



BRIEF YOUR FRIENDS

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BACKGROUND E PROJECT OVERVIEW

The project's context is a systemic mobility crisis for older adults in Naples, whose consequences go far beyond simple logistical inconvenience, deeply affecting quality of life, health, and social inclusion. The picture is defined by two main factors:

NAPLES' SENIORS ARE MANY AND GROWING: NEARLY 22% OF RESIDENTS (200,000+) ARE 65+. THIS IS A CITYWIDE CHALLENGE, NOT A NICHE ISSUE.

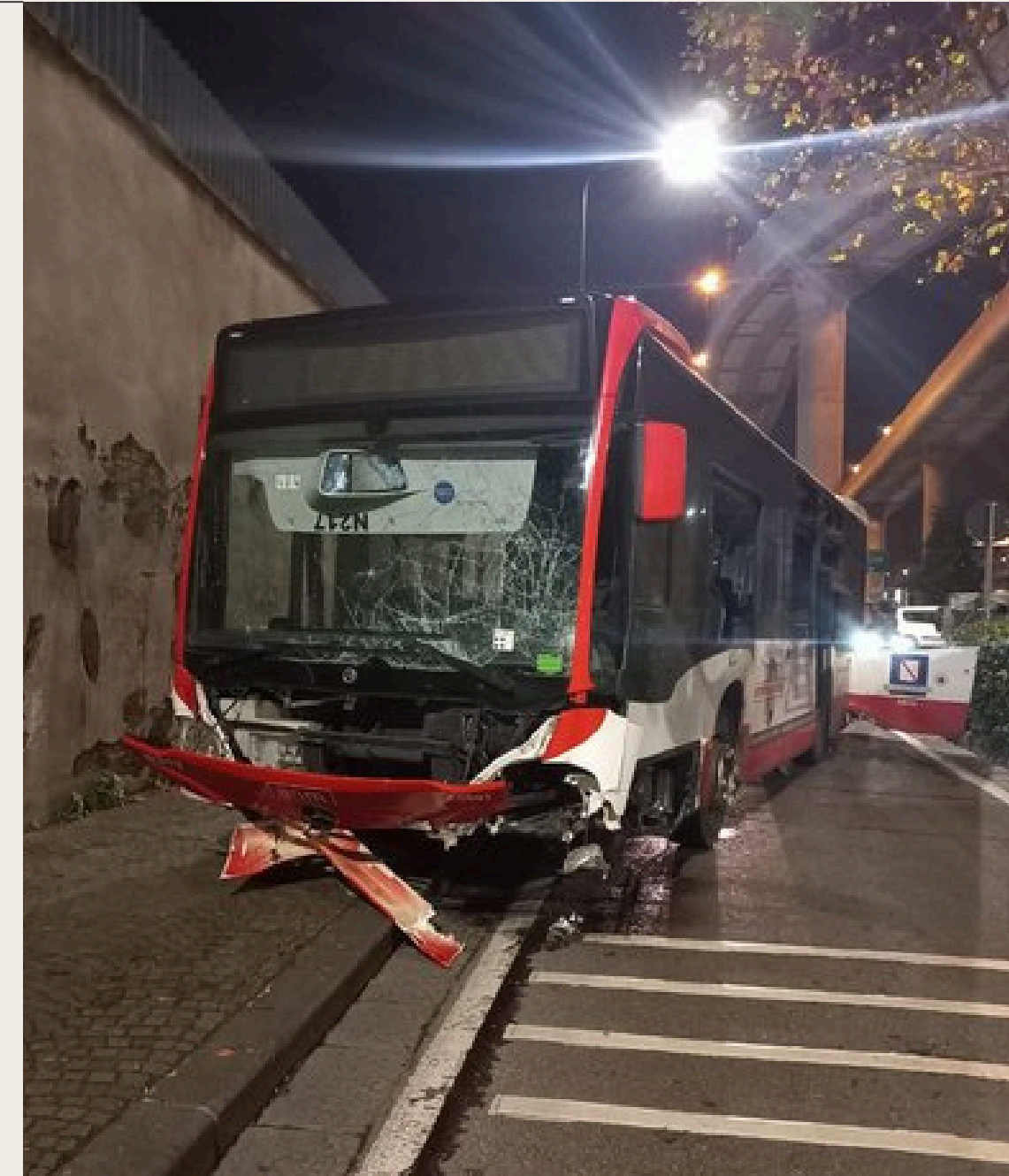
STEEP HILLS, CONGESTED TRAFFIC, AND MISSING RAMPS TURN NAPLES INTO A DAILY OBSTACLE COURSE FOR OLDER ADULTS, WITH INACCESSIBLE BUILDINGS AND POOR SIDEWALKS MAKING EVEN SHORT TRIPS DIFFICULT.



