

MovEase

Team Members

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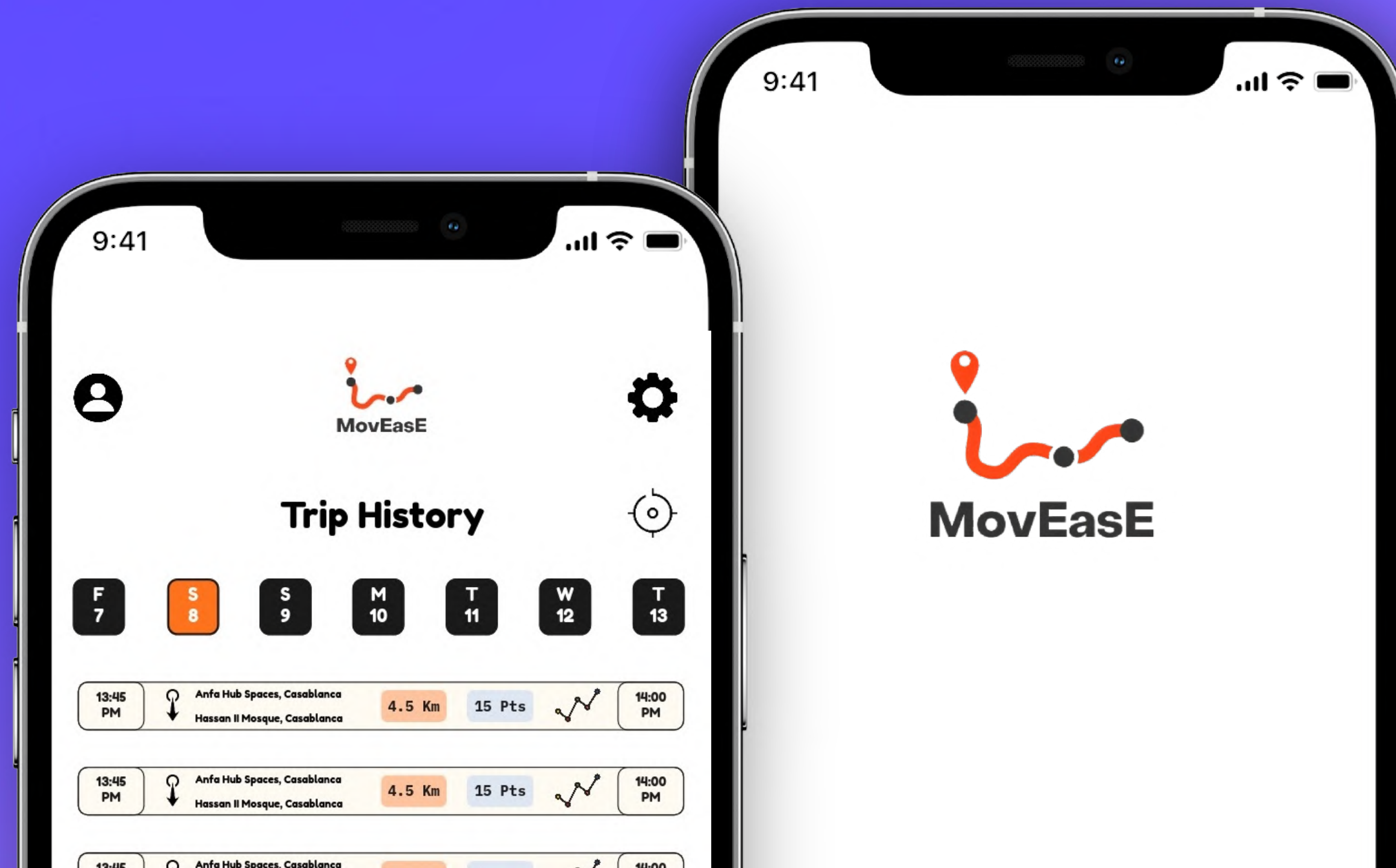
Hiba IRAQI

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Try Pitch



Date
July 2023

The problem —

Casablanca commuters endure stressful driving conditions while trying to reach their destinations.

