

E-Scooter Mobile Application

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Define Market

After reaching, found that more than 60% of vehicle trips in Alexandria are nearly 3 Km.

Customer Need

People wanting to have a more efficient way for personal transportation.

Environment Need

A less polluted way for transporting commuters.

Discover Opportunity

This shows that the environmentally friendly alternative electronic scooter could be an ideal solution to take short journeys easily, efficiently and with a lot of fun without causing traffic congestion and pollution.

JTBD

When trying to transport from one place to another, I want to be able to take an efficient personal transportation, So I can avoid traffic congestion and not help in polluting the earth.

Functional Job Aspect

Rent an efficient personal transportation.

Emotional Job Aspect

Personal Dimension

Have a smooth user experience from the start to the end of the ride.

Social Dimension

Being able to share this experience with my friends and family members.

Old Solution

Taking a car, public transportation, renting a car or an uber.

- More pollution for the earth.
- Boring.
- Being stuck in traffic.
- Some Require Driving Skills.
- Slower.

New Solution

Renting an electronic scooter from a mobile app. Scooters have fixed stations to be picked from and returned to.

- Less pollution for the earth.
- More Fun to share with friends.
- Avoid being stuck in traffic.
- More Comfortable.
- Doesn't require skills.
- Less tiring.
- Faster.

Competitor

Renting a bike.

- Less pollution for the earth.
- More Fun to share with friends.
- Avoid being stuck in traffic.
- Less Comfortable.
- Require Skills.
- More tiring.
- Slower.