

RunCasablanc a

Clear Path

Welcome to Our Presentation

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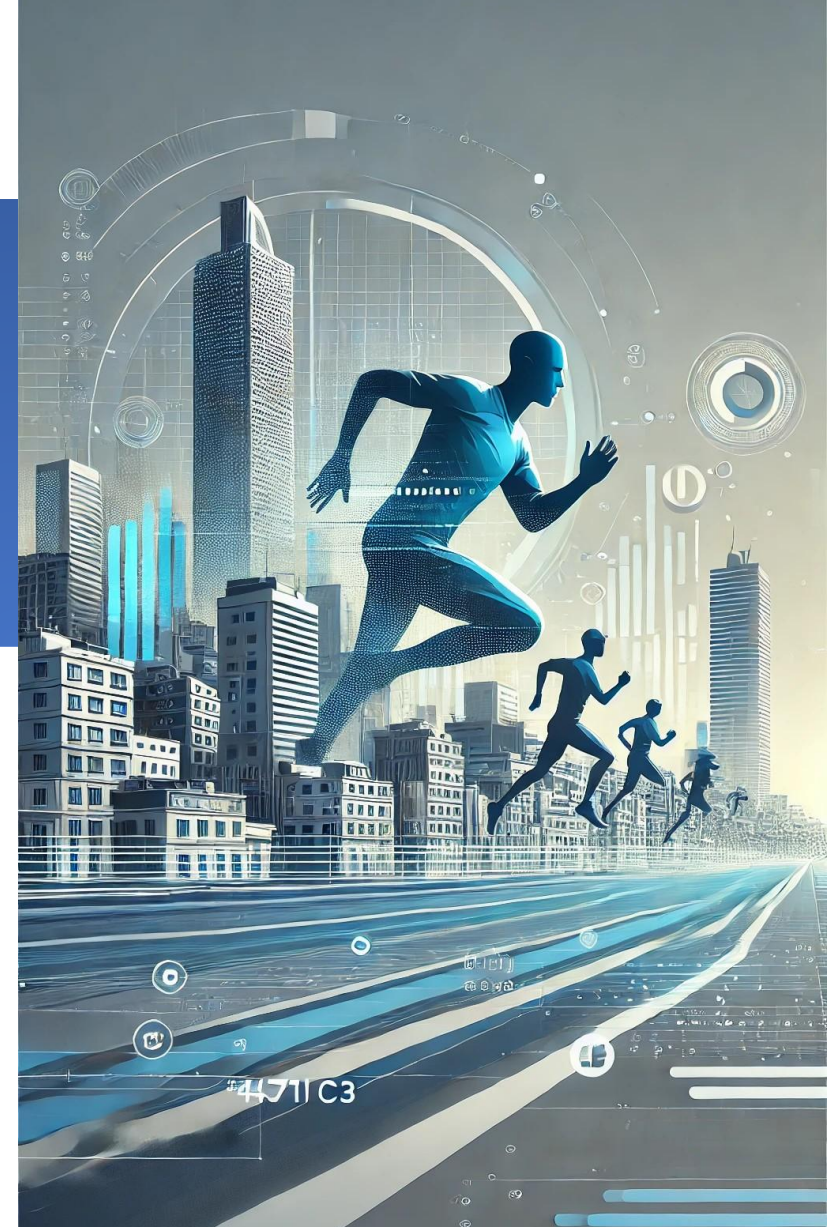


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The Problem

A

Problem Statement:

Many runners in Casablanca struggle to find safe and healthy outdoor spaces due to poor air quality and unsafe running routes.

B

GCGO Connection:

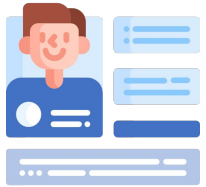
Our project aligns with the goal of promoting sustainable urbanization by improving access to clean and safe outdoor spaces for physical activity.

C

Why It Matters:

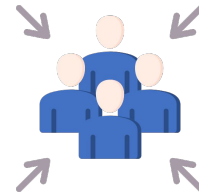
Air pollution and unsafe routes discourage outdoor exercise, leading to health issues and lower fitness levels in the community.

