Revolutionizing Transportation: Exploring Yassir App's Features, Challenges, and User Insights

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Abstract:

This article delves into the Yassir app's transport features, challenges, and applications, with a specific focus on its case study and sample study users. Yassir, a popular transportation solution, has transformed commuting by offering convenience and accessibility. The case study highlights its impact on traditional transportation methods, emphasizing affordability and user convenience. Additionally, the article conducts a sample study of Yassir app users, revealing insights into their preferences and experiences. Through this research, the article provides a comprehensive view of how Yassir has revolutionized transportation and adapted to users' evolving needs. This analysis contributes to understanding the potential and limitations of app-based transport solutions in modern urban contexts

Keywords: yassir app; ride-hailing apps; urban transportation; Uber; Yassir.

Jel Classification Codes:XN2, XN1.

Résumé :

Cet article explore les fonctionnalités de transport de l'application Yassir, ses défis et ses applications en se concentrant particulièrement sur son étude de cas et ses types utilisateurs. Yassir, une solution de transport populaire, a transformé les déplacements en offrant praticité et accessibilité. L'étude de cas met en évidence son impact sur les méthodes de transport traditionnelles, en insistant sur l'abordabilité et la commodité pour les utilisateurs. De plus, l'article mène une étude d'échantillon des utilisateurs de l'application Yassir, révélant des insights sur leurs préférences et expériences. À travers cette recherche, l'article offre une vue d'ensemble de la manière dont Yassir a révolutionné les transports et s'est adapté aux besoins en constante évolution des utilisateurs. Cette analyse contribue à la compréhension du potentiel et des limites des solutions de transport basées sur les applications dans les contextes urbains modernes.

Mots clés : yassir application ; applications de transport en voiture ; transport urbain ; Uber ; Yassir.

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1. Introduction:

In the contemporary era, the realm of transportation has undergone a remarkable transformation due to the integration of technology and innovative solutions. One such transformative force is the Yassir app, which has emerged as a noteworthy player in the transportation sector. With its unique features, challenges, and applications, the Yassir app serves as a fascinating case study for understanding the dynamics of app-based transportation solutions. This article aims to delve into the multifaceted aspects of the Yassir app, drawing insights from scholars, authors, and comparable examples in various countries.

The Yassir app, with its intuitive interface and user-friendly functionalities, epitomizes the innovation wave that has swept the transportation landscape. In the words of prominent scholar Peter F. Drucker, innovation is the "effort from a range of different agents" that results in societal advancements. The Yassir app's emergence aligns with this notion, as it represents the collective endeavor to revolutionize the way people move from one place to another. Its significance lies not only in its technological prowess but also in its potential to reshape urban mobility.

Innovation, as characterized by Utterback, comprises distinct phases: including idea generation, problem-solving, and implementation. These phases are remarkably relevant to the trajectory of the Yassir app's development. The initial phase involves generating the idea of a convenient and accessible transportation solution. Subsequently, the creators embarked on the problem-solving phase, addressing challenges such as infrastructure integration and user experience. Finally, the implementation phase witnessed the realization of the Yassir app, marking the culmination of a diligent innovation process.

Christensen & Rosenbloom's theory of disruptive innovation further underscores the significance of the Yassir app. According to their model, disruptive innovations challenge established norms and cater to underserved markets. The Yassir app's focus on affordable and accessible transportation services parallels this theory. The app's provision for users previously constrained by conventional transportation options disrupted the market, presenting a solution in line with shifting consumer preferences.

The impact of app-based transportation solutions is not confined to a single country. Across the globe, numerous examples parallel the Yassir app's objectives and impactUber and Lyft operate within the United States, Ola serves India, and DiDi operates in China are prime instances. These platforms have disrupted conventional transportation models by leveraging technology to offer efficient and personalized mobility solutions. The global reach and acceptance of such platforms underscore the transformative potential of app-based transportation services.

Based on the information provided above, the primary issue of this study can be articulated and formulated as follows:**In light of the current transportation revolution, can applications like Yassir app be the solution for the modern urban context?**

Based on this issue, the research was divided into the following axes:

- Transport apps;
- Case study of yassir.

2. Transport apps:

By the start of the 21st century, many of the industry's developmental changes, including de-restriction in the US, appeared to have settled into a mature market structure. The industry comprises more highly regulated approaches in larger metropolitan areas, often including quantity constraints, while smaller and more rural communities tended to control for quality and safety standards without defining limits to the number of vehicles permitted to operate. In reality, this absence may also have reflected a paucity in supply, either/both negating the need and removing the effectiveness of any such control.

Distinct similarities in regulation existed across international boundaries, likely as a result of similar context of supply, though some distinguishing characteristics could be seen, exampled by an increased use of the taxi industry in socially supported transport in northern European markets: an emphasis on multiple occupancy line transport services in and around southern African cities.

