Where Fi: Helping People Connect

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Problem

Connecting to free WiFi can be a challenge for many people. Finding the right network and entering the correct password can be difficult and time consuming.

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Infrastructure

WHY..?

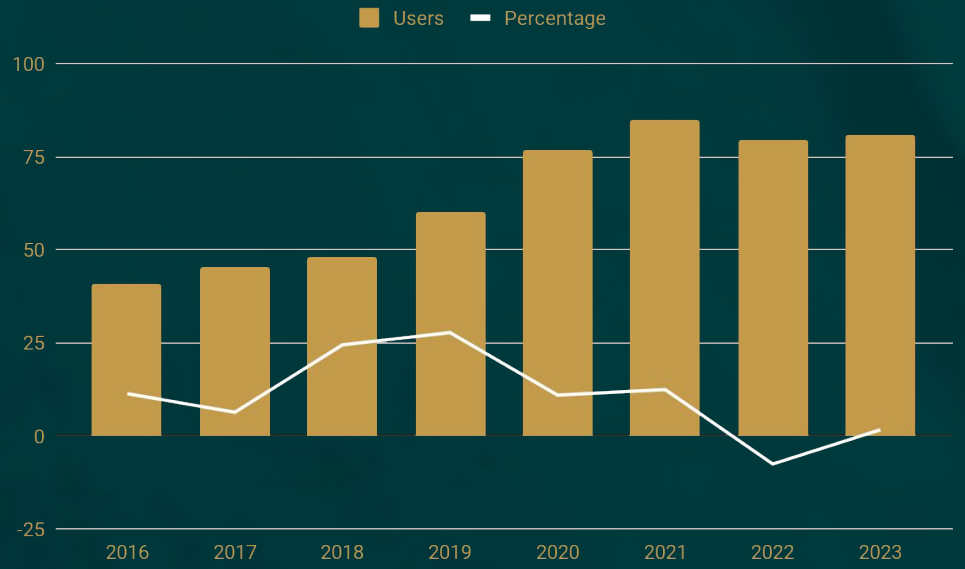
The unavailability of free WiFi can have a notable influence on individuals' lives. It can result in students falling behind academically due to their inability to complete online tasks. Likewise, adults may face difficulties in securing employment and accessing essential information related to healthcare, finances, and government services

User Persona

- Name: Maria
- Age: 25
- Location: Rural town
- Challenge: Maria lives in a rural town with limited access to free WiFi. This makes it difficult for her to do her job, stay connected with friends and family, and access important information.

Internet Users Over time

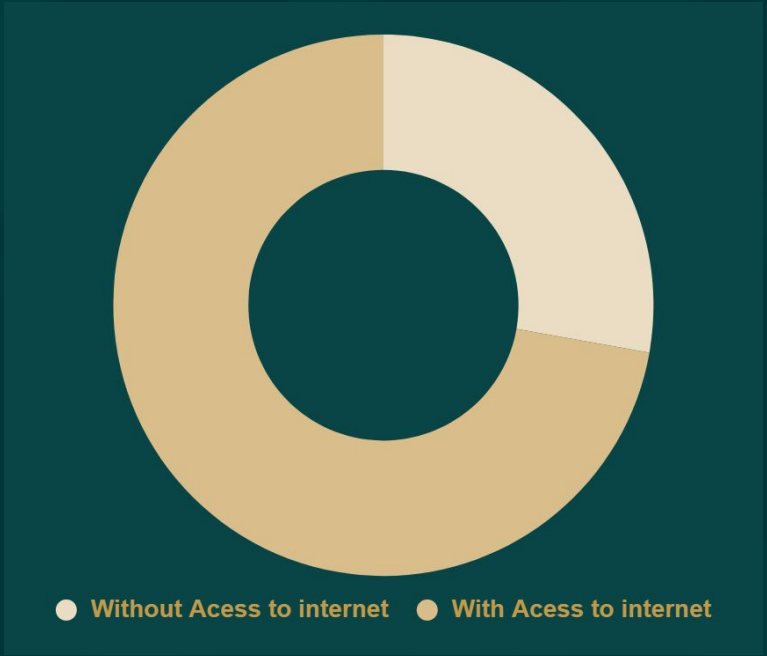
Year	Users	Percentage
2016	40.7	+11.3%
2017	45.5	+6.3%
2018	48.2	+24.4%
2019	60.0	+27.7%
2020	76.6	+10.9%
2021	85.0	+12.4%
2022	79.5	-7.6%
2023	80.8	+1.6%



The graph shows that internet penetration in Egypt has increased significantly over the past decade. In 2016, only 24% of Egyptians had internet access. However, by 2023, internet penetration had reached 72.2%. This means that over half of the population of Egypt now has access to the internet.

