

What if your **feedback** could light the spark
and you'd be **rewarded** for your mark?



a small step on **GORA Lane**, a big leap to **change the game**.

**Imagine a city where walking and
biking are not just healthy
lifestyle choices...**



Imagine a city where walking and
biking are not just healthy
lifestyle choices...

but also
rewarding and
engaging activities

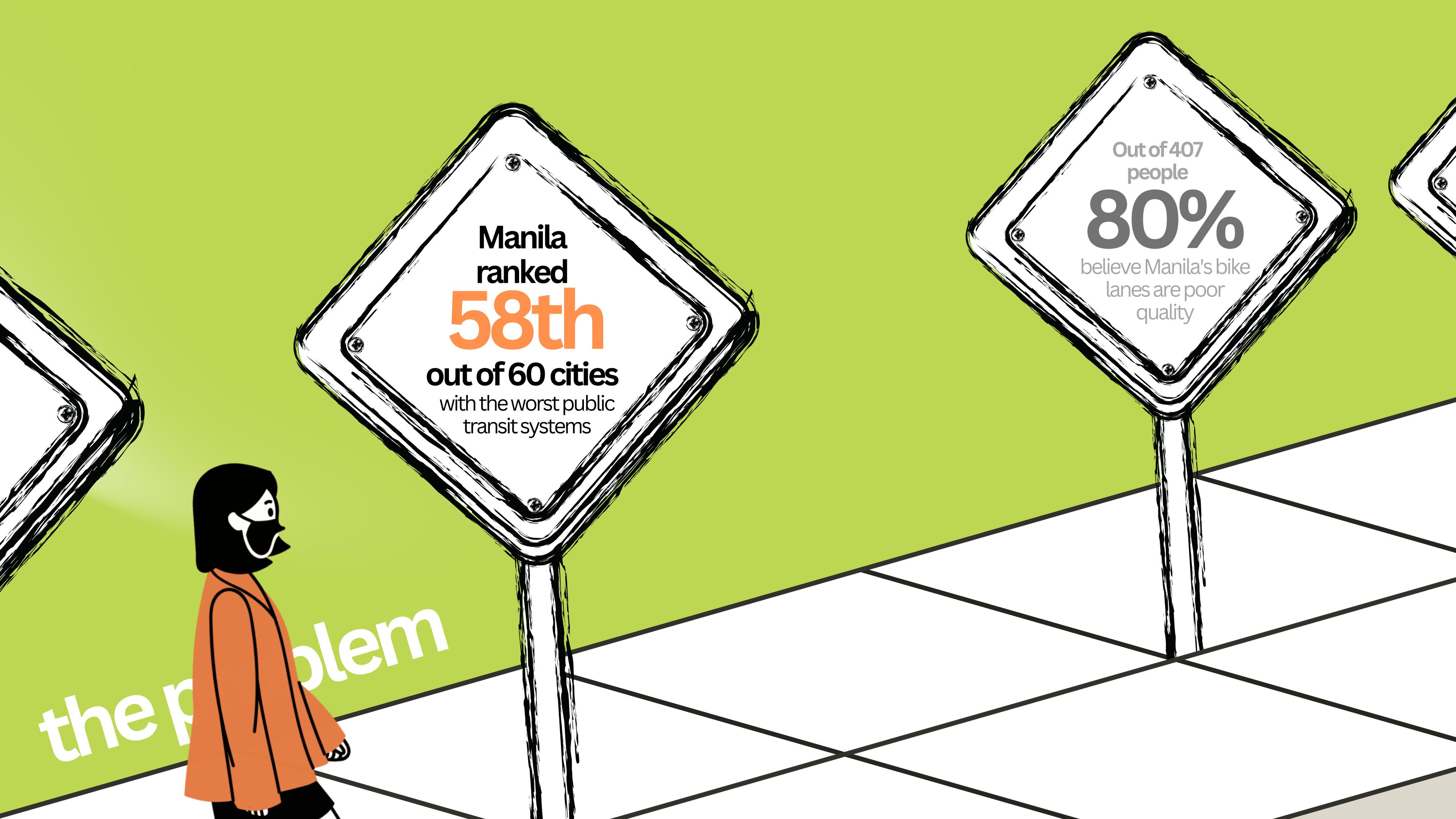


Metro Manila
traffic up
17.68%

(2019-2023) due to more
vehicles, accidents, and
reckless driving.

Manila
ranked
58th
out of 60 cities
with the worst public
transit systems

the problem



Manila
ranked
58th
out of 60 cities
with the worst public
transit systems

Out of 407
people
80%
believe Manila's bike
lanes are poor
quality



Manila
ranked
58th
out of 60 cities
with the worst public
transit systems

Out of 407
people
80%
believe Manila's bike
lanes are poor
quality

Out of 407
people
72%
say the sidewalks are
inadequate

Introducing...



9:41





the objectives

conquer every lane, achieve every goal!