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The period since has seen much of the relative calm of the early 2000s dramatically changed. The Apple iPhone first appeared on the market in 2007, followed by the expansion of location services and the incorporation of GPS-based coordinates into apps. The result being a significantly enhanced and accessible reporting of phone location, both of the passenger and the vehicle. The expansion of transport apps has not been limited to taxis alone, with a parallel development of transit-oriented apps, and the emergence of digital location mapping, Google Maps in 2008, Apple Maps in 2012 (cooper &james M, 2023 p. 12)1.

2.1. Data Collection

Identifying the needs of all citizens stands as the primary step toward meeting those needs effectively. Delving into the intricacies of diverse needs and expectations allows for tailored mobility services. Given the interdependence of digitalization and data collection, the initial phase of any digital transformation in urban and regional transportation involves a comprehensive study of transportation behaviors. Beyond the specific

measures highlighted earlier for inclusivity, the most substantial and enduring contribution of digital mobility initiatives is expected to emerge from a nuanced understanding of transportation needs. This gathered data is poised to play a pivotal role in conceptualizing and implementing future strategies. For the successful introduction of new modes and services, aligning user needs, transportation options, and optimizing city traffic becomes essential in pursuit of sustainable objectives. Inclusivity mandates ensuring the collection and incorporation of data concerning minority groups in planning stages, as a sole focus on the majority would once again, marginalize many individuals. (keseru&annetterandhahn, 2020 p.284)2.

2.2. Barrier-Free Digital Transport apps

Transportation applications provide immediate access to real-time data for mobility users, such as estimated arrival and departure times, significantly enhancing trip planning convenience. By consolidating diverse modal information feeds, these apps furnish users with route comparisons, departure timings, and various transportation options. This empowers mobility consumers to make well-informed decisions about their transportation, subsequently assisting public agencies in better managing transportation networks (Meyer &susanshaheen, 2017 p.150) 3. The data collected serves as a foundation for creating inclusive, comprehensive, and unbiased mobility platforms. Smartphone apps offer numerous advantages for leveraging public transportation. The recent digital evolution in this field, marked by the emergence of various apps, has notably enhanced accessibility to public transit. These apps provide crucial information about station accessibility and available transport modes, simplifying access to public transportation. This ease of access not only encourages its use but also results in an increase in passenger numbers.Furthermore, these platforms should encompass all mobility providers and modes to ensure inclusivity. Notably, in Krefeld, a city in western Germany, there is a standout mobility platform. This platform delivers ride and travel assistance through an easily accessible, voice-controlled interface, showcasing a commitment to facilitating accessible transportation solutions. (keseru&annetterandhahn, 2020 P.285) 4.

2.3. Most famous urban Trans apps

The ability to work allows humans to use conscious, creative practices to shape their environment, creating the means to meet their needs and sustain their lives. Online jobs have become a focal point for debates within the political economy of internet technologies. The Automated Job Network is a framework utilized by companies like Uber, Bolt (formerly Taxifly), JumiaEat, and others, leveraging cloud-based technologies to connect staff with customers through digital platforms (volosencu& José Guerrero, 2021 p.309) 5.

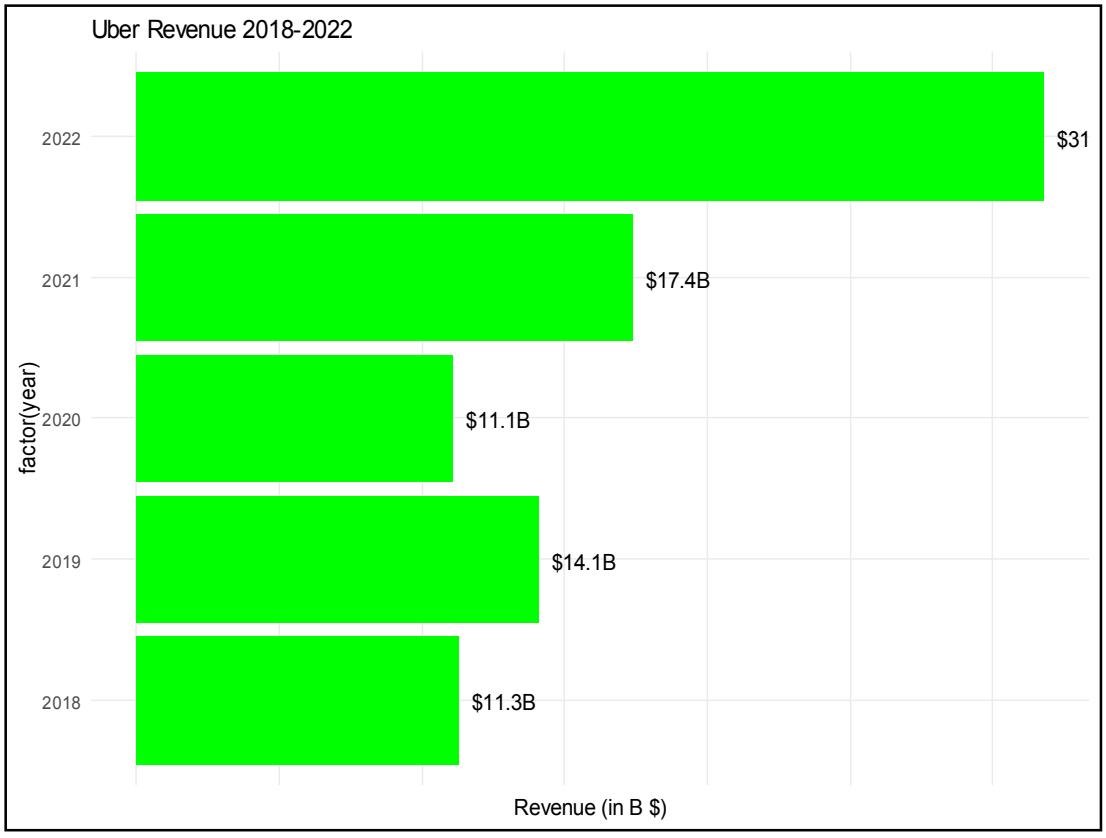
here are some of the most famous urban transportation apps that are similar to Uber:

