

Amango Project

Despite the spread of delivery apps and companies in recent years, safety remains a major challenge for girls who rely daily on these means to commute to university, work, or various errands. Many of them have faced harassment and unsafe situations, and in some cases, matters escalated to unfortunate crimes due to weak driver monitoring and the absence of effective trip-tracking systems. Incidents reported in the media have proven that the problem is no longer individual but has become a societal issue directly affecting girls' sense of safety, making many hesitant to use such services.

Although women are the most exposed to these risks, transportation dangers are not limited to them; they can affect anyone in society. Therefore, the company's services are not limited to women only but provide services for everyone with strict requirements and standards for driver acceptance to ensure safe and reliable service for all users.

Hence, the need arose to establish a specialized safe transportation app under the name **Amango**, which prioritizes safety and privacy and relies on modern technology for real-time trip monitoring and quick response to any potential threat, providing a safer and more comfortable environment.

General Features

1. **Live Tracking:** Share the trip with family or friends with alerts in case of route deviation or stops in unsafe areas.
2. **SOS Button:** Send real-time location, driver information, and live recording to emergency authorities.
3. **Guardian Mode:** Parents can monitor the trip in real time with arrival notifications.

4. **Driver Safety Rating System:** Rating based on safety and rule compliance, not just service quality.
-

Special Features for Women

1. **Ladies-Only Ride Option:** Ability to choose a female driver for all transport modes (Car – Scooter – Minibus).
 2. **Lady Scooter:** A flexible and fast transportation mode driven exclusively by female drivers.
 3. **Trip Recording:** Automatic audio or video recording stored on the cloud to ensure safety and evidence when needed.
 4. **Stealth Alert:** Activate emergency mode by shaking the phone or using a secret voice command without drawing attention.
 5. **Safe Zones:** A map showing the safest places to drop off or wait, especially at night.
-

Innovative Solutions by Amango

- **Guardian Mode** with direct voice call feature.
- **Lady Scooter** dedicated for women only.
- **AI Driver Behavior Monitoring** (speed, stops, suspicious behavior).
- **Voiceprint Emergency Activation** working as a secret distress button.

- **Anti-Harassment Protection:** Any confirmed incident results in immediate permanent driver ban and reporting to authorities.
-

Target Audience

1. **Women & Girls:** The primary users most in need of the service.
 2. **Children & Elderly:** With real-time monitoring via Guardian Mode for parents.
 3. **Families:** Providing safe and reliable transportation for all family members.
 4. **Companies & Institutions:** To secure transportation for employees, especially women.
-

Amango Project Deliverables

1. Brand Identity

- Main Company Logo.
- Sub-Logo for **Ladies Ride** line.
- Color Palette: Comfortable colors associated with safety.
- Typography.
- System Icons.

2. Print Materials

- Service Brochure.

- Awareness Posters.
- Car Stickers.
- Uniform Design.

3. Digital Design

- **UI Screens:**
 - Login Screen.
 - Ride Selection (Regular or Ladies Ride).
 - SOS Emergency Button.
 - Live Location Sharing Feature.
- Social Media Ads (Posts + Stories + Motion).
- Infographic on Safety & Transportation.

4. Campaign & Advertising

- Billboard or Digital Screen Mockup.
- Bus/Minibus Advertisement.
- Short Motion Graphic explaining the app concept.
- Awareness Campaign: *"Safe Journey for You."*
- Social Media Challenge for girls to share their experiences.

5. In-Car Experience

- Captain ID Card with **QR Code** for trip rating.
- Small screen or sticker with trip code and emergency number.

6. Merchandising

- Tote Bag or Keychain with company logo.
- Sticker Pack for girls.
- Mobile Cover or Power Bank.
- Small Awareness Booklet: *"How to Ensure a Safe Trip."*

7. Innovations

- **Safe Points Program:** Girls earn points from trips and redeem them.
 - **Ladies VIP Pass** Card.
 - **Special Badge/Sticker** labeled "Female Captain".
 - **Awareness Kit:** Printed box with cards, stickers, and brochures.
-

Amango Message

"A Safe Journey for You... and Peace of Mind for Everyone."