

# *Silver*

Original Mobile Application Design  
*Elizabeth Ridley*



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 4G 5G+ ⚡

Rides Eats

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

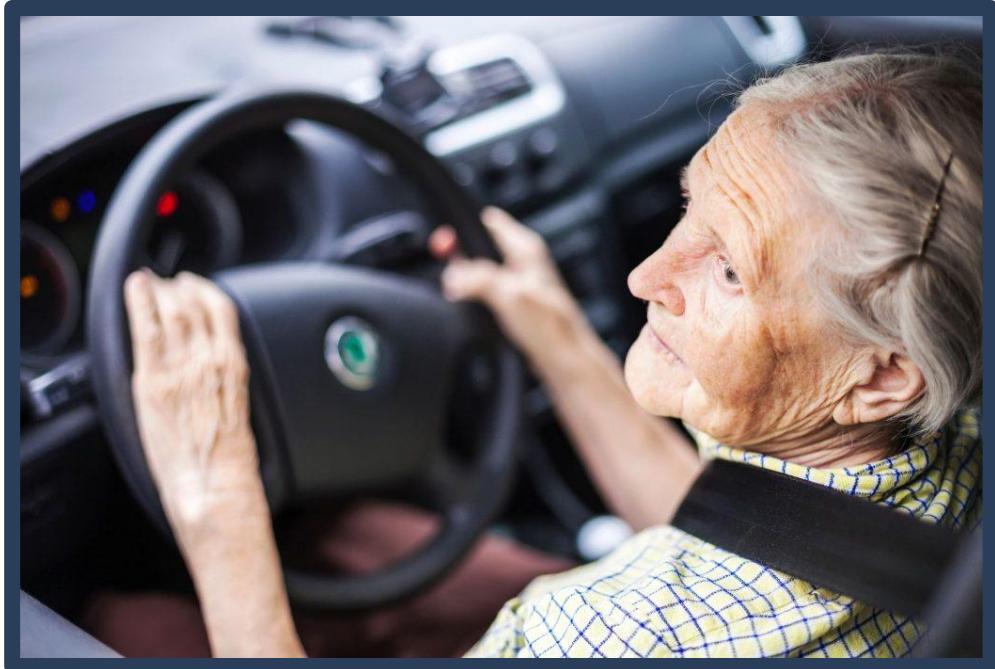
Home Services Activity Account

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.