Promote inclusivity



Encourage public transportation and GORA lane

Support local businesses



Boost pedestrian and cyclist activity

Help LGUs prioritize urban expansion

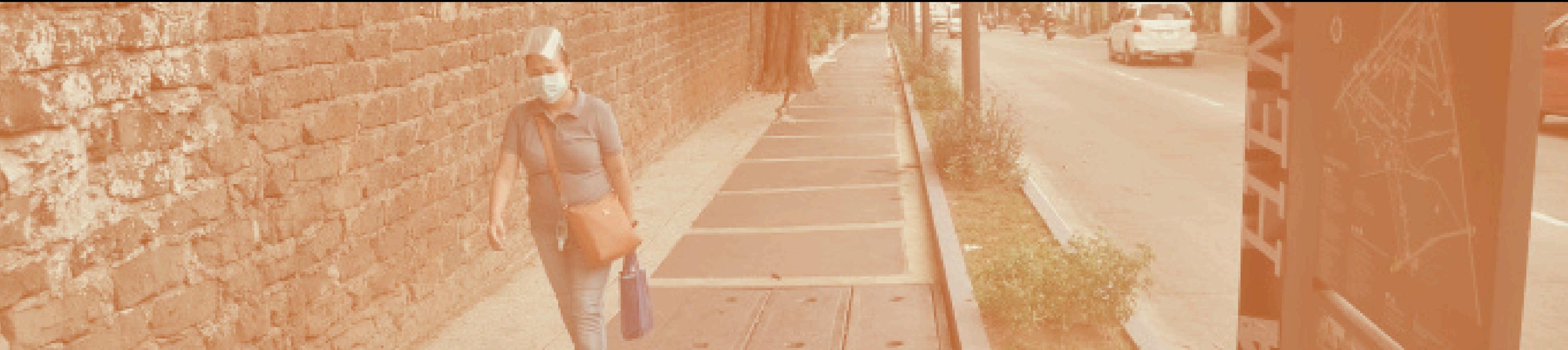


Promote sustainable habits and support urban planning



Quezon City

the scope



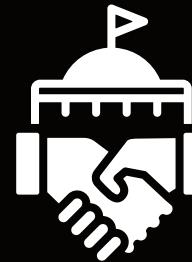
It's you, Tara!

target
market

Urban Pedestrians, Cyclists, and Commuters



Government and Business Partners



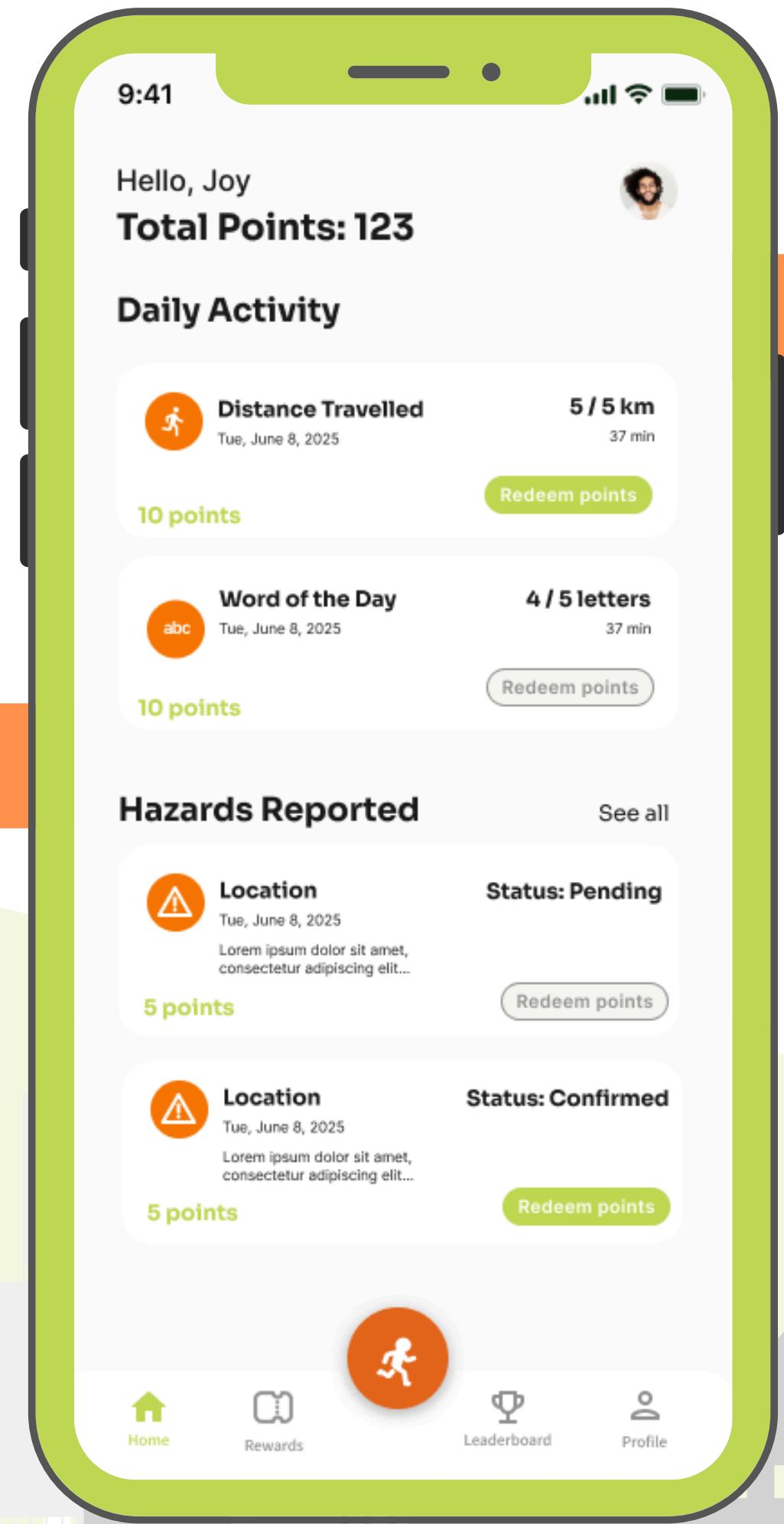
Approach and Techniques

Key Features

Gamification

Other Activity Points Source

- Hazard reporting
- Use of public transport
- Transactions with partners
- Special events
- Community events