2.3.1. Uber: Uber operates as a ride-hailing service accessible through a mobile app, enabling users to request rides. To facilitate its service, Uber integrates various APIs, including Google Maps, PayPal, and Twilio. The incorporation of the Google Maps API into the Uber application provides Uber with access to the comprehensive functionalities of the Google Maps platform. These functionalities encompass a spectrum of features, including real-time traffic updates, estimations of arrival time, and intricate turn-by-turn navigation guidance. This integration significantly enhances Uber's capability to offer precise pickup and drop-off locations, accurate projections of arrival times, and optimal route guidance for drivers to efficiently navigate towards the designated destinations of their passengers.

Uber can offer PayPal as a payment choice to its users through the PayPal API integration, ensuring secure processing of app payments tied to the user's PayPal account. This utilization of APIs by Uber leads to a smoother, more unified user experience. Additionally, the Google Maps API aids Uber in furnishing precise and current details concerning pickup and drop-off spots. Meanwhile, the PayPal API facilitates a secure and convenient payment method for users during their rides.

Twilio serves as a cloud communication platform enabling businesses to programmatically engage in phone calls, send/receive text messages through its APIs. Uber leverages Twilio to facilitate connections between drivers and passengers while safeguarding their phone numbers' confidentiality.

Fig-1: Uber revenue 2018-2020



Source : Uber. https://therideshareguy.com/uber-statistics/

When a driver conformed a ride, Twilio API facilitates the transfer of the passenger's phone number to the driver, enable to communicate via calls or texts while maintaining the confidentiality of both parties phone numbers. Through Twilio APIs, Uber safeguards user privacy by keeping contact details private. Leveraging Twilio's API, Uber ensures secure and efficient communication between drivers and passengers, prioritizing user privacy and enhancing safety within the service. This approach significantly augments the user experience and contributes to the overall safety improvements in the service.

To sumup, Uber benefits from Twilio API by establishing a secure communication channel between drivers and passengers without revealing their phone numbers, ensuring privacy. By integrating APIs like Google Maps, PayPal, and Twilio, Uber accesses external services to enhance its own, offering more features to users without the expense of building these services from scratch or the time required for development. (Goyal, Deepa, & Lane, 2023 p.9-8) 6.

The association between Lyft and its drivers relies, in part, on the acceptance of its terms of service, a prerequisite for drivers offering rides. Both drivers and passengers are subject to these terms and conditions. under section named "Driver Representations and warranties". All drivers approve that:

- Driver must have 23 years old minimum
- Driver got a valid driver's license
- He holds ownership or the legal entitlement to drive the vehicle and is specifically identified on the insurance policy for that vehicle
- He intends to solely utilize the vehicle for Lyft-related work.
- His vehicle is in proper working condition
- He won't offer transportation services with the intention of making money.Function as a public carrier or a taxi service, accept payment for rides, or receive payment from passengers in any involuntary manner. Additionally, he will not engage in any other activities that contradict the obligations outlined in this agreement as a driver.
- He will avoid offering rides that go over 60 miles.

