

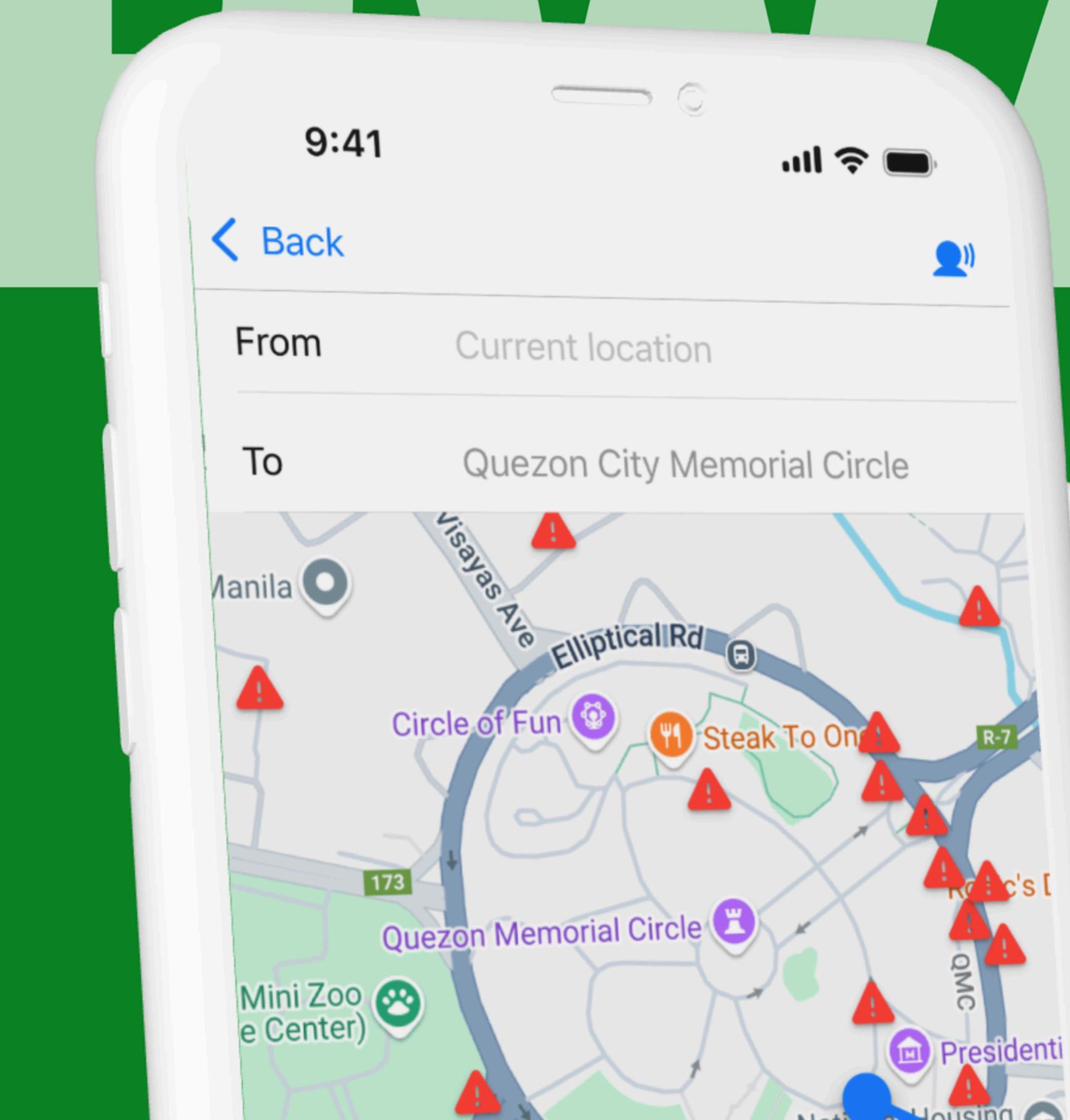




# URWAY

*Explore your path.*

# UPDAY



# Goals and objectives

Collect crowdsourced data from citizens to **confidently**  
**inform city planning policies**

