



Group Presentation

3alla feen Validation



Team Members

AlaaElddin Ibrahim said

22101463

Rana HossamELDin Mohamed

22101478

Ahmed Fathy Ahmed

22101981

Muhammed Mustafa Muhammed

22101336

Noureen Yasser Hassan Muhammed

22101109



Introduction



Transportation apps have revolutionized the way people travel, offering unmatched convenience and efficiency. They have become integral to daily life, simplifying mobility for millions. However, to continue meeting user needs effectively, it's crucial to understand what users truly want and expect from these services.

This survey is designed to gather insights into user preferences, age groups, places of residence, challenges faced, and preferred payment methods. By analyzing these responses, we aim to identify key areas for improvement and tailor our app to address user needs more effectively. Our goal is to create a transportation app that not only enhances convenience and safety but also aligns with the specific expectations of our users.



Results of our study:

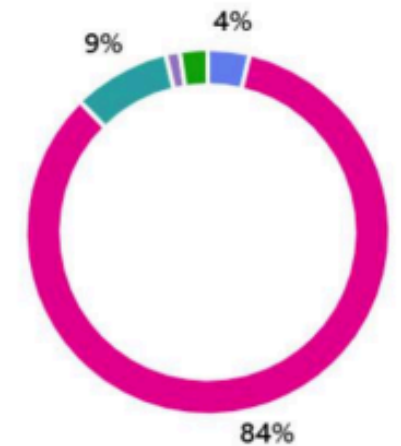
Our survey provided valuable insights into the demographics and needs of our target audience. The key findings are as follows:

- 84% of respondents fall within the 18-25 age group. This group primarily consists of students and fresh graduates.
- Many respondents are either students or recent graduates who may have part-time or entry-level jobs. This indicates a high demand for reliable transportation options to accommodate their academic and professional needs.
- The majority of respondents are based in Alexandria, highlighting a regional concentration where our application system can be highly beneficial.
- These findings suggest that our transportation application system is well-suited to meet the needs of young adults who require efficient and affordable commuting solutions, particularly in Alexandria.

1. What is your age group?

ما هي الفئة العمرية الخاصة بك؟

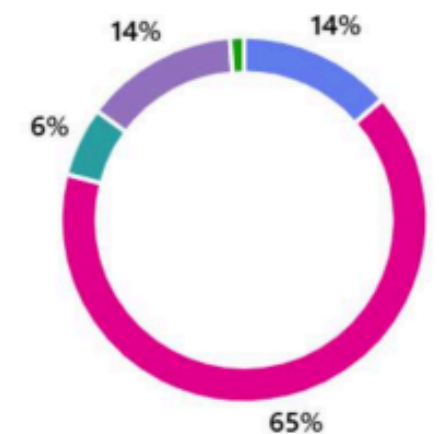
Under 18 (أقل من 18 عامًا)	3
18–25 (من 18 إلى 25 عامًا)	68
26–35 (من 26 إلى 35 عامًا)	7
36–45 (من 36 إلى 45 عامًا)	1
46 and above (أكثر من 46 عامًا)	2



2. Where do you live?

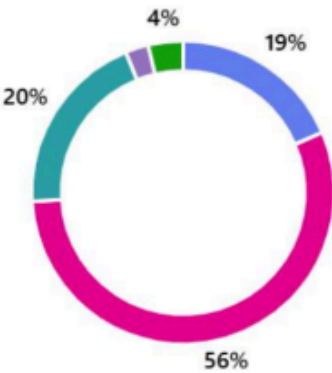
أين تعيش؟

القاهرة	11
الاسكندرية	53
الجيزة	5
محافظات شمال مصر و الدلتا	11
محافظات الصعيد	1



3. What is your primary mode of transportation?
ما هو وسيلة التنقل الأساسية الخاصة بك؟

● Personal vehicle (مركبة شخصية)	15
● Public transportation (وسائل النقل العام)	45
● Ride-hailing services (مثل أوبر أو كريم)	16
● Bicycles or scooters (الدراجات أو السكوترات)	2
● Walking (المشي)	3