User Persona



Persona

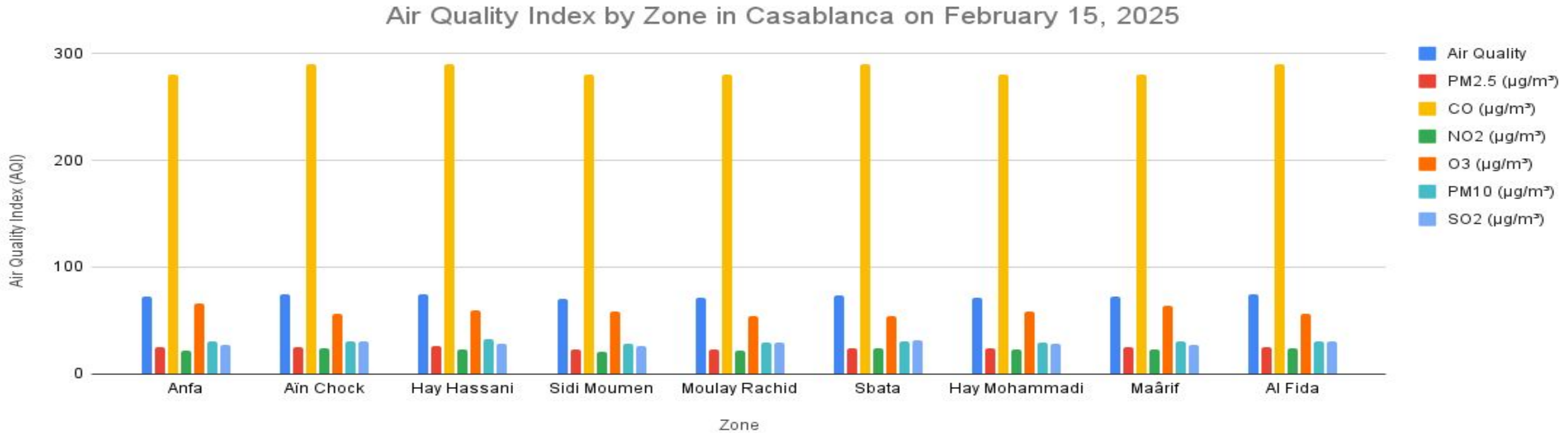
- **Name:** Sara El Amrani
- **Age:** 28
- **Occupation:** Software Engineer
- **Running Challenges:**
 - Struggles to find clean air and safe routes.
 - Spends too much time searching for a good running path.
 - Faces air pollution and unsafe road conditions.
- **Needs a solution** that provides real-time air quality updates and safe route suggestions.



Impact

Sara was excited to run in Casablanca, but smog, crowded streets, and unsafe routes made it difficult. Over time, the poor air quality triggered asthma symptoms, forcing her to stop running outdoors. She wishes there was an app to help her find safe, clean routes based on real-time air quality and traffic conditions.

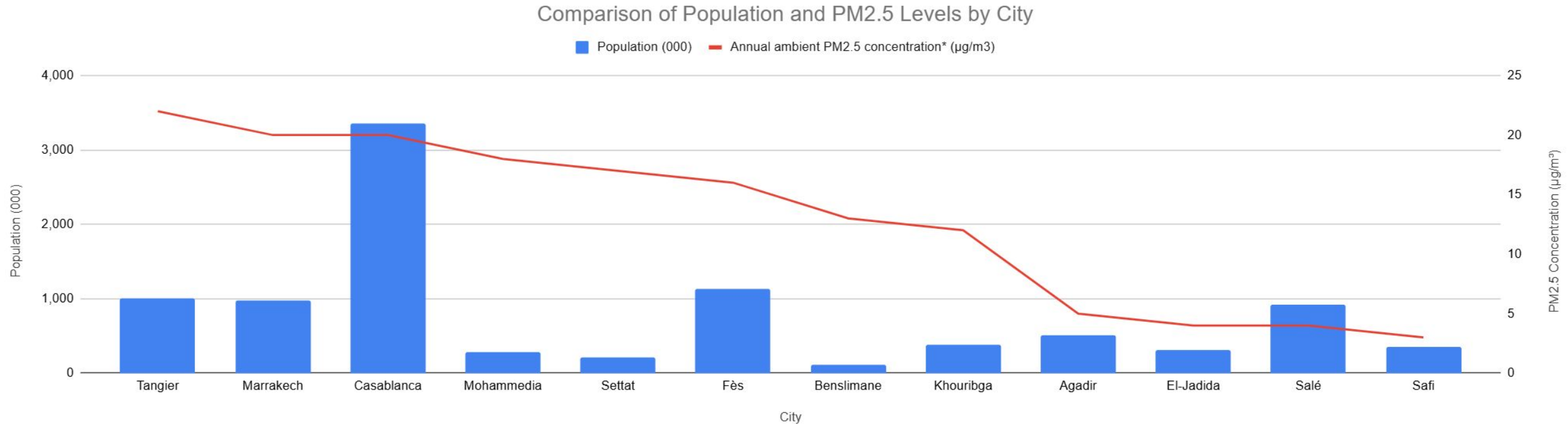
Air Quality Index (AQI) by Zone in Casablanca (Feb 15, 2025)



