

form4



astrid

maría

marta

CONCEPT DEVELOPMENT



RECAP!



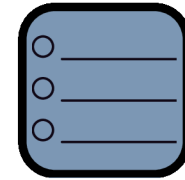
for my

CONCEPT 1: MAPPELLA

A navigation app through the city, but specifically created for older people to have the best routes possible, taking into account their age, mobility capacity, how long they can walk without stopping, bathroom needs... This way we create a personalized experience for everyone's needs.



In this window you can check for new places, it will automatically provide you with the best route possible taking into account your personal preferences



Here we can find saved locations to have easy and quick access to them



It will show you the fastest route home



You can set up here your personal information and preferences, that later will be taken into account to show you the route that suits you best

form

CONCEPT 2: GIROGIRO

This ride-sharing platform creates **meaningful and practical connections** between younger and older generations. Young people offer transportation to older adults who may need rides for errands, appointments, social activities, or daily tasks. In return, older passengers can compensate through shared expenses.

The app emphasizes **trust, safety, and intergenerational connection**. Profiles include verified information, background checks (if desired), and community ratings.

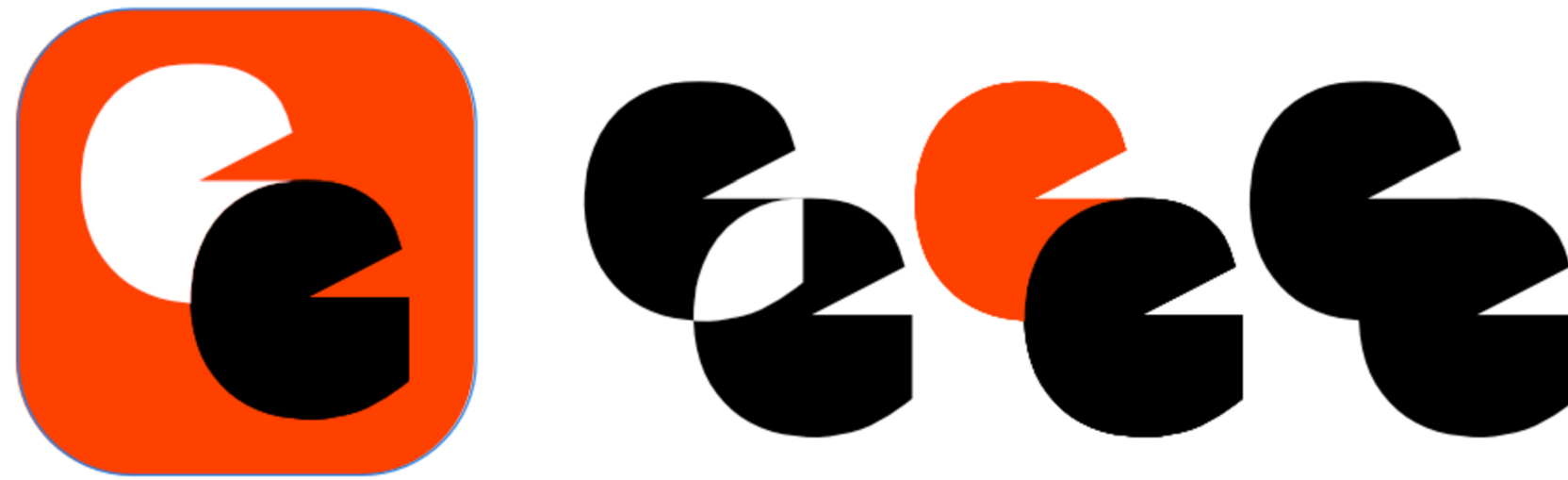
Older adults get reliable, friendly transportation. Young drivers earn money or benefits with a flexible schedule. Both sides gain human connection that goes beyond a typical ride-share, **focusing on the stories shared during rides**.

It's a service designed to bridge generations, reduce social isolation, and make everyday mobility easier, all while strengthening community bonds.