Daily Activity Points

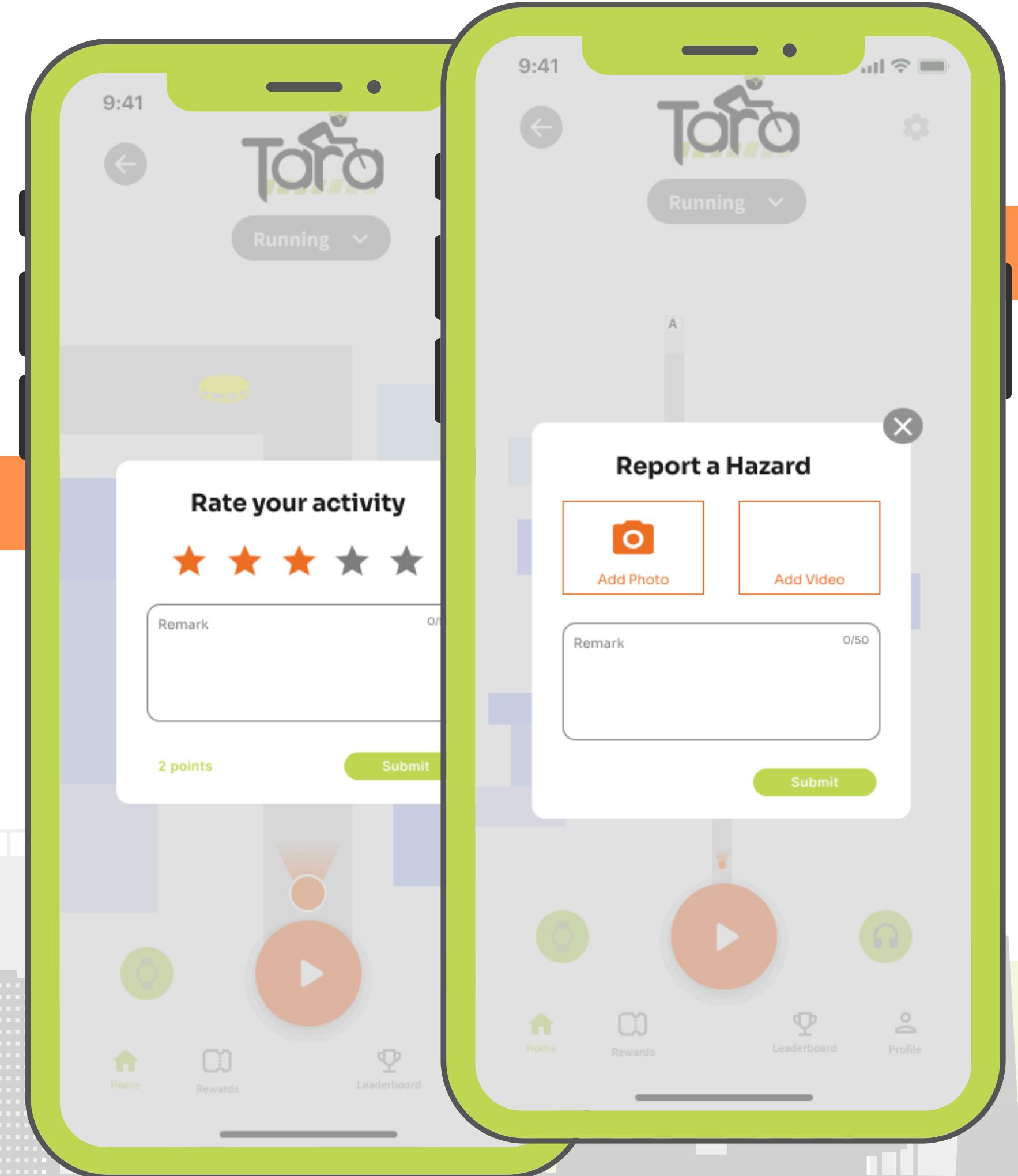
- Daily distance goal
- Collect "Word of the Day" letters
- Daily tasks