GCGO —

Infrastructure

Why?

Agglomerated, these stressful conditions give Casablanca a reputation of delays, pollution, noise and accidents.



Fatima
Working Mother

Work-life balance struggles.



Conflicting schedules



Productivity loss at work, with late arrivals



Increased stress



Data

Data #1

About the user Persona

Data #2

About the Aggregated Users

Data #3

About Similar Apps

“The average car user in Casablanca, spends 35 minutes daily on transit, averaging 7,5 kms..”

Source: Casablanca's Urban Travel Plan: First Results and Horizons

Data

Data #1

About the user Persona

Data #2

About the Aggregated Users

Data #3

About Similar Apps

“Greater Casablanca has 370 private cars per 1000 people and 960 000 transits are occurring daily.”

Source: MENA CTE_MCD Leaflet 2016

Data

Data #1
About the user Persona

Data #2
About the Aggregated Users

Data #3
About Similar Apps

APP	PUBLISHER	STORE RANK
Navigation Waze & Traffic	Waze	1
GPS Earth Live Satellite Maps	M Z Tech	2
Radar Go-X HUD, GPS. Cartes	duff hl studio	3
GPS Maps Navigation & Traffic	JVSTUDIOS	4

Source: Play Store Ranking



Solution

Presenting an innovative city navigation app catered to Casawis, where you can effortlessly navigate your surroundings while earning valuable coupons through a point-based system.

Our app stands out for its commitment to ethical and anonymous data handling, ensuring your privacy is protected.

By converting the points you accumulate during your drives, you can unlock exciting coupons and redeem them for various rewards. This unique feature provides an extra incentive for Casawis to explore their city while enjoying the convenience and efficiency of our user-friendly app.