Sources

- **IQAir:** <https://www.iqair.com/morocco/casablanca-settat/casablanca>
- **Wiley Online Library:** <https://advanced.onlinelibrary.wiley.com/doi/full/10.1002/adsu.202400006>

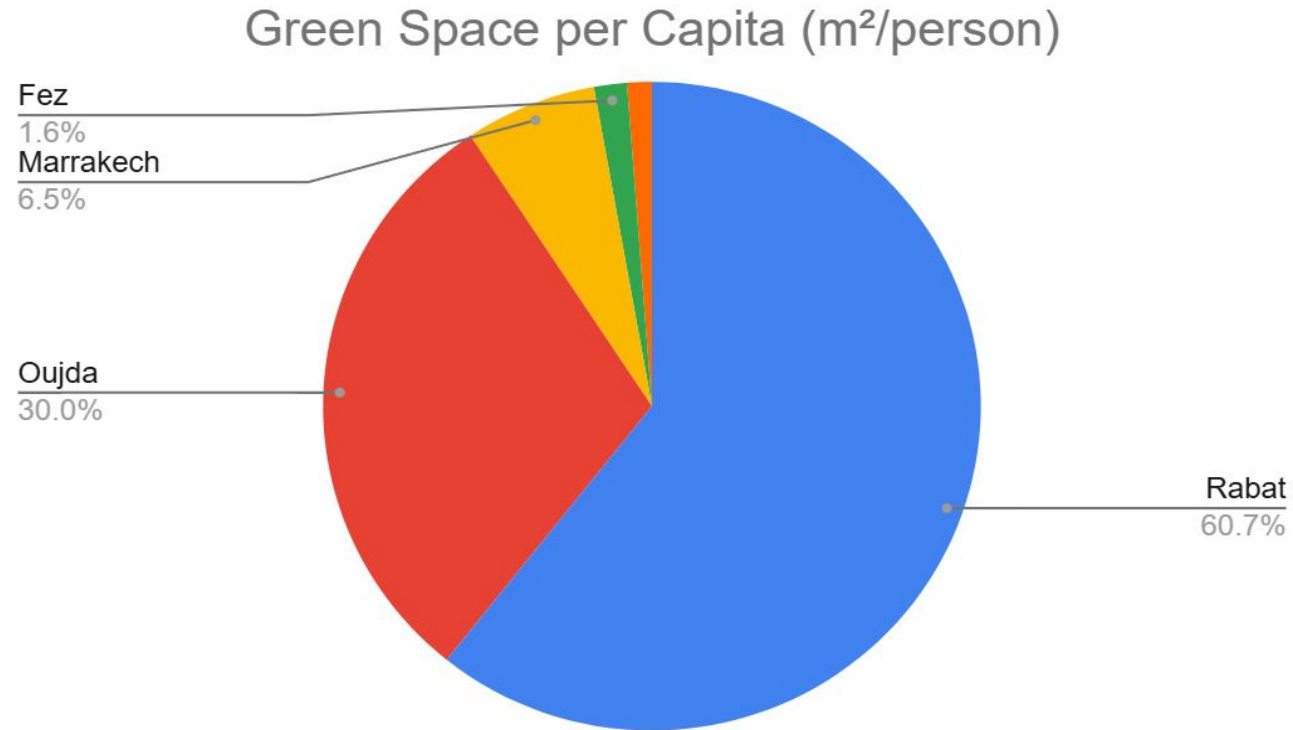
Population vs. PM2.5 Levels by City



Sources

- ISCIRP - Annual Ambient PM2.5 Concentration in Moroccan Cities:
<https://www.scirp.org/journal/paperinformation?paperid=79181>

