

## Case Brief

### Introduction & Instructions

- The competition is designed to test your team's ability to work together to solve a problem.
- Your team is required to develop a PowerPoint presentation that summarizes your analysis and proposed solution for the provided case. The presentation should show your ability to solve problems in a structured, clear, and concise manner. (Note that the presentation body should not exceed 10 slides)
- The judging committee will act as the client throughout your delivery.
- When developing the case, please keep in mind that there is no right or wrong approach to analyzing and proposing the solution. We encourage you to be creative, innovative, and think outside the box.

### Sources & Insights

- Publicly Available Open-Source Files from the web. (You are required to reference any sourced information, so be sure to use trustworthy websites and sources)

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## Prayers Experience

**This case measures the participant's ability to analyze the prayers journey in the Holy Mosque and their ability to follow the appropriate methodology in documenting and analyzing the challenges and then coming up with suitable solutions and building a future vision for the optimal prayers experience:**

The Ministry of Hajj and Umrah is continuously working to interact with the complaints and feedback of visitors to the Holy Mosque. Thereafter, they conducted a survey of a number of visitors to the Haram with the aim of identifying and collecting the most prominent challenges and observations on the prayers experience and found out that transportation to, within, and from The Holy Mosque was frequently pointed out. Based on this, your team was appointed to study the current situation of simplifying the Holy Mosque's visitors' experience in terms of transportation, considering all types of visitors in different criteria.

**Consider the following in your delivery:**

- 1- Highlight the main difficulties that visitors face (Problem Definition).
- 2- Suggest multiple initiatives and solutions that could help in reducing the problem.
- 3- Link key considerations within selecting your solution methodology.
- 4- Provide a high-level implementation strategy for your proposed solution.
- 5- Future vision of the developed journey after applying the proposed improvements.

Try to support your answers and judgment with relevant evidence and consider all scenarios and visitors' criteria when analyzing your way through the case.

The Ministry will not be able to share any data regarding the problem, so try to use the web and publicly available information to look for evidence.

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