WHAT'S WRONG: OUR TRANSPORT SYSTEM ISN'T KEEPING UP

PUBLIC TRANSPORT IS UNRELIABLE AND HARD TO USE. METRO ELEVATORS ARE OFTEN OUT OF SERVICE, AND BUS STOPS MOVE WITHOUT NOTICE, CAUSING CONFUSION.

EXISTING OPTIONS DON'T FILL THE GAP. CITY-RUN "SOCIAL TRANSPORT" IS TIED UP IN RED TAPE, REQUIRES INCOME CERTIFICATIONS, AND CAN'T HANDLE LAST-MINUTE NEEDS. PRIVATE SERVICES SKEW TOWARD MEDICAL TRIPS OR COST TOO MUCH FOR EVERYDAY ERRANDS—LEAVING MANY PEOPLE WITHOUT A PRACTICAL WAY TO GET AROUND.



WHAT WE KNOW: A CRISIS OF INDEPENDENCE AND INCLUSION

When people can't move freely, the impacts are real and widespread:..

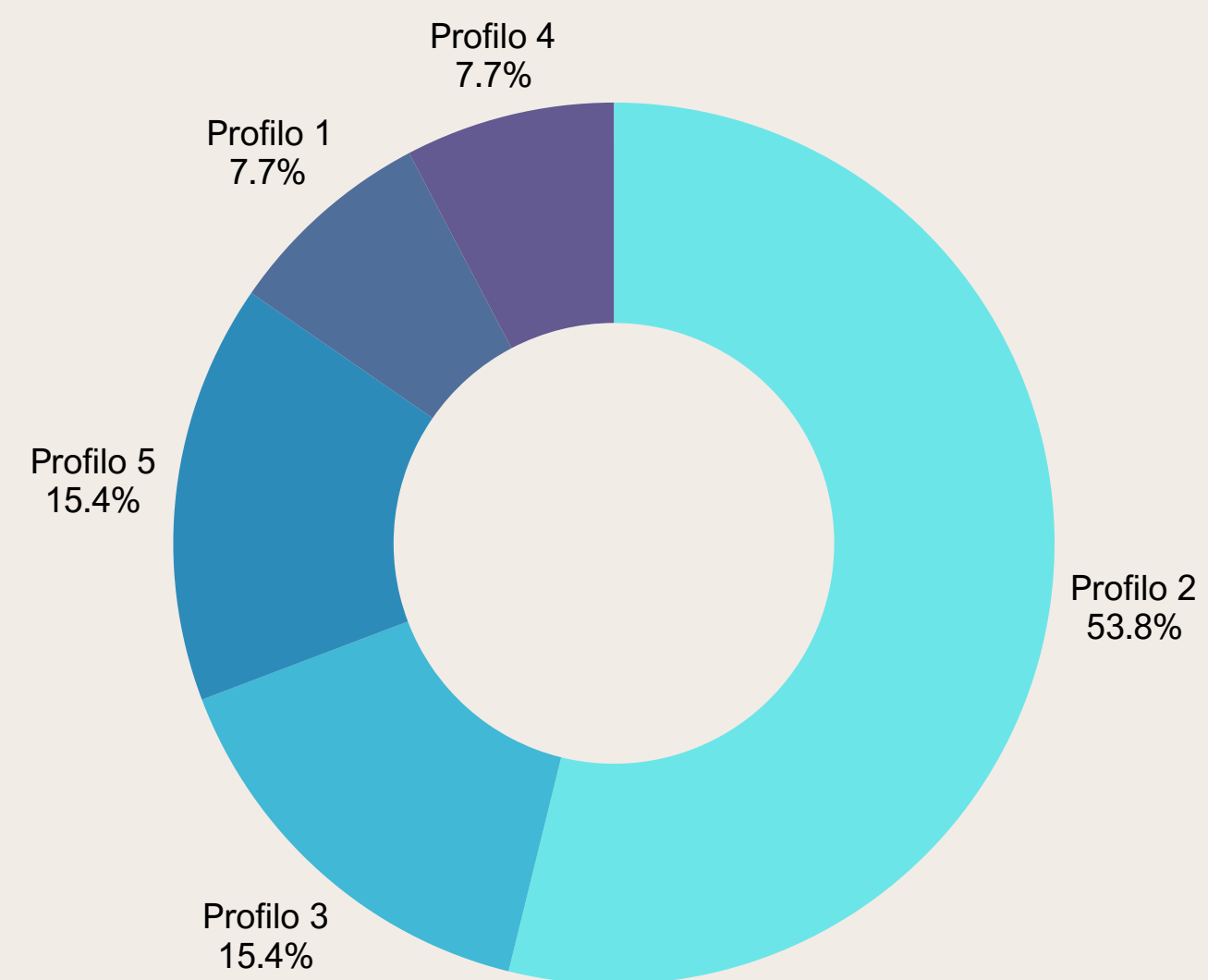
LIMITS ACCESS TO KEY SERVICES SUCH AS HEALTHCARE VISITS, PHARMACIES, AND POST OFFICES.

