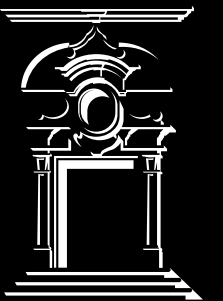# YOUR FRIENDS

EVALUATION BOARD

ALESSANDRO MAURIZIO POLO
SALVATORE MONACO
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CONTEST

Naples is a city where mobility is one of the main problems, especially for older people. In addition to an inadequate public transport system, you often come across steep hills and streets that are almost impossible to navigate for those with limited mobility due to old age.

GOAL TO ACHIEVE

The goal to achieve is to break this system by creating a service that focuses on human care, speed and proximity, restoring older adults independence, access to daily services and social life, and their sense of dignity and inclusion in the city

BRIEF

We ask you to design a hyper-local, easy-to-access mobility service for older adults in Naples, because many seniors face steep hills, poor sidewalks and unreliable transport, while existing services are expensive or hard to use, leading to isolation and loss of independence.

FIRST DESIGN IDEA

CONCEPT 1: MAPPELLA

A navigation app thourgh 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 personalize experience for everyones 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 acount to show you the route that suits you best
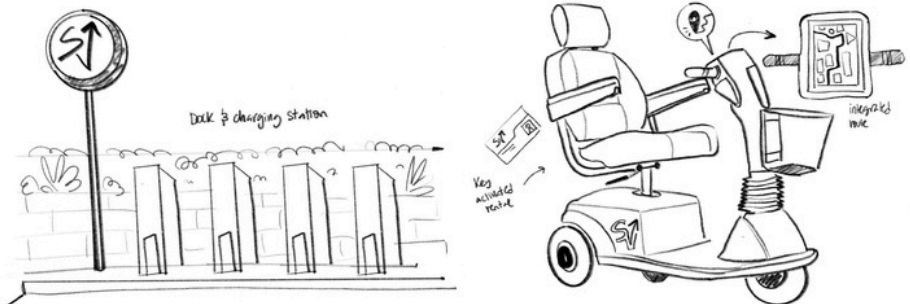
CONCEPT 2: GIROGIRO

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.
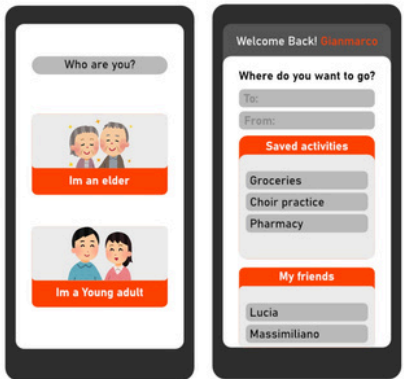
CONCEPT 3: SENIVELOCE

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.

YOUR FRIENDS

OUR FEEDBACK SUGGESTS TO:

- **Align with the brief & seniors' needs:** make the concept simpler and more usable for older adults. ✅

- **Combine GiroGiro + "Mappella layer":** keep GiroGiro as ride-sharing, but add smarter routes that avoid hills/stairs, suggest safe meeting points and reflect real Naples neighbourhoods. ✅

- **Add trusted helpers:** involve verified university students (with student ID) and volunteers from senior associations to increase trust and safety for seniors and families. ✅

- **Offer non-digital access:** allow booking via phone, local physical touchpoints or by family members. 🚫

- **Highlight safety in the UI:** show clear verification, emergency options and "share my ride" with a relative. 🚫

- **Design a truly senior-friendly screen:** bigger text, high contrast, and quick access to trusted contacts and usual places. ✅

SECOND DESIGN IDEA 3/5


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.

