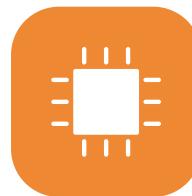


Zakheera

A Community Knowledge Sharing App





Motivation



Bridging cultural and linguistic gaps in technology usage



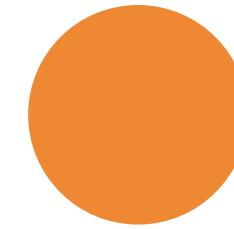
Lack of access to comprehensive local information



Fostering Community Connection



Promoting Inclusivity and Representation



Research Approach

Conducted interviews and thematic analysis



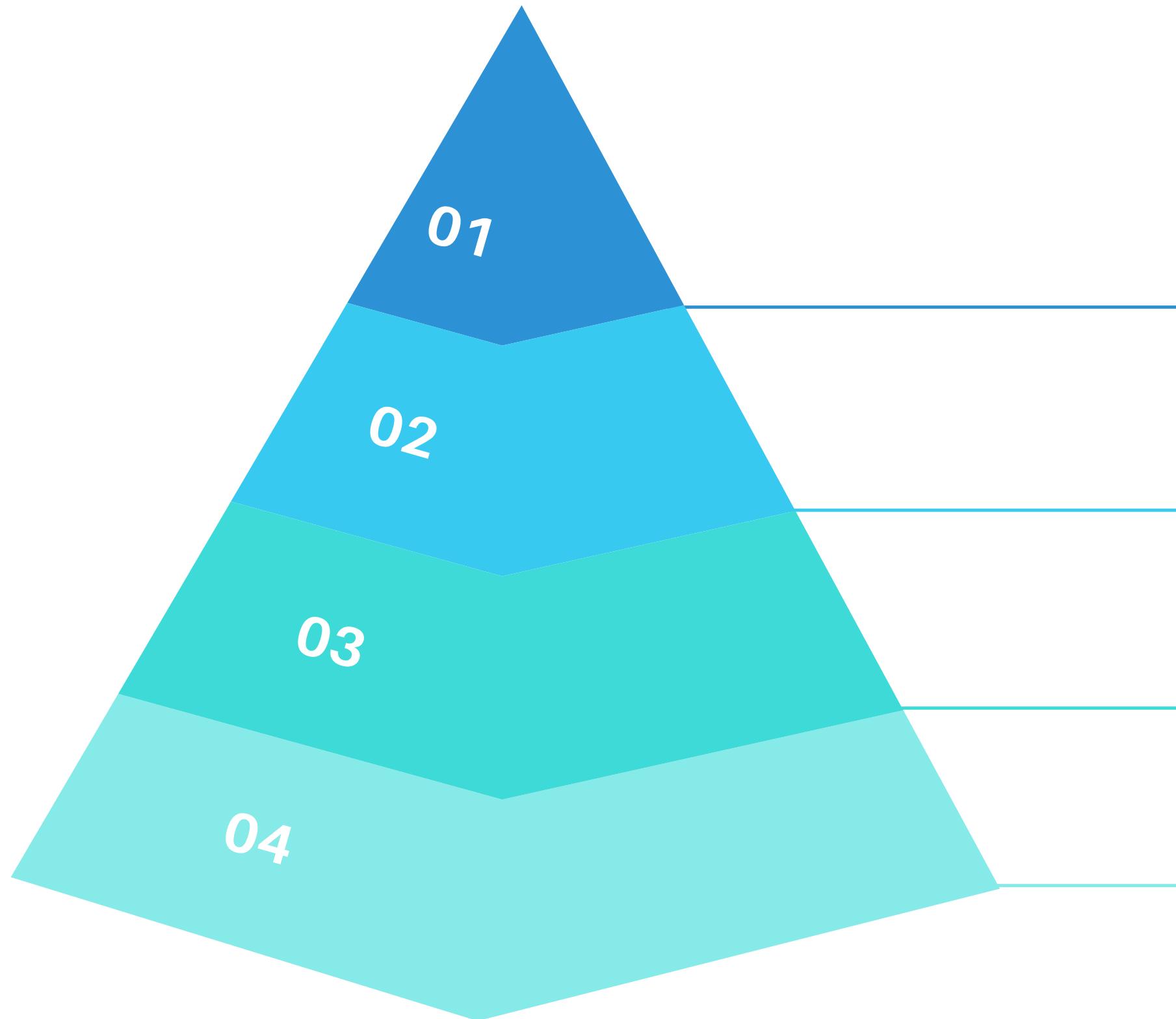
Identified key needs, wants and pain points of potential users



