BRAVE GEEKS

Project: Accessible city
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Client interview notes

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What is the value of the product?

The product will help its users locally influence the lack of accessibility in the cities by encouraging the equipment of publicly accessible places with ramps, lifts, and curb cuts. An actual installment of those must be carried out by the city hall or nearby commercial organizations whereas the product itself will only be aimed at drawing a public attention to this problem.

How does the product work?

The users will create **Problem**s which are the points on the map where ramps are required but not present. Those places should be tagged via GPS and have photos and short descriptions attached to them too.

The assigned **moderator** will check the **Problem** points and send official requests regarding those to the mayor's office or the nearby commercial organizations in order to eliminate the problems.

In a long run, we are considering the possibility of the app to track other kinds of city problems, and gamification to enhance the user engagement.

What is the target audience of the product?

The product will be aimed at the civil activists, people with various disabilities, and, possibly, cyclists and skaters. A city hall and nearby commercial organizations will be responsible for the installment of the necessary equipment

Which monetization model will be applied?

The project is fully charitable, thus, no monetization plan is applicable. However, the collaboration with the equipment manufacturers on a non-commercial basis is possible.

Which platforms must be supported?

The app is going to be launched on various mobile platforms since this approach ensures the ease of instantly taking and posting photos as well as using correct GPS tags. The back office for moderators will be implemented as a mobile-ready website.

What is the deadline and which factors it depends on?

The initial launch is planned for approximately the middle of the year of 2019. The project is a non-profit so setting the precise deadline is not critical.