

Silver

Original Mobile Application Design

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1 in 5

**Americans over age
65 no longer drive**



60%

of adults over 65
use smartphones



25%

of these adults have used
rideshare apps before (2018)



2/3

of the 60% stated they were
“unlikely” to try them in 2019

6:51

5G+



Rides



Eats

Q Where to?

Now



Railroad Museum

1940 Santa Barbara Ave, San Luis Obispo, CA



Apple Higuera Street

899 Higuera St, San Luis Obispo, CA

Suggestions

See All

Promo



Ride



Reserve



Rental Cars



Charter

Reserve ahead



Plan for outings →

Reserve a ride ahead of time



Reserve work ride

Perfect for business

More ways to use Uber



Home



Services



Activity



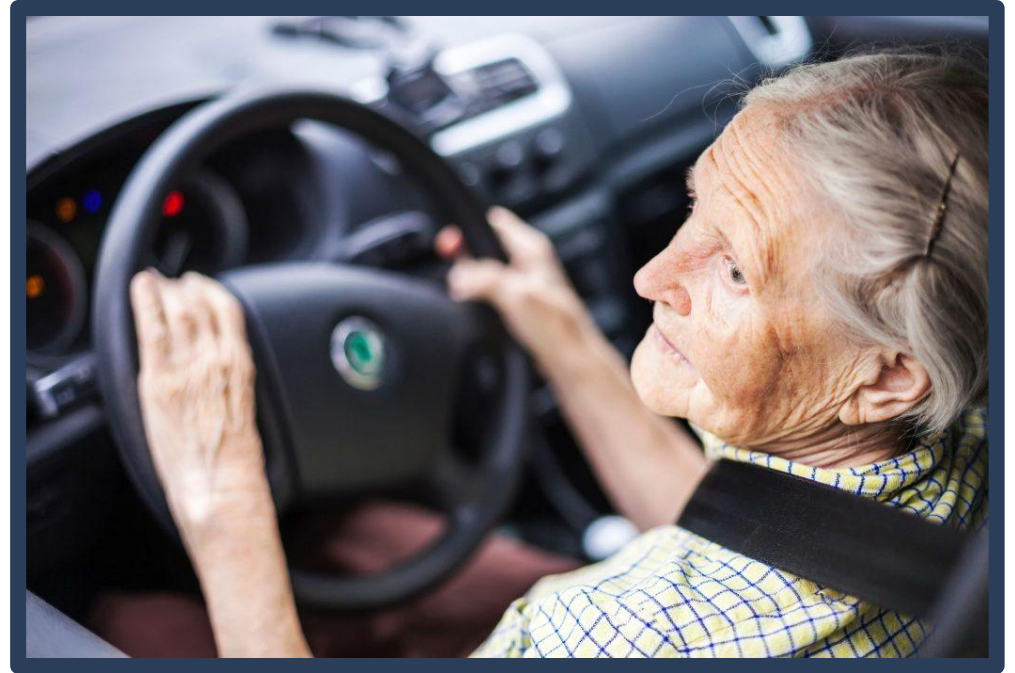
Account

**How can a rideshare
application be accessible,
safe, and enjoyable for an
elderly individual?**

Case Study

Problem Statement: Seniors who cannot drive face challenges with personal transportation and may simultaneously feel frustrated and excluded from technology that could ease this process.

Target User: Elderly Individuals who are unable to drive.



Contextual Inquiry



Person 1, 85 years old

30 Minute Phone Interview

Takeaways: Extremely frustrated at her current transportation options, suspicious of Uber & spending online, values trust, Her iPhone frustrates her.