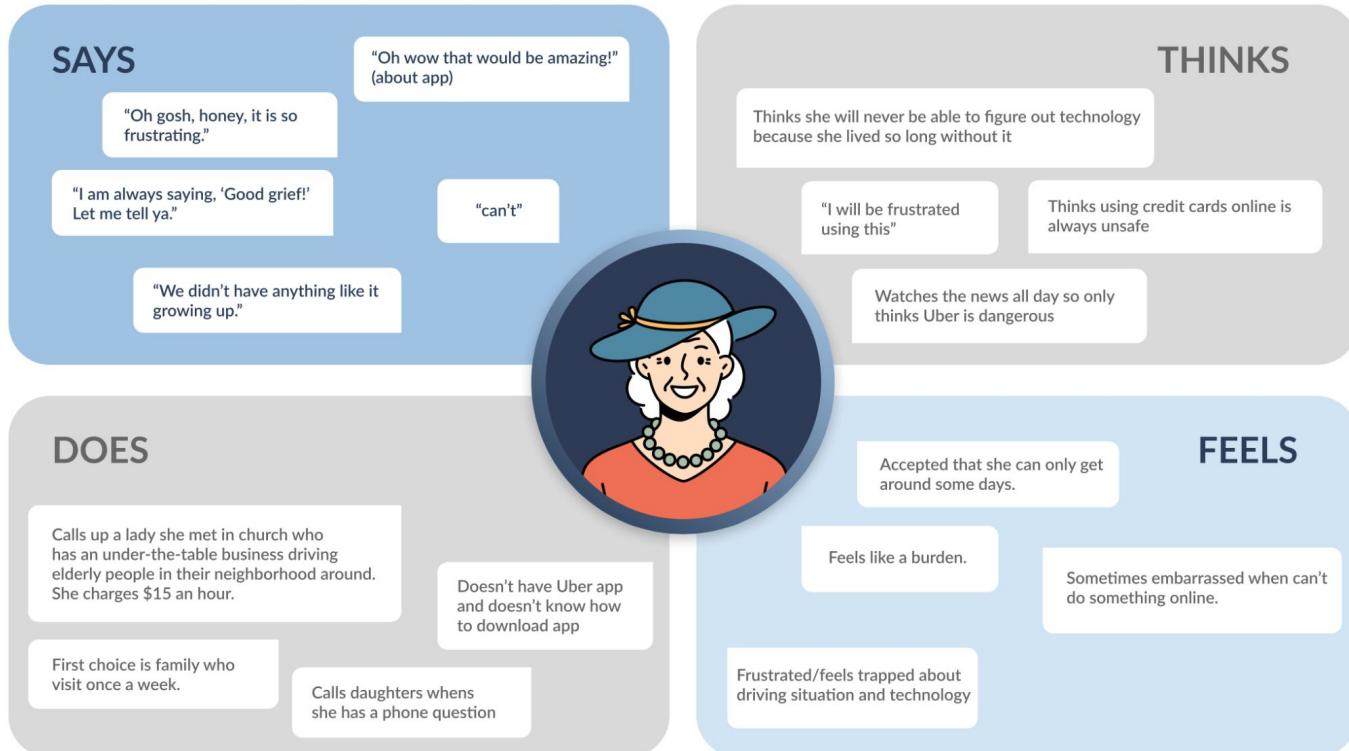
**Person 2, 85 years old**

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

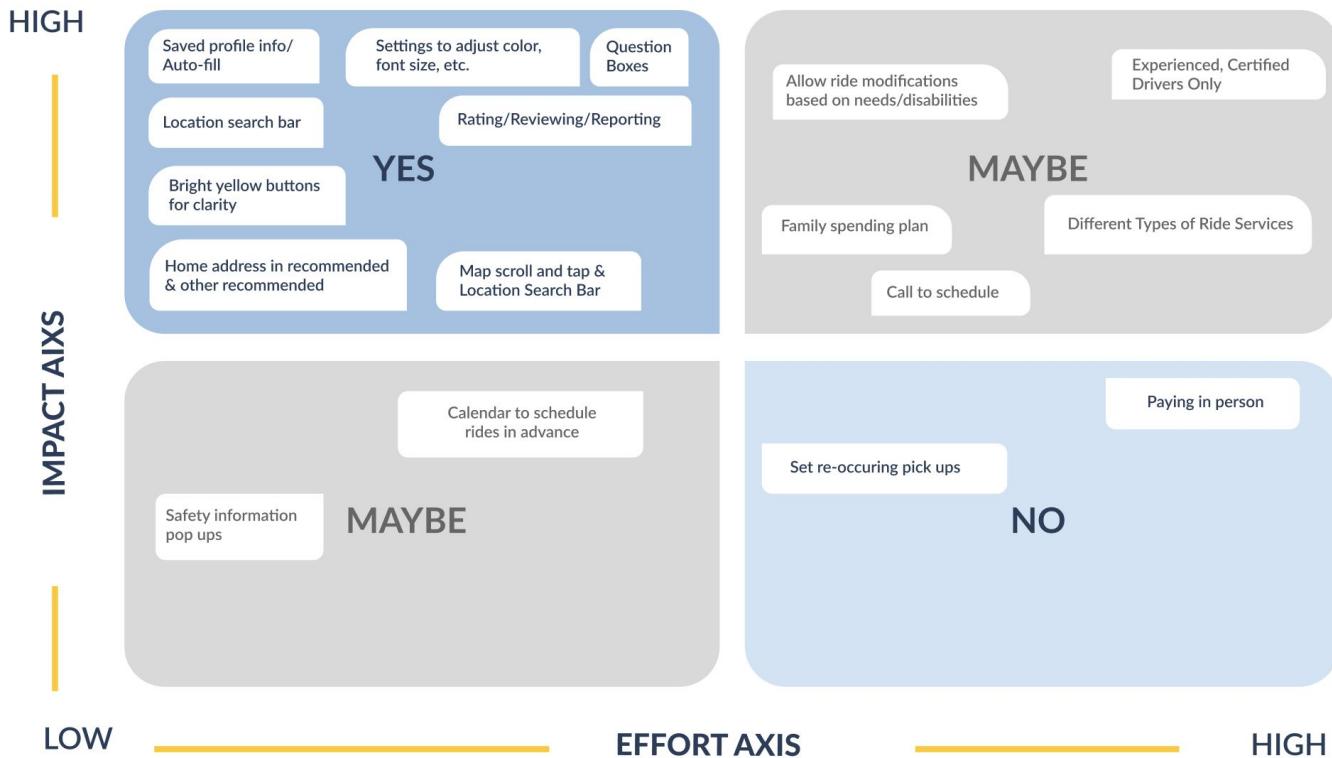
An empathy map is a tool used to better visualize and illuminate a potential users' wants and needs.