01

**Mobilize** diverse demographics in Quezon City through the safety and accessibility incentive offered by the app

02

**Maintain 3,000 active users** and collect data on at least **500 unique sidewalk issues** in the first month

03

**Reduce average response time for sidewalk repairs by 50%** through efficient reporting to municipalities

# URWAY IN THE MAKING

Leverages existing data and algorithms

**DATA**

Existing bike lanes, railways, and  
Walkways Start and End Data

**ALGORITHM**

Dijkstra Algorithm

**How is**

**URWAY**

**different?**



combines crowdsourced  
data on accessibility issues  
with real-time navigation

unique gamification  
approach to civic  
engagement

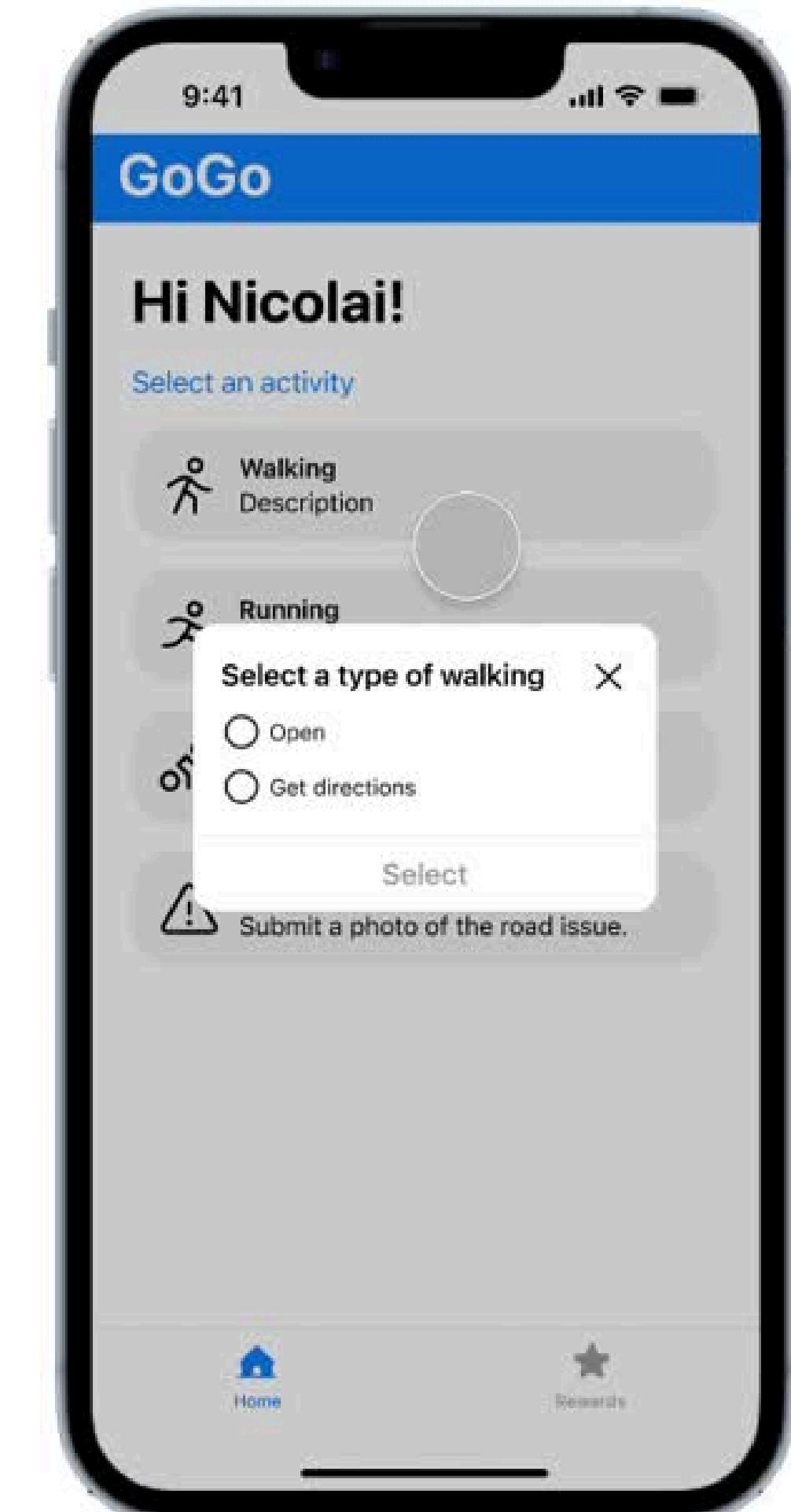
## App Features

### Safe Route Navigation

The app **suggests safe walking routes** by avoiding areas with reported sidewalk issues.