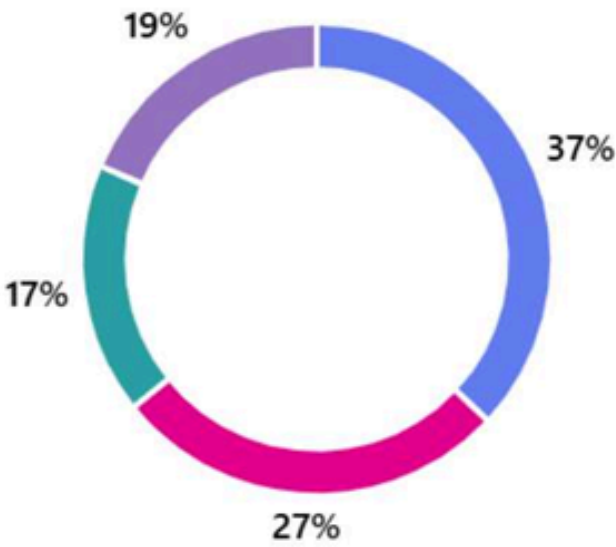


- **High Dependency on Public Transportation:** Over half of the respondents depend on public transportation, emphasizing the need for improving public transit efficiency and accessibility.
- **Demand for Flexible Options:** A combined 76% of respondents use public transportation and ride-hailing services, indicating a preference for cost-effective and adaptable transportation methods.
- **Potential Market:** Given the reliance on public and ride-hailing services, there is a strong market potential for a transportation application system that enhances these options.

This analysis underscores the importance of providing solutions that cater to users who rely heavily on public and flexible transportation solutions.

4. How often do you commute or travel?
كم مرة تسافر أو تتنقل؟

Daily (يوميًا)	30
A few times a week (بضع مرات في الأسبوع)	22
Weekly (أسبوعيًا)	14
Occasionally (أحيانًا)	15

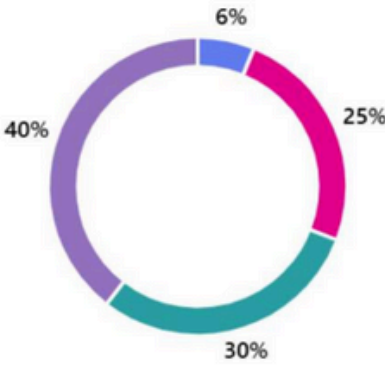


This analysis confirms the number of times of movement or travel.

I concluded that most people use this analysis on a daily basis, at a rate of 37%, which means the importance of transportation applications. The second category, most of them use the application on a weekly basis, at a rate of 22%.

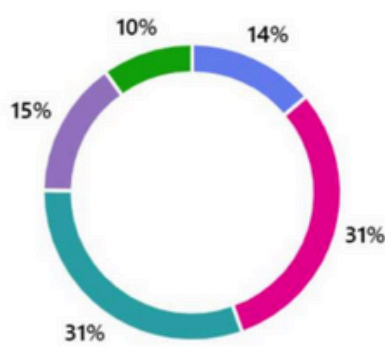
5. What is the average duration of your daily commute?
ما متوسط مدة تنقلك اليومي؟

● Less than 15 minutes (أقل من 15 دقيقة)	5
● 15–30 minutes (من 15 إلى 30 دقيقة)	20
● 30–60 minutes (من 30 إلى 60 دقيقة)	24
● More than an hour (أكثر من ساعة)	32



6. What are the main challenges you face while commuting?
ما هي التحديات الرئيسية التي تواجهها أثناء التنقل؟

● High costs (التكاليف المرتفعة)	14
● Traffic congestion (ازدحام المرور)	31
● Lack of availability (قلة توفر المواصلات)	31
● Safety concerns (مخاوف تتعلق بالسلامة)	15
● Unreliable schedules (جداول زمنية غير موثوقة)	10