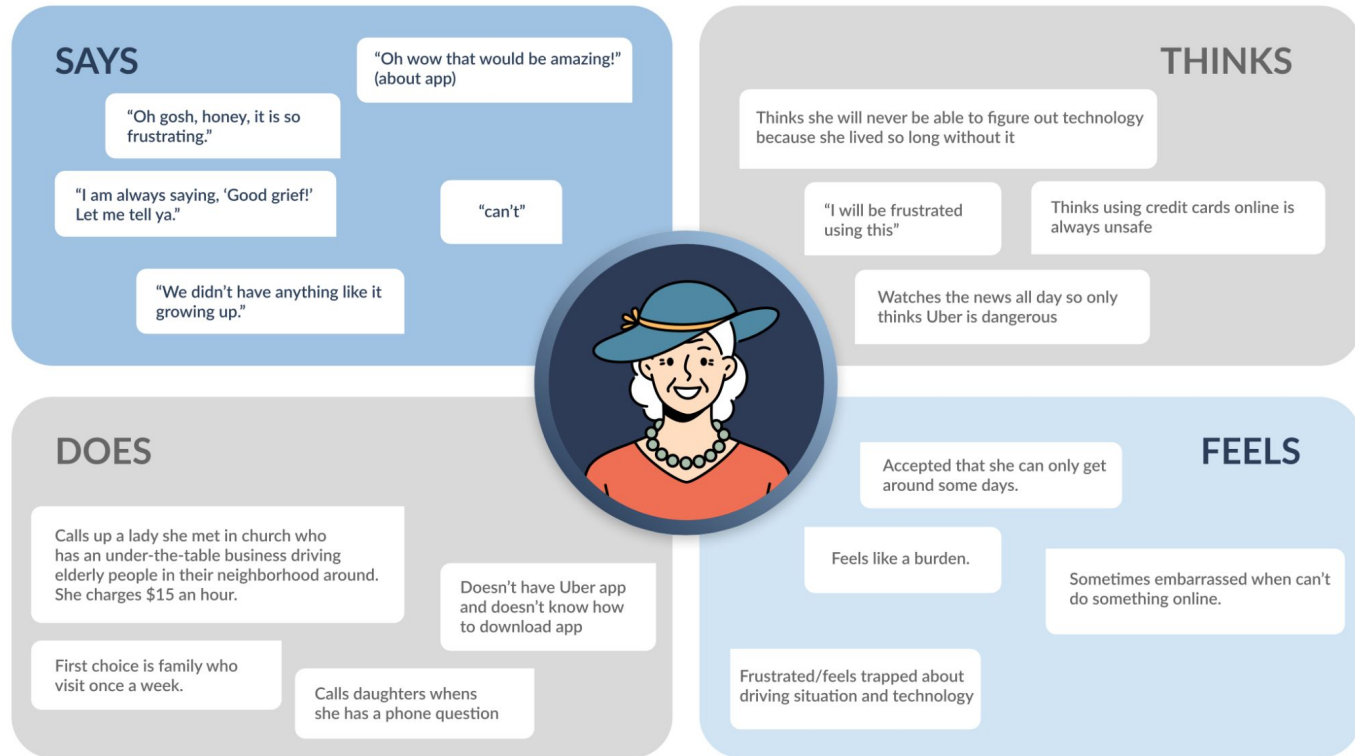
Person 2, 85 years old

30 Minute Phone Interview

Takeaways: His iPhone frustrates him, utilizes and is grateful for a driving wife and to live in a city with good public transportation

Empathy Map

An empathy map is a tool used to better visualize and illuminate a potential users' wants and needs.



Impact/Effort Matrix

An impact/effort matrix is a tool used to plot the potential features of an application based on user needs and design functionality.

Main Task: Have seniors who can no longer drive easily, safely, and efficiently order a ride through a mobile application.