Key Features

Safety and Feedback

Ratings

- Rate your GORA Lane experience

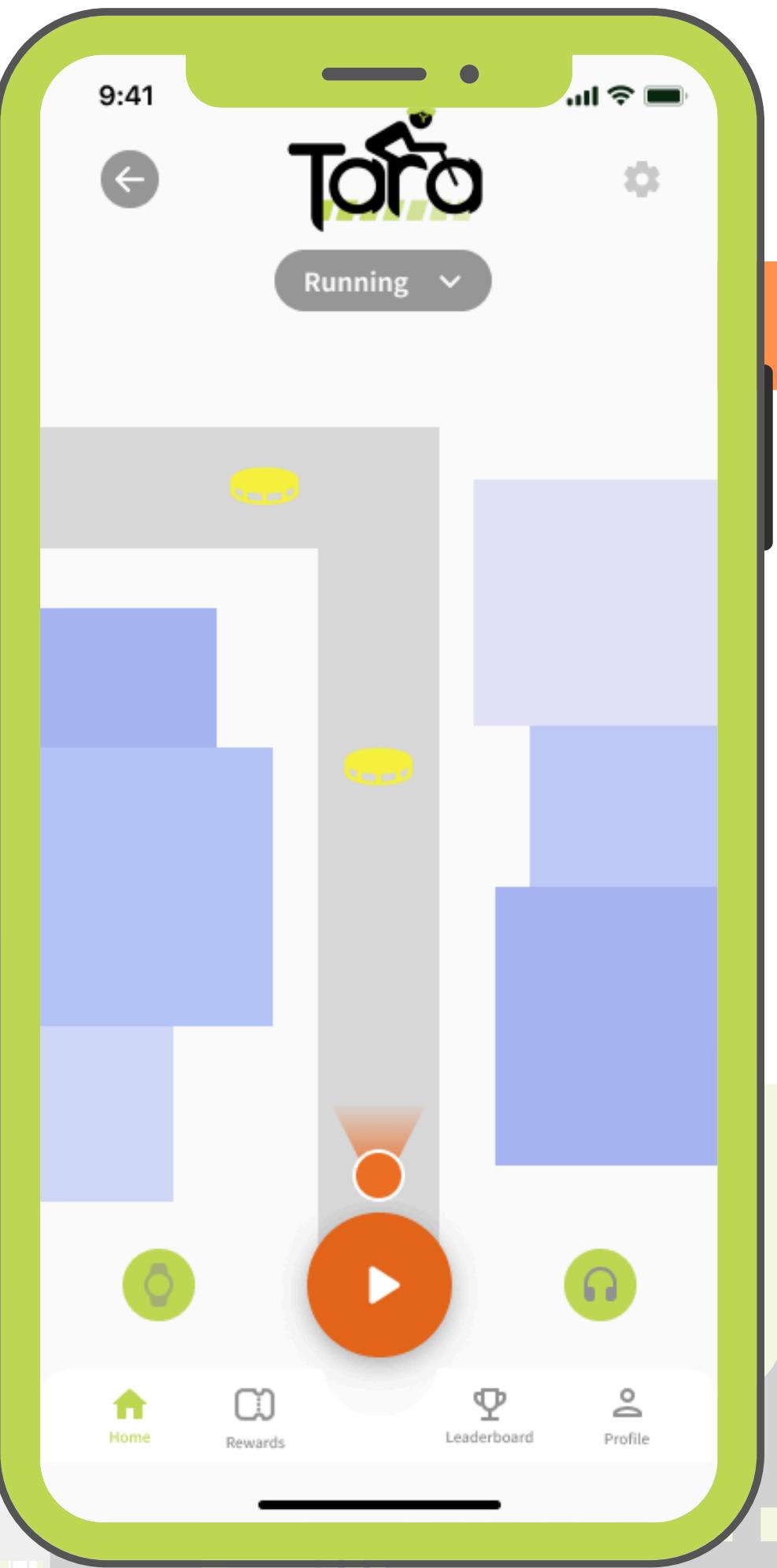


Hazard Reporting

- Gain points by reporting unsafe or poorly maintained lanes

Key Features

Route Guide

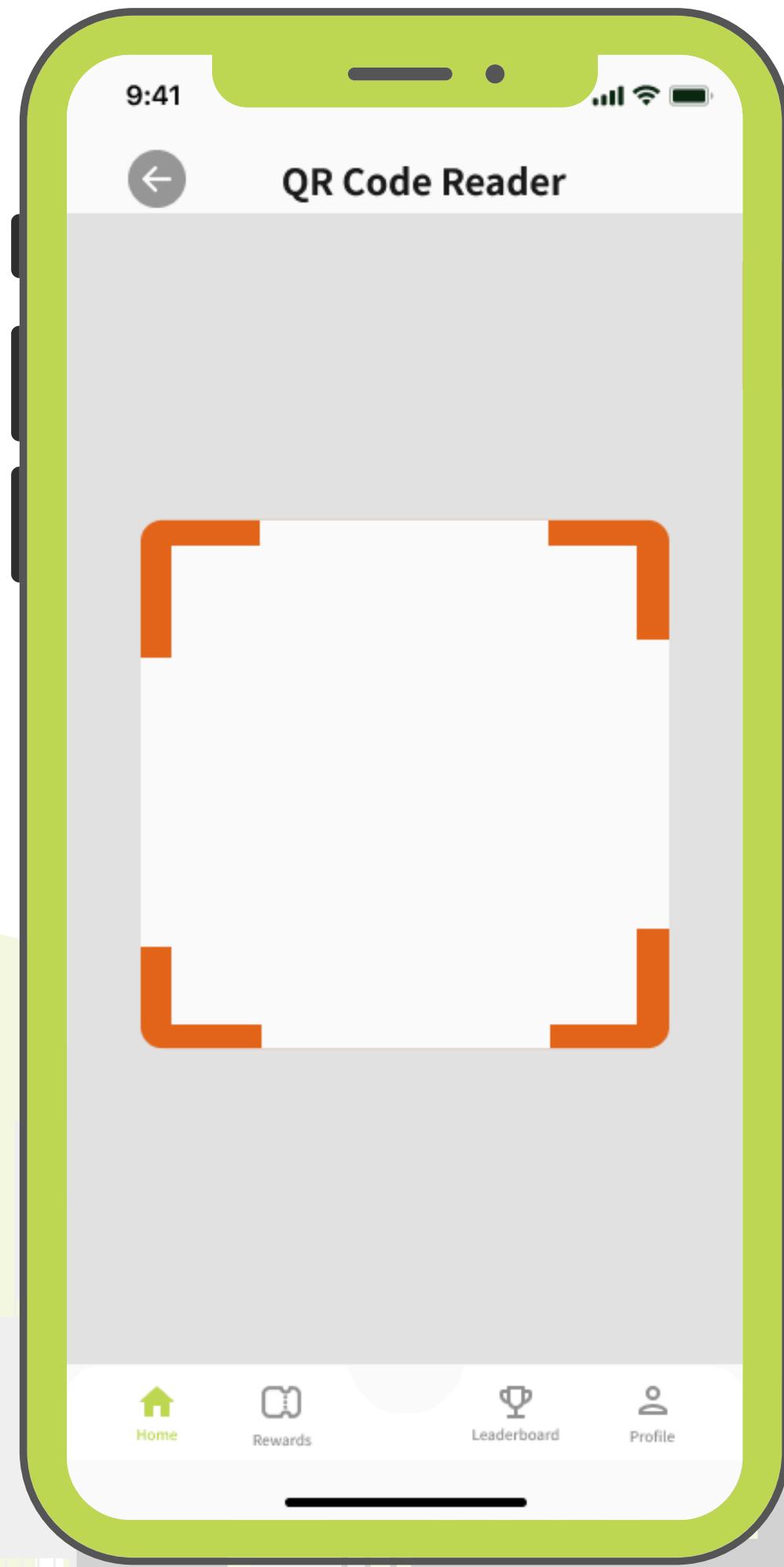


Map

- Explore the GORA Lanes
- Check out the coins collected along your lane