9:41



miro

9:41



**Welcome to
MovEasE!**

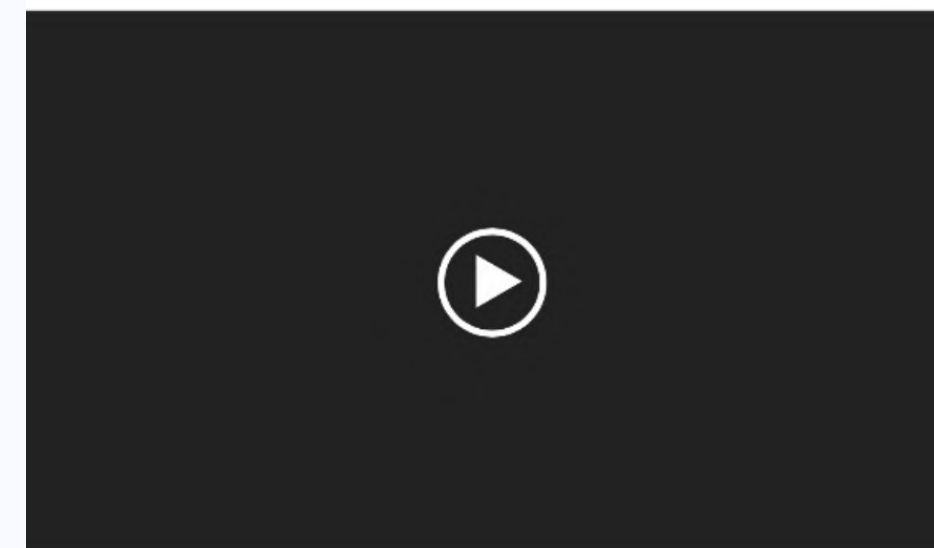


