poolr

What is Poolr?

Poolr is a platform which lets you connect with friends and people you approve to offset costs of transport without losing comfort.

What is the main goal of Poolr?

To offer a platform where customers get a better, cheaper, comfortable, effective and greener way to travel.

To offer drivers a better more effective way of controlling your rides.

Statement of problem, What Poolr solves.

. It is estimated that the economic cost of congestion is approximately 1.9 billion annually.

Taxi services are often very costly to use hence using them as a day to day form of transport is expensive.

Matatus offer their own hassle of frequent congestion, waiting times and discomfort.

Need for you to register as a PSV to carry passengers.

What do we offer to you a passenger?

A middle-ground between a matatu and a taxi.

Grassroot transport system.

Know the driver who you travel with.

Gender specific rides.

Better comfort.

Cheaper rides.

What do we offer to you as a driver?

I am a PSV, what's in it for me?

Robust and new middle-ground for making profits.

More control over who you pick and drop

Know beforehand your customers.

Rules for your own car.

Go where you want to go.

I am a private driver, what's in it for me?

Ride with only who you know, trust and approve.

More control over who you pick and drop

Cost sharing to offset fuel costs.

Create your own car rules.

What I want in the website

1) It should have a contact us page where you can get in touch with us from and have details of the number to call.

   Number is 0708255209

   Email is poolrrideshare@gmail.com

   Instagram is @poolr.ke

2) it should have the above information given
3) have a suggestion page which links to the email.
4) Landing page should emphasis it being a social app where you invite friends to share rides, IT SHOULD NOT LOOK LIKE A TAXI WEBSITE WHATSOEVER.
5) Footer and header, just a one-page scrollable website. The links at the top can just link to various parts of the website.
6) Use illustrations and fun pictures to show friendly rides

Color codes to use

Purple #270949
White #ffffff

Font: Montserrat Alternates SemiBold.

This is the official font for the logo so something with that could be nice.
I will send you all the logo files in SVG format.

Any other color which can compliment the two but the two are the main colors for the software