- Discover businesses along the GORA Lanes

Key Features

Support for Public Transportation and Local Businesses



QR Scanner

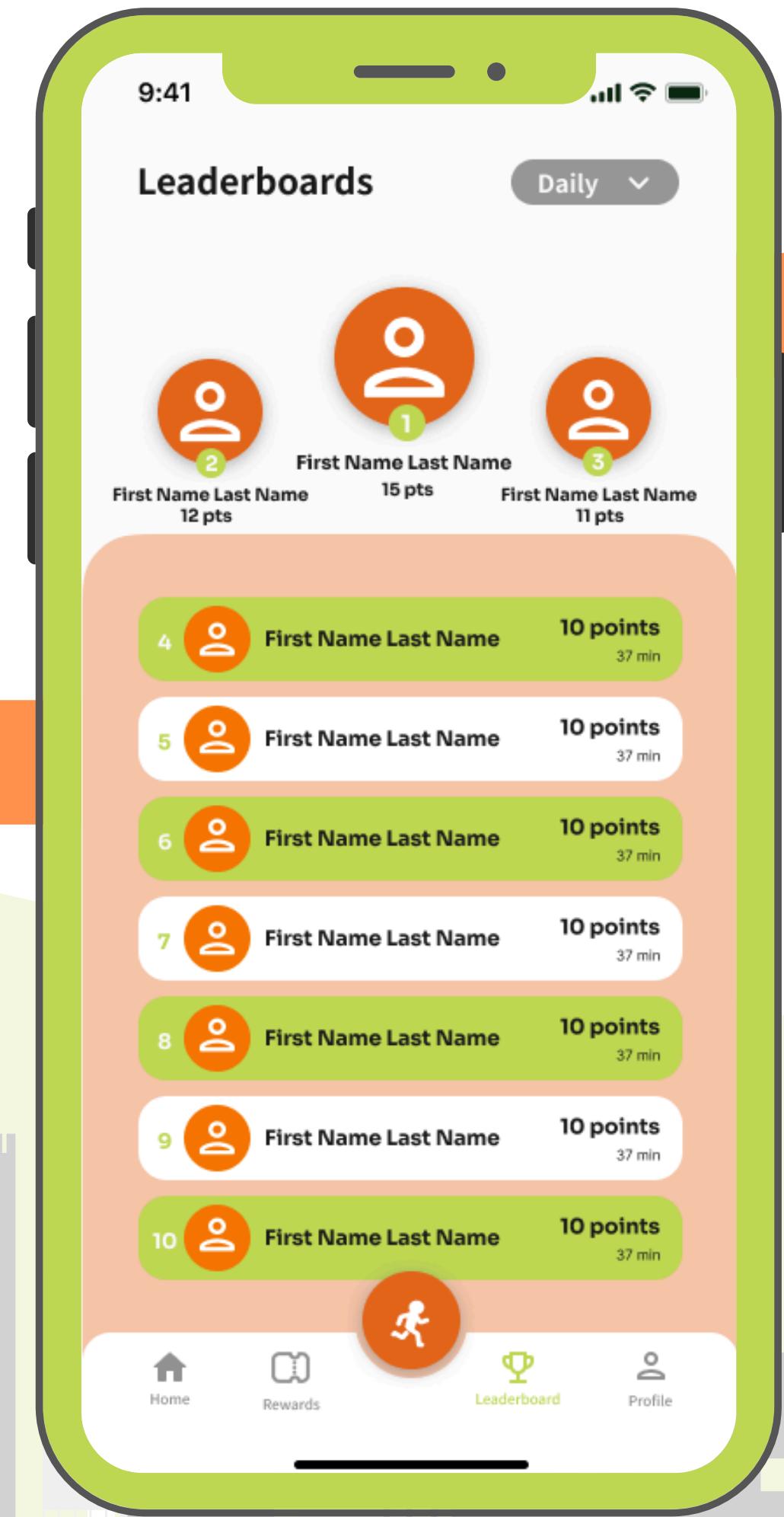
- Scan QR Codes upon transactions for points

Key Features

Social Integration

Social Media Sharing

- Show off your leaderboard rank and the distance you've traveled!