Inclusive

Features/Content

Point Sizes

Typeface Choices

Information per Screen

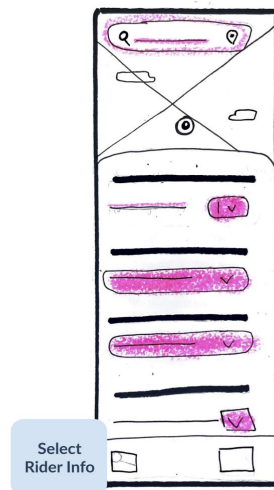
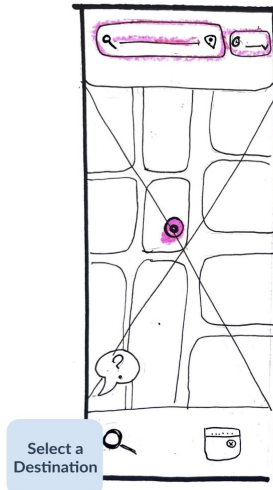
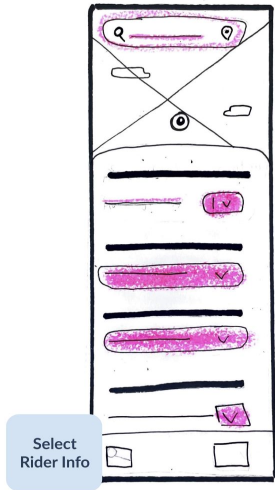