### Issue Reporting

Users can **photograph and categorize sidewalk problems** to help others navigate safely.



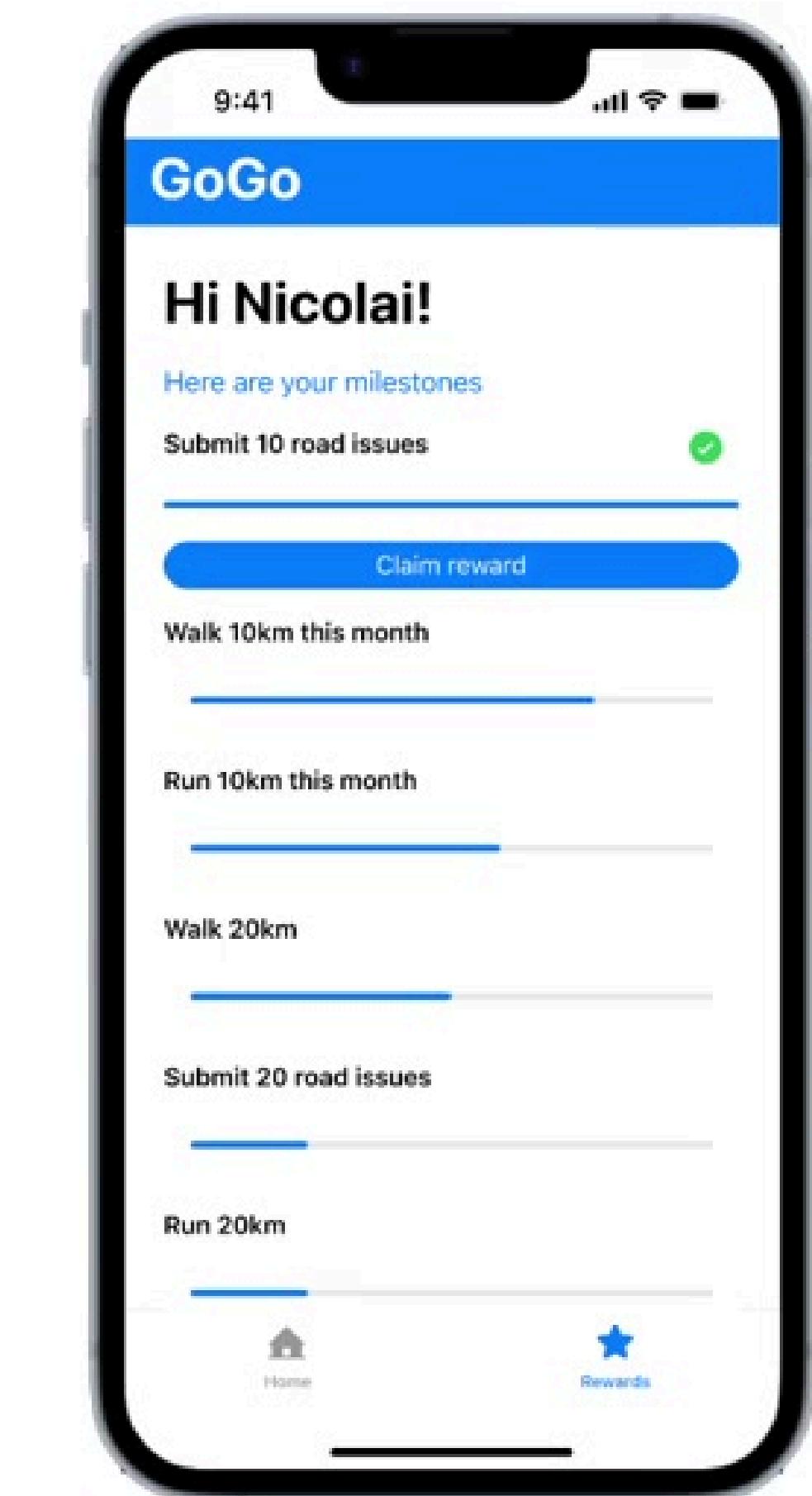
## App Features

### Reward System

Users **earn points and discount vouchers** from partner establishments by completing missions to report sidewalk issues.

### PWD-friendly features

TalkBack provides spoken feedback and touch interaction for blind or visually impaired users.