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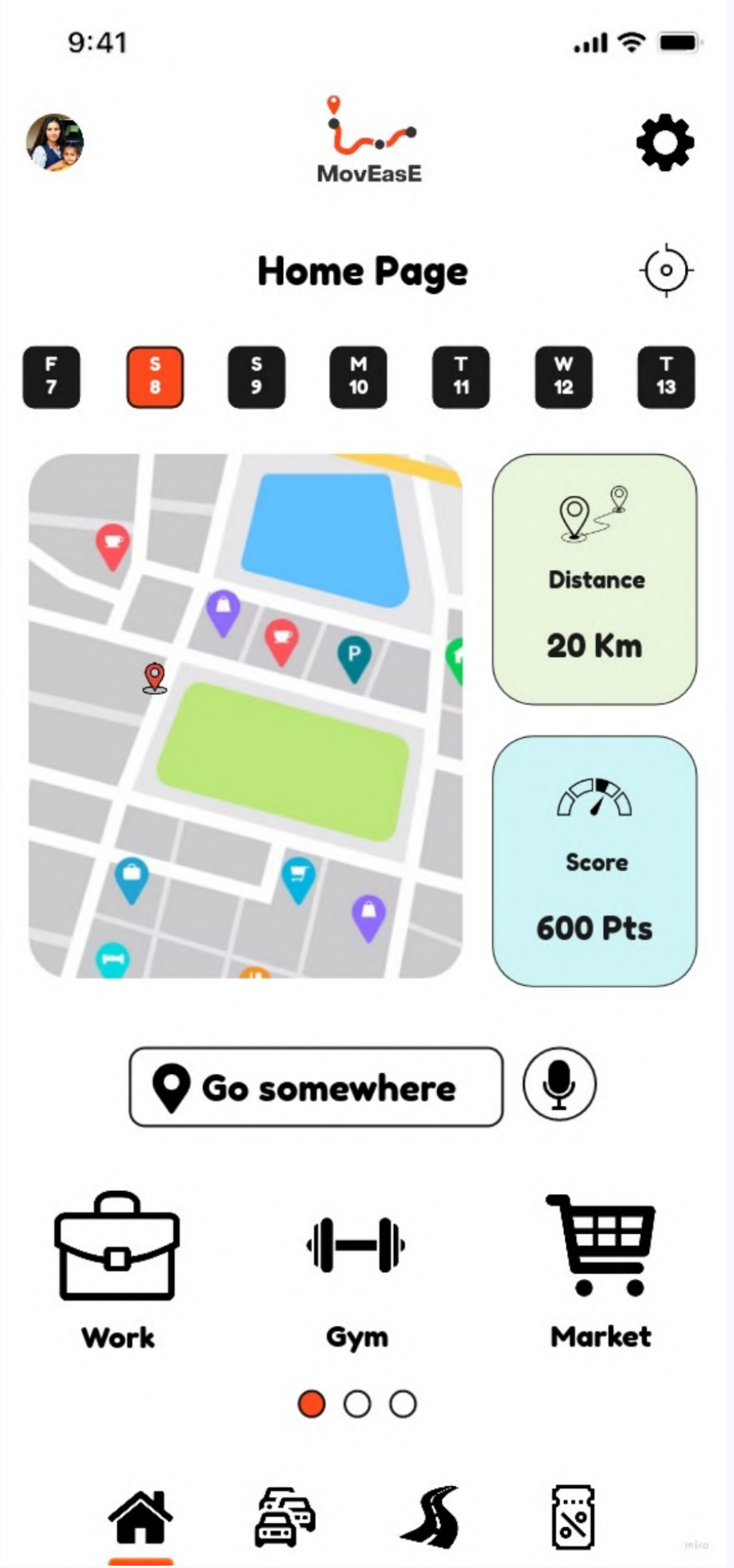