IT ERODES SOCIAL BONDS, LEADING TO GROWING ISOLATION AS STAYING IN TOUCH WITH FRIENDS AND FAMILY BECOMES HARDER.

TAKES AWAY INDEPENDENCE AND DIGNITY, CAUSING FRUSTRATION AND DEPENDENCE.



WEEKLY OUTINGS CHART

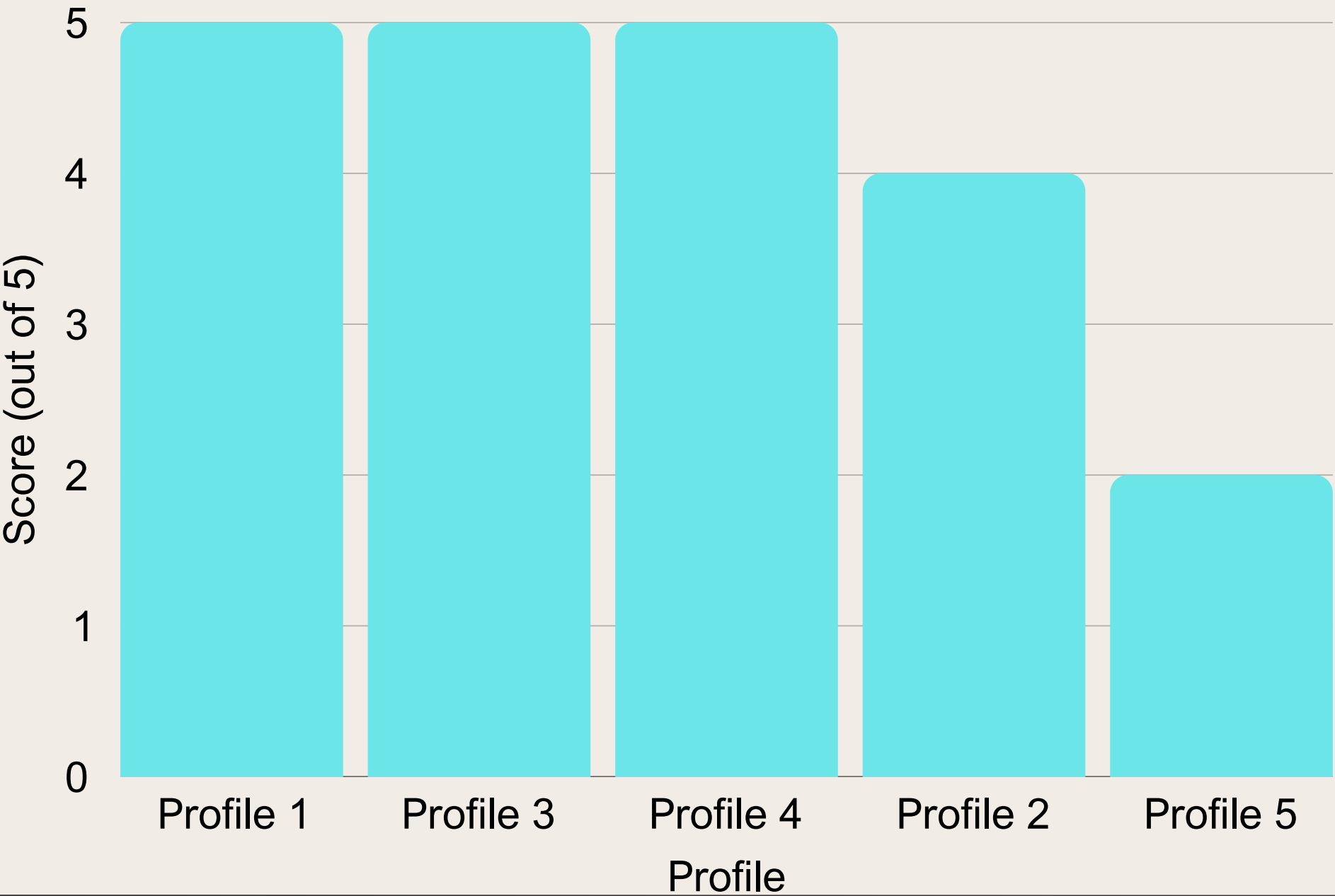


INFOGRAPHIC: WEEKLY OUTINGS (TOTAL 13)