Mapped features to address identified needs



KEY NEEDS AND DESIGNED FEATURES

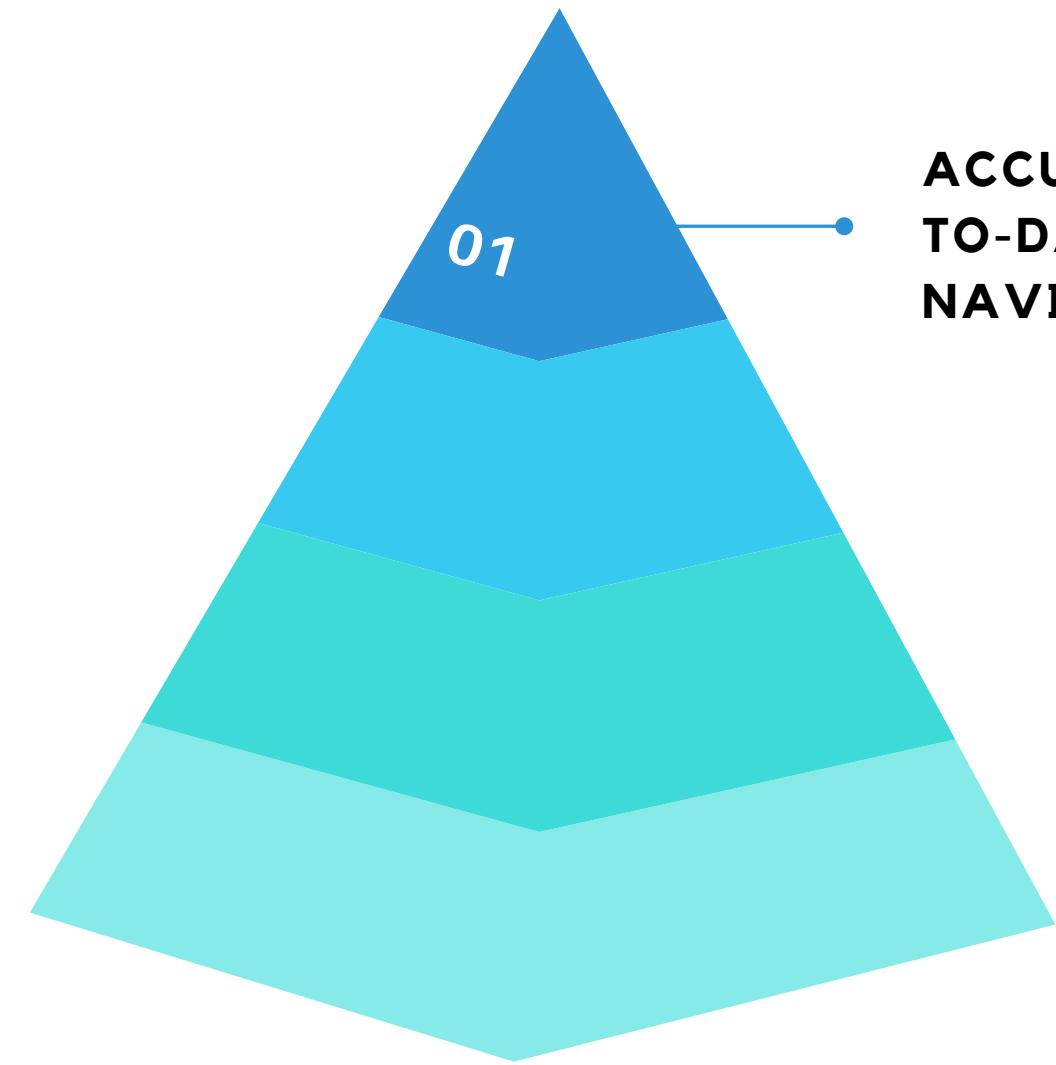


**ACCURATE AND UP-TO-DATE
NAVIGATION**