# 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

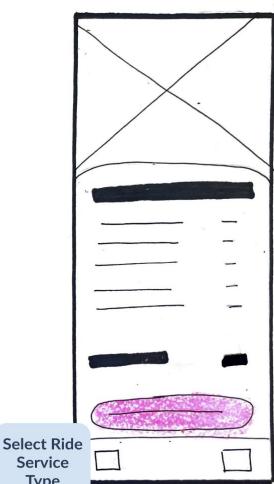
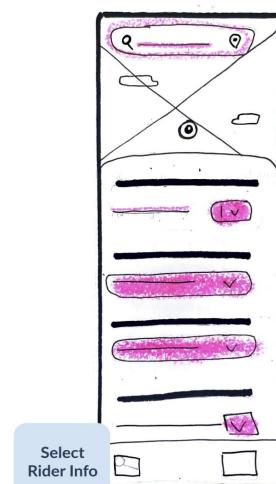
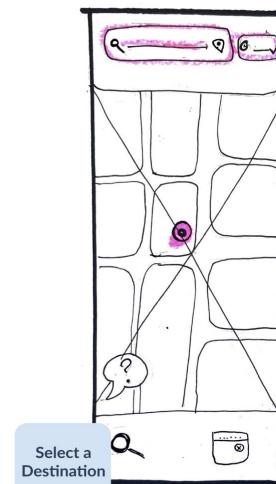
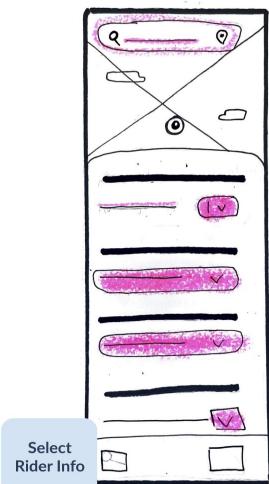
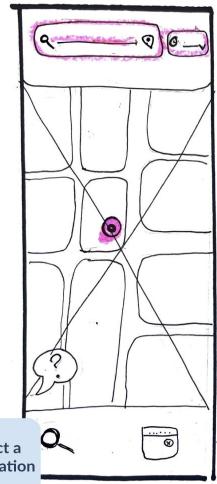
Q&A Structure