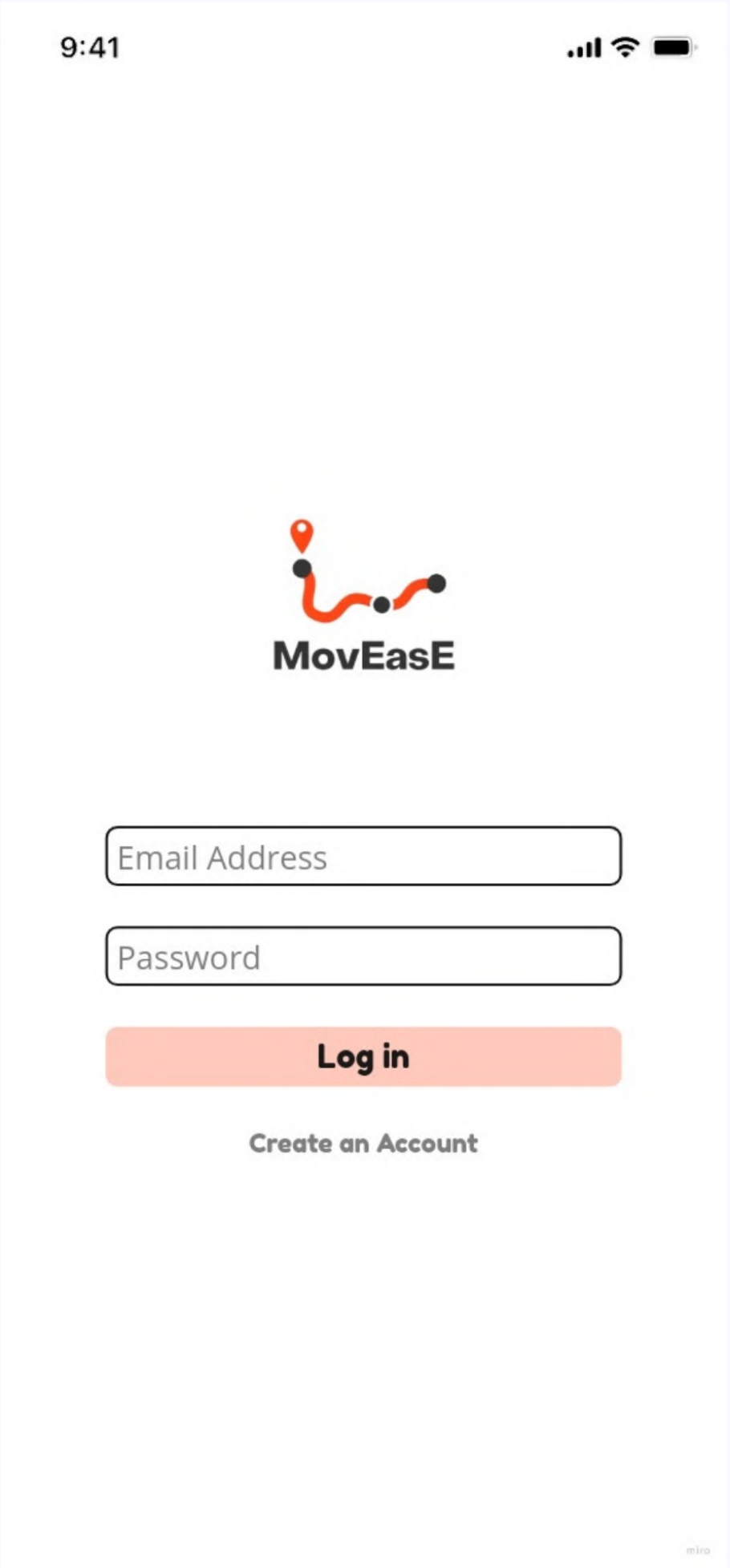
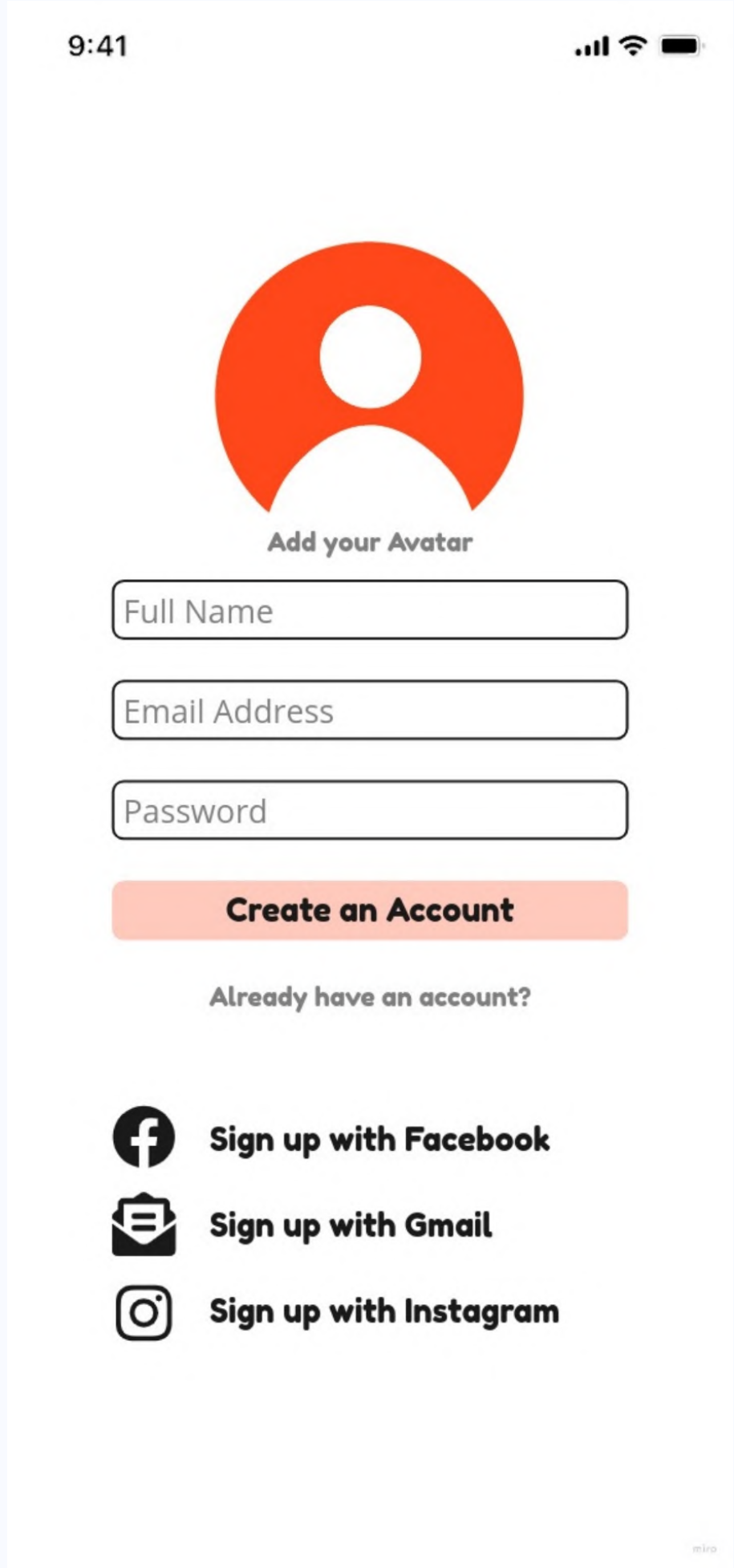
Tutorial Video

