

letm4



astrid

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BRIEFING FOLLOWUP

# THE BRIEFING

The project tackles a **mobility crisis among older adults in Naples**. Over 22% of the city's population is 65 or older, and many struggle with transportation due to **steep hills, poor sidewalks, and unreliable public transit**. These issues limit their independence, access to services, and social connections.



# THE BRIEFING

## Main Problem

- Naples' transport system doesn't meet seniors' needs:
- Public transport is unreliable (elevators broken, stops moved).
- City-run "social transport" is bureaucratic and slow.
- Private options are expensive or focused only on medical trips.
- This creates a crisis of independence and inclusion for seniors.

## Design Challenge

"How can we break the current mobility system to meet the real needs of Neapolitan seniors?"

## Design Requirements

- 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.



# OUR IDEAS

- **Mobility app:** Search routes, check departures and arrivals from nearest station, plan trips, live metro and bus monitoring, alert delays and cancellations. Enable elder-friendly layout.
- **Accessibility map:** Search accesible route alternatives.
- **Accessibility citizen card:** Access mobility aids like elevators to only specified people, decreasing the need of maintenance and repair.
- **Ride sharing app:** Allow young citizens to split their vehicles spendings sharing rides locally with elderly, focus on the stories shared during rides and cross-generation connection.



# OUR IDEAS

- **Takataka:** Public funded rickshaw rides, include planned routes for hop on hop off service.
- **Redesign routes:** Create and redesign public transport routes, accessing key points in the city.
- **Redesign quarters:** Rethink city quarters, include third spaces where elderly can meet and socialize and first necessity stores.
- **Public transport assistance:** Service people can help elderly move around difficult to access areas, inspired on services already present at the airport.





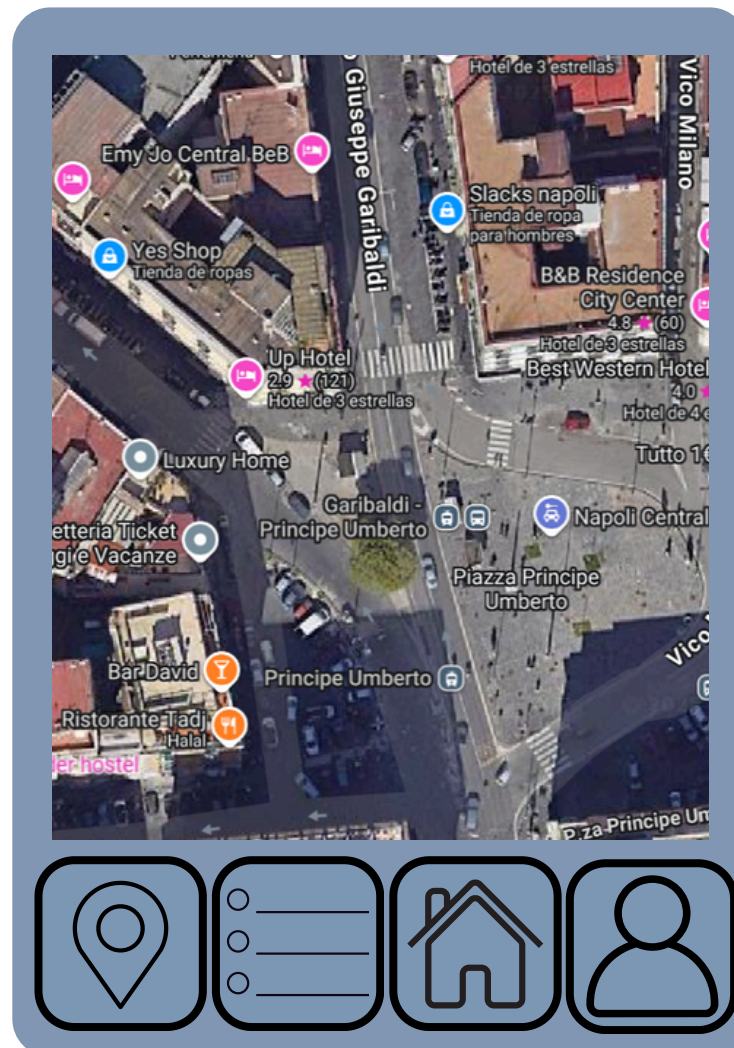
# CONCEPT SELECTION



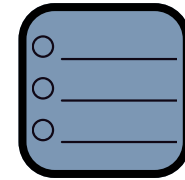


# CONCEPT 1: MAPPELLA

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**.