According to https://datareportal.com/reports/digital-2023-egypt

Internet Penetration In Egypt



The pie chart shows that 72.2% of Egyptians use the internet, which is a significant number. This means that the majority of Egyptians have access to the internet and can use it to access information, communicate with others, and participate in the digital economy.

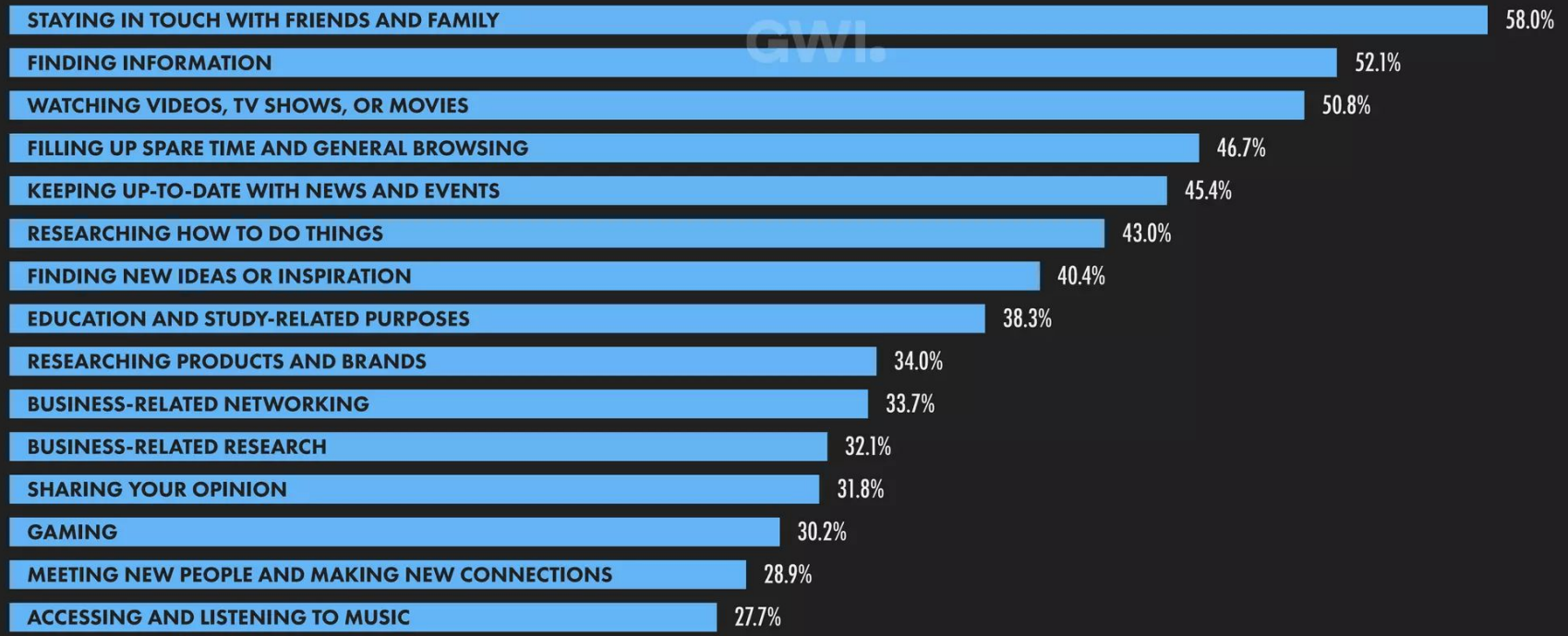
According to https://datareportal.com/reports/digital-2023-egypt

JAN 2023

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

EGYPT



GWI.