**RICH LOCAL INSIGHTS ACROSS
MULTIPLE METRICS**

**COMMUNITY INTERACTION AND
CONTENT VERIFICATION**

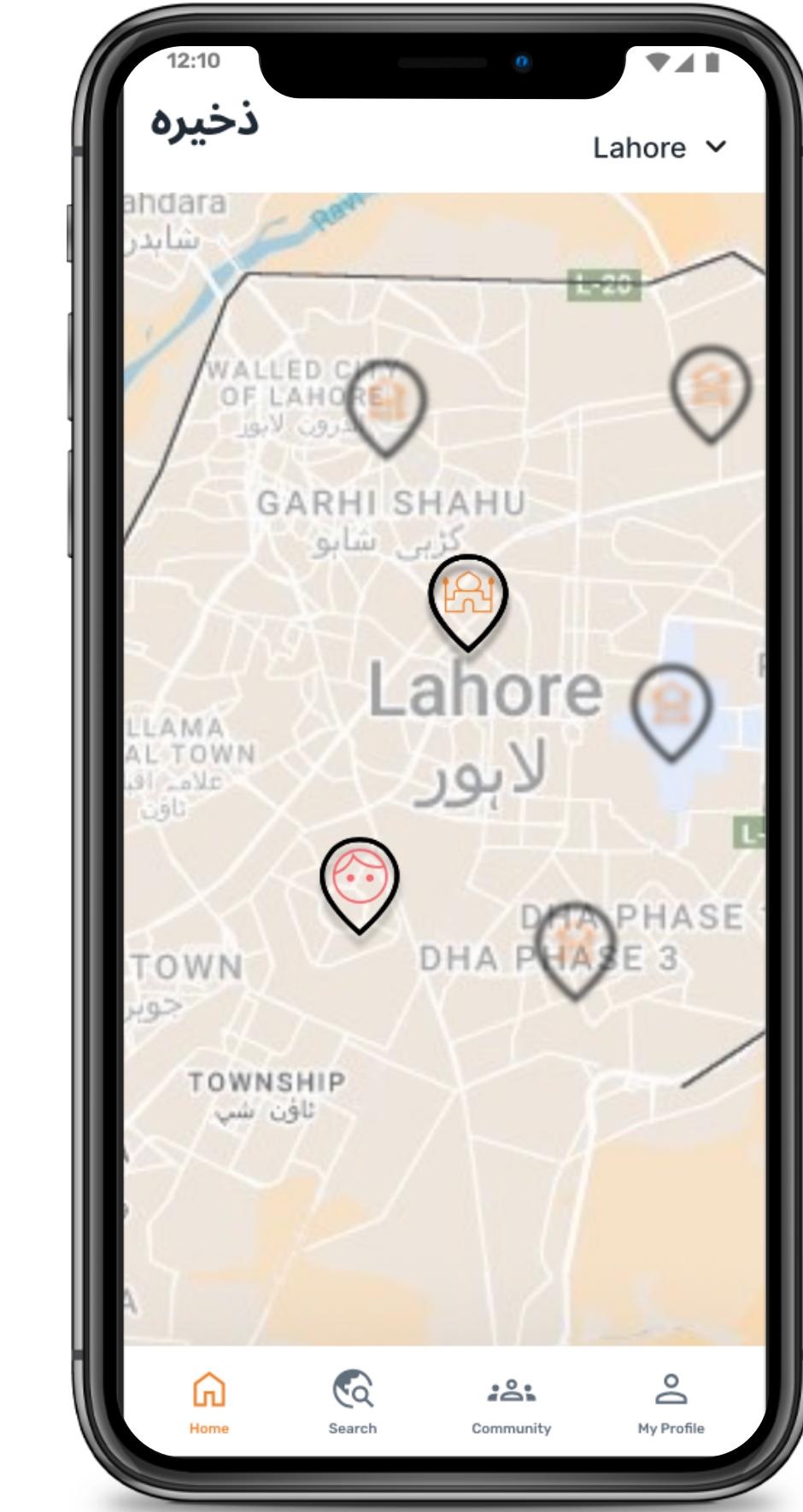
**TRANSPARENCY IN USER
CONTRIBUTIONS**