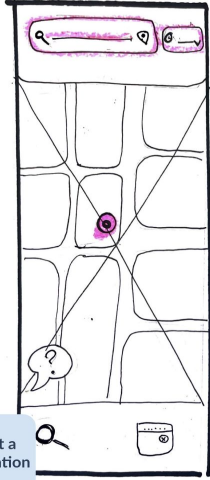
Q&A Structure

Colors

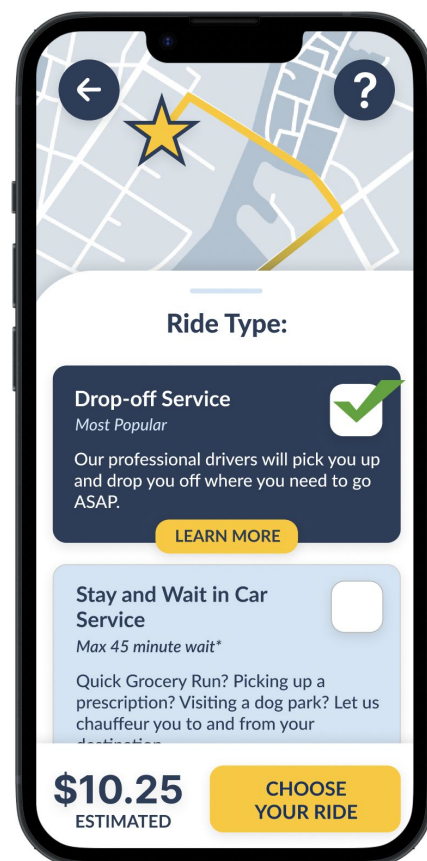
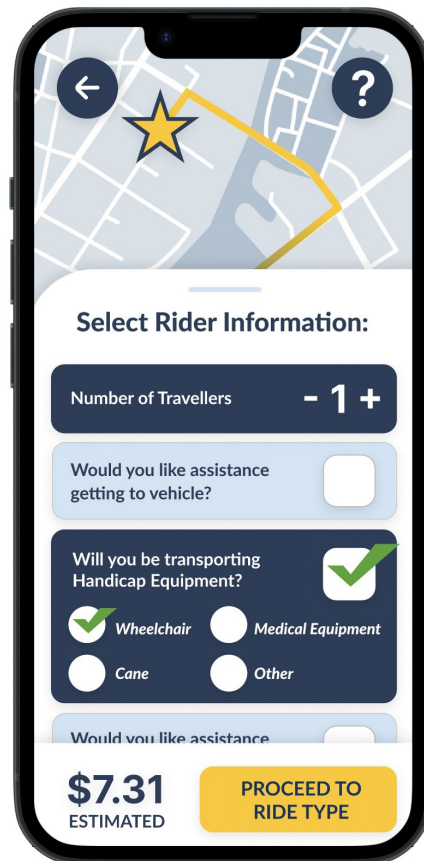
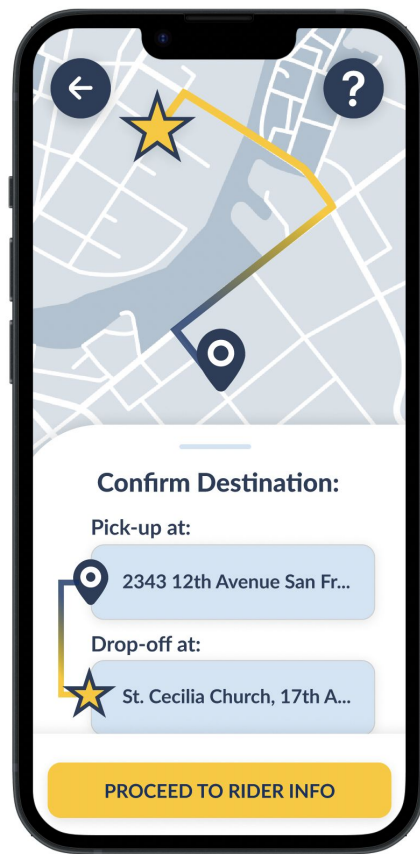
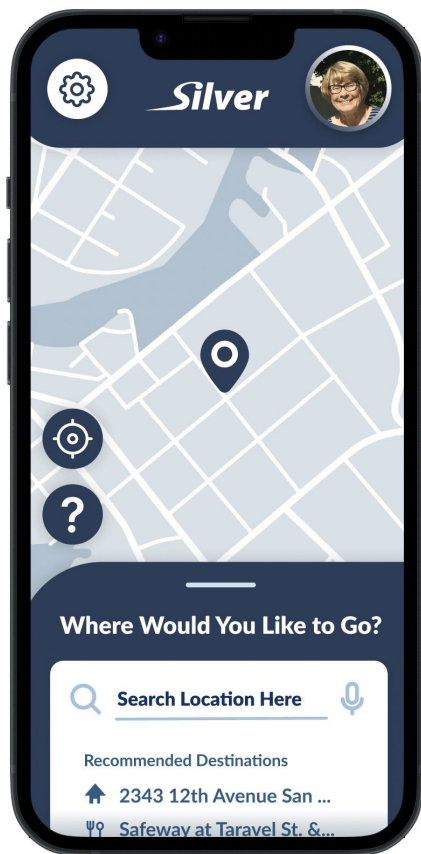
Tangible qualities

