

JIOU

CONNECT. COMMUNICATE. CARE



Image Source: Freepix

Prepared by Sinlin Yeo for DBCS Challenge 2020

Challenges

#2: How might we create/encourage a movement where we help and look out for one another (in the workplace/neighbourhood/interest groups/etc.)?

PROXIMITY

"I cannot visit my grandparents because we are living in different households. But I would really like to run errands for them and get them some food. I wish someone staying near them can help to keep a lookout on them on my behalf."

COST SAVINGS

"There is only me in this household. I struggle to order delivery due to the minimum order required and I also have to pay for delivery fee. I wish I could chip in order with someone else to split the cost."

SOCIALISATION

"I am so bored at home. I want to socialise but there is no way I can do it at home. How can I make new friends when I am not out there?"

Solution

Connectivity is key. Jiou (Pronounced as *jio-u*) encourages people to stay connected with others based on their location / past locations.



Don't say bojio uh!

Jiou

How It Works

CONNECT. COMMUNICATE. CARE

Connecting individuals based on geolocation, creating a community ready to care and share.

#1 Download JIOU App, switch on location access.

#2 Join communities within user's existing vicinity.

#3 Communicate, socialise.

Psst: Visit more places to unlock new communities.



Image Source: Freepix

JIOU

Meeting Needs

Spread the love

PROXIMITY

Unlock new communities the next time you visit your grandparents.

Join the community and call a favour when you need one.

COST SAVINGS

Put up a request in JIOU to jio someone (*to ask someone along*) to share online purchases or food deliveries and enjoy cost savings together in your little online kampong.

SOCIALISATION

Connect with people within your vicinity.
Create a virtual little kampong with people in your neighbourhood.

JIOU

Business Perspective

An additional channel to reach out to customers

PROXIMITY

Create a community for people who visited your shop.

Allow people to join the community and receive updates or rewards.

COST SAVINGS

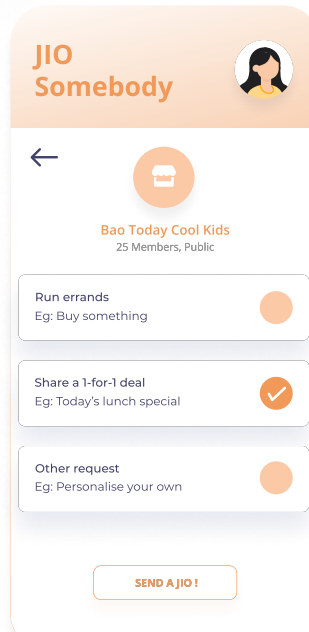
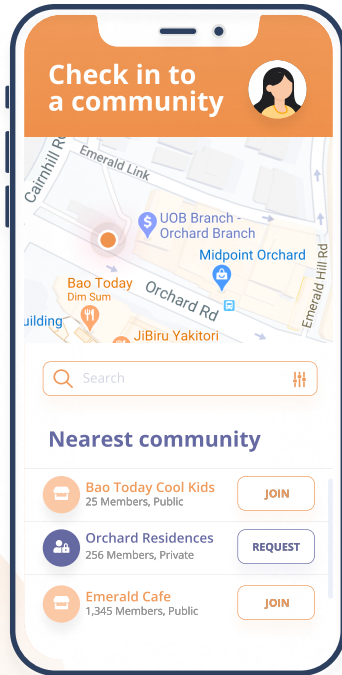
Reach out to your past and present visitors directly through the communities. Save advertising dollars on platforms that does not have targeted audiences for your business.

SOCIALISATION

Allow your little community to grow when members interact with each other. Be updated with your customers' interest.

JIOU

Your next little digital kampong



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