In other sections of its terms of service, Lyft states that it does not assume responsibility for The efficacy or safety of the transportation service facilitated through its service. Similary, in the limitation of Liability section, the agreement states that "LYFT HAS NO RESPONSIBILITY WHATSOVER FOR THE ACTIONS OR CONDUCT OF DRIVERS OR RIDERS... (Helbert, Terry, & Elaine, 2020 p.53) [7]

2.3.3.Didi Chuxing: Didi Chuxing, often referred to as "China's Uber," is a major ridesharing platform in China. It offers various transportation services, including taxis, private cars, and more. In this field, Didi Chuxing is undoubtedly one of the most successful entreprise. Although it has been established for more than 10 yeas, the travel mode introduced by Didi Chuxing has completely changed users' car habits. Users can use the *Didi Chuxing app* to book trips and use online payment at the end of the trip. In the process of taking a taxi, the user enters the starting point and destination, and the *app* uploads the user's request (Kromker, 2021 p.95) [8].

On December 2012, Didi Chuxing was launched shortly, opened the reservation function, which can immediately reserve taxis for the next day or even the third day. In 2015, in order to bettet provide services for 300 million travelers, Didi Chuxing connected the online customer service background of its apps. WeChat official acount, QQ, and the web page to ImCC system, which efficiently helped Didi Chuxing complete cross-channel and cross-platform online customer service management.

On Augest 2018, Didi Chuxing and Jinan Public Transport Cooperation jointly announced the opening of the first batch of customized bus lines of Didi Chuxing in Jinan. Jinan Bus recently unveiled a grand launch of its first batch of 39 lines of customized buses. In 2019, following the signing of the strategic cooperation agreement between Didi Chuxing and Guangzhou Automobile operation network cars, and unmanned driving. On October 15 th, Tsinghua University and Didi Chuxing signed a cooperation agreement to jointly established the Tsinghua University- Didi Future Joint Research Center (Zhaw&Guanghuit, 2023 p.212) [9].

2.3.4.Ola: Principalement, Ola is a popular ridesharing service in India. It offers options for booking taxis, auto-rickshaws, and bikes.

Ola is a ride-hailing service. Ola Has revolutionized the transportation industry in India by utilizing technology to connect passengers with drivers through a mobile app. By leveraging-technology, Initially, Ola functioned as an on-demand service provider, connecting cab drivers with customers. It expanded its offerings in October 2015 with the introduction of Ola Share service. Ola Share is an app-based service that enables riders to book a ride and share it with co-passengers traveling in a similar direction.This service operates as a group arrangement, allowing riders to select the fellow passengers they ride with, thereby prioritizing safety and security for all. The service has gained substantial popularity among travelers, leading to a decrease in the volume of vehicles on the road. This reduction has contributed to alleviating traffic congestion and lowering pollution levels. Ride-sharing offers the convenience of a cab at notably reduced expenses, presenting an eco-friendly and budget-friendly option. Ola Share is accessible in 10 Indian cities, encompassing major metropolises like Delhi, Hyderabad, Chennai, Mumbai, Bangalore, and Kolkata, offering highly competitive rates. Indian government departments and Public Sector Units (PSUs) are also expressing interest in leveraging the services of this popular and cost-effective cab operator. (kaushal&Norhayati Zakariya, 2017 p.122) [10].

Ola has revolutionized the conventional taxi and auto-rickshaw sector in India. Through its mobile app, the company offers users an effortless and convenient way to book rides, ensuring a smooth and hassle-free transportation experience. The app also provides real-time tracking of te assigned driver, estimated arrival time, and fare details, enhancing transparency and customer satisfaction.

Additionally, Ola has implemented advanced algorithms and data analytics to optimize the matching of drivers and passengers, resulting in reduced wait times and increased efficiency. The company also offers various service options, including carpooling and luxury rides, catering to diverse range of customer preferences. Ola has further expanded its services by introducing innovative features such as Ola Money, a digital payment solution, and Ola Play, an in-car entertainment system. These technologies have not only simplified payment process but also anhanced the overall customer experience.

Furthermore, Ola has ventured into electric mobility by introducing Ola Electric, an initiative focused on promoting electric vehicles (EVs) and building charging infrastructure. The company aims to drive the adoption of EVs in india, thereby contributing to a cleaner and greener environment.

So, Ola is a prime example of an indian company that has successfully leveraged technology to disrupt and transform the transportation sector. Through its innovative use of mobile apps, algorithms, and data analytics, Ola has revolutionized the way people commute in India, providing convenience, efficiency, and a superior use experience (Sumnani, 2023)[11].

2.3.5.Grab: Grab is a Southeast Asian ride-hailing platform that provides a range of transportation services, including taxis, private cars, motorbikes, and more.