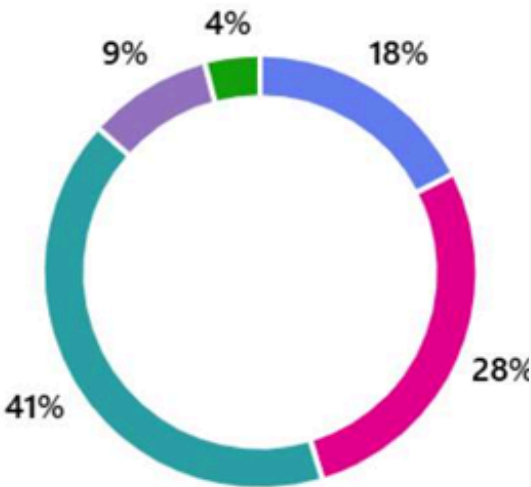


- Our survey revealed that 70% of respondents experience daily commutes of 30 minutes or longer, with 40% commuting for over an hour. The main challenges faced include traffic congestion and lack of transportation availability, both affecting 31% of respondents. Additional challenges such as high costs (14%), safety concerns (15%), and unreliable schedules (10%) further complicate commuting.
- These findings **highlight the need** for efficient, reliable, and accessible transportation solutions to reduce commute times and improve the overall commuting experience. Addressing these challenges can significantly enhance user satisfaction and encourage greater adoption of transportation services.

7. , how important are the following features in a transportation app to you?
ما مدى أهمية الميزات التالية في تطبيق النقل بالنسبة لك؟



Real-time tracking of rides (تتبع الرحلات في الوقت الحقيقي)	17
Affordable pricing (أسعار معقولة)	27
Safety and security (الأمان والسلامة)	40
Flexible payment methods (طرق دفع مرنة)	9
Customer support (دعم العملاء)	4



This question examines the features that people care about.

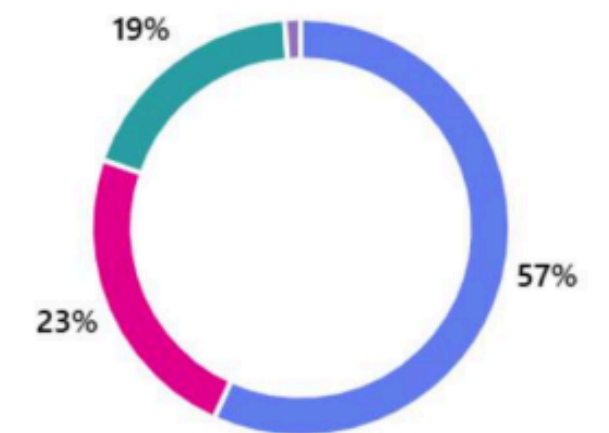
Most people care about safety and security by 41%, which means that one of the most important features that the application will provide is safety and security, such as tracking the vehicle directly and displaying driver information to the user.



Our survey shows that 57% of respondents prefer using cash for transportation services, making it the dominant payment method. Meanwhile, 23% opt for credit or debit cards, and 19% prefer mobile wallets like Apple Pay and Google Pay. Only 1% use other methods. This data suggests that while cash remains the primary method, there is a growing trend toward digital and card-based payments, highlighting the need for flexibility in payment options to meet diverse customer preferences.

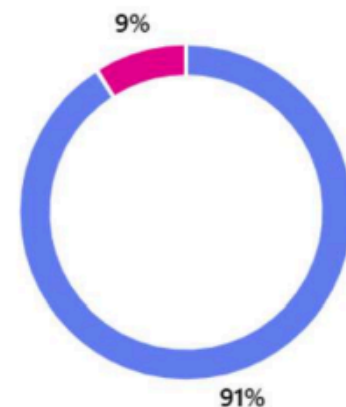
8. What payment methods do you prefer for transportation services?
ما هي طرق الدفع التي تفضلها لخدمات النقل؟

Cash (نقدًا)	46
Credit/Debit Card (بطاقة ائتمان/خصم)	19
Mobile Wallets (محفظة إلكترونية مثل Apple Pay أو Google Pay)	15
Other (أخرى)	1