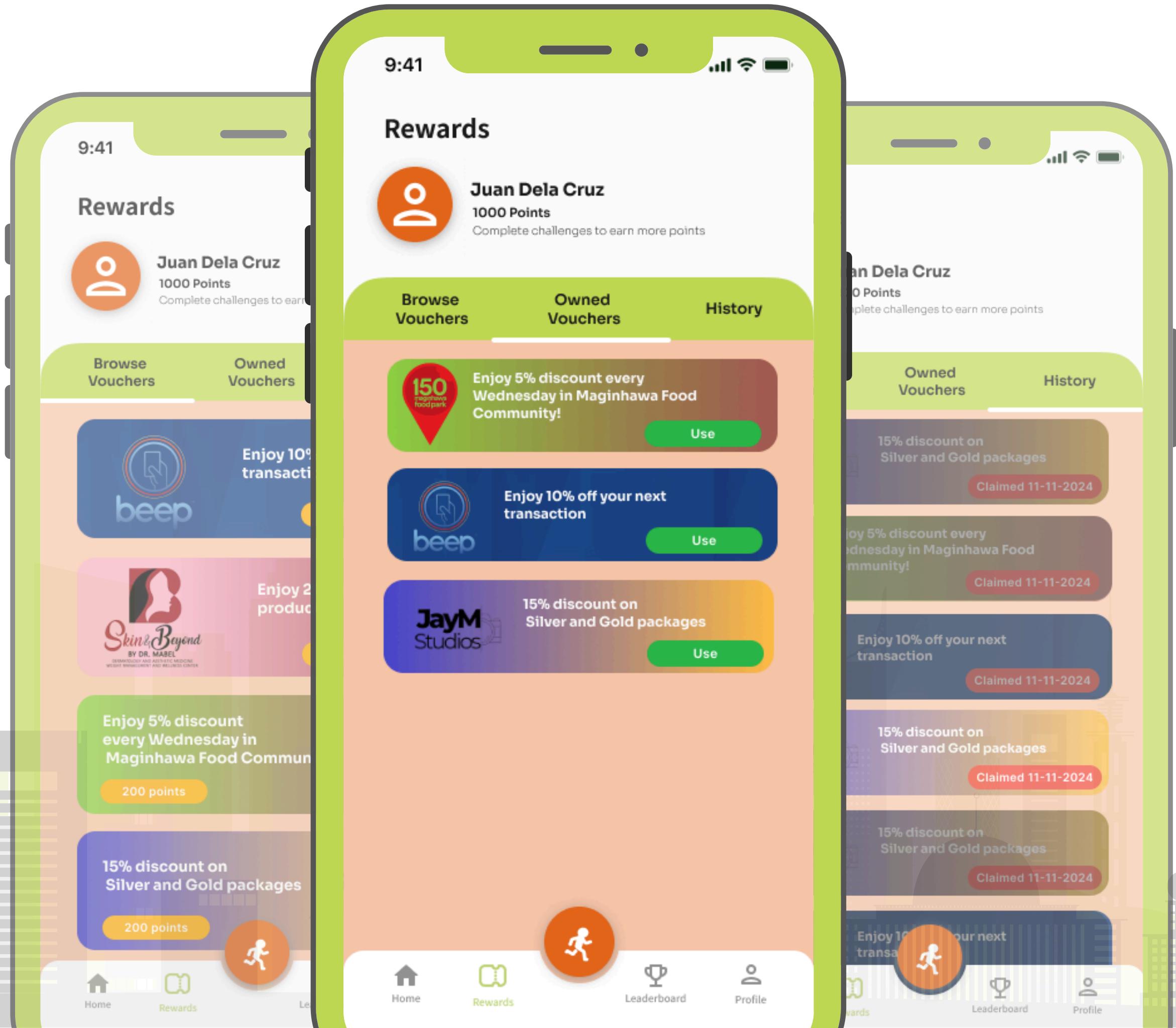
Leaderboards

- Compete with friends and other users for top spots on the leaderboard and more rewards.

Key Features

Rewards

- Claim points
- Exchange points for discount vouchers
- Show vouchers earned from businesses