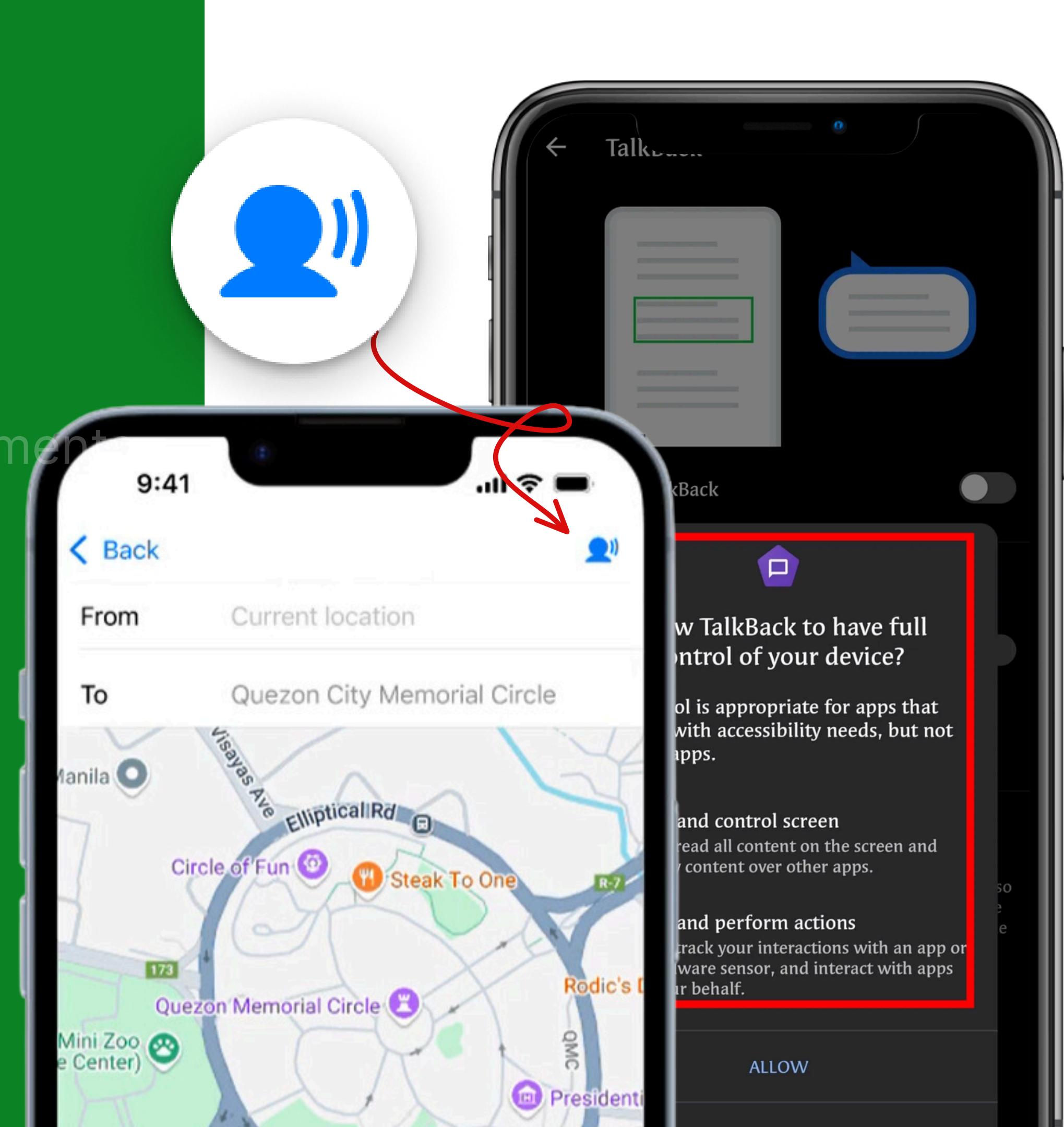
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### Reward System

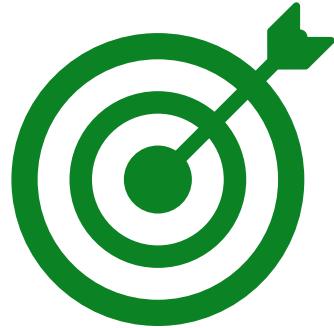
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# Potential Challenges



## Data accuracy

Establish a moderation system with clear guidelines

## User acquisition and retention

Regular missions and monetary incentives through local business partnerships



**Uniting Routes  
towards accessibility,  
Active mobility, and  
Your freedom**

