

# Tawsilla Website Redesign Plan

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## 1. Sitemap Structure

### Home

- Overview of Tawsilla's mission and services
- Download links for mobile apps (Android & iOS)
- Key value proposition for both riders and drivers

### Driver Portal

#### Join Our Team

- Online application form (name, phone, email, vehicle details)
- Benefits overview:
  - Flexible working hours
  - Competitive weekly earnings
  - 24/7 support system
- Driver testimonials with real success stories

## **Driver Resources**

- Full onboarding guide
- Step-by-step video tutorials
- FAQ section for quick answers

## **Earnings Calculator**

- Transparent fare breakdown
- Explanation of bonus and incentive programs
- Weekly earnings estimator

## **Service Areas**

- Interactive coverage map with city-wise filters
- Specific city regulations and requirements
- Information on future expansion plans

## **Safety Center**

- Comprehensive insurance and liability coverage
- Emergency response and incident protocols
- Rider identity verification procedures

## **Vehicle Standards**

- List of minimum vehicle requirements
- Inspection checklist and process
- List of approved models

## **Incentive Programs**

- Referral and loyalty bonuses
- Peak-hour and location-based multipliers
- Recognition and reward tiers for consistent performance

## **Rider Experience**

### **Book a Ride**

- Direct app download links
- Overview of available ride types:
  - Standard, Premium, Group, Eco
- Instant booking widget

### **How It Works**

- Step-by-step visual guide to booking a ride
- Explanation of real-time ride tracking
- Supported payment methods and security

## **Service Coverage**

- Interactive area and city map
- Airport and high-traffic location services
- Coverage of special or underserved areas

### **Safety Features**

- Driver background checks and vetting
- In-app emergency support button
- Ride sharing and safety options

### **Business Accounts**

- Tailored solutions for corporate travel
- Invoicing and expense management tools
- Dedicated support channels

### **Rewards Program**

- Points-based rewards for frequent riders
- Member-exclusive benefits
- Tiered system for bonus accumulation

### **Business Solutions**

#### **Corporate Travel**

- Custom transportation packages
- Enterprise account management
- Usage reporting and analytics

### **Industry-Specific Solutions**

- Healthcare patient transport
- Hotel guest shuttles
- Educational institution services

### **Success Stories**

- Case studies from existing clients
- Measurable impact statistics
- Client testimonials

### **Support Center**

#### **Help Articles**

- Categorized guides and FAQs
- Troubleshooting common issues
- Video tutorials for riders and drivers

### **Contact Options**

- Live chat integration
- Dedicated support via email and phone

#### **Accessibility**

- Services for individuals with special needs
  - Multiple language options
  - Compliance with ADA and other standards
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## **2. Wireframe Specifications**

### **Driver Portal – Join Our Team**

#### **Key Elements:**

- Hero section with bold CTA: *“Start Earning with Tawsilla Today”*
  - Easy-to-fill application form (name, contact, vehicle type)
  - Benefits section using clean iconography:
    - ✓ Flexible schedule
    - ✓ Weekly payments
    - ✓ 24/7 live support
  - Carousel of real driver testimonials
  - FAQ accordion for quick access to common concerns
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## Rider Experience – Book a Ride

### Key Elements:

- App download buttons in prominent positions
  - Ride type selection with visual icons:
    - • Standard
    - • Premium
    - • Group
    - • Eco
  - Embedded fare estimator tool
  - Safety certification badge display
  - Step-by-step infographic on how to book
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## 3. Current vs. Proposed Comparison

Feature	Current State	Proposed Enhancement
Navigation	Basic, flat menu	Categorized, intuitive navigation
Driver Resources	Minimal and limited	Detailed resource and support section
Rider Information	Generic content	Comprehensive, service-specific info
Business Solutions	Not available	Full section for corporate/industry use
Support Options	Email only	Live chat, email, and phone support

Mobile Experience	Simple responsive site	Optimized mobile-first interface
Visual Design	Template-based	Modern, custom-branded UI components

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## 4. User Feedback Integration

### Enhancements for Riders:

- **Fare Estimation:** Simple and clear cost previews
- **Booking Simplicity:** One-click booking and ride tracking
- **Safety Information:** Clearly communicated features
- **Loyalty Program:** Points and rewards for frequent users
- **Multilingual Support:** Localized UI for diverse users

### Enhancements for Drivers:

- **Earnings Transparency:** Detailed breakdowns and weekly calculators
- **Onboarding Experience:** Better guides, forms, and videos
- **Support Access:** Easier access to 24/7 help channels
- **Incentive Visibility:** Clear visibility of rewards and bonuses
- **Safety Protocols:** Transparent standards and support systems