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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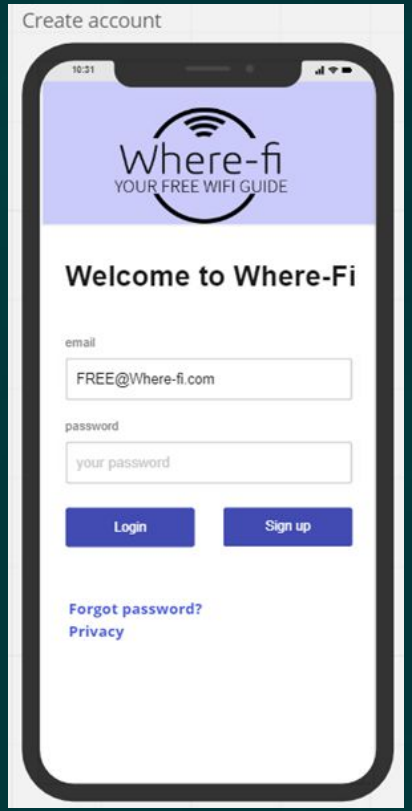
Proposed Solution

Our proposed solution is to create an app that helps people find and connect to free WiFi networks in their area. This app will provide users with a comprehensive list of available networks, as well as detailed instructions on how to connect to them.

WHY Where fi..?

Where Fi is a user-friendly mobile app that helps users discover free WiFi hotspots nearby. It's simple yet effective interface displays a map of hotspots, allowing users to filter results by location or venue type. Accurate information about each hotspot is readily available. What sets Where Fi apart is its regular updates, ensuring users have access to the latest hotspot information. It's a convenient solution for finding WiFi on the go.

Wireframes


Create account
Where-fi
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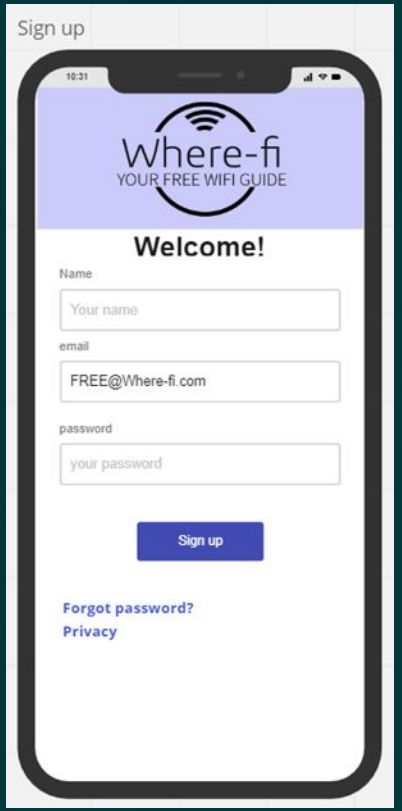
Welcome to Where-Fi
email
FREE@Where-fi.com
password
your password
Login
Sign up
Forgot password?
Privacy


Sign up
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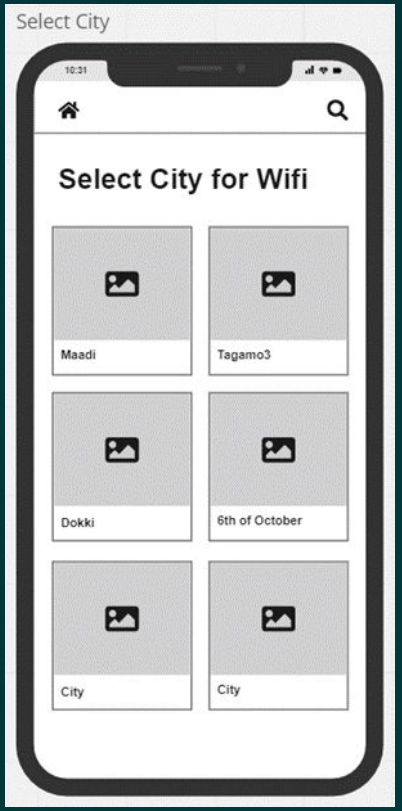
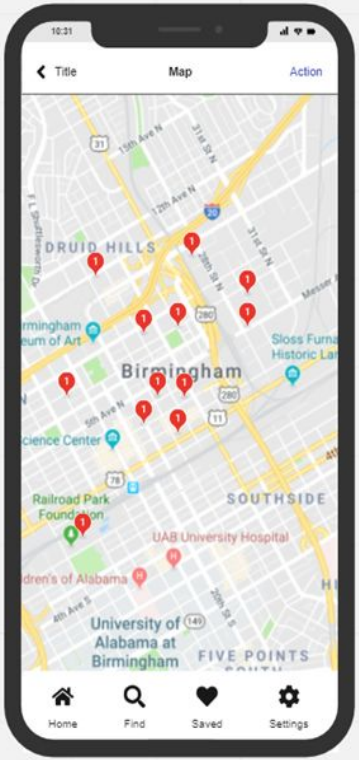
Welcome!
Name
Your name
email
FREE@Where-fi.com
password
your password
Sign up
Forgot password?
Privacy