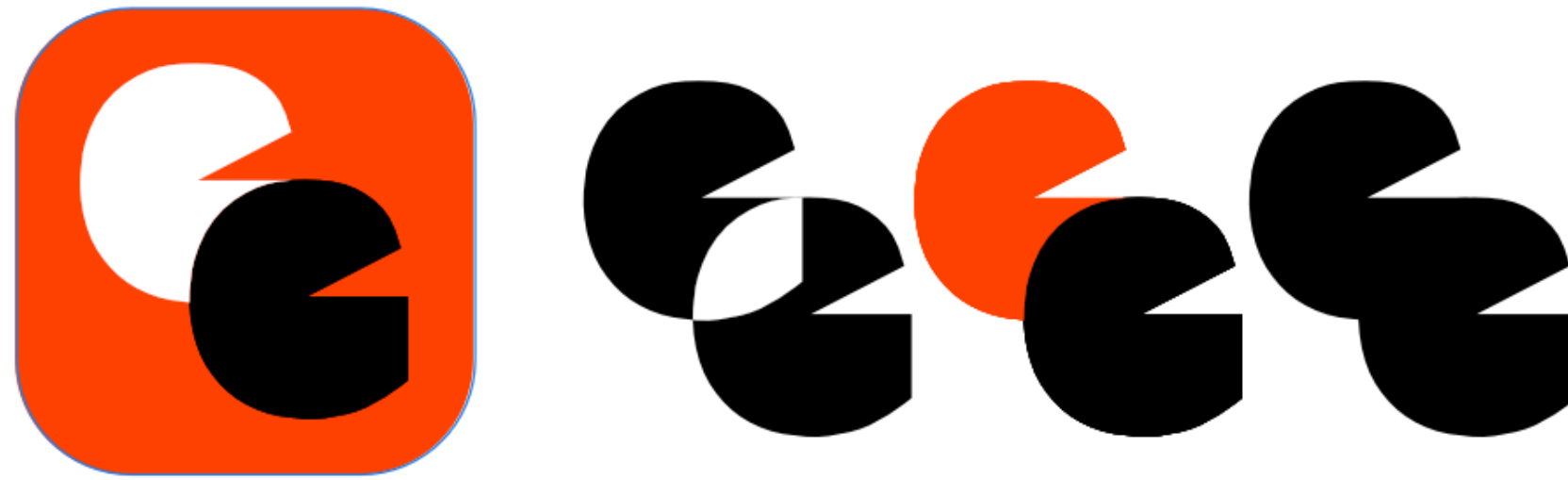
It's a service designed to bridge generations, reduce social isolation, and make everyday mobility easier, all while strengthening community bonds.



