Elevator Pitch

Have you ever wanted to join a march late but were concerned you won't be able to find it? Have participated in a march like the Women's March in D.C where there were so many participants that you were not able to actually march? People Movement is here to solve that problem.

People movement is an app for orchestrating the movement of individuals and groups of people on foot. The app focuses on providing directions getting from point A to point B for large groups of people on foot. Furthermore, the app incorporates live updates from the users to improve and adjust the route accordingly. Like mentioned previously, our app will focus on large groups of people on foot. Some of the potential applications of the app include directing protests and marches across cities, to create a safer environment for the protest participants as well as the city's residents.

Our product focuses on improving the efficiency of four main groups of people: the organizer, the group, the individual, and the community. Any organizer managing large groups will be able to more efficiency manage the moving group. He or she will be able to have up-to-date information to more quickly react to changes in the group's movement. Any group will be able to move more smoothly as a whole. Any individual will be able to join groups late, reconnect if lost, or report any incidents and/or suggestions for the route. And lastly, but most uniquely to our application, is the benefit this will have on the community. Large groups moving on foot tend to disrupt daily activities of the surrounding community and People Movement works to limit those disruptions faced by the community.

People Movement will highlight key features that current market apps do not support. First, the app will ensure a constant-fluent movement of large gatherings and will prevent "deadlocks" situations from occurring. Second, the app will provide tools for group management, allowing a user to create a group as well as join existing groups.This tool can also be used for day-to-day activities such as organizing a social gathering that will travel from one place to another for example a group of friends walking to the movies together. Third, directions will be provided based on the individual's location as well as the group location as a whole.

One does not need to worry anymore about being separated from the group since People Movement will keep track of where all group members are located while on a trip. While there are apps that provide directions for driving while taking into account traffic information, People Movement is the first to provide walking directions with respect to live events and given updates.

Join our movement and move with People Movement!