

Hackathon Team 1:

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Together — Discover, Explore and Experience the Barakah of Community.

Problem Statement

For this problem statement, we will consider the following persona and user story.

Sara, The Migrant

- Demographics:
 - Age: 28
 - Occupation: Currently Unemployed
 - Marital Status: Single

- Background:
 - Sara is a new migrant
 - She lives alone
 - Sara values sisterhood and community.
 - She is interested in finding events that help her connect with the local community.

- Needs and Goals:
 - Sara is new to the country. She is alone and needs to meet sisters in the community to find a sense of belonging.
 - She seeks events that help her make connections with local like-minded individuals.

- Challenges:
 - Sara does not know anyone in the country.
 - Seeks events that are welcoming to Muslim sisters.

Who is the user?

A new Immigrant/Migrant

What are their goals?

To connect with the local Muslim community

As a migrant, I want to find and attend local events specifically tailored for Muslim sisters so that I can build friendships and become an integral part of the local Muslim community.

As a migrant, I want to have access to a platform or app that enables me to easily find and explore diverse events happening in my vicinity, so that I can actively participate in various activities within my community.

Background

A fundamental human need is to feel like we belong, and to have a human connection with people around us. For those of us, who have moved cities or countries, it is hard to find a community, leaving us feeling disconnected and isolated.

Community plays an integral part in Islam. With this app, we aim to create a connected ummah so that no one is left feeling isolated.

The Idea

Our app aims to seamlessly connect users with local events and activities, enriching their social experiences.

Currently, there are no dedicated platforms listing local events and activities for Muslim women. Event information is often scattered across the web or confined to WhatsApp groups. To address this issue, in the first iteration of our product, we are introducing a user-friendly web app accessible to everyone. The app conveniently displays events and activities within a 5-10 mile radius of the user or online, fostering genuine connections and relationships.

Here's a breakdown of its key features of the 1st iteration:

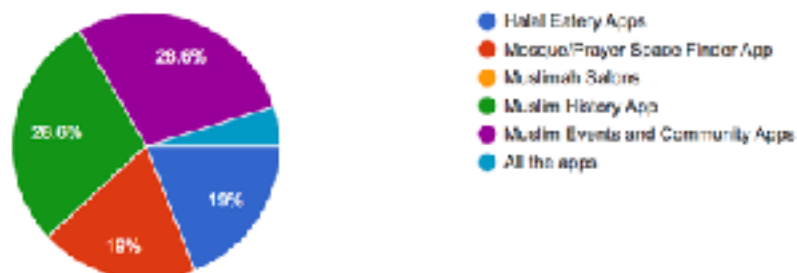
- **Event Discovery:**
 - The app curates a comprehensive list of events based on location, ensuring users can easily discover and engage with a diverse range of events.
- **Event Creation and Publishing:**
 - Users, local organizations, and mosques have the ability to create and publish events on the platform. This inclusivity ensures a diverse range of activities is accessible to the community.
- **Local Community Empowerment:**
 - The app serves as a hub for local organizations and mosques to promote their events, enhancing community connectivity and engagement.

We started out with several different ideas, each solving a unique problem. However, we needed to shortlist an idea based on what people preferred. Therefore, we sent out a Google Forms Survey to see what Muslimahs really need. Though our sample size was 21 people, as can be seen from the chart, 28.6% preferred Muslim events app

Which of the following are you most likely to use

21 responses

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- We think this app has a lot to offer, especially in aiding the fostering of connections.
- The growth potential is substantial. As this app is for all Muslim women. Whether they are stay-at-home mothers seeking child-friendly events, or seniors in search of accessible events that suit them best.
- Additionally, this app doesn't just focus on Muslims in non-Muslim countries, but also those living in Muslim countries. It offers a wider user base
- Our future iteration will introduce features that contribute to making the community an integral part of life.

The Competitors

we've identified two key competitors.

- The first is an events app by Islamic Finder, which leans towards being a digital social community with integrated events.
- The second is an app called "Islamic Events," but currently, it is unavailable for download.

Risks Related to App

We are cognisant of the fact that there are certain risks in creating this app. Particularly concerning verification and security. It's important to note that these concerns will be addressed in future iterations.

We have identified the risks as follows:

- Ghost (fake) Events
- Bad Actors
- Events with incorrect information
- Technical Glitches
- Revenue and Scalability
- Legal Compliance

Risks Related to Team

We acknowledge that certain factors need consideration when looking at risks related to hackathon team.

These can be as follows:

- Team members leaving midway through the hackathon
- Team member unable to complete tasks

Currently, our team operates with involvement from everyone. Should someone choose to leave or unable to complete a task, we are confident in our ability to manage as everyone is aligned and informed.

Roles

Frontend Developer and UI: Zaain

Frontend Developer: Khodijah

Backend Developer and Project Manager: Fabiha

Product Manager and UI/UX Designer: Rabia

Development Phases

Phase 1:

Populating and showing events near you

Phase 2

signup/login

Phase 3:

If time allows adding additional features

Future Iterations will include

Social Connectivity:

Users can establish connections by following each other. This feature unlocks the ability to view the events a followed user is planning to attend, fostering a sense of shared experiences.

Event Notifications:

The app intelligently sends notifications to keep users informed about the activities of those they follow. For instance, a user might receive a notification like, "Hey, [User X] is attending the book club at Liberty Hall on Friday."

Stats about the Muslim population:

The data indicates a notable rise in the Muslim population. From this trend, it can be inferred that the expansion of the Muslim population is likely to correlate with a subsequent increase in migration patterns.

In 2010, 74 percent of Muslims lived in 49 countries, where they made up the majority of the population. By 2030, the world's total Muslim population is expected to increase by 35 percent over its 2010 level, to 2.2 billion people. In total, Muslims will make up about 26 percent of the world's population, an increase of about 3 percent from today's level.¹

A new report called The Future of The Global Muslim Population estimates that, by 2030, there will be about 2.7 million Muslims living in Canada, and they will make up approximately 6.6 percent of the population. Currently, Muslims make up about 2.8 percent of the country's population.²

In addition, a large proportion of immigrants admitted from 2011 to 2021 reported a non-Christian religion: 18.9% reported being Muslim, followed by Hindu (9.0%) and Sikh (5.8%). These proportions are higher than the ones observed in the total population.

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¹ <https://www.prb.org/resources/the-global-muslim-population/>

² <https://www.immigration.ca/canada-s-muslim-population-rapidly-expanding/>

³ <https://www150.statcan.gc.ca/n1/daily-quotidien/221026/dq221026b-eng.htm>

By 2040, Muslims will replace Jews as the nation's second-largest religious group after Christians. And by 2050, the U.S. Muslim population is projected to reach [8.1 million](#), or 2.1% of the nation's total population — nearly twice the share of today.⁴

⁴ -<https://www.pewresearch.org/short-reads/2018/01/03/new-estimates-show-u-s-muslim-population-continues-to-grow/>