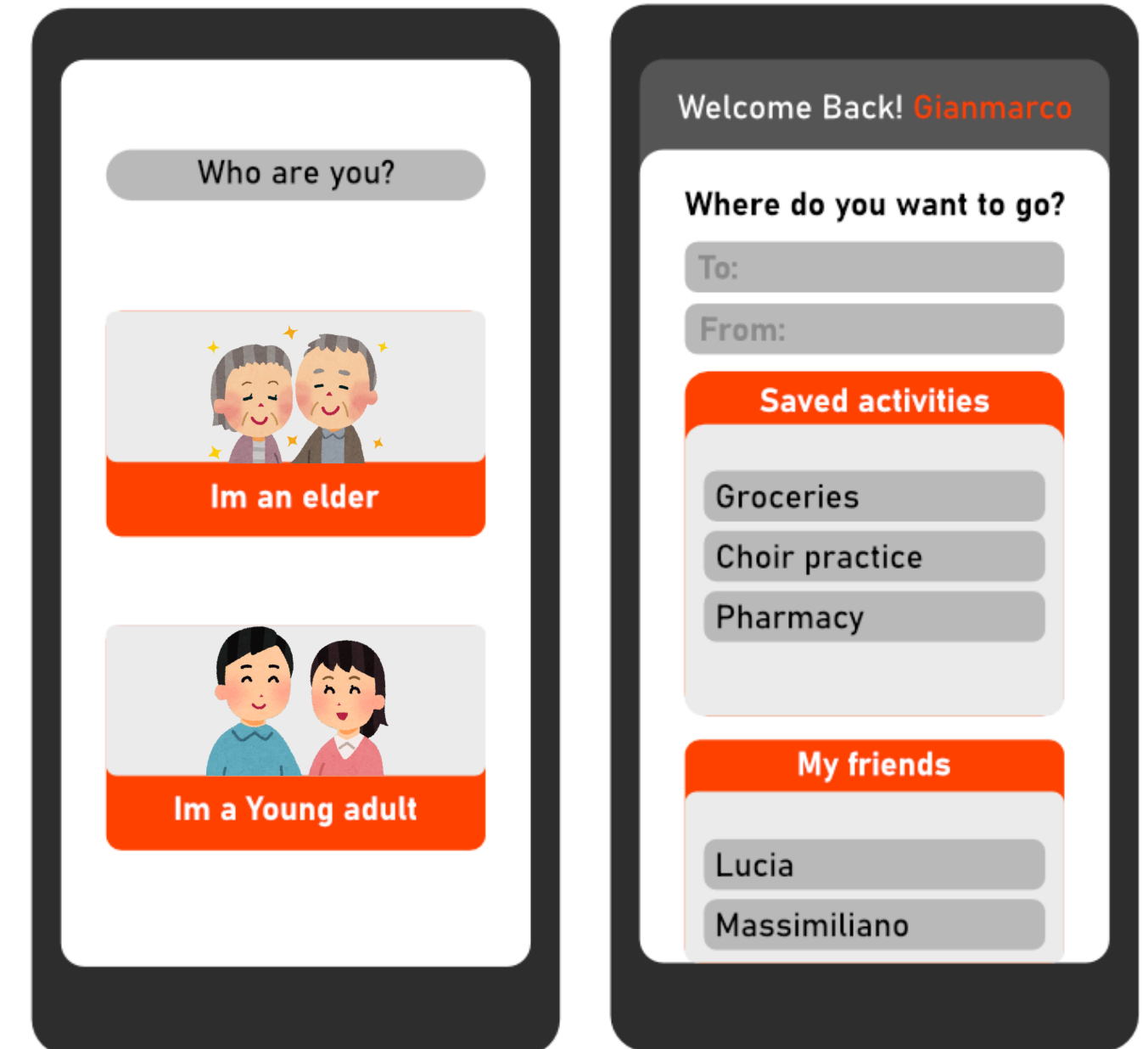


# CONCEPT 2: GIROGIRO

Logo ideas:



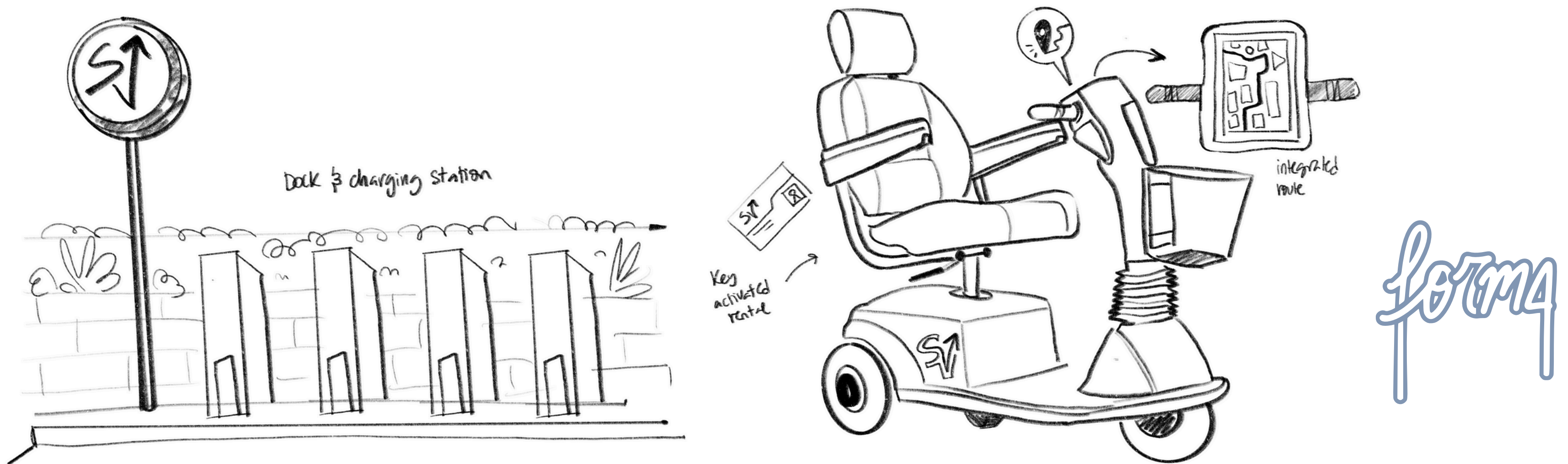
- The logo is inspired by two heads talking that cleverly make out the two G's in GiroGiro.
- At the start of the sign up process the user signs up as a Young adult or as an elder person, the UX/UI and the tools available will be different depending on it.
- Elderly people can save frequently contacted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



# CONCEPT 3: SENIVELOCE

This is a time-based electric scooter rental service for seniors. Users can pick up and drop off scooters at designated locations, providing them with the ability to move quickly around the city without the need to purchase a vehicle.

The service is linked to a senior card, which grants permission to use the scooters. Charges are applied directly to the card, which must be preloaded with funds.





*THANKS :)*