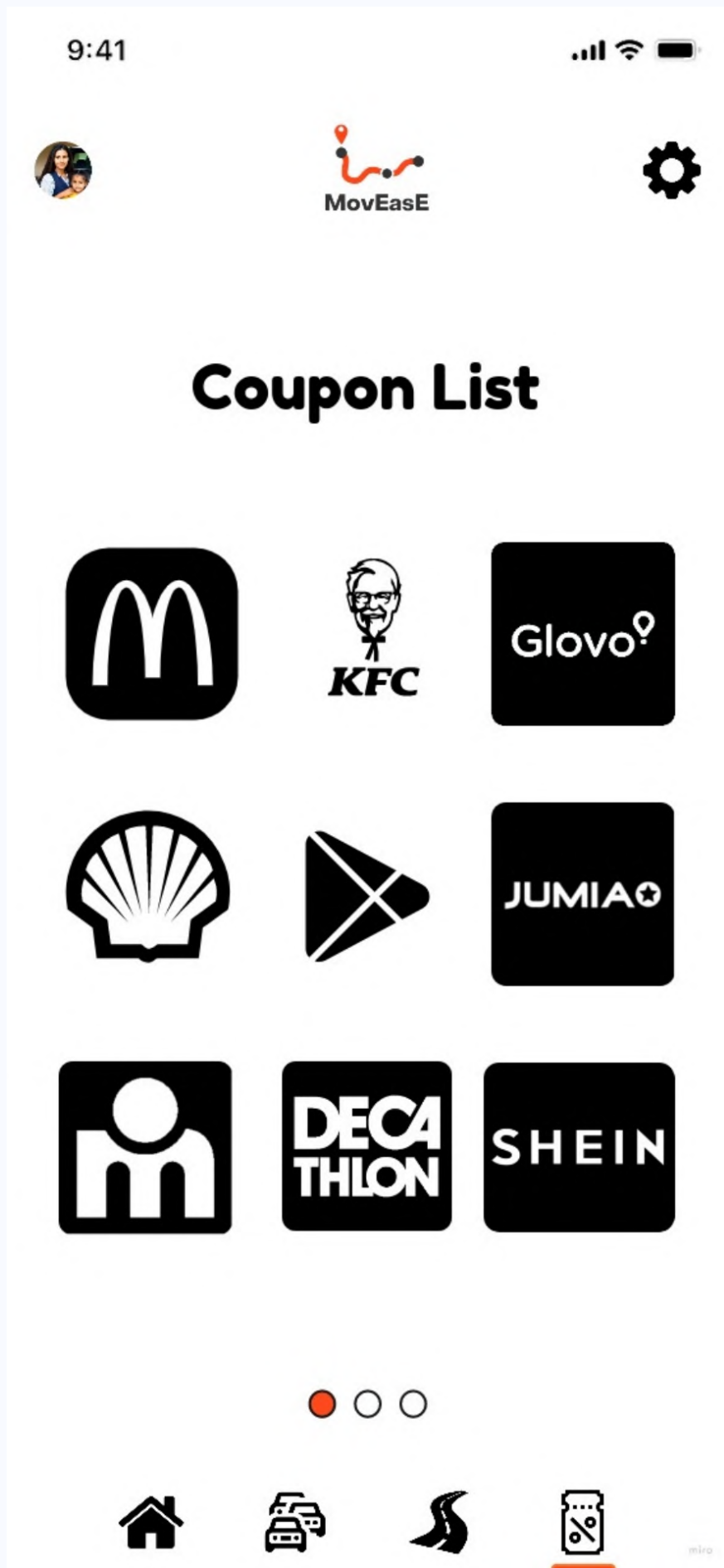
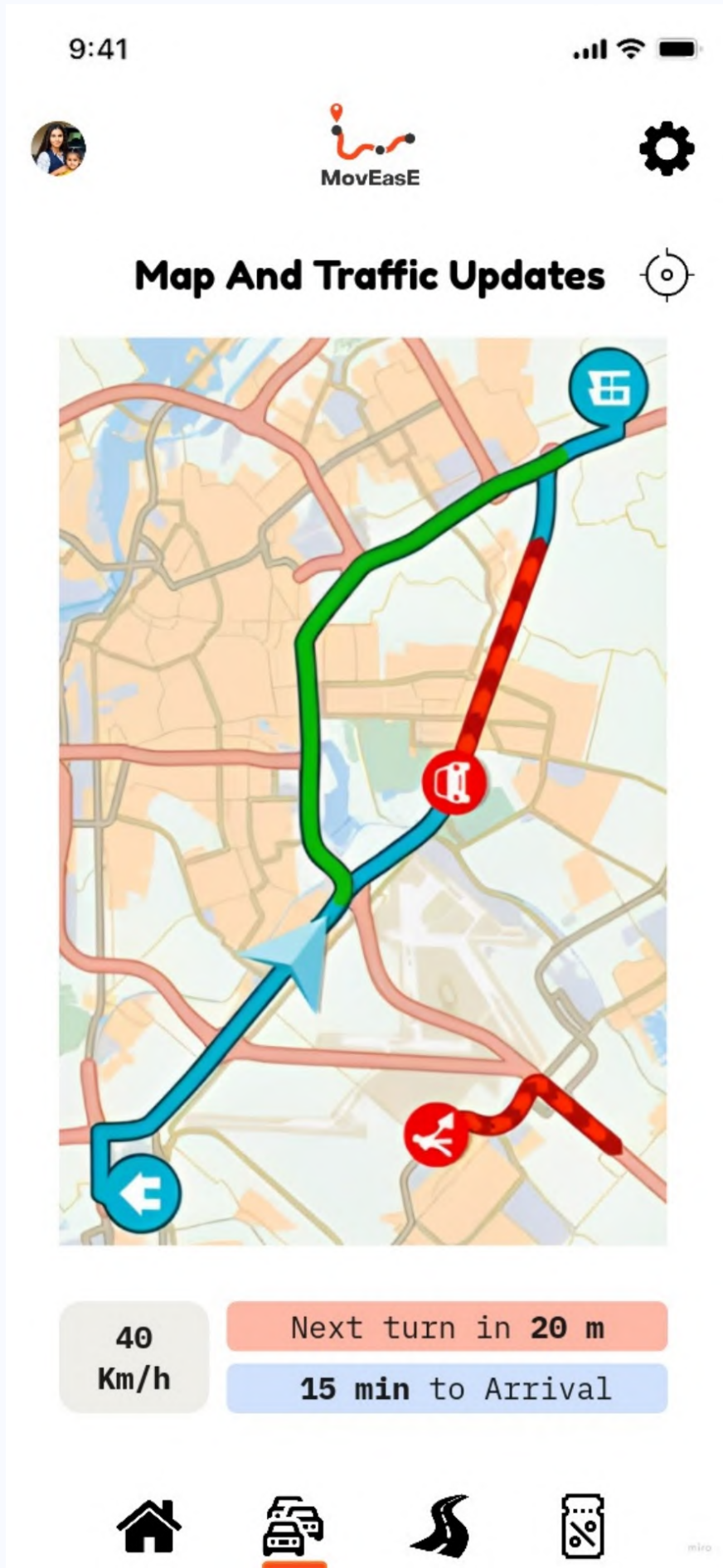


Log In

Sign Up

miro





Pain Points

1

The user needs a convenient city navigation solution.

2

The user needs hands-free driving directions.

3

The user needs her data to be handled anonymously.

Recommendations/changes



Responsive mapping
system



Privacy



Voice commands

If given funding



Enhance traffic data accuracy through improved algorithms



Scale user base through effective marketing campaigns



Expand partnerships for diverse discounts and promotions



Enhancing server infrastructure while ensuring user privacy

Why the solution could make an important difference

Our rewards app with real-time traffic updates and exclusive coupons revolutionizes traffic congestion by providing accurate information on congestion-free routes, incentivizing drivers to save time and improve traffic flow, optimizing mobility, productivity, and quality of life.

Group 506

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Thank You

