

FRENZI



# CREATING MORE JOBS IN THE INDUSTRY FOR WOMEN.

When looking into the 2019/2020 national statistics of taxi drivers in a country,



**98%**  
were male

**ONLY 2%**  
were female

These proportions are like the previous years in the industry.



Upon conducting the research to assemble this blog, I found a forum called *'Is it safe for women to drive a taxi at night?'* It saddened us to realise that this industry is so heavily male-dominated because women feel unsafe collecting passengers they do not know, fearing drivers would compromise their safety.

In turn, we conducted our research and found that a high proportion of females that rely on taxis as a transport method have all felt scared or threatened by their taxi driver on more than one occasion.

“

HAVE THEY JUST  
TAKEN THE  
WRONG TURN?

”

“

THE QUESTIONS THAT  
ARE BEING ASKED  
ARE MAKING ME FEEL  
UNCOMFORTABLE.

”

“

IT'S PRETTY DARK  
DOWN THIS LANE.  
I FEEL SCARED.

”

When you are simply trying to get from A to B, *these feelings should not arise.*

# FRENZI IS ABOUT TO MAKE A CHANGE FOR WOMEN.

In London alone, as of the end of December 2021, there were



**126,100  
DRIVERS.**



Of that, only

**2,774 WERE FEMALE.**

**THAT'S JUST OVER 2% OF THE TOTAL NUMBER OF DRIVERS.**

The gender gap in the industry needs to be closed, and we will positively contribute to tackling this issue.

## **FEMALE TAXI DRIVERS CAN SELECT ONLY TO PICK UP FEMALE PASSENGERS.**

We all talk about equality and acceptance, and it's about time that we are positively receptive to women in our industry and *empower them to be part of our industry.*

We implemented this feature to encourage more females to proudly and safely fly the Frenzi flag while being able to choose their working hours, select the passengers they wish to collect, read reviews of other drivers and feel safe at work.

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A vertical photograph on the left side of the page shows three women smiling and looking towards the right. The woman at the top has long blonde hair and is wearing a denim jacket. The woman in the middle has short dark hair, glasses, and is wearing a dark top. The woman at the bottom has long dark hair and is wearing a dark top. They are all smiling warmly.

## FEMALE TAXI DRIVERS CAN SELECT ONLY TO PICK UP FEMALE PASSENGERS.

Alongside making it safer for female taxi drivers within the industry, we also wanted to make it safer for female passengers.

Female passengers can *choose a female-only driver*, creating a more significant demand for female drivers and helping us raise the stats of female taxi drivers.

A pink heart icon with a white outline, positioned to the right of the main text block.

**FRENZI,  
EMPOWERING  
WOMEN ONE RIDE  
AT A TIME.**



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OUR **IN-APP FEATURES**,  
AND HOW TO USE THEM.**

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