- PROFILE 2 (7 OUTINGS, 54%)
- PROFILE 3 (2 OUTINGS, 15%)
- PROFILE 5 (2 OUTINGS, 15%)
- PROFILE 1 (1 OUTING, 8%)
- PROFILE 4 (1 OUTING, 8%)
- PROFILE 2 IS THE MOST ACTIVE (54% OF THE TOTAL).

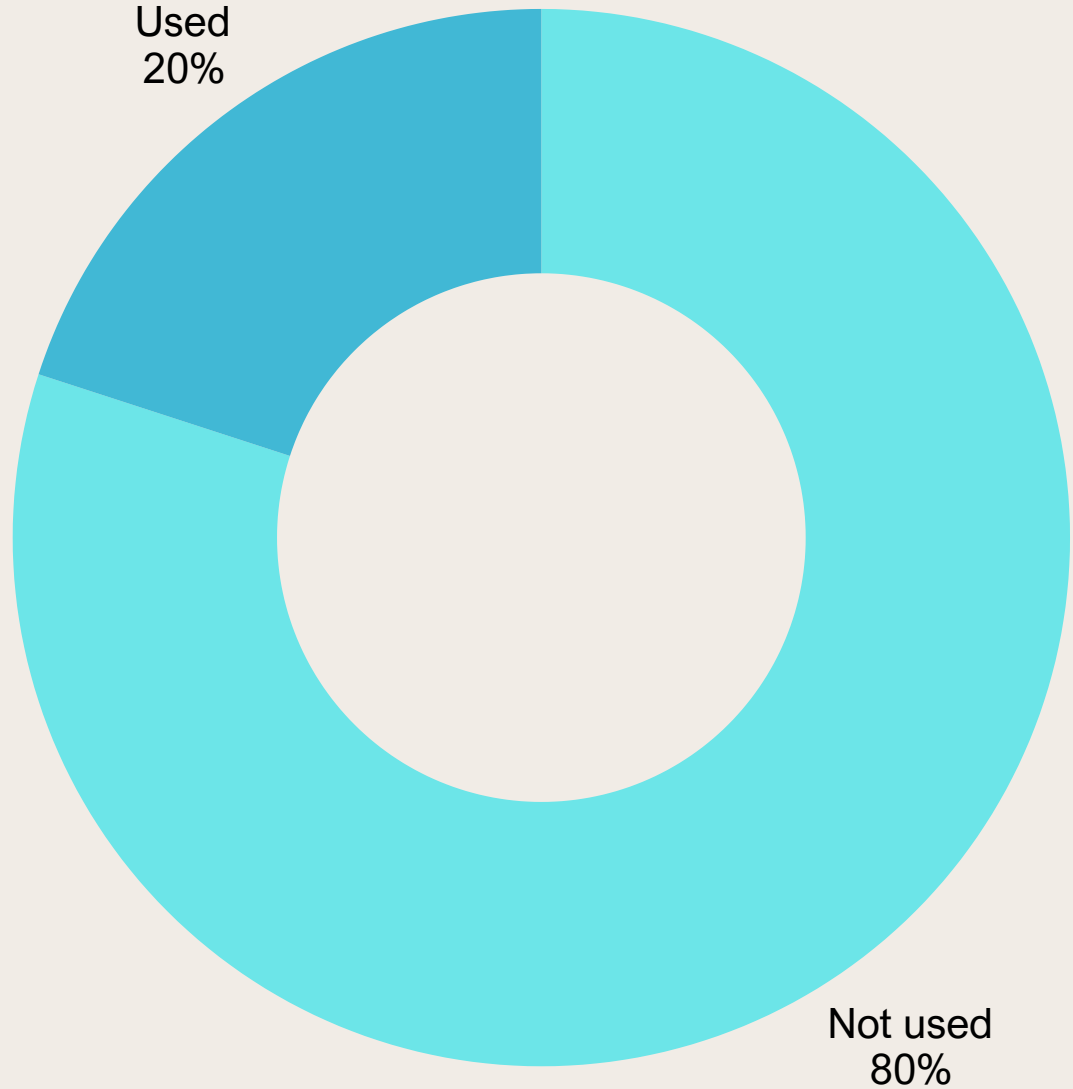
THE OTHER FOUR PROFILES SHOW MUCH MORE LIMITED MOBILITY (1–2 OUTINGS PER WEEK).

