

GROUP 5 BRIEF

Background and Project Overview

Context, Problem, and Situation Analysis

The project addresses a systemic mobility crisis for older adults in Naples. Its consequences go far beyond logistical inconvenience, deeply affecting quality of life, health, and social inclusion.

Two main factors define the picture:

- **Demographics:** Naples has a large and growing elderly population. Almost 22% of residents—over 200,000 people—are over 65. This makes the challenge not a niche issue but one that affects a large and vital segment of the city.
- **Urban environment:** The city itself acts as a physical barrier. Its hilly topography makes even short walks difficult. On top of this come heavy traffic and widespread architectural barriers—steps without ramps, inaccessible public buildings, and inadequate sidewalks.

The Problem: An Inadequate Transport System

The core problem lies in the failure of the existing transport ecosystem to respond to the specific needs of this population group.

- Public transport is unreliable and inaccessible. Metro stations often have out-of-service elevators, and bus stops are sometimes moved without notice, creating confusion and uncertainty.
- Existing alternatives do not fill the gap. Municipality-run “social transport” services are bureaucratic, require ISEE income certificates, and are not suited to spontaneous needs. Private services are frequently medical-focused or priced out of everyday use, leaving a large share of people with no practical options.

What We Know About the Problem: A Crisis of Autonomy and Inclusion

The combination of these factors turns a logistics issue (“how to get from A to B”) into a crisis of autonomy, health, and social inclusion. Inability to move freely triggers well-documented negative outcomes:

- It prevents access to essential services such as medical visits, pharmacies, and post offices.

- It erodes social networks, leading to progressive isolation as it becomes hard to maintain contact with friends and family.
- It deprives people of independence and dignity, generating frustration and dependence on others.

Research

Research Data: Numerical Evidence of the Problem

Based on ISTAT data for 2023, the picture in Naples is clear and unequivocal:

- Total older population: 200,793 residents are over 65, representing 21.98% of the city's population—more than one in five.
- Oldest-old: Within this group, 95,556 people (10.46% of the total population) are over 75—an age when mobility limitations tend to become more severe.
- Ageing index: 164.90, indicating a strong imbalance between the elderly (65+) and the young (0–14).

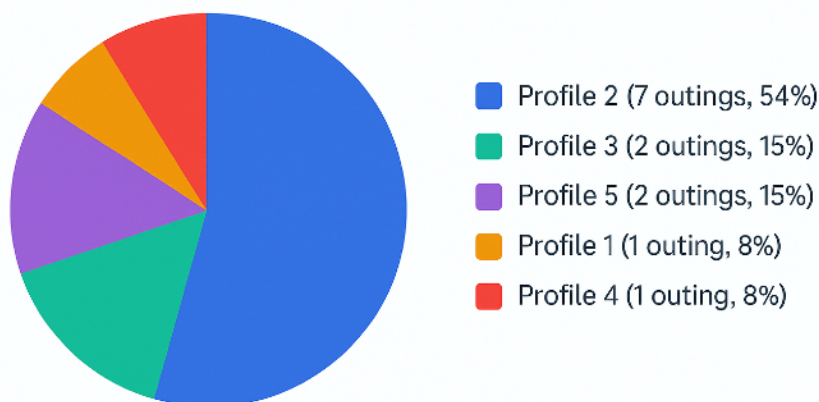
These figures, from authoritative sources, are not mere statistics—they quantify a large and urgent social need.

At the national level, other research based on ISTAT data helps us understand the direct consequences when this demography meets mobility problems:

- 56% of older Italians living alone report difficulties with mobility outside the home.
- For 10% of them, this limitation is so severe that it effectively confines them indoors, turning their home into a prison.
- 34% of older people say they meet friends and family less than they would like due to physical limitations—showing a direct link between immobility and social isolation.

SURVEY

Infographic: Weekly Outings (Total 13)



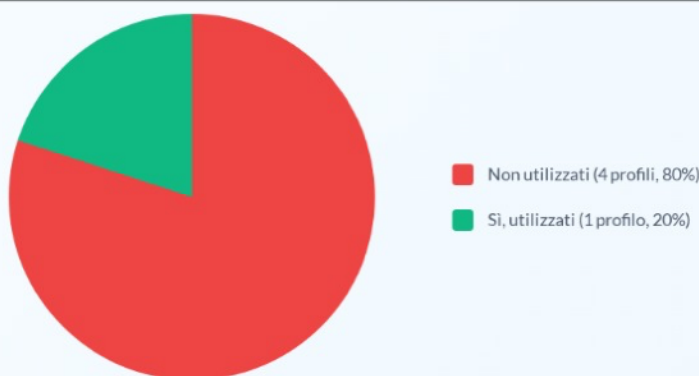
Profile 2 is the most active (54% of the total). The other four profiles show much more limited mobility (1–2 outings per week).