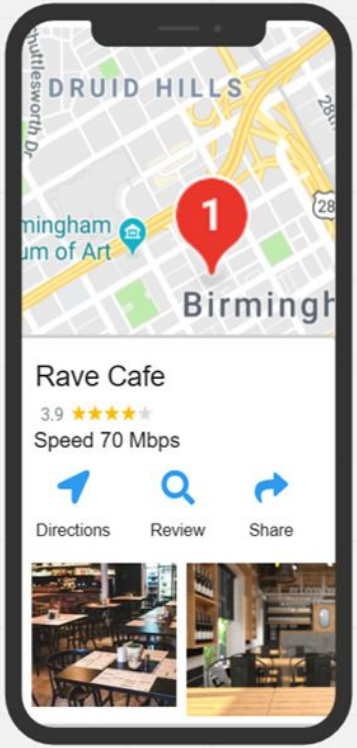

Select City
Select City for Wifi
Maadi
Tagamo3
Dokki
6th of October
City
City

Wireframes

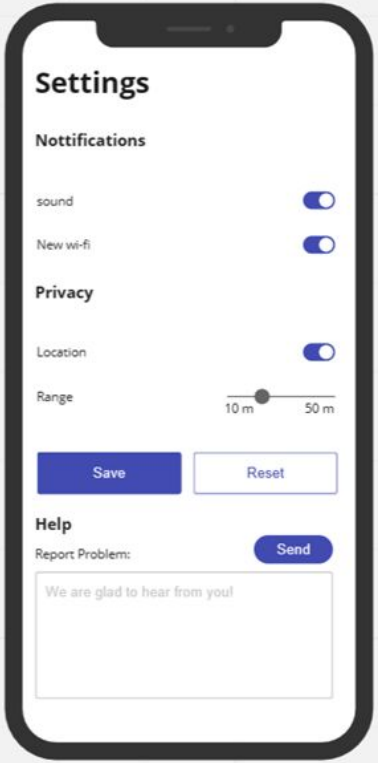
Map Veiw



Wi-Fi Information



Settings



Pain Points

1. Users may have faced frustration when the information provided about nearby public WiFi hotspots was limited or outdated. They may have desired more comprehensive and real-time information to make informed decisions.

2. Users may have desired more interactive features within the application, such as the ability to leave comments, share experiences, or suggest new hotspot locations. The lack of user interaction could have limited their engagement and the overall community-driven aspect of the application.

Recommendations

1. We recommend that Where Fi partner with local businesses to promote their app and free WiFi hotspots. This can be done through offering incentives to users who check in at these businesses using the app, such as discounts or free items.

2. Additionally, we suggest that Where Fi offer a premium version of their app for a small fee. This version could include additional features such as the ability to save favorite hotspots and receive notifications when new hotspots are added in the user's area.

Next Steps

1. Our next steps involve expanding the reach of Where Fi to more cities across the country. We plan to partner with local businesses and organizations to promote the app and increase awareness among potential users. In addition, we will continue to gather feedback from our current users to improve the app's functionality and user experience.

2. Another important aspect of our next steps is to explore additional features that could be added to the app in the future. These could include things like personalized recommendations for nearby cafes or restaurants with free WiFi, or even a feature that allows users to connect with each other and share their experiences using the app.