Key Features

Data Analytics



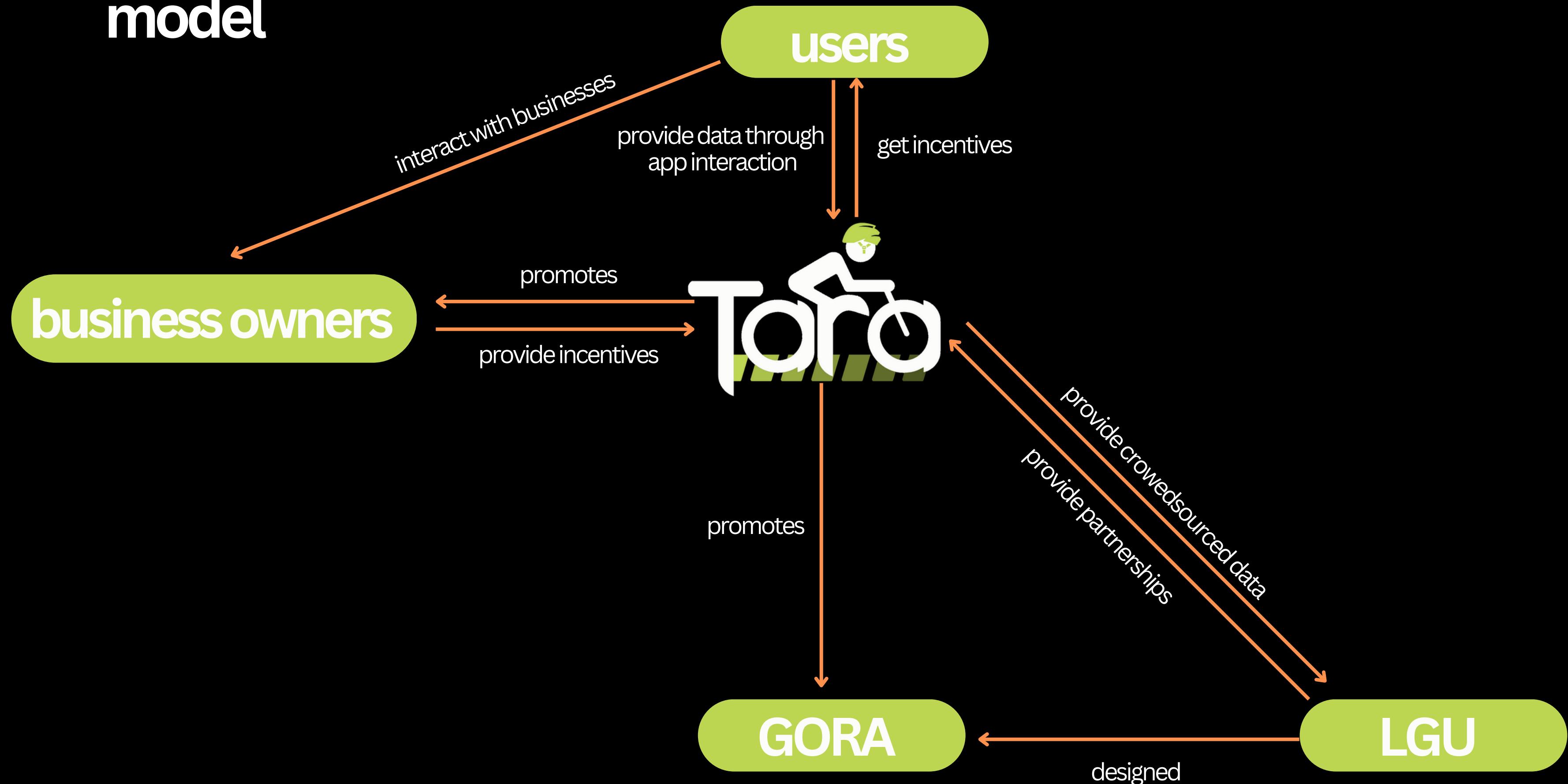
Reports

LGUs can leverage crowdsourced data to:

- Identify problem areas
- Prioritize pedestrian infrastructure projects
- Monitor progress

What are the
potential challenges?

the business model



the success metrics and KPIs

in the first **6 months** after launch

User engagement metrics, such as leaderboard participation

5,000 active users

50% increase in GORA Lane usage

20 % Increased usage of public transportation based on QR code scans.