NEW USER

APP START

YOUR FRIENDS
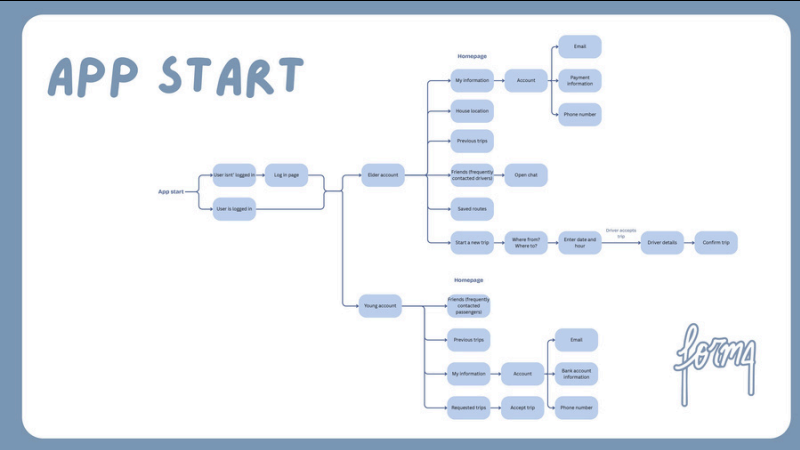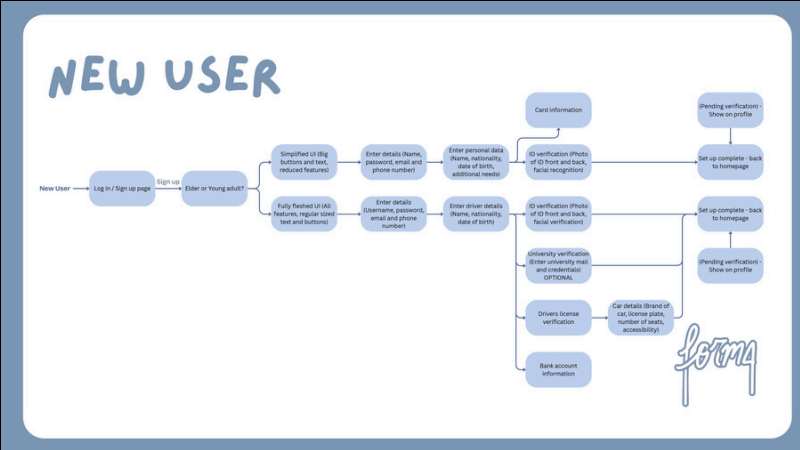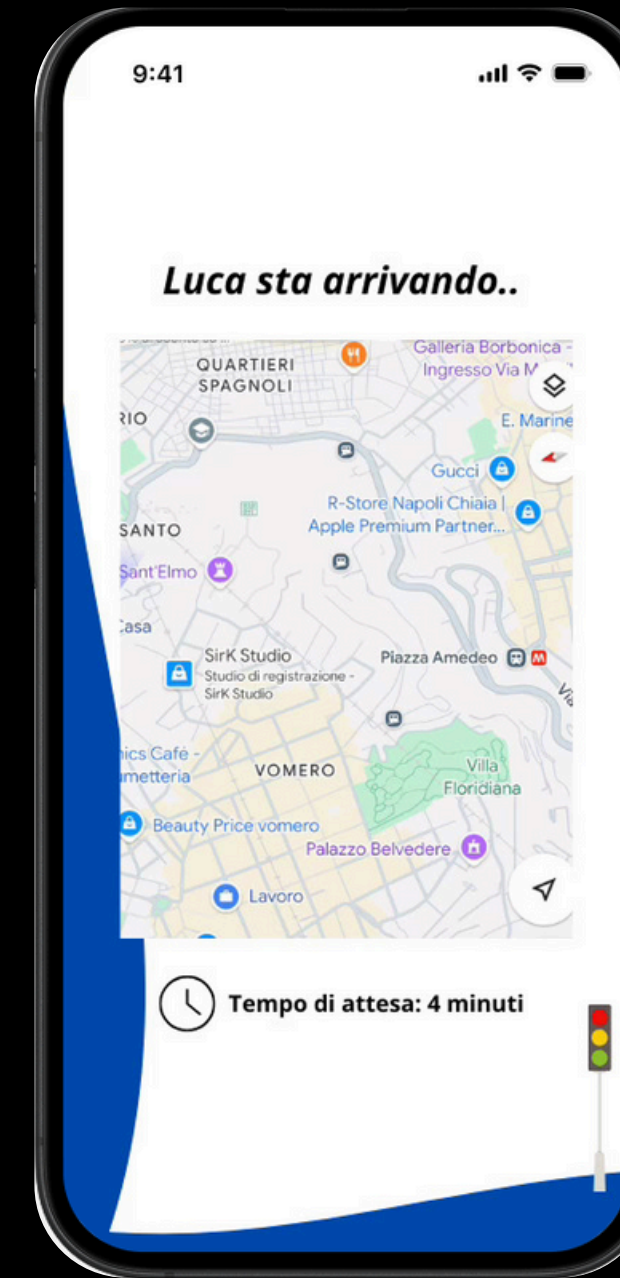
COMMUNICATION 4/5

We had some issues with communication at the beginning, as we never received a reply to our first emails. As we went on, the situation improved significantly, with prompt email responses and the organization of calls for feedback and suggestions.

TIME MANAGEMANT 3/5

Both teams, ours and theirs, were late on some deadlines. However, this did not cause major issues, and we were always able to make up for the lost time.

RESPONSE TO OUR FEEDBACK 4/5

They have shown that they understood and followed our feedback and suggestions, and have adapted their idea much more closely to the brief

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