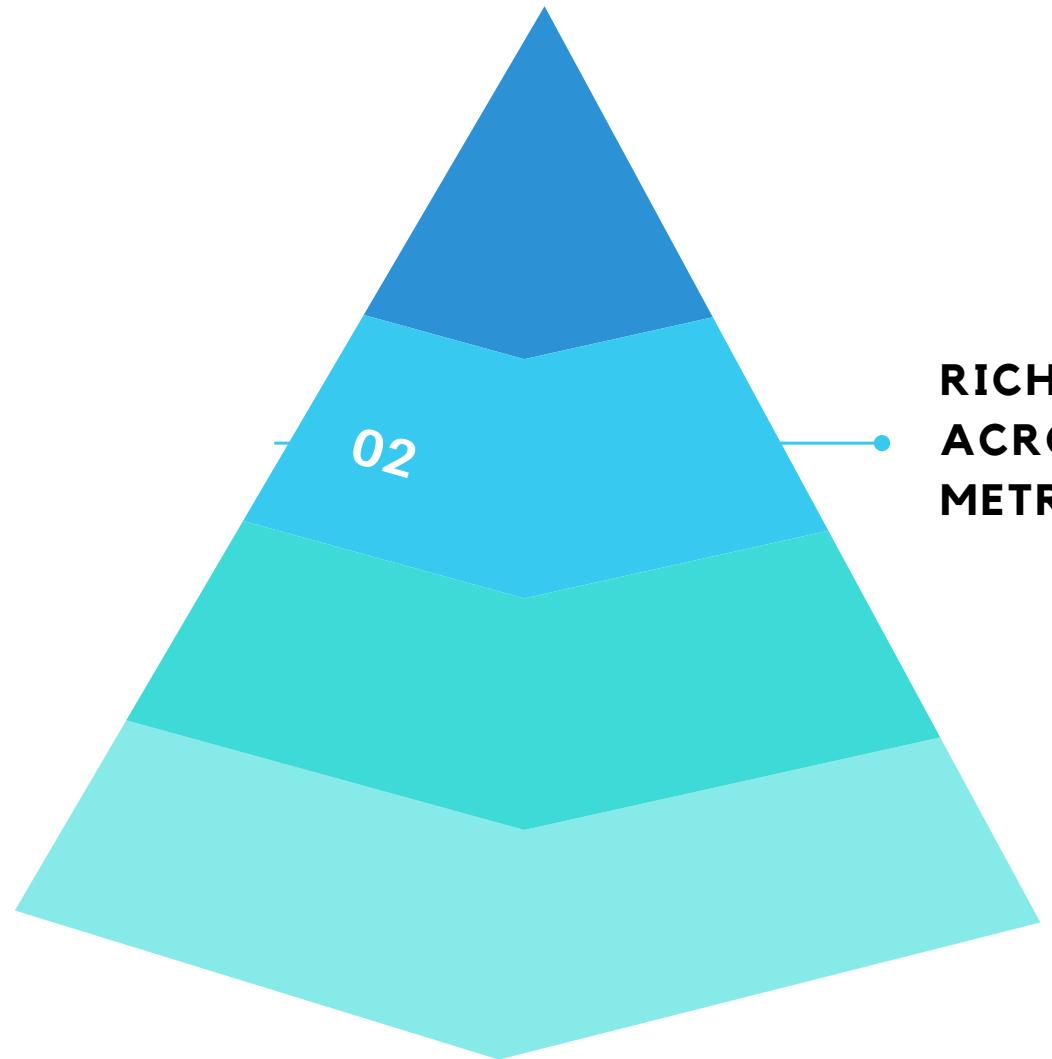


ACCURATE AND UP-
TO-DATE
NAVIGATION

Integration of Google Maps API with real- time navigation data updates