PERCEIVED DIFFICULTY LEVEL (OUT OF 5)



“80% OF THE PROFILES (4 OUT OF 5) PERCEIVE A VERY HIGH DIFFICULTY LEVEL (4 OR 5 OUT OF 5). ONLY PROFILE 5 REPORTS A MODERATE DIFFICULTY.”

INFOGRAPHIC: PUBLIC TRANSPORT USAGE



- NOT USED (4 PROFILES, 80%)
- YES, USED (1 PROFILE, 20%)
- “THE VAST MAJORITY (80%) OF THE ANALYZED PROFILES DO NOT USE PUBLIC TRANSPORT, INDICATING A POSSIBLE BARRIER OR A PREFERENCE FOR OTHER METHODS.”

RESEARCH DATA: THE NUMBERS BEHIND THE PROBLEM

A TOTAL OF 95,556 PEOPLE (10.46% OF RESIDENTS) ARE OVER 75, AN AGE WHEN MOBILITY LIMITS OFTEN GROW MORE SEVERE.*

CITY AGING INDEX: 164.9 — SHOWING FAR MORE SENIORS (65+) THAN YOUTH (0–14)



PERSONAS



ANTONIO 79 YEARS OLD

LIVING ALONE IN SANITÀ. HIS MORNING RITUAL IS A MUST: WALKING OUT FOR A NEWSPAPER AND CIGARETTES. BREATHLESSNESS MAKES THE NEIGHBORHOOD'S STEEP STREETS A DAILY STRUGGLE.

NEEDS & GOALS: HE'S DETERMINED TO KEEP HIS SMALL DAILY RITUAL—GRABBING A PAPER AND CIGARETTES—WITHOUT LONG TRIPS, JUST UP THE STEEP STREET NEARBY.

FRUSTRATIONS: LOSING SMALL DAILY FREEDOMS—LIKE GETTING THE PAPER—MAKES HIM FEEL ISOLATED AND NO LONGER SELF-SUFFICIENT.

PERSONAS



CARMELA 81 YEARS OLD

81, WIDOWED. THIRD-FLOOR WALK-UP IN THE HEART OF THE HISTORIC CENTER. REGULAR PHARMACY VISITS AND QUICK GROCERY RUNS DOWNSTAIRS. SHE USES A CANE.

HER KEY NEED IS REACHING ESSENTIAL SERVICES—PHARMACY AND FOOD. HER GOAL IS GETTING DOWN AND, ABOVE ALL, BACK UP THREE FLIGHTS AND THE SHORT DISTANCE TO THE STORES, EVEN WITH A LIGHT BAG.

SHE FEELS POWERLESS AND FRUSTRATED: NOT BY DISTANCE, BUT BY AN INSURMOUNTABLE PHYSICAL OBSTACLE INSIDE HER OWN BUILDING.

MARKET OVERVIEW

**IN NAPLES, SENIORS FACE A TWO-TIER MOBILITY SYSTEM: LOW-COST PUBLIC OPTIONS WITH RED TAPE AND LITTLE FLEXIBILITY, AND FLEXIBLE PRIVATE SERVICES PRICED OUT OF DAILY REACH.
HOW WOULD YOU “BREAK” THIS SYSTEM TO MEET THE NEEDS OF NEAPOLITAN SENIORS?.**



DESIGN REQUIREMENTS

FOCUS ON HUMAN CARE, NOT JUST TRANSPORT

HYPER-LOCAL FOCUS AND SPEED

EXTREME EASE OF ACCESS

TIMELINE

BY NOVEMBER 14: FIRST DRAFTS. FINAL
DESIGN BY NOVEMBER 21–23. EXAM:
DECEMBER 3