Grab, founded in 2012 by Anthony Tan and Hooi Ling Tan, is a Singapore-based technology company that has swiftly evolved into a leading super app in Southeast Asia (Teo & Eisen, 2019 P.40) [12]. Beginning as a ride-hailing service, Grab has diversified its offerings to encompass a comprehensive range of services, including food distribution, digital payments, and financial services. With its user-friendly mobile application, Grab has managed to integrate various essential services into a single platform, simplifying the lives of millions in the region. The company's growth and success have been attributed to its innovation, strategic partnerships, and commitment to solving local challenges. As of my last knowledge update in September 2021,Grab continues to shape the digital landscape in Southeast Asia. Grab has also generated employment and economic prospects in its operational regions. Collaborating with thousands of drivers, delivery partners, and merchants, the company offers them a flexible means of earning income. The company has initiated programs to aid women and youth in the job market, like the GrabWheels program, offering training and job prospects for young individuals. Grab's success is largely due to its capacity to recognize user needs and provide them with a variety of services that effectively tackle their issues (Nabil, Mohammed Anshari, & Patricia Ordonez, 2023 p.44) [13].

2.3.6.Careem: Careem is a ride-hailing service that operates in various countries in the Middle East, North Africa, and South Asia.

Careem, started in 2012 by Mudassir Sheikha and Magnus Olsson, is a prominent ride-hailing and super app service operating primarily in the Middle East and North Africa (MENA) region. Similar to other ride-hailing platforms, Careem initially gained recognition for its convenient transportation services, allowing users to book rides through its mobile app. However, what sets Careem apart is its commitment to catering to the unique needs of the MENA market. The platform has incorporated features such as female drivers for female passengers, enabling greater accessibility and comfort for women in the region. Additionally, Careem has expanded its offerings to include delivery services, allowing users to order groceries, food, and other essentials directly through the app. This diversification of services aligns with Careem's goal of becoming an all-inclusive super app, catering to various aspects of users' daily lives. The company's localized approach, coupled with its technological innovation, has contributed to its popularity and success across the MENA region. Please note that developments might have occurred since my last knowledge update in September 2021.furthermore, charging interest is not compliant withrules of islamic banking. Therefore, Careem provides the option for passengers to pay drivers in cash. This effort pays off due to the high demand for cash payment options (Kontola, Salman nazir, & Tibor Barath, 2018 p.289) [14]. Dubai made history by being the inaugural city to formalize regulations for ride-hailing services through agreements with Careem and Uber. These apps will now provide high-end transportation services (such as limousines) through online and smart app channels. Additionally, accredited companies must own all vehicles utilized by these services. The laws requires that ride-hailing apps must charge at least 30% higher fares than taxi fares. Both Careem and Uber stopped service in Abu Dhabi in August 2016 owing to regulatory issues. However, Careem has resumed service in february 2017 under the regulations for limo services (Sierpinski, 2019 p.44) [15].

2.3.7.Gojek: Gojek is an Indonesian multi-service platform that offers ride-hailing, food delivery, payment services, and more. Gojek, launched in 2010 by Nadiem Makarim in Indonesia, has evolved into a multifunctional super app that revolutionized the way people in Southeast Asia access essential services. The idea for Gojek was born when Makarim had difficulties in finding motorbike taxis (known as "Ojek" in Indonisian). Gojek first started as a call center that connected consumers with motorbike taxis, in which they only had 20 motorbike drivers. Originally established as a ride-hailing service, Gojek swiftly expanded its offerings to encompass a wide array of services, ranging from food delivery and grocery shopping to bill payments and even on-demand massages. This comprehensive approach has made Gojek an indispensable part of daily life for millions across the region, streamlining their access to services through a single, user-friendly mobile application. Beyond convenience, Gojek has also played a significant role in boosting the local economy

by providing income opportunities to thousands of drivers and delivery partners. With its commitment to innovation and understanding of regional nuances, Gojek has successfully become a symbol of seamless connectivity, catering to diverse needs in Southeast Asia. It's important to note that developments might have occurred since my last knowledge update in September 2021 (Haghirian, 2022p.34) [16]In 2022, Gojek joined forces with the e-commerce giant Tokopedia in a multi-billion-dollar deal, significantly broadening the platform's scope. Presently, these app-based platforms boast a collective user base of four million (Mogavvemi&Sedeghen, 2023p.26) [17].

2.3.8.Bolt (formerly Taxify): Bolt is a European ridesharing platform that operates in multiple countries and cities, providing an alternative to traditional taxi services.

Bolt, headquartered in Tallinn, Estonia, is a franchise transportation company offering an array of services from passenger transport to food delivery. Providing swift and cost-effective transportation solutions along with electric scooter rentals, Bolt caters to millions of users. Since 2019, Bolt has expanded its operations to encompass more than 150 cities across 35 countries spanning Europe, Africa, Asia, and North America. Globally, the company serves over 30 million customers, connecting them with a network of over 1 million drivers who leverage the platform to offer transportation services.