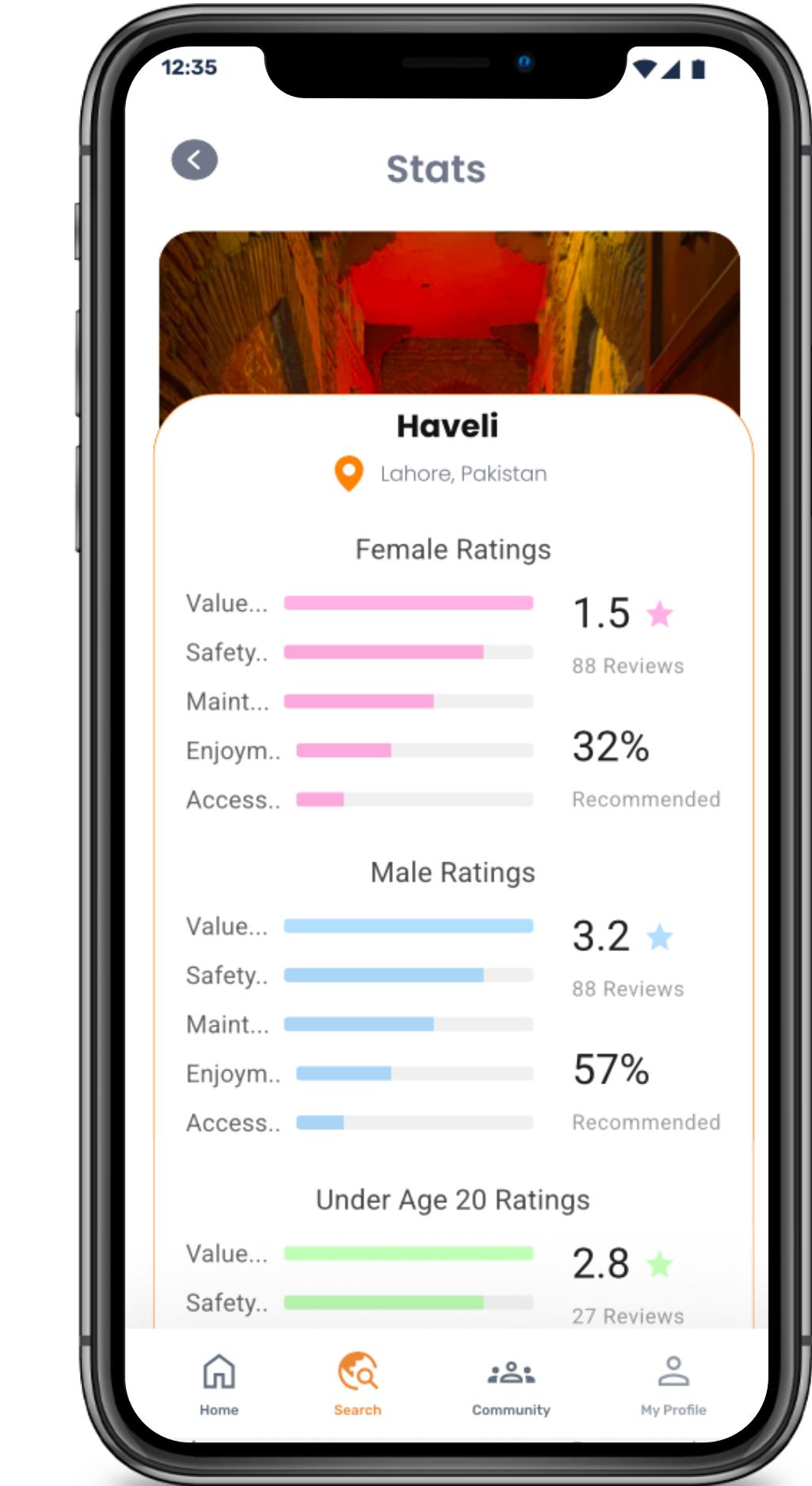
"Users rely on navigation tools for daily routines and personal travel, requiring current and accurate information."