Green Space per Capita (m²/person) in Moroccan Cities



Sources

- **Wikipedia - Fez, Morocco:**
https://en.wikipedia.org/wiki/Fez%2C_Morocco
- **Morocco World News - Citizens March for Green Spaces in Casablanca:**
<https://www.moroccoworldnews.com/2020/03/295077/citizens-march-for-green-spaces-in-casablanca>

Proposed Solution

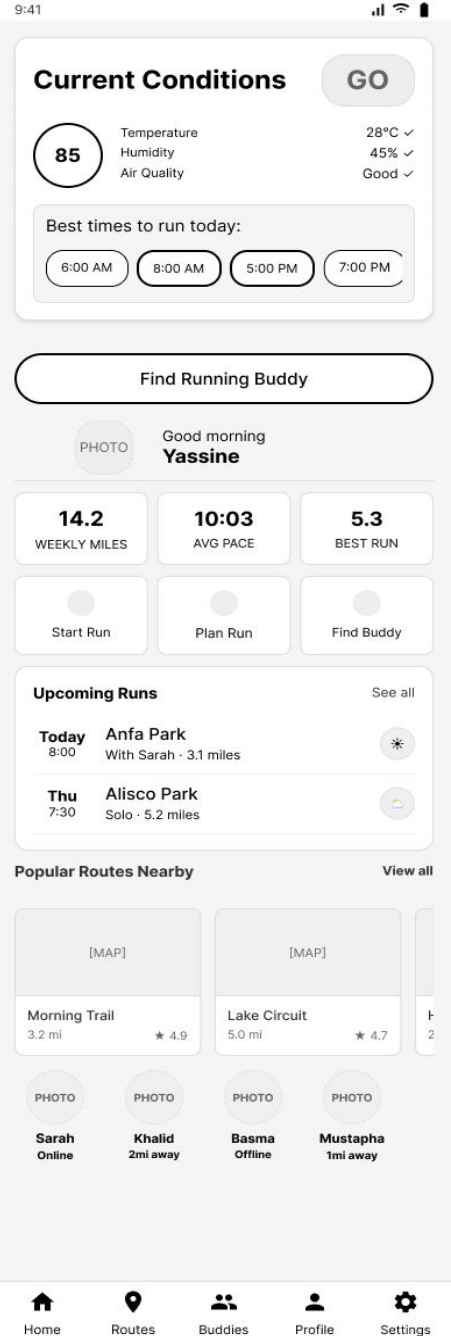
RunCasablanca

A smart app that helps runners find the best times and routes based on air quality, safety, and community recommendations.

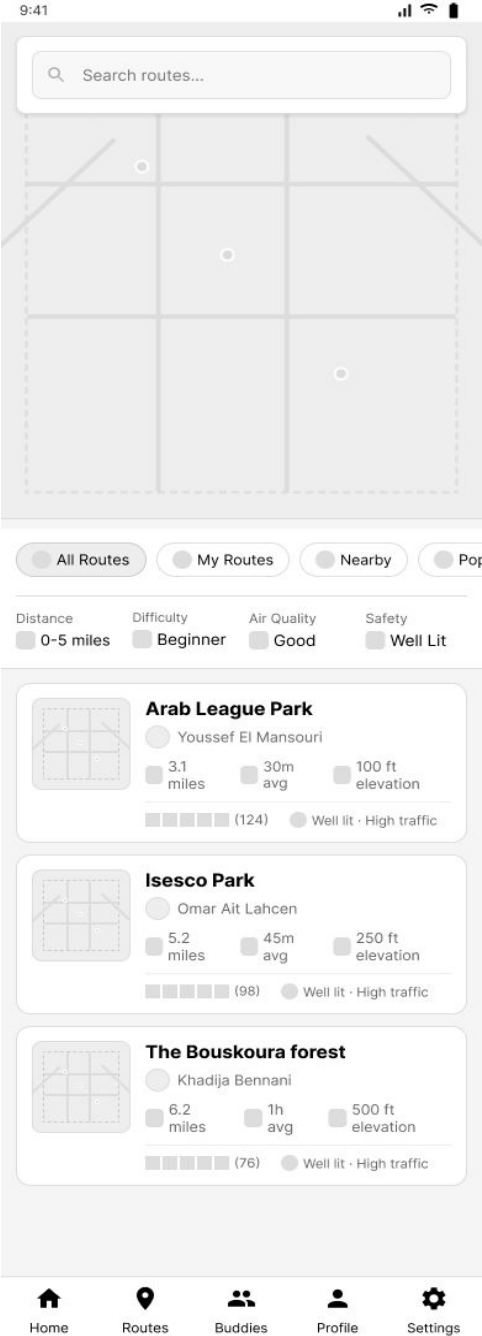
Why It Works:

- 01.** Provides real-time air quality updates.
- 02.** Suggests safe, well-lit routes.
- 03.** Connects runners to a community for motivation and route-sharing.

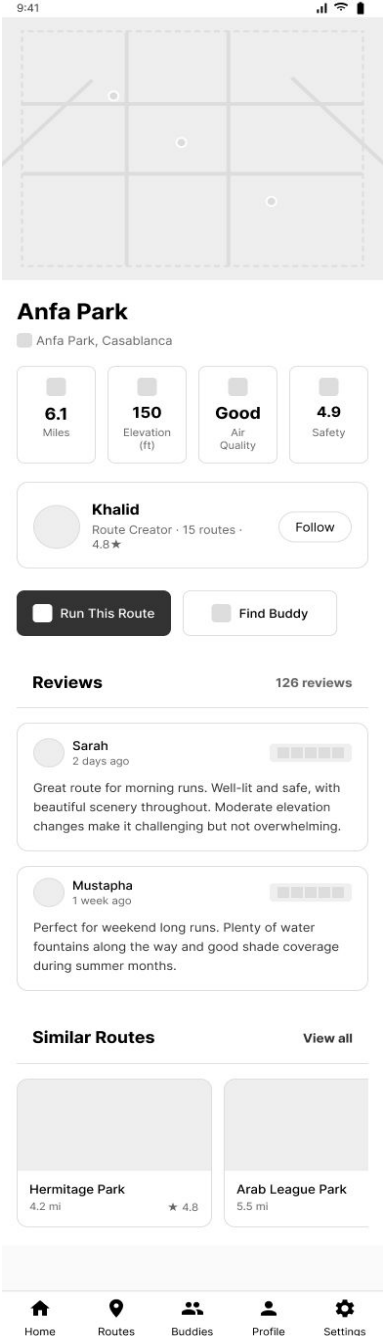
Home Screen



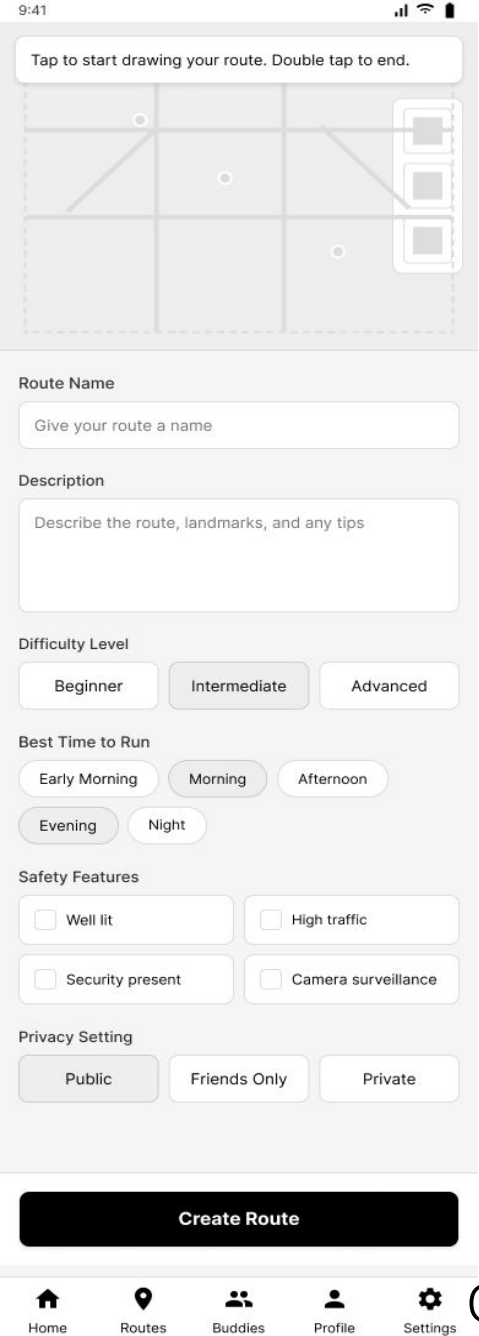
Routes Screen



Route Detail Screen



Create Route Screen



