DSA
digital safety asistant

● problem

Gudauri is currently one of the fastest growing international resorts in Georgia. Private and government sectors have heavily invested in development of the region. Unfortunately, recent ropeway accident caused by human error jeopardized Gudauri's reputation and has potential to further damage several sectors of economy.

● insight

Murphy's law- "things will go wrong in any given situation, if you give them a chance,"

It's never a good idea to let things go wrong, especially when life is at stake. Taking necessary safety measures can prevent disaster. But we all make mistake, we do forget things. It's always nice to have a digital assistant who can remind us to take precautions, especially when its doing it in a fun way.
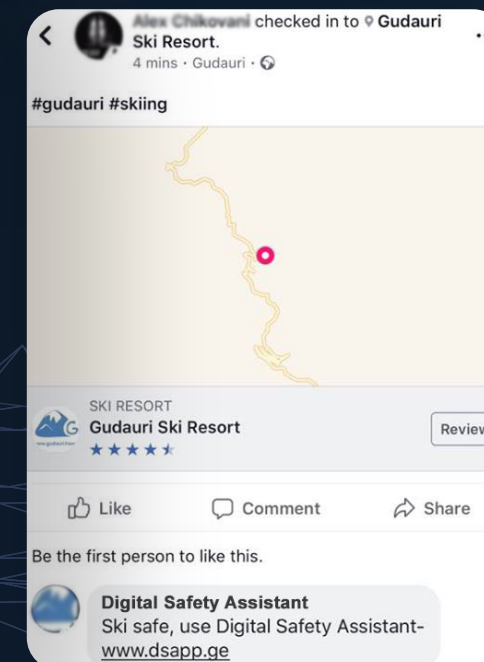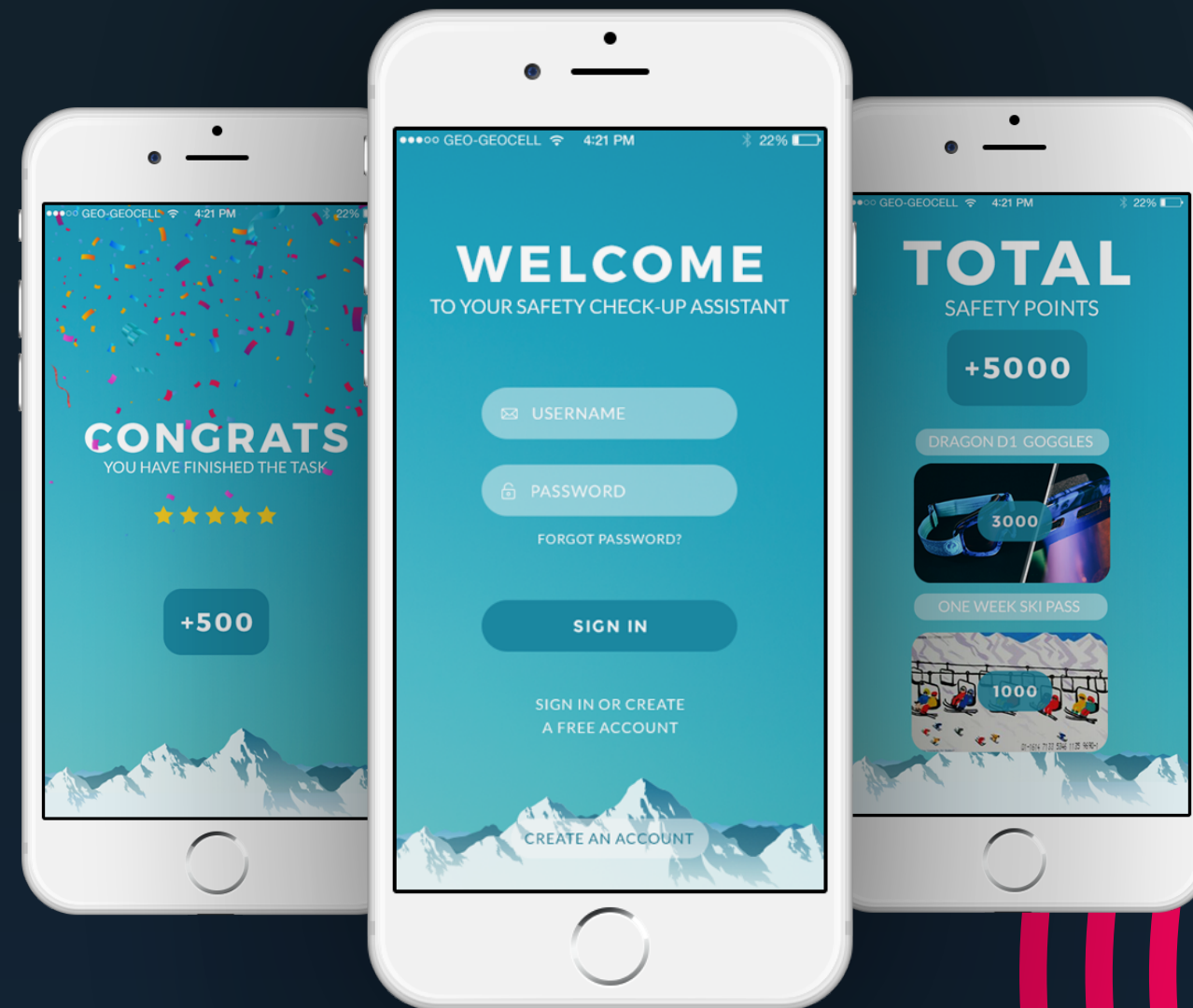
● solution

In order for things not to go wrong, to assure comfort and safety of skiers in Gudauri and worldwide we would like to introduce DSA, a safety check assistant. DSA will remind necessary safety tasks, will reward users with safety points for each completed task and alert for any hazardous issues near the area. Users will be able to accumulate safety points at any ski resort and exchange them in Gudauri.

To launch DSA and connect with our target audience we will use Facebook check-ins and location # on Instagram, targeting solution will help us identify people who have visited ski resorts last year and are likely to visit them again.

● how it works

By using DSA APP, Skiers will have all necessary information to stay safe in Gudauri and worldwide, have fun collecting safety points and coming back to Gudauri to redeem them.

CONGRATS
YOU HAVE FINISHED THE TASK
+500

WELCOME
TO YOUR SAFETY CHECK-UP ASSISTANT
USERNAME
PASSWORD
FORGOT PASSWORD?
SIGN IN
SIGN IN OR CREATE A FREE ACCOUNT
CREATE AN ACCOUNT

TOTAL
SAFETY POINTS
+5000
DRAGON D1 GOGGLES
3000
ONE WEEK SKI PASS
1000

Instagram

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197 likes
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#gudauri #skiing
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Gudauri Ski Resort   Review
★★★★☆
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