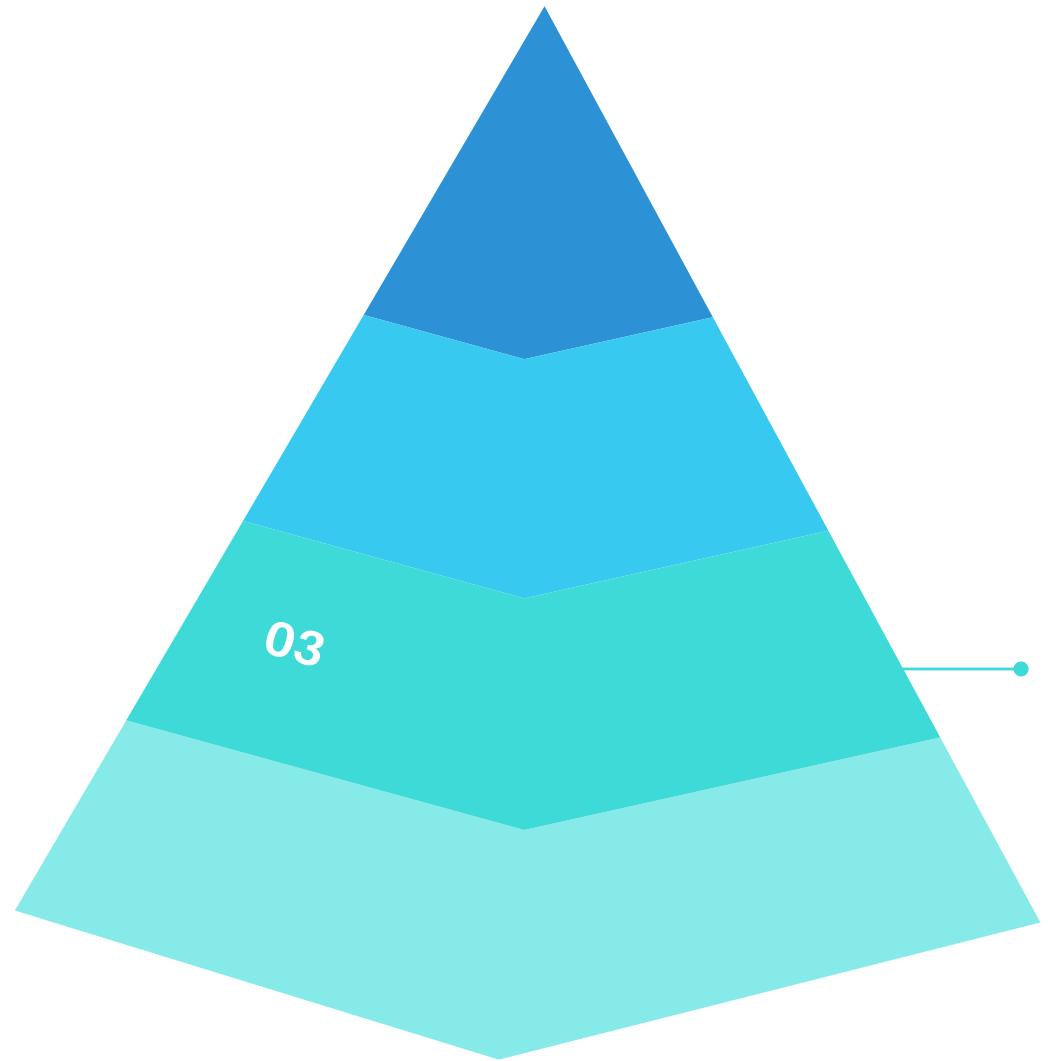




"Users find value in current, comprehensive local information that includes detailed reviews on various metrics."