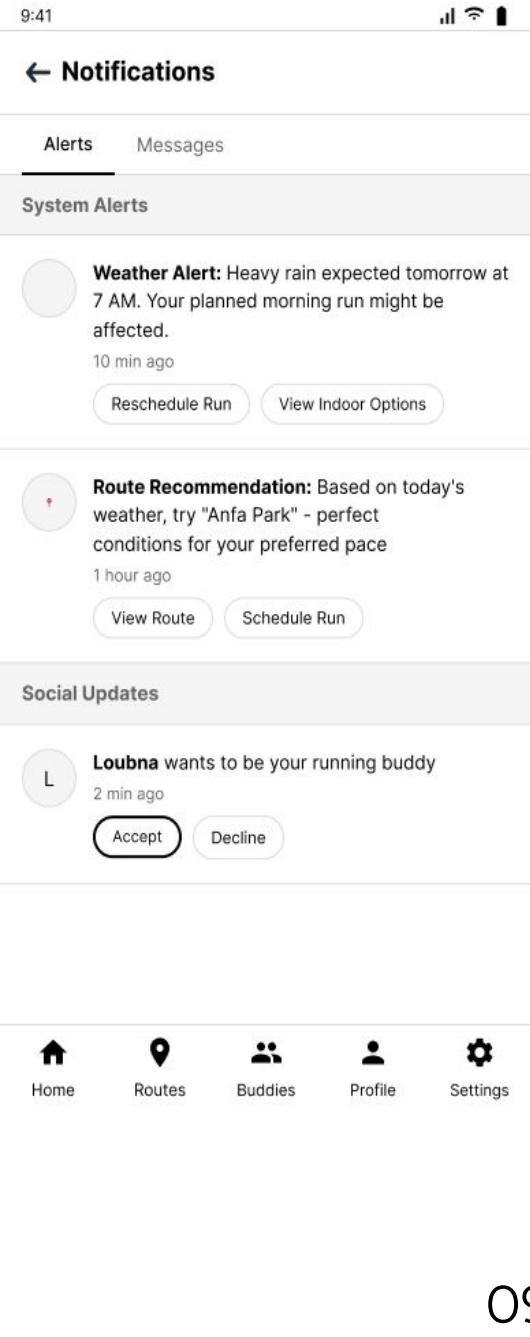
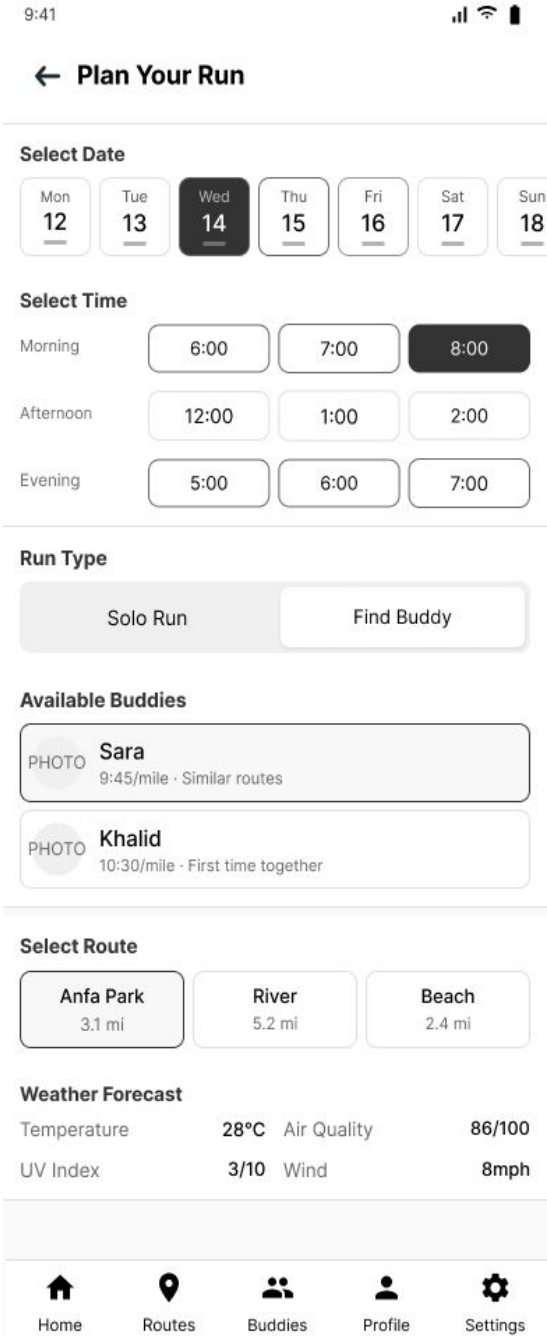
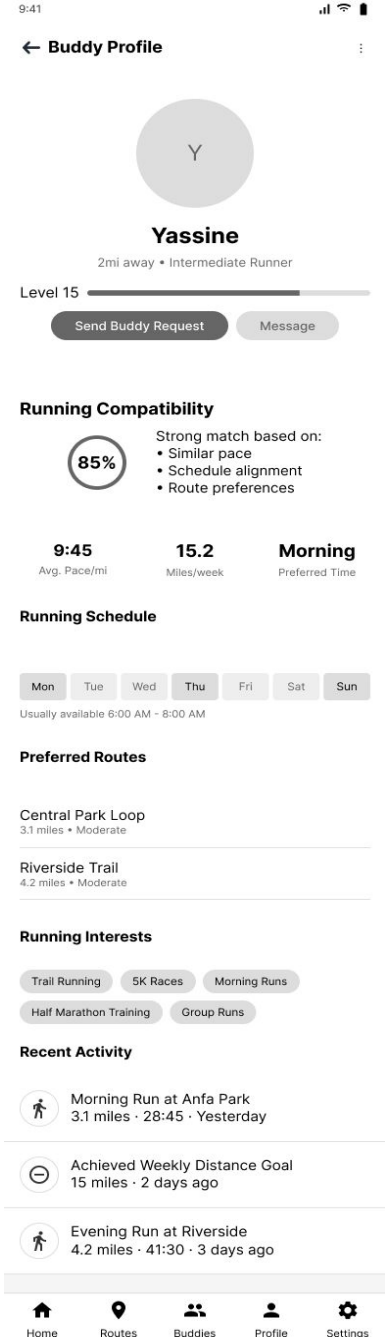
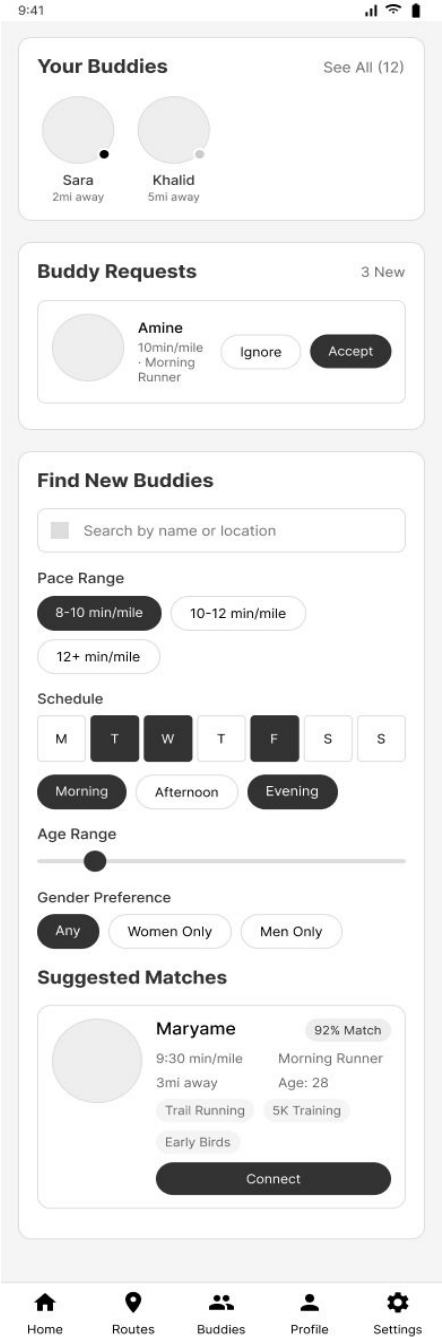
Running Buddies