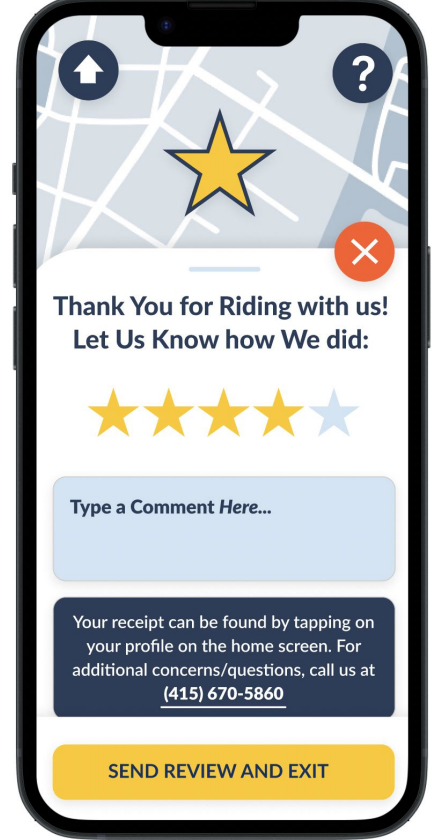
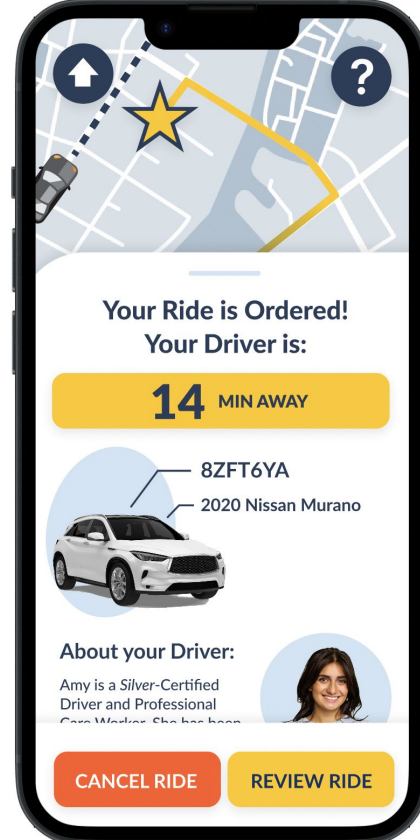
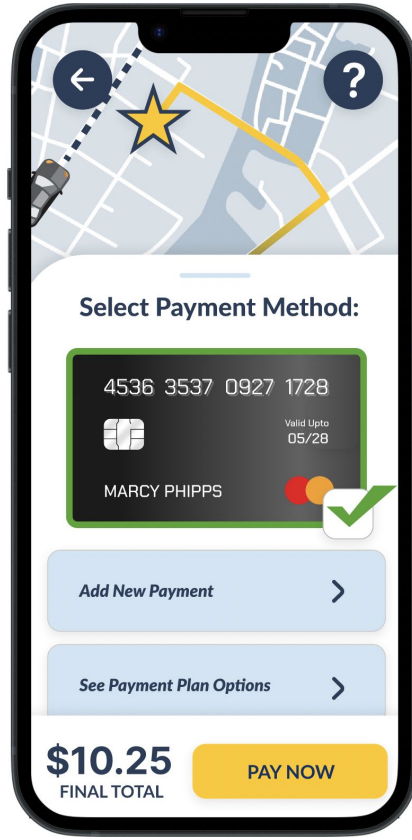
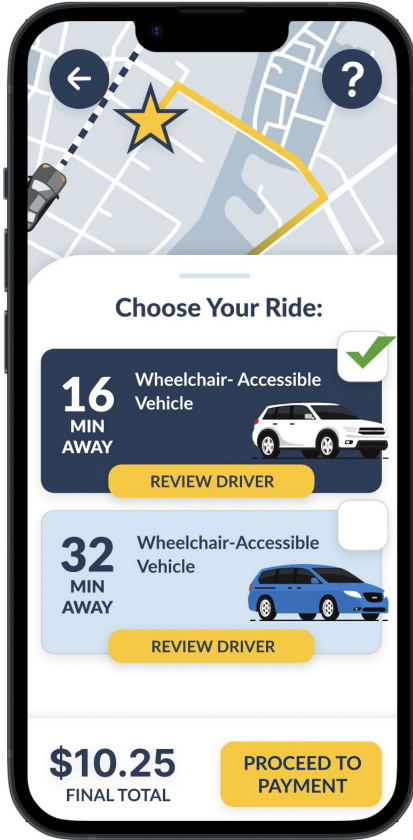
Clear Iconography

