

# Kekezo App

A simple way to find and book Keke Napep rides in  
Kano, Nigeria.

UI/UX Portfolio Project

# Life on the Road

## The Problem

Why is it hard to move around in Kano?

In Kano, Keke Napeps are everywhere. But finding one is not always easy.

People have to stand in the hot sun and wait for a long time. Sometimes, it is hard to find a driver when you are in a hurry.



# Three Big Stress Points



## Haggling

Drivers and riders often argue about the price before the trip starts.



## Safety

There is no way to track the ride or know who the driver is.



## Waiting

Passengers wait at junctions under the sun hoping for a free seat.

# The Solution

Kekezo: A simple app for everyone.

# Who is this for?



## Student and normal users

Needs a fast way to get to BUK  
for morning lectures.



## Keke(Driver)

Wants to find more riders without  
wasting fuel roaming around.



## Kano City

Making our city modern and  
organized with new tech.

# | The Passenger App

Usman can see all the Kekes near him on a map.

He enters where he wants to go and sees the price immediately. No more arguing! He just clicks "Book" and waits for Musa.



# The Driver App

For Musa, the app is a business tool. He can see where many people are waiting for a ride.

He gets a clear map to follow and can see how much he has earned at the end of every day.



# Simple Language

# 100%

English Interface

## Easy to Read

Since English is the official language, we used simple words. This makes the app professional and easy for everyone to use, from students to drivers.

# Key Features

-  **Quick Booking:** Find a ride in just two taps on the screen.
-  **Live Tracking:** Share your location with family so they know you are safe.
-  **Fixed Prices:** Know what you will pay before you enter the Keke.
-  **Driver Ratings:** Only the best and safest drivers stay on the road.

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# Try the App Prototype



Passenger app



Driver app