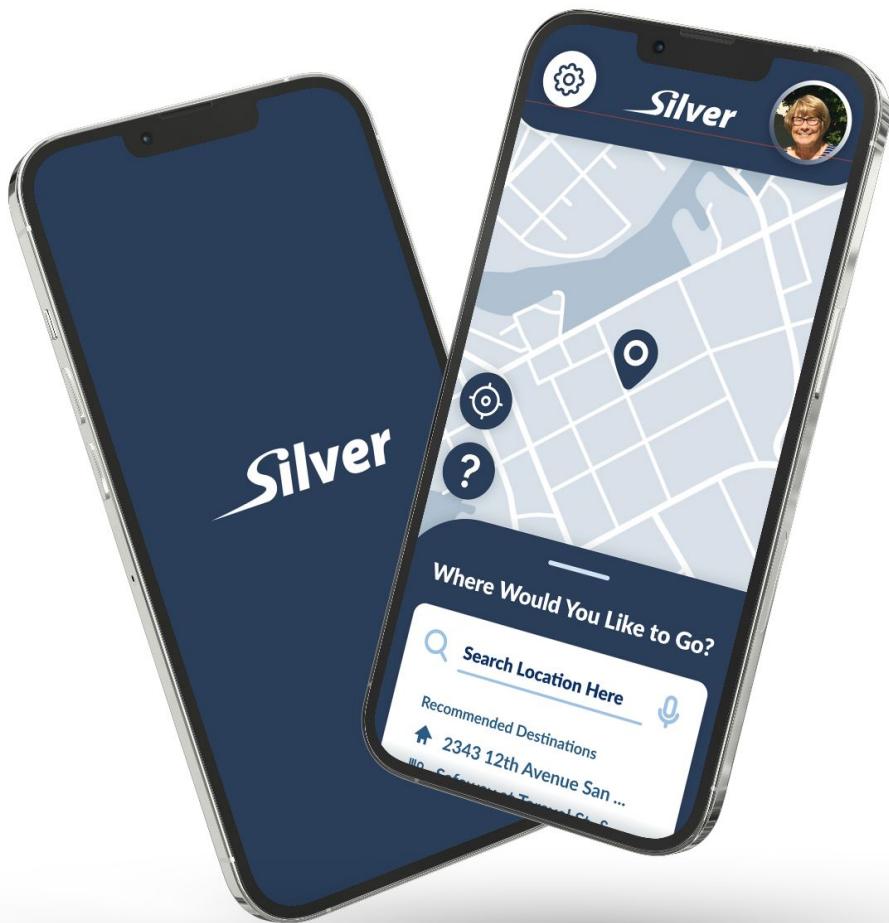
Colors

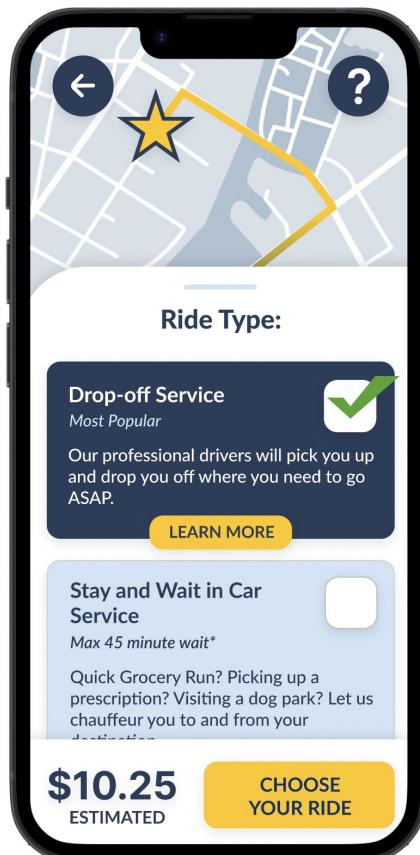
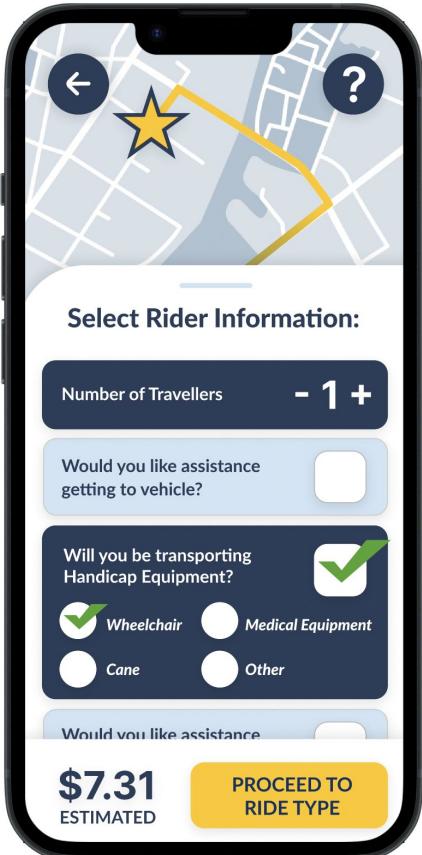
