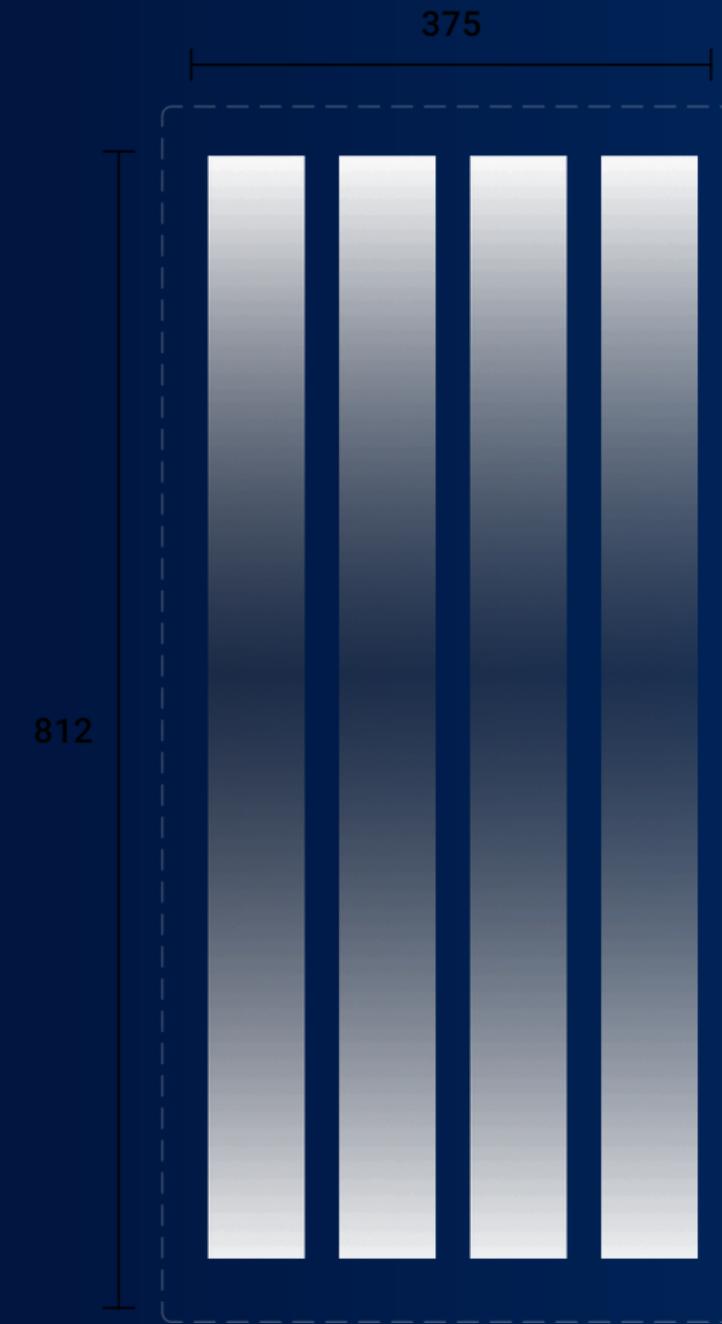
Text 2 20 Regular

Subtext 118 Regular

Subtext 2 16 Regular

Subtext 3 14 Regular

Design System



375 x 812 PX

Frame

4

Numbers Columns

16

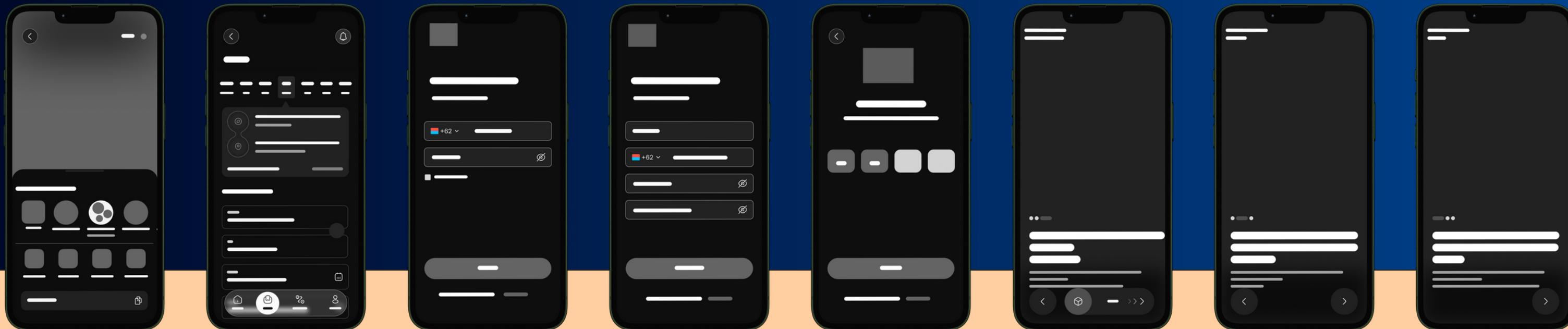
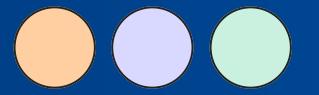
Gutter