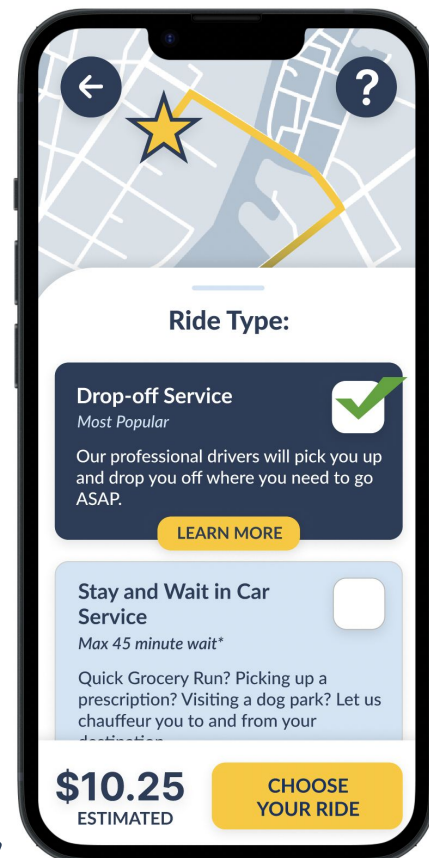
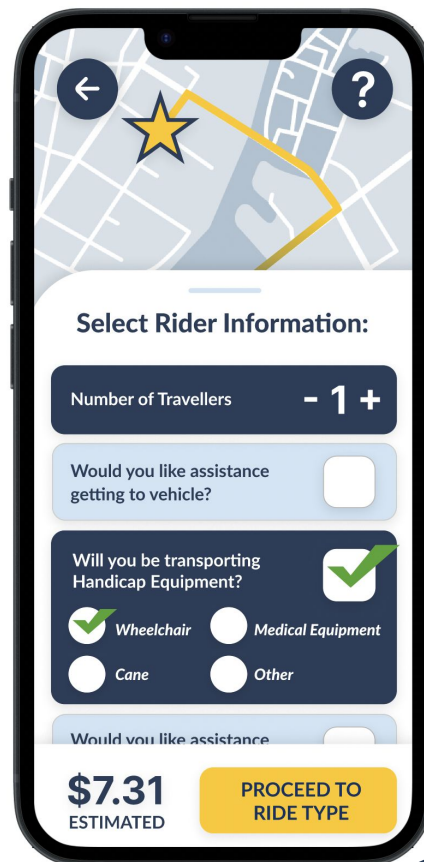
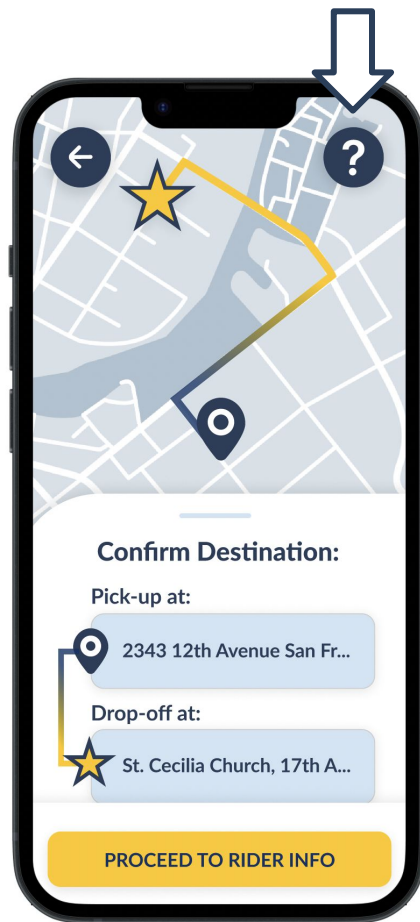
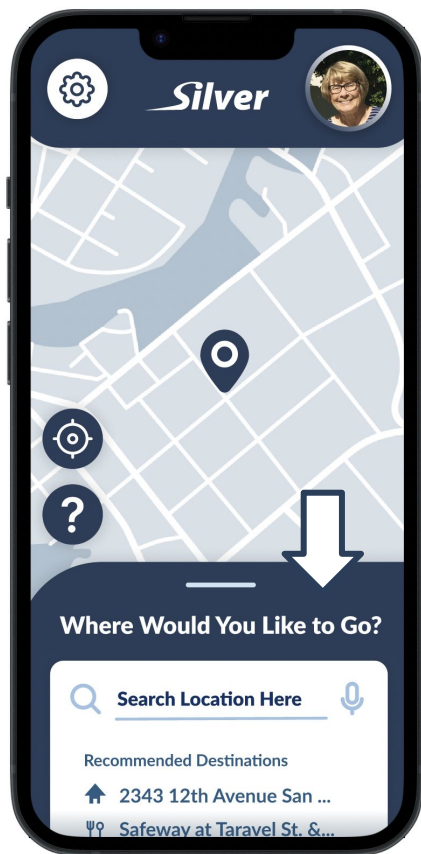
Wireframe Sketches