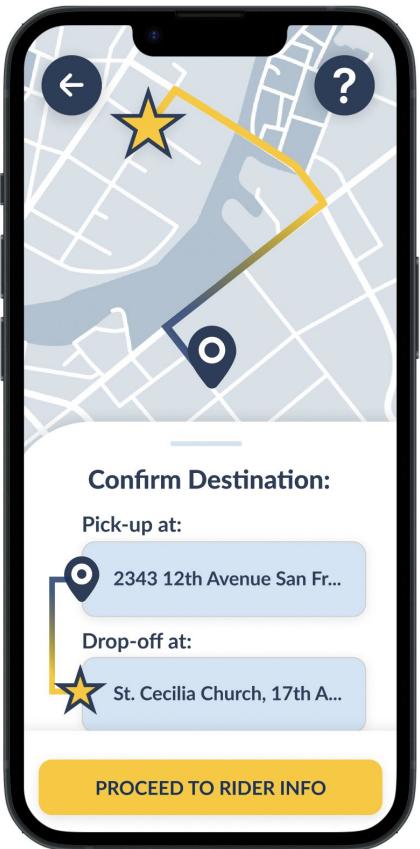
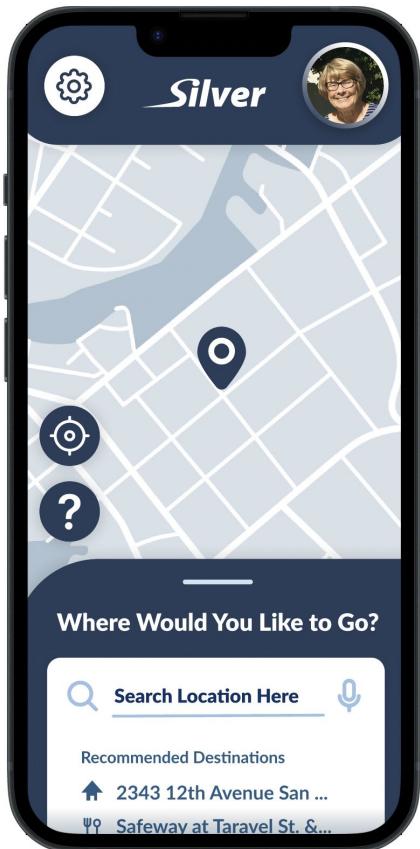
Tangible qualities