Infographic: Perceived Difficulty Level (out of 5)



80% of profiles (4 out of 5) perceive a very high level of difficulty (4 or 5 out of 5). Only Profile 5 reports a moderate difficulty.

Infografica: Utilizzo Mezzi Pubblici



La stragrande maggioranza (80%) dei profili analizzati non utilizza i mezzi pubblici, indicando una possibile barriera o una preferenza per altri metodi.

PERSONAS

Persona 1: “Antonio” – The Habit-Driven Pensioner

- Bio: 79, retired, lives alone in the Sanità neighborhood. His morning routine is sacred: a stroll to buy the newspaper and cigarettes. He suffers from shortness of breath, and the steep streets of his area—once familiar—have become a daily ordeal.
- Needs and goals: He desperately wants to keep his small routine that makes him feel active and part of neighborhood life. His goal is not long trips—just reaching the newsstand and the tobacconist a few hundred meters away, but up a steep and tiring street.
- Frustrations: The physical effort increasingly forces him to give up. Missing his morning paper makes him feel cut off from the world. He refuses to ask his children for such small errands because he would see it as a defeat—an admission that he is no longer self-sufficient. His frustration stems from losing these small yet fundamental pieces of daily autonomy.

Persona 2: “Carmela” – The Widow Blocked by Barriers

- Bio: 81, widow, lives in an old third-floor apartment with no elevator in the historic center. To manage her health, she needs to go regularly to the pharmacy and run small daily errands. She walks with a cane.
- Needs and goals: Her primary need is access to essentials for her well-being: medicines and groceries. Her goal is to get down—and especially back up—three flights of stairs and cover the short distance to the shops, particularly when carrying even a light bag.
- Frustrations: The stairs are her nightmare—an architectural barrier that makes her a prisoner in her own home. Often the anxiety of facing the climb back up, possibly with shopping, leads her to postpone buying medicine or food. She feels powerless and frustrated because her autonomy is denied not by distance but by an insurmountable obstacle inside her own building.

An Ordinary Day: Pre-Intervention Frustration Scenarios (Ex-ante)

- Scenario 1 (Antonio): The Unreachable Newspaper. In the morning, as he has for fifty years, Antonio wants to go down to buy his paper. He looks out at the road up to the newsstand—a steep slope he now knows like an enemy. Just thinking about it, he feels his chest tighten. He decides to try anyway, but after a few meters he must stop, leaning against a wall to catch his breath. He feels defeated and a bit humiliated. He turns back. Another morning will pass without his paper, leaving him feeling cut off from the world and frustrated for losing another piece of his routine—his normality.
- Scenario 2 (Carmela): Shopping and the Prison of Stairs. Carmela realizes she is out of blood-pressure pills and milk for breakfast. The pharmacy and grocery are just steps from her home, but between her and them stands an insurmountable obstacle: three flights of stairs without an elevator. She grips the handrail and anxiety stops her. Going down is tiring; going back up—perhaps with a bag—feels impossible. She thinks of asking a neighbor but feels like a burden. She postpones to tomorrow, hoping to feel stronger, even though she knows she won't. She feels imprisoned at home, powerless because her autonomy and health are hostage to an architectural barrier.

Market Landscape and Business

Competitive Analysis: The Existing Ecosystem

Current mobility options in Naples for seniors split cleanly into two categories: public, which are low-cost but bureaucratic and inflexible; and private, which are flexible but prohibitively expensive for daily use. This creates a two-tier system where wealth directly determines mobility and autonomy. The most impactful innovation would break this pattern—designing a service with the flexibility and dignity of private options at an accessible price.

Provider types and characteristics:

- Public — Municipality of Naples / ANM: Public transport and “social transport.” Strengths: low cost, fare concessions. Weaknesses: unreliable, inaccessible (barriers), bureaucratic (formal ISEE requirements).
- Private — Private operators, CRI (Italian Red Cross): Assisted and medical transport. Strengths: high availability (24/7), qualified staff. Weaknesses: very expensive, medical-oriented, not suited for everyday use.
- Private — Al Tuo Servizio: Personalized accompaniment. Strengths: flexible, door-to-door, equipped vehicles. Weaknesses: costly for frequent use (e.g., €90 for a hospital visit).

Specific Characteristics (“Design Requirements”)

Given the goal—help Antonio buy his newspaper and help Carmela reach the pharmacy—the solution must include:

- A focus on human assistance, not just transport.
- Hyper-local coverage and quick response.
- Extreme simplicity of access.
- Marginal per-use cost.
- Trust and familiarity.

FACILITIES

- Use of CANVA/POWERPOINT: fast graphic design and strong communication. Enables quick creation of project communication materials (posters, presentations, infographics) essential to convey the project’s story and values.
- Basic Figma prototyping: allows simple UI/UX prototypes and flows, useful to simulate the app or website.
- High-quality visual content production (photography skills): essential to visually document the prototyping process.

TIMELINE

First design drafts by November 14. Final design by November 21–23.