Bolt, previously known as Taxify, was established in 2013 by Markus Villig, a 19-year-old high school student with a vision of consolidating all Riga and Tallinn taxis onto a unified platform. Initially funded with 5000 euros from his parents, Markus handled customer support outside regular hours, recruited a developer to assist in launching the business, and rebranded it as mTakso. The car service was introduced in 2013 and expanded internationally by 2014.

In 2017, Taxify commenced services in London by acquiring a local taxi company's license. However, it faced enforcement actions from Transport for London, leading to service closure. Despite this setback, the company reapplied for a new license, intending to resume operations in London. Upon reentry into London, Taxify extended its services to Paris and Lisbon.

By 2018, the company announced the introduction of electric scooters, launching them in Paris under the rebranded Bolt name. Additionally, they expressed intentions to release scooters in various other European and Australian cities where the app was already established.

In 2019, Bolt was reintroduced in London with a roster of over 20,000 registered drivers on the platform. Bolt Food made its debut initially in Tallinn, with ambitious plans for expansion across more cities in Europe and Africa by the close of 2019.(Buds & Sonia, 2023p.100) [18].

These apps offer various transportation options and services, including ridesharing, taxis, bikes, and more, depending on the region and local regulations. Keep in mind that the availability and popularity of these apps

may vary depending on your location.

2.Case study of yassir

Nour Eddine Tayebi and Mehdi Tazi founded «Yassir» in 2017. It is an application that offers its users a range of services, including ride-sharing, food and grocery delivery, and financial services. It currently operates in six countries and 45 cities worldwide.

Algerian company "Yassir" has raised $150 million in a Series B investment round led by BOND, with participation from DN Capital, Dorsal Capital, Quiet Capital, as well as Stanford Alumni Ventures, Continuity Fund, and other investors (Http://yassir.com, s.d.) [19].

Founded in Algeria in 2017, Yassir initially secured $30 million in its previous funding round. This time, it has returned with an investment five times larger, bringing the total amount raised by the company since its inception to over $193 million.

Yassir launched its app to provide ride-sharing solutions, but gradually expanded to integrate more with food and grocery delivery, express delivery services, and payments. It now operates in 45 cities across 6 countries, including Algeria, Morocco, and Tunisia.

The company plans to use the investment to expand from North Africa to the Middle East and develop new solutions, particularly focusing on payment-related services to further assist its customers.Now Yassir is a multi-service platform that offers various on-demand services to users across several countries. Here's a brief overview:

- **Services**: Yassir provides a wide range of services to its users, including ride-sharing, food delivery, grocery delivery, financial services, and more. It aims to make various aspects of daily life more convenient.
- **Global Presence:** Yassir operates in multiple countries and cities, including Algeria, Canada, France, Morocco, Tunisia, Senegal, and South Africa. It iscontinuouslyexpandingitsreach to new locations.
- **User Base:** Yassir boasts a substantial user base, with more than 8 million users relying on its platform for various services.
- **Partner Network:** The platform collaborates with over 130,000 partners, which include drivers, restaurants, grocery stores, and service providers, to deliver its services.
- **Mission:** Yassir's mission is to simplify the lives of its users while incorporating social values into its operations.

The requirements for working with the "Yassir" app may vary based on their policies and the local laws of the countries they operate in. However, generally, the requirements for working with an app like "Yassir" might include:

- **Grey Card (registration papers):** Drivers typically need to have a grey card or permit that allows them to provide transportation services using their vehicle.
- **Technical Monitoring:** The app might require drivers to install technical devices for trip tracking and improving customer experience.
- **Insurance Proof:** Usually, drivers are required to have insurance coverage for their vehicle and passengers to ensure safety during rides.
- **Criminal Record Certificate:** Applications might ask drivers to provide a certificate proving their lack of criminal record.
- **Residence Card:** In some countries, having a valid residence card might be necessary for drivers.
- **Health Certificate:** If providing food or grocery delivery services, drivers might need to obtain a health certificate to ensure the safety of the products they deliver.

Drivers interested in working with the "Yassir" app should verify the exact requirements for working with them through their official website or by contacting their support team.

During the modest investigation we collect some date from yassir app users and we got:

Table-1 : rate of satisfaction of yassir app 2022-2023 according to random sample size of users.