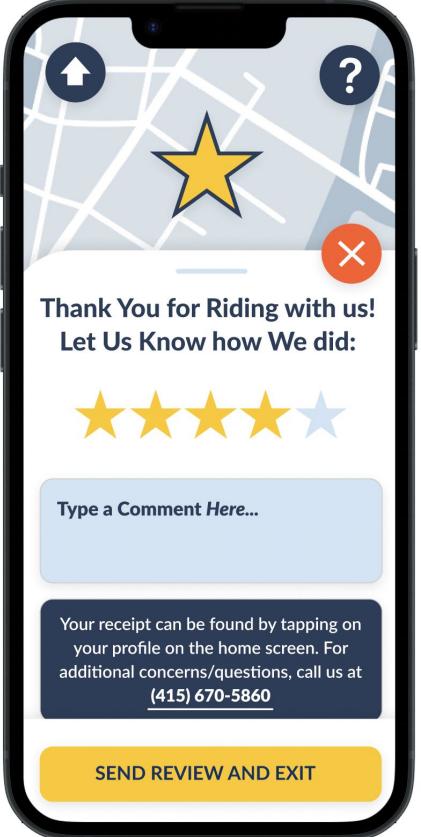
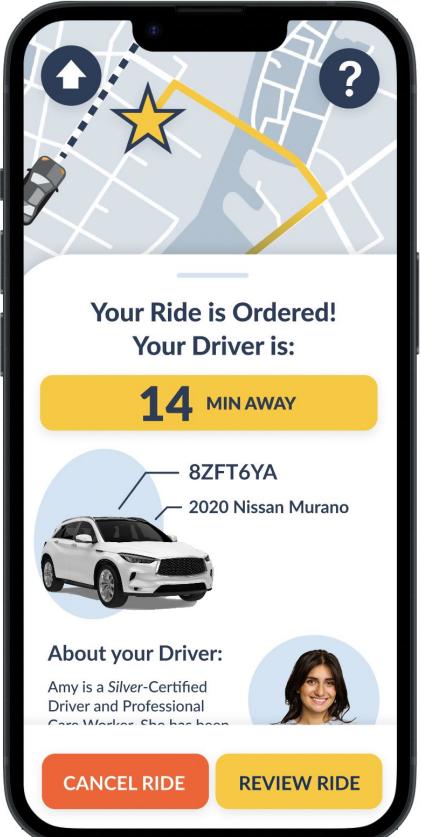
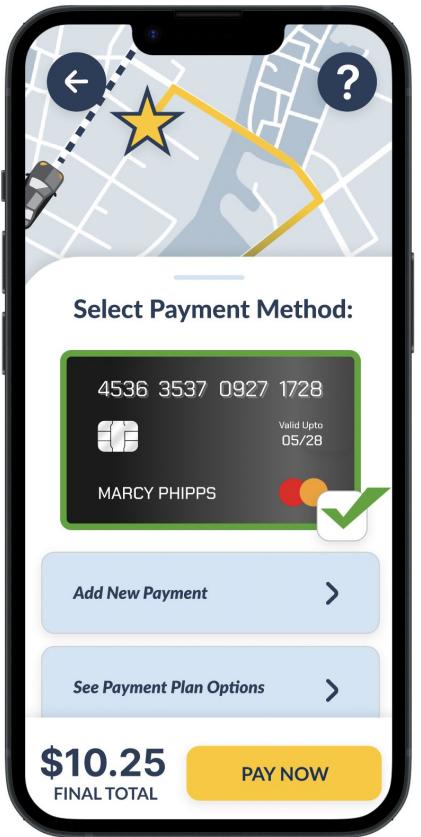
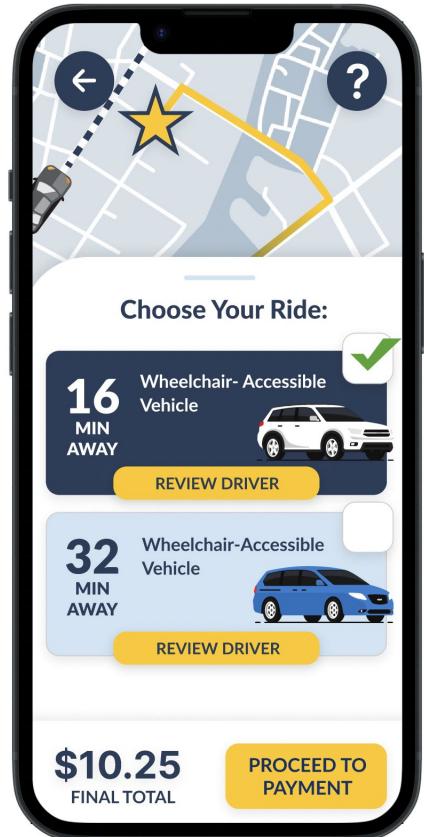
Clear Iconography