16

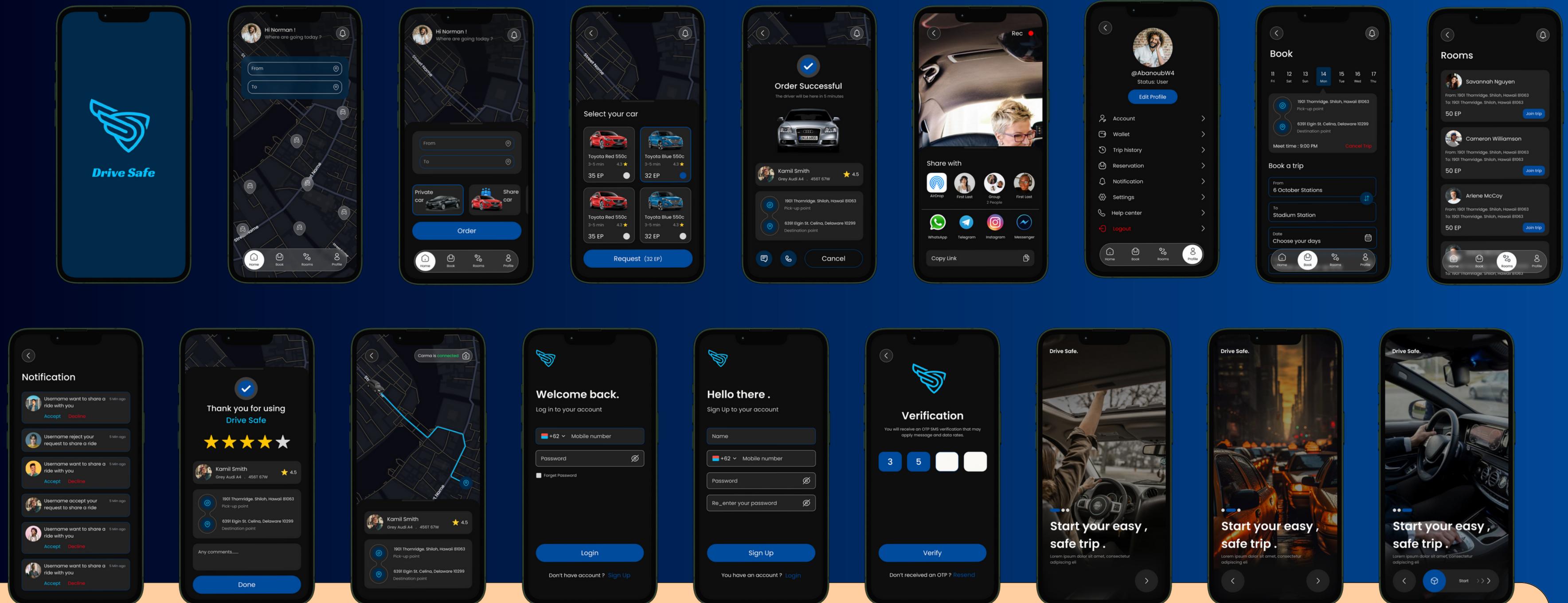
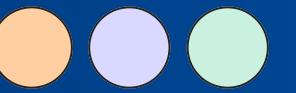
Merge



UI Wireframe



UI Design



Business Model

KEY PARTNERS

1. **Drivers:** They partners to offer transportation services.
2. **Payment Gateways:** Partnerships with financial institutions for smooth payment processes.
3. **Security Companies:** For implementing reliable security camera features.
4. **Navigation/Map Services:** GPS and navigation tools to help drivers and riders.

KEY ACTIVITIES

1. **App Development:** Ongoing development of app features, including trip splitting and future booking.
2. **Security Integration:** Ensuring smooth functionality and reliability of the security camera feature.
3. **Marketing & Promotion:**

KEY RESOURCES

1. **Technology & Development Team:** For app maintenance and updates.
2. **Ride-Sharing Platform:** To manage the negotiation, booking, and splitting system.
3. **Security Infrastructure:** To manage the live camera feature and secure data sharing.

VALUE PROPOSITIONS

1. **Flexible Pricing:** Allows users to negotiate ride prices, similar to Indrive.
2. **Trip Splitting:** Option to split trips with other users, allowing cost-sharing (with a 30% cost increase).
3. **Future Ride Booking:** Ability to book rides in advance for specific dates with a cancellation fine of \$30 if canceled 12 hours or less before the trip.
4. **Security Camera Feature:** In-ride camera allows the trip to be live-streamed or shared with trusted people for safety.

CUSTOMER RELATIONSHIPS

1. **Customer Support:** 24/7 customer service via chat, email, and call.
2. **User Reviews & Ratings:** Riders and drivers can rate each other, building trust.
3. **Security Measures:** Offering safety features like camera-sharing to promote trust and security.

CHANNELS

1. **Mobile App:** Android and iOS platforms.
2. **Social Media:** Platforms like Instagram, Facebook, and Twitter for customer engagement and marketing.

CUSTOMER SEGMENTS

- Primary Customers:**
1. **Daily commuters (students, workers)**
 2. **Tourists and occasional travelers.**
 3. **Safety-conscious individuals.**

Secondary Customers:

1. **People who share rides with others to save costs.**
2. **People planning future trips (e.g., business travelers)**



Business Model

COST STRUCTURE

1. **App Development and Maintenance:** Ongoing costs for developers and platform support.
2. **Customer Support & Security:** Costs related to 24/7 customer service and maintaining security features.
3. **Marketing & User Acquisition:** Advertising, social media marketing, and promotions.
4. **Driver Incentives:** Offering bonuses or incentives to attract more drivers to the platform.
5. **Operational Costs:** Costs for data storage, security, and server maintenance.

REVENUE STREAMS

1. **Ride Commission:** Percentage cut from each trip (standard plus 30% for trip splitting).
2. **Subscription Model:** Premium users get added features (e.g., no cancellation fines, priority booking).
3. **Security Features:** Paid premium for advanced security features (enhanced camera storage, alerts).
4. **Cancellation Fees:** 30EG fine if rides are canceled within 12 hours of booking.

Thank You



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Drive Safe

Ride safely is our priority



Under Supervision of : **Eng. Badr Sayed**

Bē Behance

<https://www.behance.net/gallery/210306821/Case-study-for-transportation-app-Drive-Safe->