

STOP BARRIERS

*Design that brings seniors
closer to movement.*



BACKGROUND AND PROJECT OVERVIEW



01 What is the context?

02 What is the problem?

03 What do we know about
the problem?

RESEARCH



- The demographic context is characterized by an aging population, where the goal is not only to live longer but to live better.
- Regular physical activity plays a crucial role in disease prevention, maintaining autonomy, and improving quality of life for older adults.
- Despite this, 42% of the elderly population remains sedentary – a figure that rises to 67% among those over 80.
- The main causes are the physical, environmental, and psychological barriers that make access to movement opportunities difficult.
- Unsafe streets, lack of nearby green areas, and poorly maintained sidewalks limit movement.
- Additionally, the fear of falling, the lack of accessible or free activities, and a sense of isolation contribute to a sedentary lifestyle.

PROBLEM



- Elderly people recognize the importance of physical activity but often cannot practice it safely or easily.
- The distance from facilities, the fear of injury, and the lack of motivation caused by social isolation create a cycle of immobility and fragility.
- The challenge is to design solutions that integrate movement into everyday life, making it accessible, safe, and socially engaging. The WHO recommends incorporating movement into daily routines – such as walking instead of driving or using stairs – to maintain physical and mental health.
- Walking is the most common and practical activity among seniors, but it often becomes unsafe or demotivating due to environmental barriers.

CONTEXT OF THE STUDY



To better understand the relationship between older adults and physical activity, we carried out a small qualitative research project focused on women attending a Pilates course.

OUR GOAL WAS TO EXPLORE:




- How they perceive sport in their daily lives
- What benefits they associate with it (physical, mental, and social)
- What motivations or barriers they experience in practicing it.

Their answers helped us capture authentic insights and emotions about how sport contributes to their well-being and quality of life.

INTERVIEW

The Relationship Between Older Women and Sport



PEOPLE	QUESTION	ANSWER
 SARA	What reasons would you give to someone your age to motivate them to do sports?	Because it helps you live better, meet new people, and love your body again
 BRUNA	How has sport changed your daily life?	It gave structure to my days and more energy to face them. Now I start the morning walking instead of sitting on the couch – and it changes everything
 ANGELA	How do you feel physically and emotionally after doing sports?	I feel lighter, less anxious, and full of new energy.
 LUISA	Do you think sports are important for people of your generation?	Absolutely. It keeps both body and mind healthy.
 IOLANDA	What is your relationship with sports?	Sport makes me feel alive – it’s my way to take care of myself.

HOW OLDER ADULTS PERCEIVE SPORT?



From the interviews, it emerges that sport is seen as a key element not only for physical well-being but also for mental and social health. Many people said they rediscovered physical activity later in life, realizing its value after years of neglect due to work or family commitments.

Sport is described as a form of self-care, a way to recharge, release stress, and regain energy and motivation. It is also seen as an antidote to loneliness, helping people socialize, build new friendships, and improve self-esteem and body awareness.

Many participants emphasized that it is never too late to start, and that physical activity should be considered an investment for the future, helping to prevent health problems and keep the mind active.

In conclusion, for older generations, sport is not just about movement – it is a tool for living better, feeling alive, and staying in balance with oneself and others.

MEET OUR PERSONA



- **Name:** Sara Moretti
- **Age:** 80 years old
- **Status:** Retired, lives alone in a third-floor apartment with an elevator, in a densely populated neighborhood.

Sara lives alone in a residential neighborhood. She is an independent woman who wants to stay active, but joint pain caused by osteopenia makes movement difficult. Her doctor recommends regular exercise to maintain muscle tone and prevent further loss of mobility.

However, the nearest fitness center is far away and requires her to cross a busy street and walk through a park she feels unsafe in. Uneven sidewalks near her home increase her fear of falling, discouraging her from going out.

She wishes she could join a physical activity close to home – safe, accessible, and sociable.

After our solution: Sara can now participate in guided exercise sessions within her neighborhood, in safe and inclusive spaces, regaining confidence, mobility, and social connection.

DEFINE NEWS THAT WE IDENTIFY AS "MARKET"

Specifics related to budget, business, maximum cost of the eventual product/service

COST AND ACCESSIBILITY

- Low-cost or free service (max €10 per participant).
- Uses public or community spaces to reduce expenses.



BUSINESS MODEL

- Supported by local institutions and sponsors.
- Participants pay a small symbolic fee.

TARGET AND SCALABILITY

- For adults 60–80 seeking accessible, health-oriented activities.
- Easy to replicate in other neighborhoods.



DESIGN REQUIREMENTS

- **Safety:** activities must occur in safe and supervised areas.

- **Accessibility:** simple, familiar, and low-impact exercises.

- **Inclusivity:** adaptable for different physical conditions.

- **Sustainability:** low-cost, minimal setup, and replicable.

- **Engagement:** encourage social interaction and regular participation.



OUR SOLUTIONS

Bringing Movement Closer to Seniors

1

1. HOME PERSONAL TRAINING

Personalized sessions at home with qualified instructors offering gentle, tailored exercises.

➡ A solution for those who find it difficult to move around or consider outdoor spaces unsafe or unsuitable.

2

2. NEIGHBORHOOD FITNESS AREAS

Installation of simple and accessible exercise equipment in local squares or parks.

➡ Encourages physical activity close to home, enhances public spaces, and improves urban livability.

3

3. COMMUNITY SHUTTLE SERVICE

A small bus that picks up older adults living alone or with mobility issues and takes them safely to sports or social activities.

➡ Reduces mobility barriers and promotes participation in community life.



TEAM CAPABILITIES & PROJECT APPROACH



TIMELINE (APPROACH)

Our project followed a Design Thinking methodology, structuring our work from:

1. Research
2. Problem Definition to the Ideation
3. Solution Refinement phases.



TEAM CAPABILITIES & FACILITIES

Research & Validation: Strong in Design Thinking and Qualitative Research. A team member is a Certified Instructor, offering professional validation and direct target access.

Prototyping: We use Canva for visual design and focus on low-fidelity prototypes (diagrams, simple materials) to test usability quickly and efficiently.