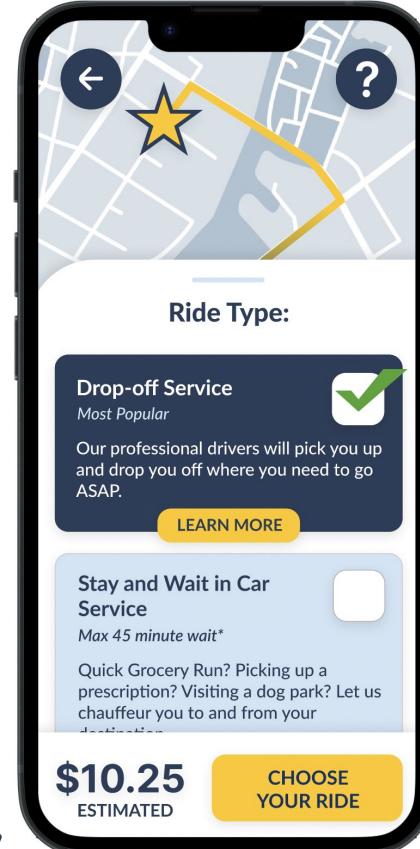
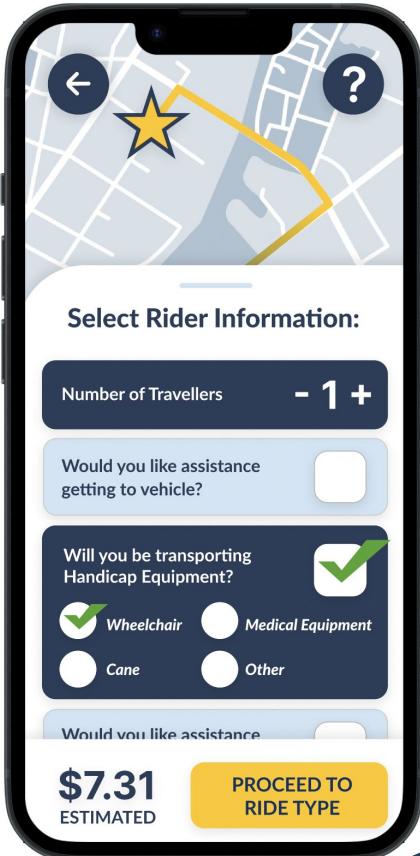
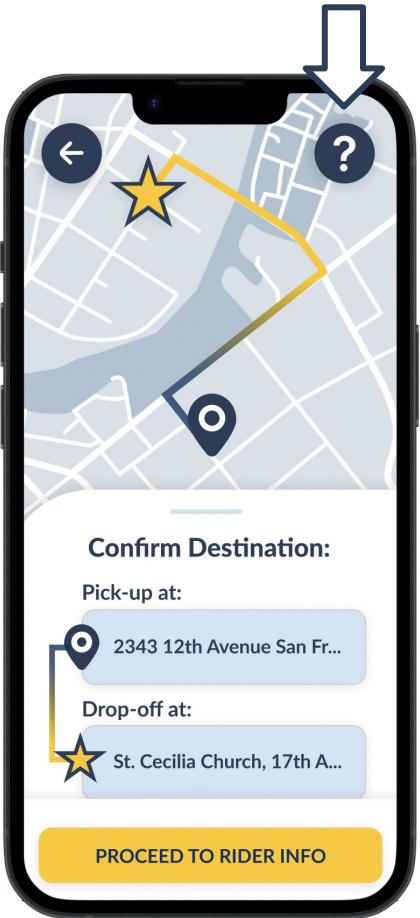
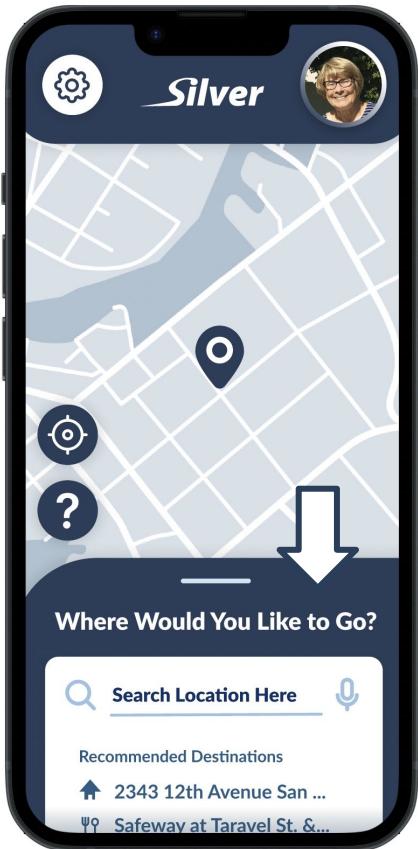
# Wireframe Sketches