9. Have you ever used a transportation app before?
هل سبق أن استخدمت تطبيقًا للنقل؟

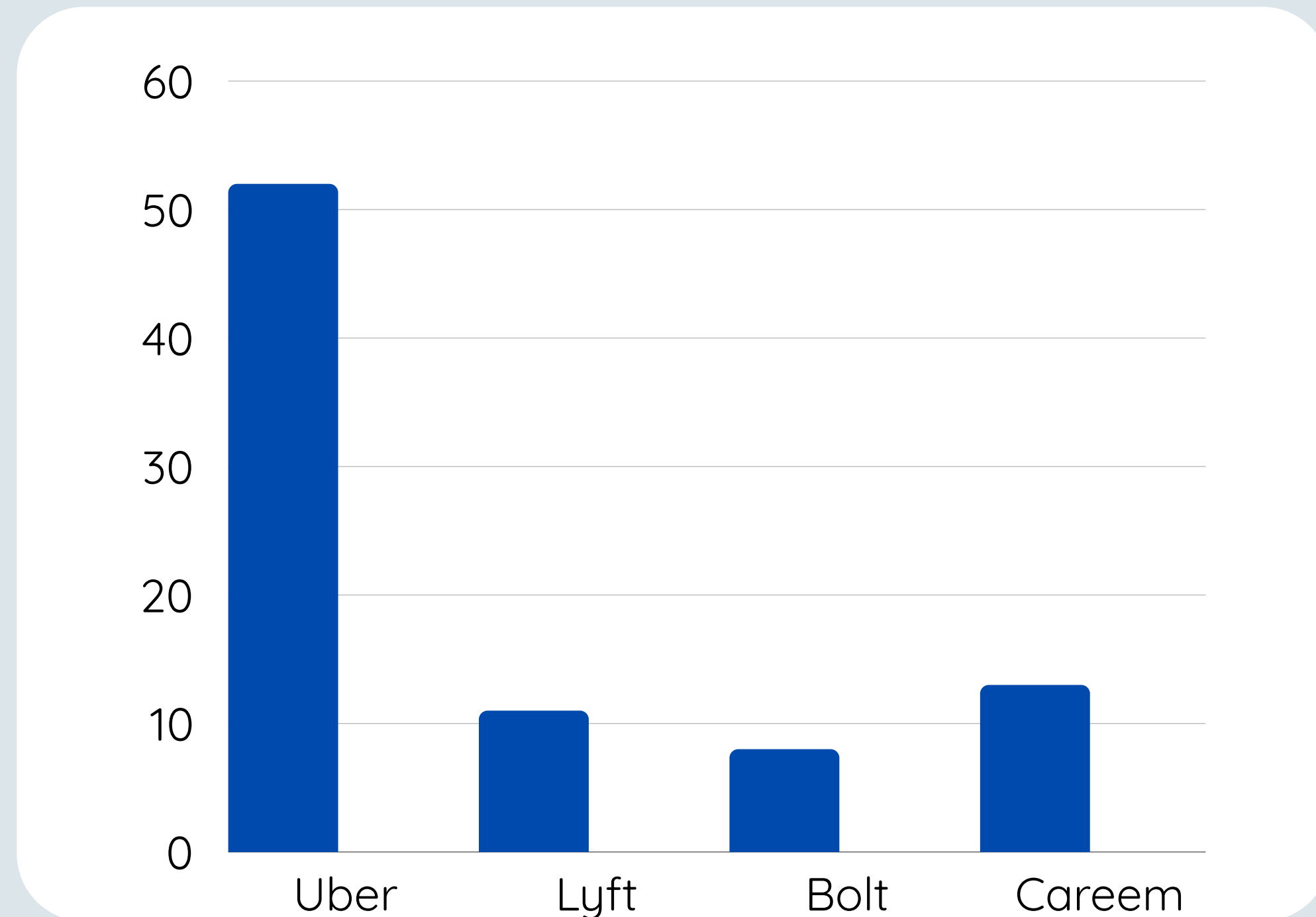
Yes (نعم)	71
No (لا)	7



- 91% of respondents have previously used a transportation app, while only 9% have not. This indicates a high level of familiarity and comfort with app-based transportation solutions among our target audience. The data supports the need for a reliable and user-friendly application to cater to the existing demand and enhance the commuting experience.

