Designathon Challenge Document

Revolutionizing Urban Mobility in Sri Lanka

Problem Statement

Urban areas in Sri Lanka are facing increasing traffic congestion, inefficient public transport, and a lack of sustainable commuting solutions. These issues contribute to longer travel times, environmental pollution, and poor user experiences in mobility networks. This challenge aims to design an AI-powered mobile solution that enhances public transportation, reduces congestion, and promotes sustainable commuting habits.

Key Focus Areas

Your team must design a Figma prototype incorporating at least two of the following AI-powered features:

Real-time Route Optimization & Traffic Updates

- AI-driven personalized route recommendations based on real-time data.
- Multi-modal transit planning integrating buses, trains, ridesharing, and cycling routes.
- Predictive congestion alerts and alternative route suggestions.

Incentivized Carpooling & Ridesharing

- AI-powered commuter matching based on location, schedule, and preferences.
- Reward-based systems (e.g., gamification, discounts for frequent carpoolers).
- Integration with government and corporate transport programs.

Integration with Electric or Alternative Energy Transportation

- AI-powered EV route planning (charging station suggestions, cost estimates).
- Public transport eco-score dashboard (carbon savings, route efficiency).
- Integration with e-scooters, bike rentals, and pedestrian-friendly transit hubs.

Recommended Features

To make the challenge more demanding, teams must integrate a minimum of five of the following UX and AI-powered features into their Figma prototype:

- AI-powered chatbot for Travel Assistance
- Multi-Language Support
- Accessibility-First Design
- AI-Driven Sustainability Tracker
- Emergency SOS & Safety Features
- Crowdsourced Public Transport Ratings
- AI-Powered Fare Estimator & Budget Planner
- Offline Navigation Support

Design Milestones & Evaluation Criteria

Phase	Time Allocation	Key Deliverables
Research & Problem Definition	3 hours	User personas, pain points, competitor analysis
Ideation & AI Concept Development	3 hours	AI strategy, user journeys, key features
UX/UI Wireframing & User Flow (Figma)	6 hours	Low-fidelity wireframes & navigation flow
High-Fidelity Figma Prototype	10 hours	Fully interactive UI, AI features integrated
Peer Review & Iteration	2 hours	Refinements based on feedback

Final Prototype Deliverables

Your Figma prototype must include:

- An interactive, clickable prototype showcasing at least two focus areas.
- Five or more recommended features integrated into the UI.
- Demonstration of AI-powered functionalities (conceptually, no AI coding required).
- WCAG accessibility considerations in the design.
- A final presentation slide deck (15 minutes).
- Q&A (5 Minutes)

Winning Criteria
- Innovation: 25% – Uniqueness & creativity of the solution.
- User Experience: 25% – Intuitive UI, accessibility, and ease of navigation.
- Technical Feasibility: 20% – How well AI-driven features are conceptually designed.
- Sustainability Impact: 15% – Does the solution reduce congestion & promote green commuting?
- Presentation & Storytelling: 15% – Clarity, real-world applicability, engagement.