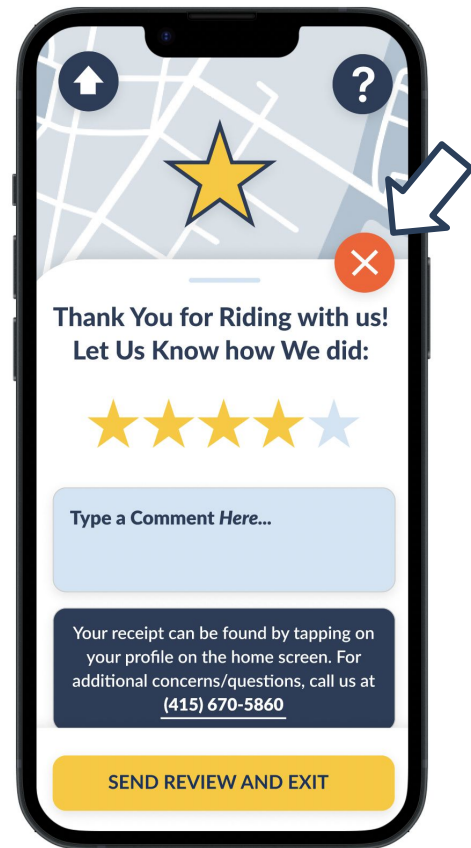
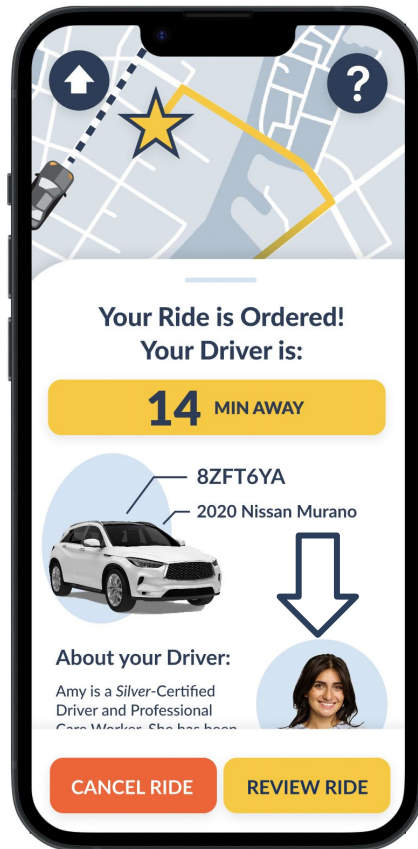
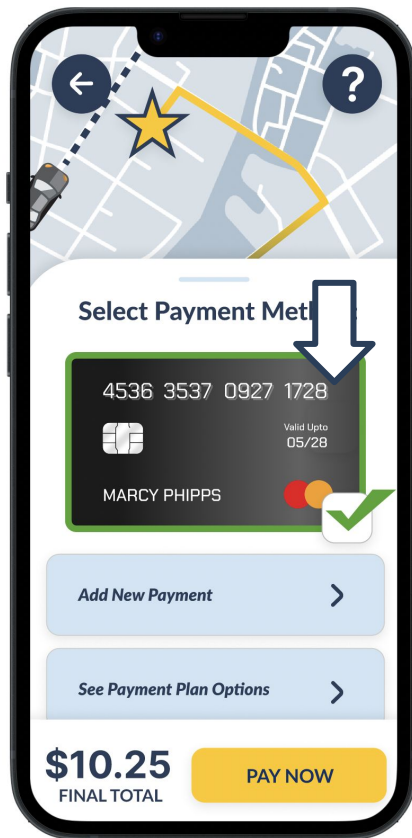
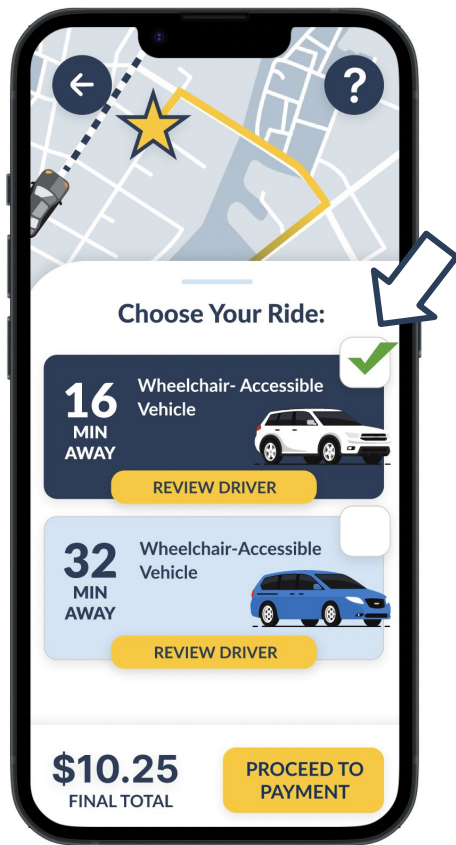












Results and Feedback

Instructor Feedback:

“The application tackles a complex topic and simplifies it without minimizing the needs of the users. There are some clever features that add real value to the application.”

Client Feedback:

“When can I use it?” “...Oh! Now we just need you to make the real thing!”

“Oh, I get it! That is so thoughtful. Thank you.”

Thank you!

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