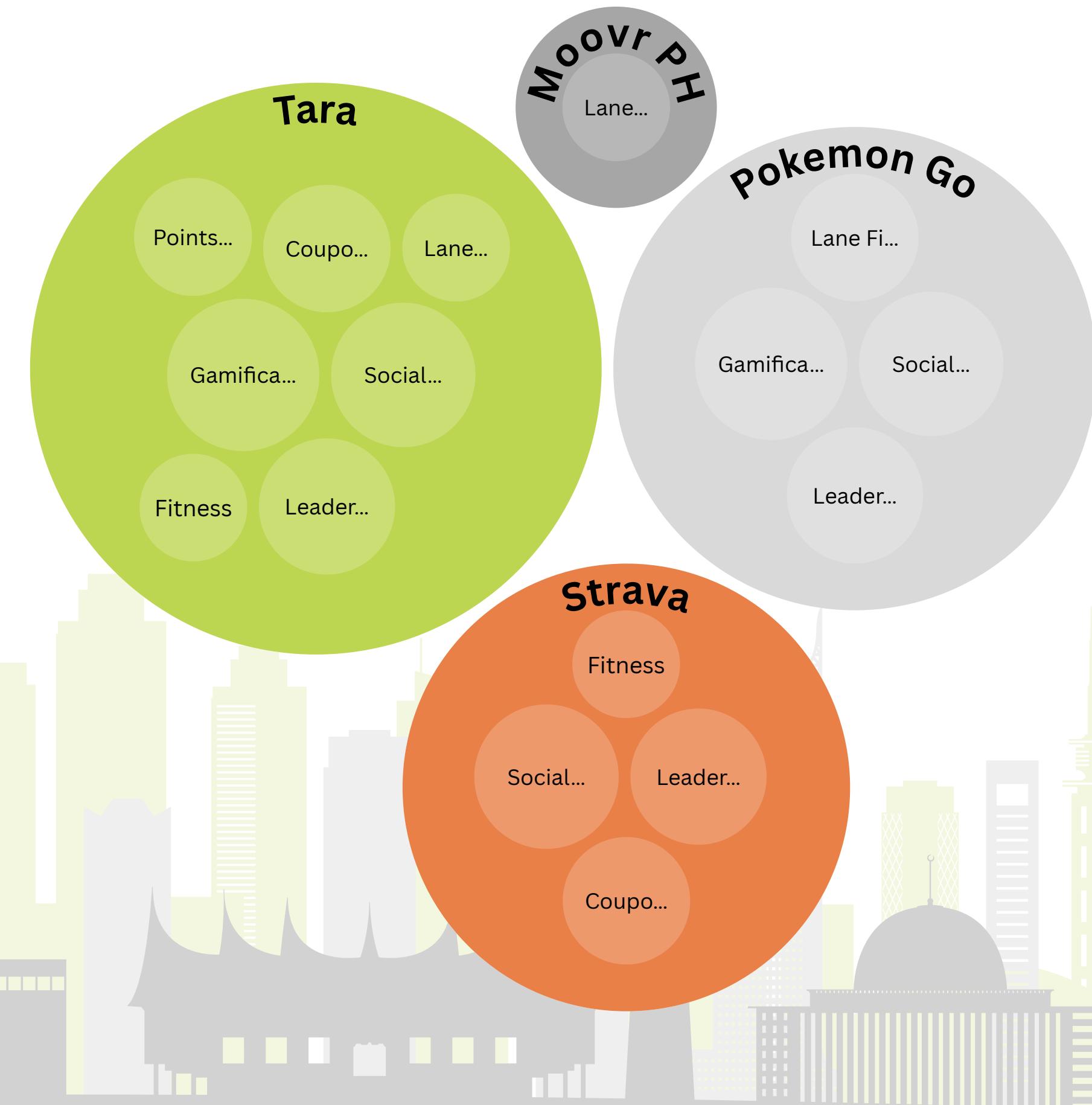
10,000 of app downloads

1000 of **coupons** redeemed

2000 reports submitted for unsafe lanes

feasibility and innovation

the competitors



the roadmap



beta testing

the roadmap



social intergration

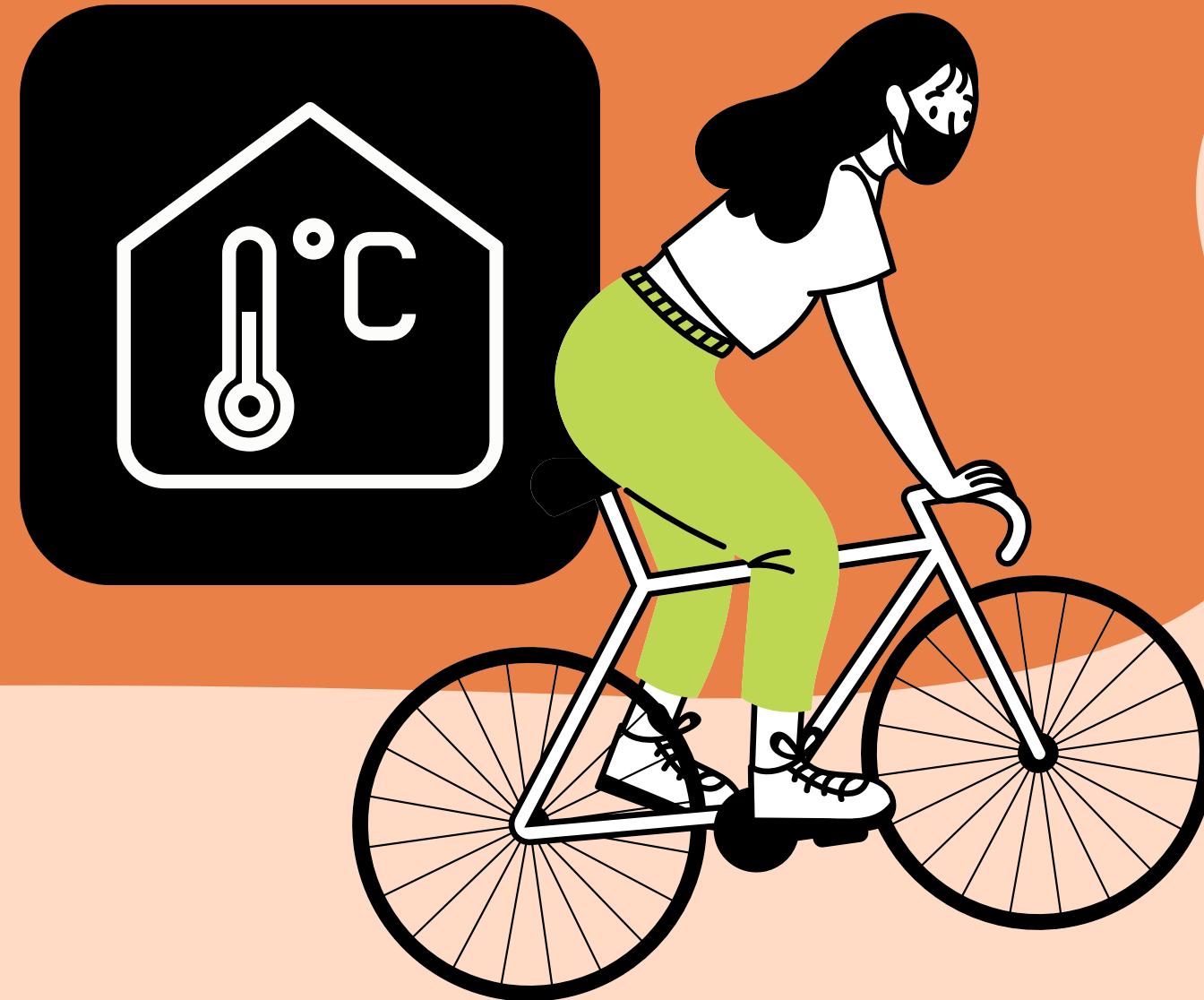
the roadmap



hazard cost estimation

the roadmap

hot temperatures
routes trend



the roadmap

national expansion



Meet the Team



Von Ramwel Nicolas
BS Computer Science



Mark Andrei Reyes
BS Computer Science



Laira Claire Telesforo
BS Computer Science



John Byron Garin
BS Computer Science

onSync

Where will
YOU take  today?

References

Zurbano, J. E. (2024, April 13). Private cars main reason for huge traffic in metro. Manila Standard. <https://manilastandard.net/?p=314435542>

Luna, F. (2022, November 28). Metro Manila public transportation among the worst in the world: study. Philstar.com. <https://www.philstar.com/headlines/2022/11/25/2226400/metro-manila-public-transportation-among-worst-world-study>

Aranas, J. (n.d.). #PHMobility: Active Mobility survey in Metro Manila. ICSC | Institute for Climate and Sustainable Cities. <https://icsc.ngo/active-mobility-survey/>

Quezon City Government. (n.d.). GORA Lane. Quezon City Government. Retrieved January 18, 2025, from <https://quezoncity.gov.ph/program/gora-lane/>