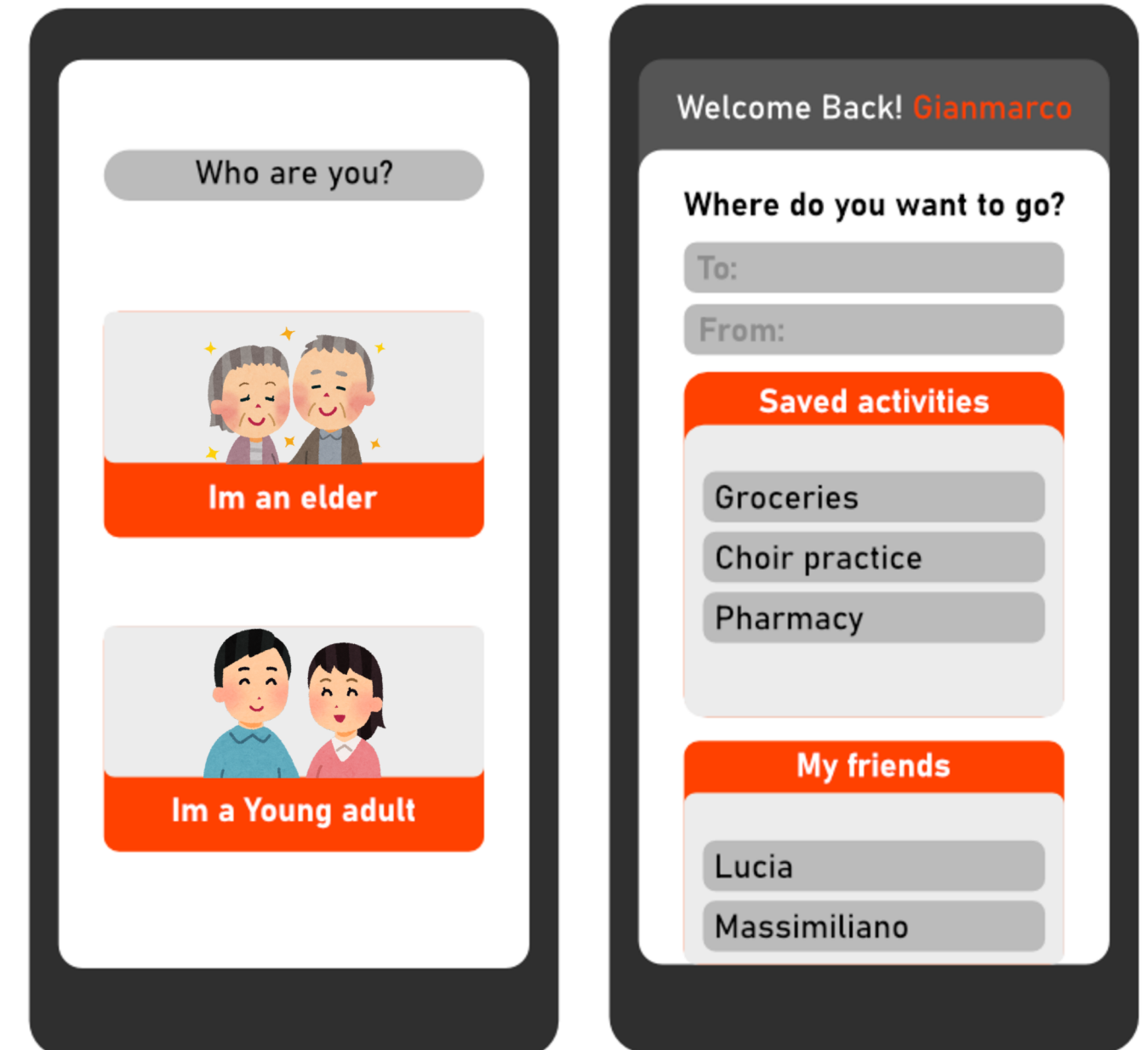


CONCEPT 2: GIROGIRO

Logo ideas:



- The logo is inspired by two heads talking that cleverly make out the two G's in GiroGiro.
- At the start of the sign up process the user signs up as a Young adult or as an elder person, the UX/UI and the tools available will be different depending on it.
- Elderly people can save frequently contacted drivers as new friends which they can message with as well as save their daily activities for easy and quick access.





GIROGIRO + MAPELLA =
A GREAT MOBILITY APP



GIROGIRO APP

HOW IT WORKS

This app helps elder people move around the city, partnering with young adults and university students that can split their car expenses while making new inter generational connections

Young people can sign up in the app as drivers, verificating their ID and drivers license, as well as their university credentials if needed. The drivers will be notified when a new trip is solicited they can accept the trip and start offering the service.