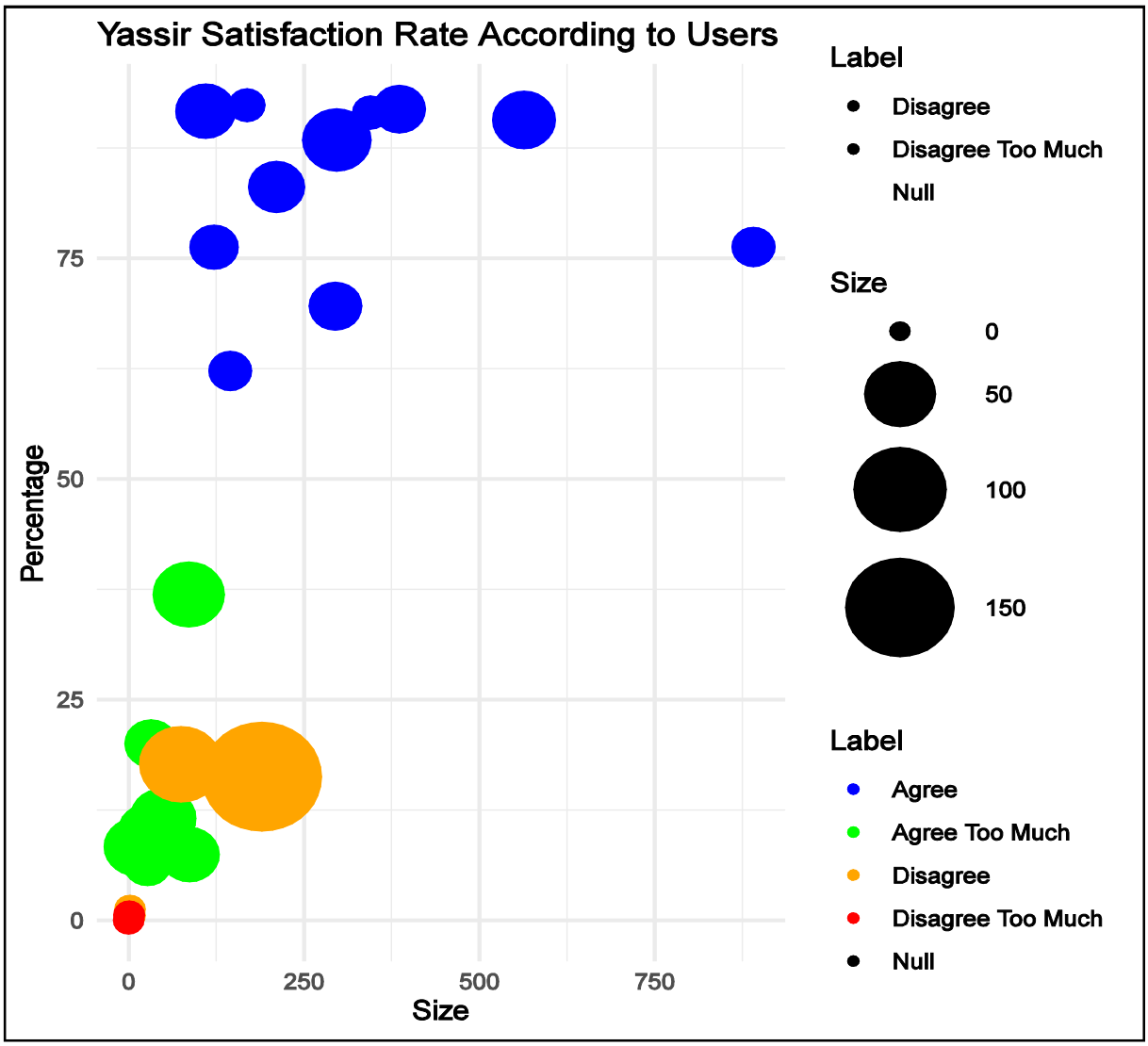
statements	Agree+	Agree	Null	Disagree	Disagree+	Total
satisfaction for drivers	28	345	2	2	0	377
women taxi option	32	122	3	2	1	160
yassir France	87	891	0	190	0	1168
yassirtakssit	27	386	7	0	0	420
yassir as PSG sponsor	26	211	0	16	1	254
yassirsummer road	10	110	0	0	0	120
yassircamio option	13	169	1	0	0	183
yassir express	49	564	8	1	0	622
inter-wilaya option	38	297	0	1	0	336
yassirADsquality	49	295	5	75	0	424
yassir in NY Stock exchange	86	145	2	0	0	233
Total observations	**445**	**3535**	**28**	**287**	**2**	**4297**

Source: by researchers of the study.

Some Yassir users in Algeria take pride in the company as a symbol of Algerian startups. However, others wish for and suggest having Yassir's logo on the cars to make them easily recognizable when ordered among many other vehicles, with the added benefit of enhanced safety. Residents of Constantine, for example, believe that Yassir provides reasonable transportation prices and exceptional speed. Some users propose the creation of an electronic payment platform. Yassir's service is praised for facilitating the transportation of mothers with their children efficiently and safely. On the other hand, residents of some remote areas complain about the difficulty of accessing the service. Some drivers feel that when they accept a passenger's request for a ride, the passenger may have already hired another car after traveling from a distant location. Furthermore, owners of vehicles with

more than 8 seats feel that Yassir's service does not cater to them adequately, mainly because the company controls the pricing, regardless of whether the vehicle is small or large.