Screen

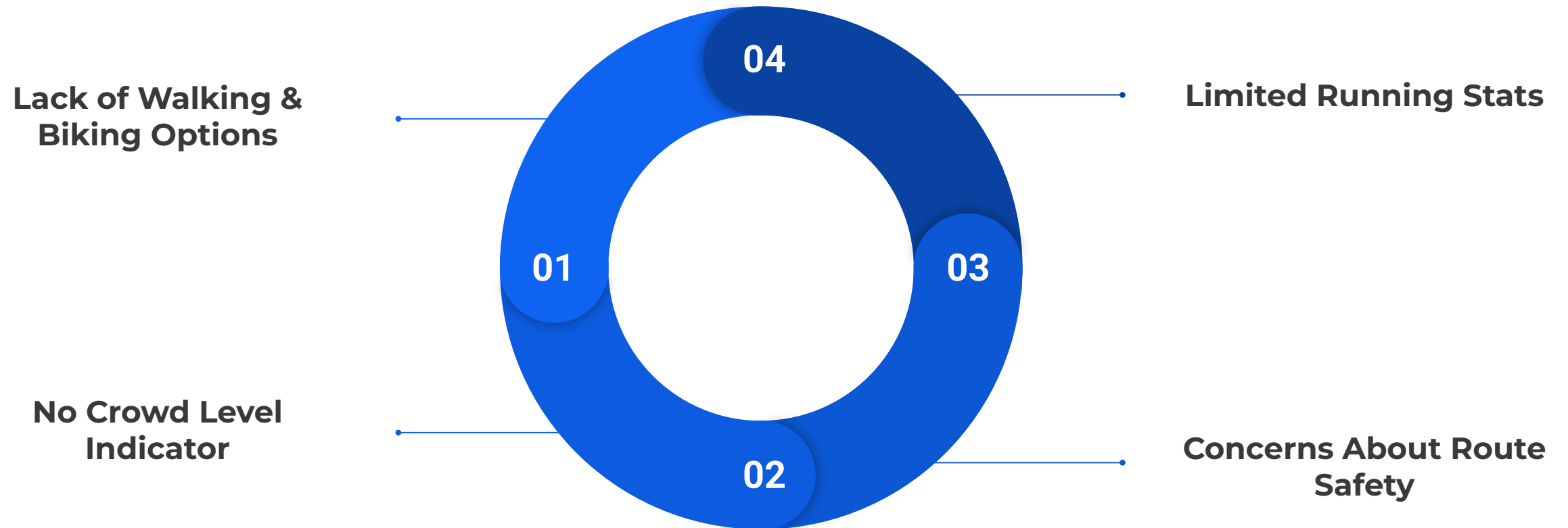
Buddy Profile Screen

Run Planning Screen

Notifications Screen



User Needs & Pain Points



Feedback-Based Recommendations

W

Walking & Biking Features

Our app will focus on runners first to perfect the experience before expanding to other activities.

C

Crowd Level Indicator

A useful feature to help runners avoid busy routes. We will explore its feasibility.

R

Route Safety Information

Already implemented, allowing users to see lighting, traffic, and security details. We will refine it further.

C

Cumulative Running Time

Currently, we provide weekly averages, but we will consider adding lifetime stats based on user demand.

Moving Forward



Develop a High-Fidelity Prototype

Build a more detailed and interactive version of the app.

Conduct More User Testing

Gather deeper insights by testing with a wider audience.

Present the Concept to Industry Experts

Seek feedback from tech and fitness professionals to refine the idea.

Document Key Learnings

Summarize findings for future development.

Returning to Our **Why**

Our Core Mission is Encouraging safe, accessible, and healthy running experiences in Casablanca.

Why This Matters

Many people avoid outdoor running due to pollution and safety concerns, impacting health and fitness levels.

How RunCasablanca Makes a Difference

- Helps runners find the safest and cleanest routes.
- Improves outdoor exercise accessibility.
- Encourages a healthier and more active community.

Our Vision

To make Casablanca a running-friendly city where everyone can enjoy safe, clean outdoor exercise.

**Thank
You!**