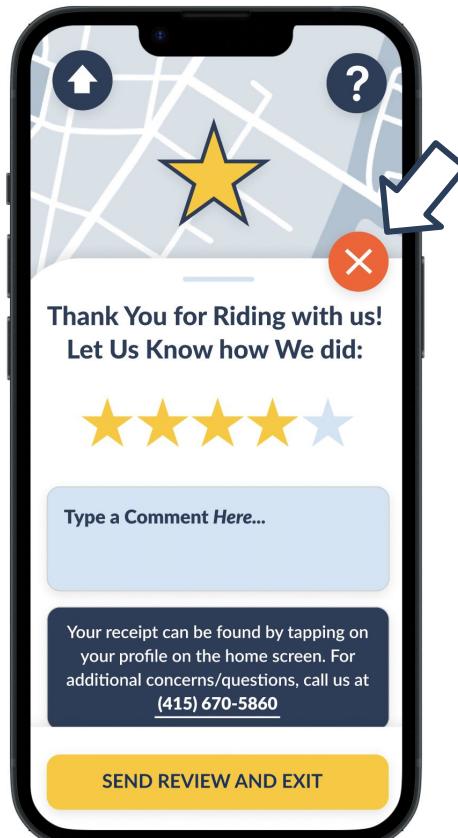
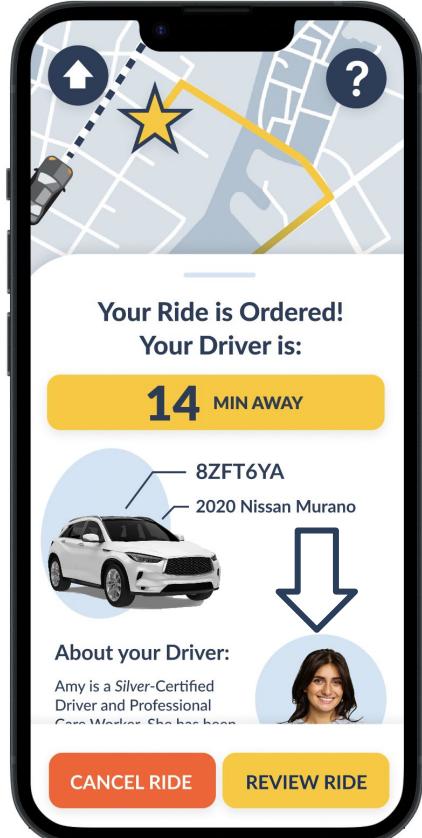
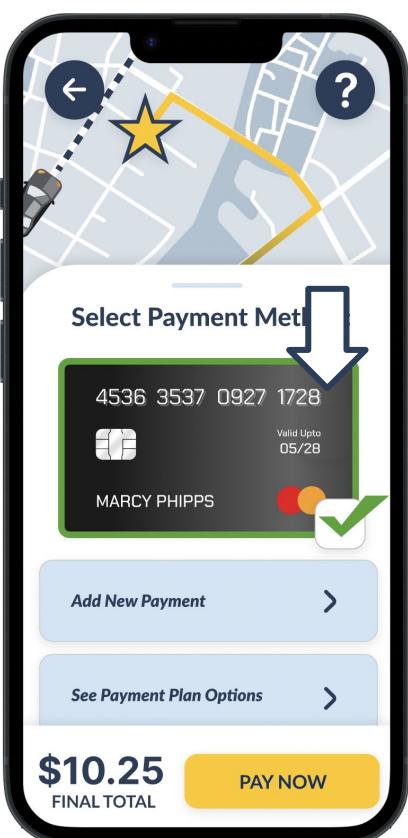
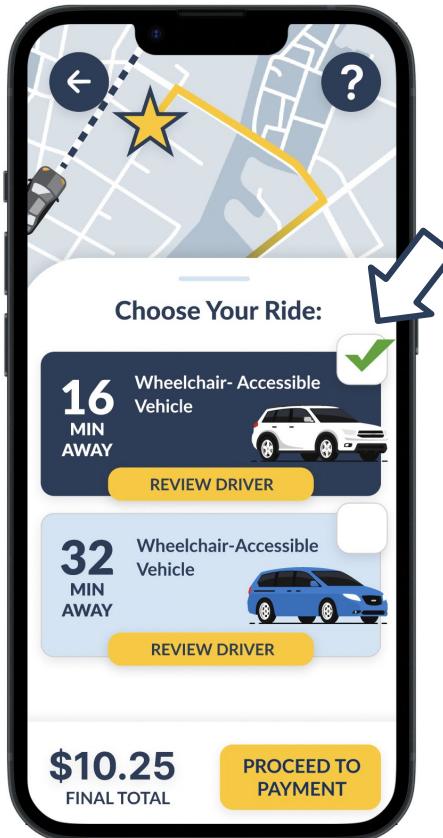












# Results and Feedback

## 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!

Advising by:

Linh Thuy Toscani  
lidao@calpoly.edu

Created by:

Elizabeth Ridley  
ecridley@calpoly.edu