Elder people can sign up in the app as passengers, they can solicit a trip for a specific date an hour, sending a notification to all the drivers in their area, after they accept the trip they can check the drivers profile and car, and if they are satisfied they can confirm the trip. Passengers can save frequently contacted drivers as friends and save frequently used routes like groceries, pharmacies and so on.



INCENTIVES FOR USERS

For young people

- The universities can get involved and treat the use of the app as certified voluntary work, adding this activity on their academic curriculum and giving extra credit.
- Experience a human interaction that wouldn't be able to get otherwise, having the chance to know other generation's stories and experiences and how their world works.
- Fighting against loneliness and uplifting people's day.

For elderly people

- Easy and personalized way to get anywhere they need to go.
- Getting to know younger people and their problems, also sharing your world, fighting loneliness and isolation.
- The app provides an intuitive way to get to their daily activities, saving the places they usually go to and also saving frequently contacted drivers as friends.



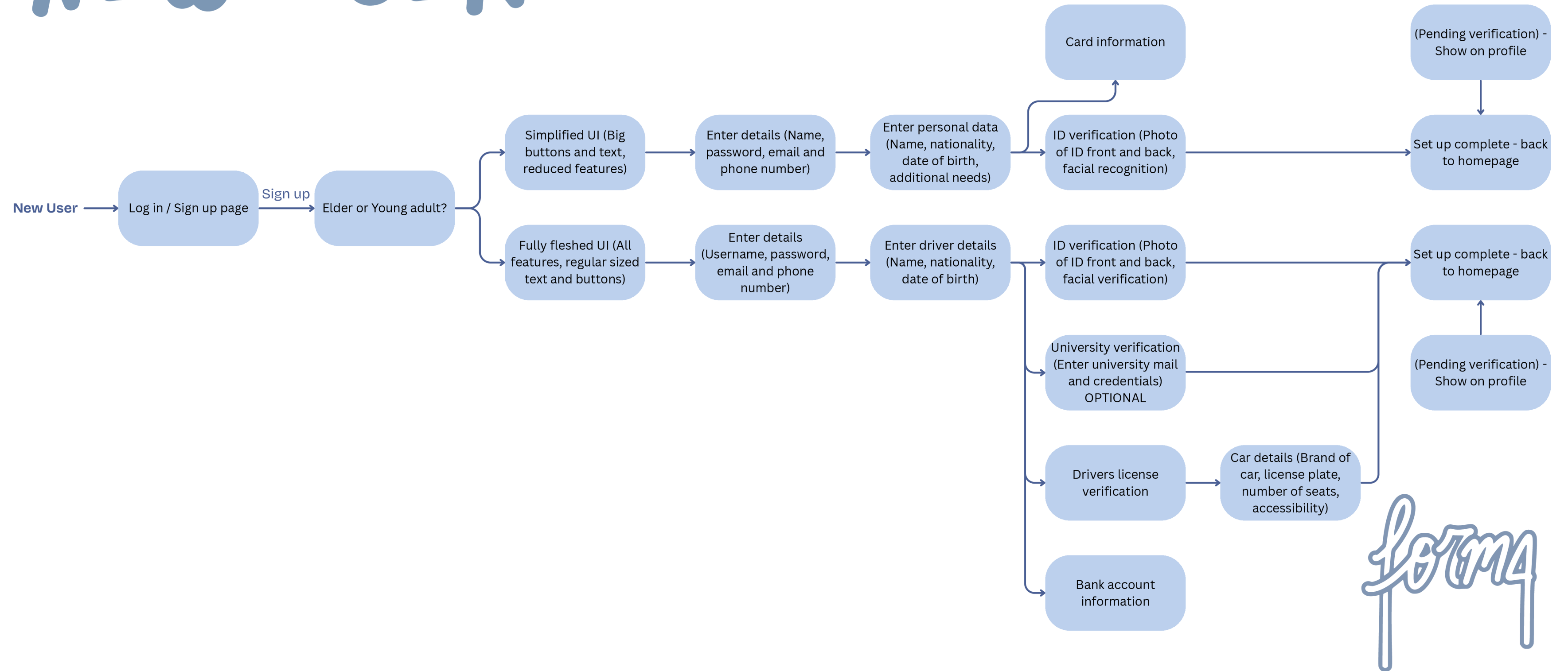


OUTLINE

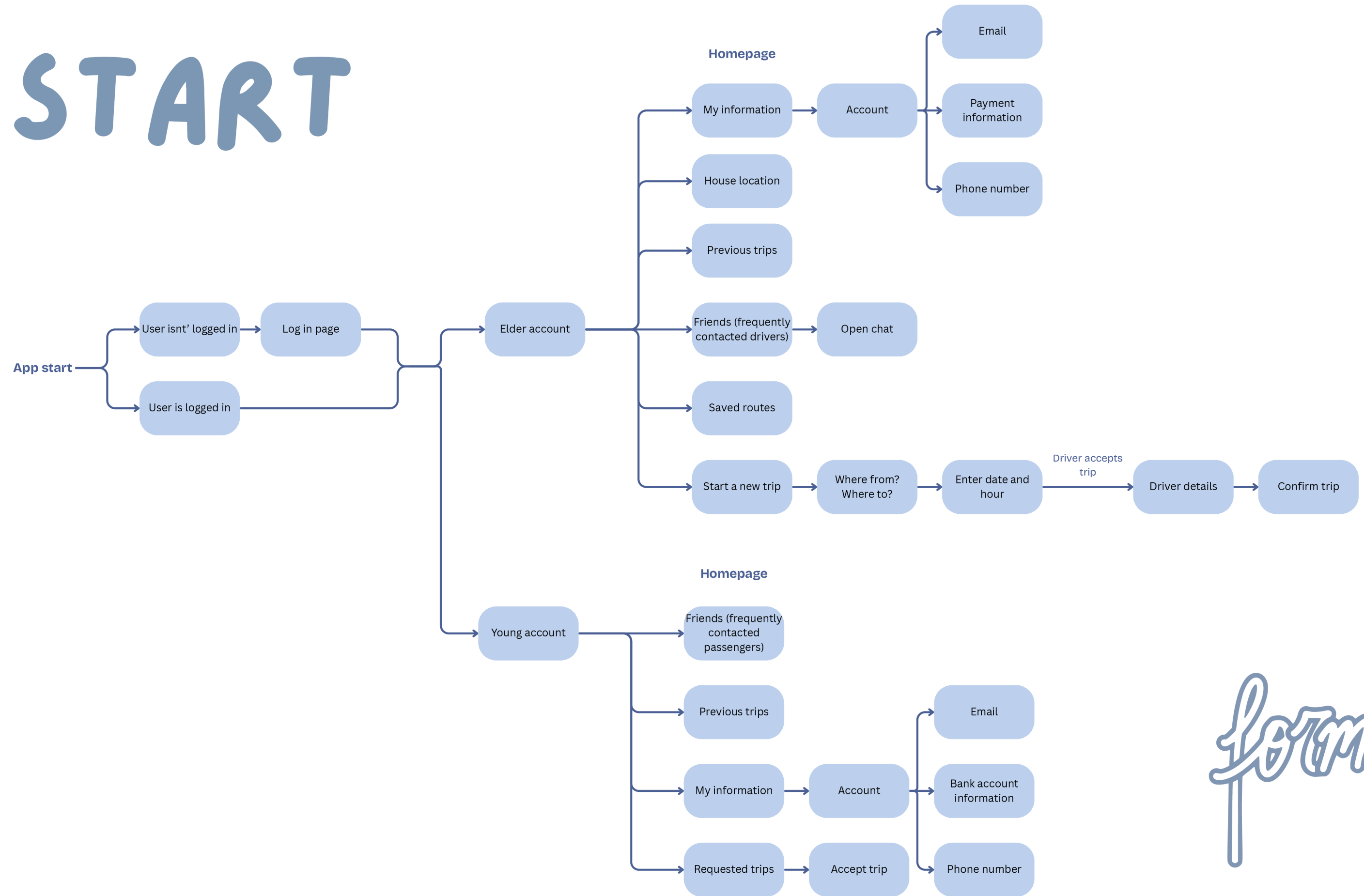


for my

NEW USER



APP START



form4

WHATS NEXT?

We are currently on a **High-fidelity app prototype** (figma) where you will be able to interact with the app as if you were a real user, this helps us get feedback on our app outline, the user interaction and experience.