Data Analysis

This question discusses what competing applications they are using.



Some of the Responses:

27	anonymous	Affordable
60	anonymous	Affordable and safety
5	anonymous	Affordable price and availability also reduce the waiting time
15	anonymous	Affordable price and more safety
4	anonymous	Availability and affordable prices
11	anonymous	Better pricing while maintaining great quality of drivers and cars
25	anonymous	Cheap price
20	anonymous	Flexible prices

34	anonymous	It's useful
10	anonymous	Lower price, high car models
1	anonymous	More safety
41	anonymous	NA
32	anonymous	Offers more features
30	anonymous	Price
39	anonymous	Price and safety
50	anonymous	Safety

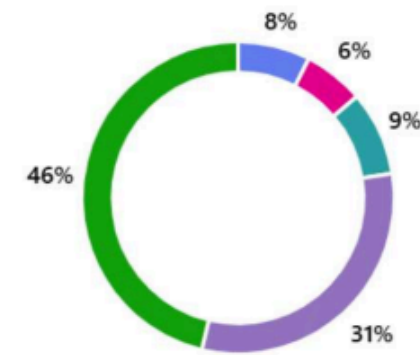
Based on user responses to the question of what would make them switch to a new transportation app, several key themes emerged. The most frequently mentioned factors include affordable pricing, enhanced safety measures, and better features like availability and ease of use. Users also emphasized the importance of features such as flexible pricing, high-quality vehicles, comfortable travel, secure services, and the ability to track routes and find cars easily.

We are committed to incorporating these insights into our application. By prioritizing affordability, safety, and usability, we aim to deliver a transportation app that meets user expectations and addresses their primary concerns. Our goal is to create a reliable service that offers value for money, enhanced security, and convenience, ensuring a seamless and satisfying experience for all users.

12.

1. If a new transportation app offers better features and lower prices, how likely are you to try it?
إذا قدم تطبيق نقل جديد ميزات أفضل وأسعار أقل، فما مدى احتمال تجربتك له؟

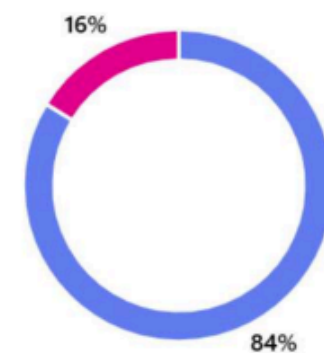
Very unlikely (غير محتمل جدًا)	6
Unlikely (غير محتمل)	5
Neutral (محايد)	7
Likely (محتمل)	25
Very likely (محتمل جدًا)	37



13.

1. Would you prefer an app that combines multiple transportation options (e.g., taxis, bikes, buses) in one place?
هل تفضل تطبيقًا يجمع بين خيارات نقل متعددة (مثل سيارات الأجرة، الدراجات، الحافلات) في مكان واحد؟

Yes (نعم)	67
No (لا)	13



"We conducted a survey to understand user preferences for a new transportation app. When asked about their likelihood of trying an app with better features and lower prices, 46% of respondents indicated they were very li, while 31% were very likely to try it. This suggests a potential market for our app, particularly if we can effectively communicate our value proposition. Additionally, a significant majority (84%) expressed a preference for an app that integrates multiple transportation options. This finding reinforces the need for a comprehensive platform that caters to diverse user needs and preferences."

Conclusion

Based on the collected data, the majority of users interested in the transportation application fall within the 18-25 age group, indicating a strong demand among university students. To meet their needs, we plan to increase the availability of university buses and ensure more flexible and affordable transportation options.

Additionally, the data shows that most respondents are residents of Alexandria. Therefore, we will launch our application in Alexandria, focusing on enhancing convenience, safety, affordability, and reliability for this community. By addressing user preferences and challenges—such as offering better pricing, safety features, and reliable payment options—we aim to deliver a transportation app that truly meets the expectations of our users and enhances their daily travel experience.

if you would like to help us and give your own responses to the survey to let us improve more ;)



Thank you