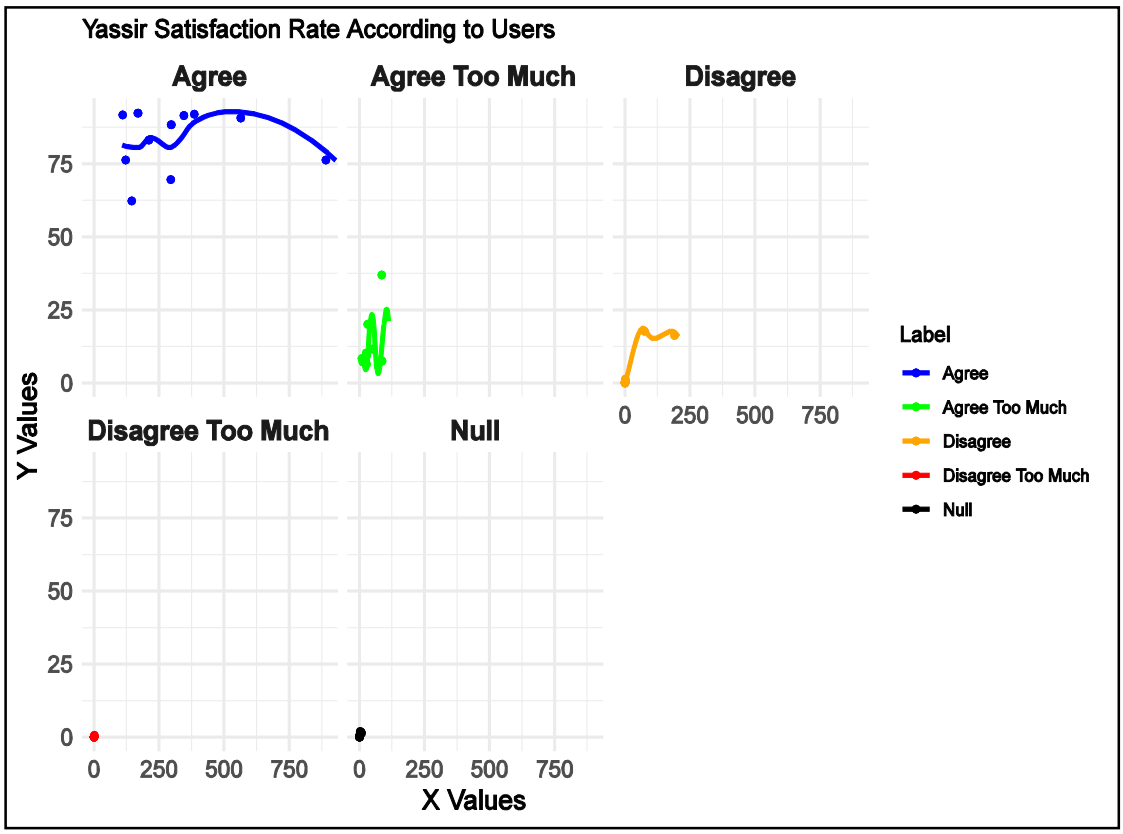
Fig2:yassir Satisfaction Rate According to Users



Sourse : made by researchers of the study.

During study investigation, "We have prepared a survey for the opinions of Yassir application users and partners. The highest satisfaction level, as evident in the previous chart with the blue color representing satisfaction ranging from acceptable to above average, was among users and customers." With some high level of satisfaction about some options a like " women Taxi, Camion, and yassir express" and we may understand better the graph when we facet it for better detailed visualization.

Fig3: yassir satisfaction rate according to Users



Sourse :by study's Researchers.

The above graph demonstrates that the level of satisfaction about yassir services and options is highly at the label "Agree" with 5353 observations thats about 82.26 % of total observations.

So,This indicates that Yassir's performance, according to the study, is close to good to very good rate. Additionally, Yassir could enhance its services by introducing new offerings, such as luxury car services for celebrities and VIPs. Moreover, providing a digital payment platform, although challenging at present, could be explored by collaborating with mobile network operators for services like mobile credit transfers, especially for amounts less than 5000 DZD. Yassir could also offer a free service for tracking urban bus locations to users or provide school transportation services for vehicles with more than 6 seats.

3. Conclusion:

The Yassir app stands as an exemplary case study in the realm of app-based transportation solutions. Its features, challenges, and applications resonate with scholarly perspectives on innovation and disruption. As technology continues to reshape the transportation landscape, platforms like Yassir pave the way for more accessible, efficient, and user-centric mobility options. By delving into the Yassir app's journey and impact, this article contributes to the discourse on innovation and technology-driven transformation in the transportation sector.

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5.Appendices:

Revolutionizing transportation involves a blend of technological innovation, policy changes, and societal shifts to create more efficient, sustainable, and accessible transportation systems for the future.