MoroccoAI

IDEA PROPOSITION

MOROCCO AI

Khadamat
خدمات مواطن

EASY

PREPARED FOR
Morocco Ai Mentors

PREPARED BY
Morocco Ai Nexus

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INTRODUCTION

In today's fast-paced world, access to accurate and timely information is crucial. In Morocco, many citizens face challenges in obtaining administrative, legal, and financial information due to fragmented and inefficient systems. Traditional methods of accessing this information, whether in-person or online, can be time-consuming and often frustrating.

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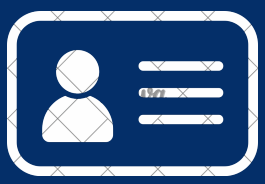
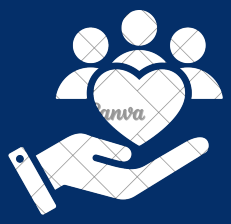
PROBLEMATIC

Across the globe, not just in Morocco, we face a widespread problem: accessing relevant and reliable information. It's not only about finding information; it's also about how scattered and disconnected that information often is, making it difficult to find the right services in a timely manner. This leads to frustration, wasted time, and confusion. Let me give you a couple of examples that illustrate this challenge.



Imagine you need to apply for or renew your Moroccan ID card. You would likely spend hours searching through multiple government websites, figuring out which documents are required, what steps need to be followed, and which office to visit. It's a time-consuming and overwhelming process. Many people get stuck trying to figure out the right procedures, leading to unnecessary delays and mistakesou



Now, picture this: You're out in the city, and your phone runs out of battery. You need to get a taxi, but there's no way to call one. You walk around, hoping to find a taxi, or worse, end up stranded while trying to find a place to charge your phone. In such situations, finding essential services in real-time becomes a real challenge, especially when you're in unfamiliar areas.

THESE EXAMPLES HIGHLIGHT A BROADER ISSUE WE FACE: CITIZENS ARE OFTEN LEFT TO NAVIGATE A COMPLEX, UNORGANIZED SYSTEM TO ACCESS BASIC SERVICES & INFORMATION

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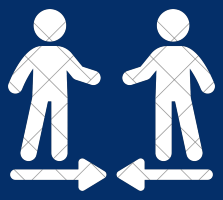
EXISTING SOLUTION

As we know, there's currently no platform that combines services and urban health services with AI like our project. While there are many websites offering information, they don't utilize AI to integrate services like taxis, healthcare, and more. This is a first. In Morocco, access to administrative and public information is often fragmented and difficult for the average citizen to navigate. There are mainly two ways to obtain information:



Direct Access: This requires physically visiting government offices or service locations, which leads to overcrowding and long wait times.

Online Search: Many people try to find information on the internet, but this can be time-consuming, and there’s no guarantee of getting the right answers.

A third, less-known method is through government-run platforms. These platforms are often overly complex and not user-friendly, which limits their usage and effectiveness in providing easy access to crucial information.

INTRODUCING EASY: A SOLUTION FOR ALL

We are working on Easy, an innovative platform designed to centralize all administrative, legal, and financial information and services into one unified application. The aim of Easy is to make it easy for any citizen to access essential services and relevant information quickly, efficiently, and reliably—whether it's for government procedures, transportation, healthcare, or even legal support.

ANYWHERE, ANYTIME, EASILY

THE VISION BEHIND EASY

Easy is a scalable platform designed to bridge the information gap for citizens in Morocco and beyond. It aims to simplify access to essential services, providing real-time information on government procedures, transportation, and more.

AN ECOSYSTEM FOR EVERYONE

Our vision extends beyond just providing an app—it's about creating a complete ecosystem that connects people with everything they need, making it simple and accessible. This ecosystem will serve as a central hub for accessing a wide range of services. As we look ahead to global events like the World Cup, the need for instant, clear access to vital information will only grow, and Easy will be the platform that meets these needs.

BUILDING TRUST AND ACCESSIBILITY

Through effective user engagement and strategic marketing, Easy aims to build trust as the go-to platform for reliable and legitimate information. Whether it's for everyday administrative tasks or urgent needs during major events, users can depend on Easy. By leveraging AI-driven features and user-friendly interfaces, Easy will ensure seamless access to services, positioning itself as the cornerstone of everyday convenience and critical information for citizens and visitors alike.

EMPOWERING CITIZENS AND VISITORS

During large-scale events such as the World Cup hosted in Morocco, Easy will be crucial in ensuring that both locals and tourists can quickly find the information and services they need. Whether it's access to transportation, directions to key locations, or emergency services, Easy will provide real-time updates on essential information such as match schedules, taxis, crowd control, and more. The platform will also offer multi-language support, making it accessible for visitors from all around the world.

FUNCTIONALITIES

KHADAMAT AL-MOWATIN (CITIZEN SERVICES) IN THE EASY PLATFORM

Easy aims to be a comprehensive platform that not only centralizes key information for Moroccan citizens but also connects them to various essential services. One of the core pillars of this platform is Khadamat al-Mowatin—the Citizen Services module, which is specifically designed to streamline access to vital administrative information and services.

ANYWHERE, ANYTIME, EASILY

HOW EASY LEVERAGES AI TO ENHANCE KHADAMAT AL-MOWATIN:

To ensure that users can access the information and services as quickly as possible, we're introducing EasyBot, a chatbot powered by AI. EasyBot will:

Answer Questions

Assist with web Navigationn

Provide Personalization

Proactive Notifications

Multilingual Support

Voice Integration

WHY THIS MATTERS

Easy and Khadamat al-Mowatin are not just products for today's hackathon—they are part of a long-term vision to help Moroccan citizens and people around the world overcome the challenges they face in accessing essential information and services.

This platform is designed to reduce inefficiencies, eliminate confusion, and most importantly, save time for citizens. Whether it's finding the nearest available taxi, understanding how to renew a passport, or getting important legal documents, Easy ensures that people can access these services without unnecessary hassle or confusion.

CONCLUSION

As you can see, Easy is more than just a simple app. It's a transformative platform with multiple phases and a long-term plan. We are confident that Easy will not only improve the daily lives of citizens but will also generate revenue through a sustainable business model, which we will present in our video pitch.

At the hackathon, I will be focusing specifically on Khadamat al-Mowatin, demonstrating how this feature, powered by AI and EasyBot, will revolutionize the way Moroccan citizens access administrative and legal services. The goal is to create a seamless experience where users can quickly find the information they need and access the services they rely on—helping build a more efficient, transparent, and accessible system for all.

Thank you for your attention, and I look forward to showing you the full potential of Easy and Khadamat al-Mowatin during the hackathon!

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