Dynamic data updates, community content verification, detailed rating system for Value, Safety, Maintenance, Enjoyment, Accessibility





03
**COMMUNITY
INTERACTION
AND CONTENT
VERIFICATION**

"A platform for moderated discussions will foster quality interactions and community engagement."

Community chat rooms with moderation roles for users



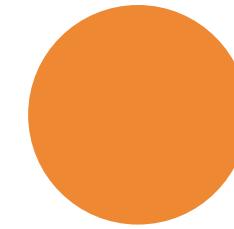
04

TRANSPARENCY IN USER CONTRIBUTIONS

"Users value transparency and credibility in the information shared within the app."

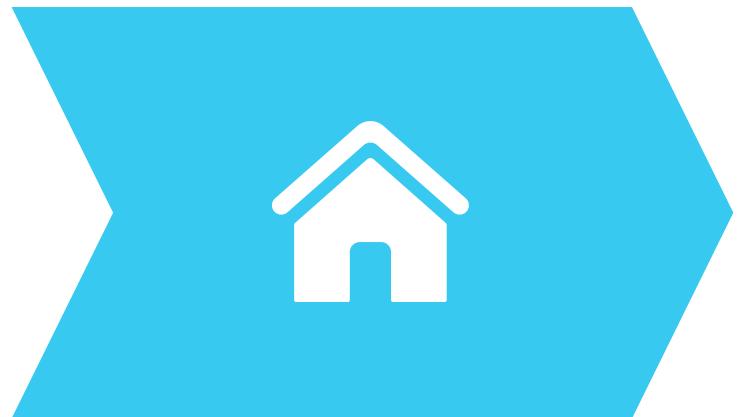
Mandatory verified user profiles with demographic visibility, option for anonymity, social media linkages





Feedback from Peer Review

**Home page limited
functionality**

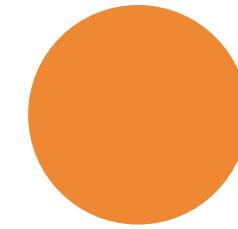


Upload photo ambiguity



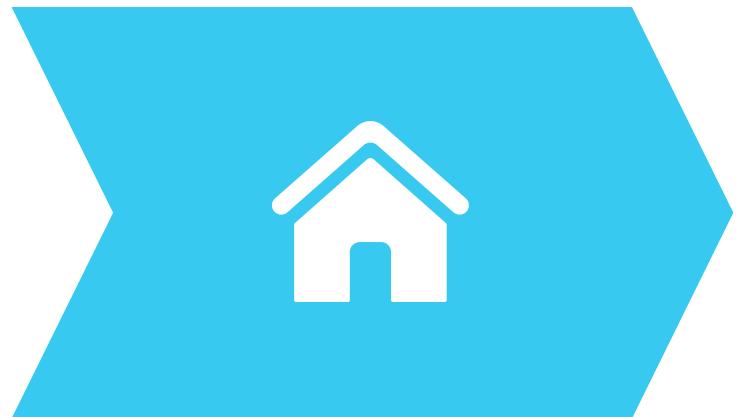
**competitive apps and their
respective features**





Feedback from Peer Review

**Two sub-options instead of
one in search page**

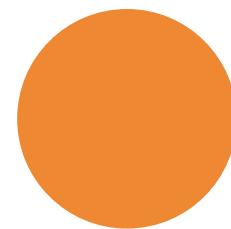


**Technical issues: login and sign-
up**



**Limited community page
functionality**





Conclusion

While the application has some definitive structural and technical shortcomings, the idea is to utilize a wasted resource, which is community contribution. The purpose is to connect users on the basis of interests, perceptions, and, most importantly, safety.

**THANK YOU!
WE ARE OPEN TO QUESTIONS**