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Mobility in Link University

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Team

Abubakar Dala

Student of Innovative Technologies for Digital Communication, Link University.

Silvia Di Rocco

I'm an Innovative Technologies for Digital Communication student, sports and outdoor passionate, aiming at making people's lives easier.

Jacopo Piccinelli

Student in Innovative Technologies for Digital Communication in Link University. I'm studying to be a programmer and a visual designer.



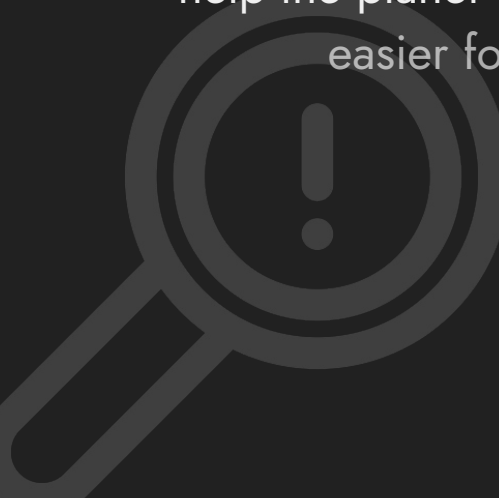
The ~~problem~~ opportunity

Sustainability 🌱

We wanted a service that could help the planet while making life easier for people.

Mobility 🚗

People pollute a lot due to private transportation, but public services are often late, not flexible or way too expensive.



Our solution (1/3)

User-centered

We asked the final users what they needed



Our solution: **personas** (2/3)

Andrea

student



💡 I'm a student at Link Campus University and I usually have classes 4 days a week. I wouldn't mind a sharing mobility app for Unilink, as long as it's cheap.

Stefania

employee



💡 I work Monday to Friday from 9 am to 6 pm. I want to get to university in a comfortable way and have the possibility to move around during the day if I need it.

Leonardo

professor



💡 I usually arrive on campus in time, at least a few minutes before my first class and get to my office to prepare for the day. At lunchtime I move outside the Uni to a nearby restaurant with my colleagues.

Our solution: **concept idea** (3/3)

WHO

All the **employees, teachers,** and the **students** of Link Campus University

WHAT

A **digital solution** that allows the user to move in a sustainable and advantageous way to and from the university

HOW

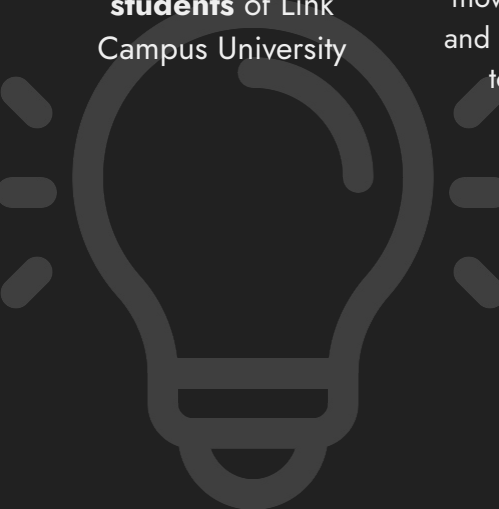
The service is delivered through an **app** that allows the user to book and rent different kinds of **shared mobility** and public transportation services, from e-bike and e-scooters to cars and public transportation

WHERE & WHEN

Whenever a user needs to move from or to Unilink. The app will have a **defined perimeter**

WHY

Environmental sustainability, moving **independently** and in a **affordable** way, improving the mobility for the Unilink community in a smart, accessible and cheap way



The App

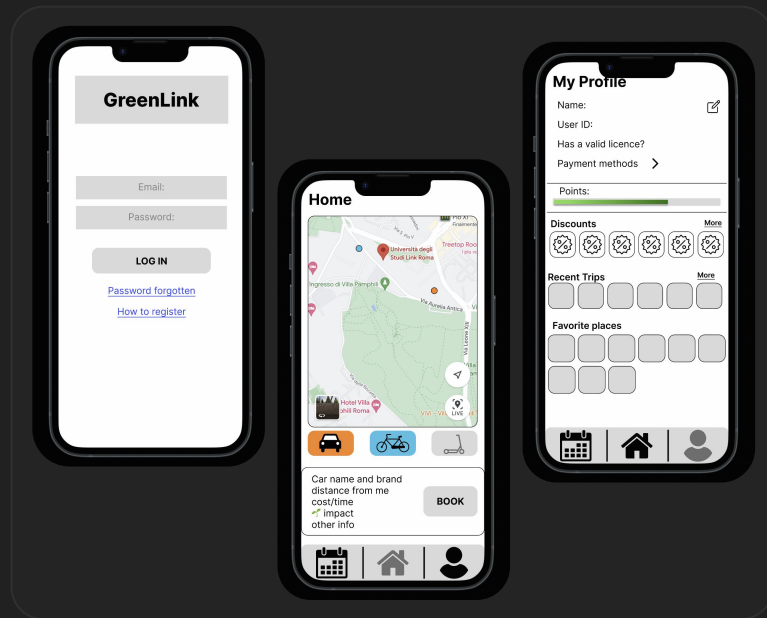
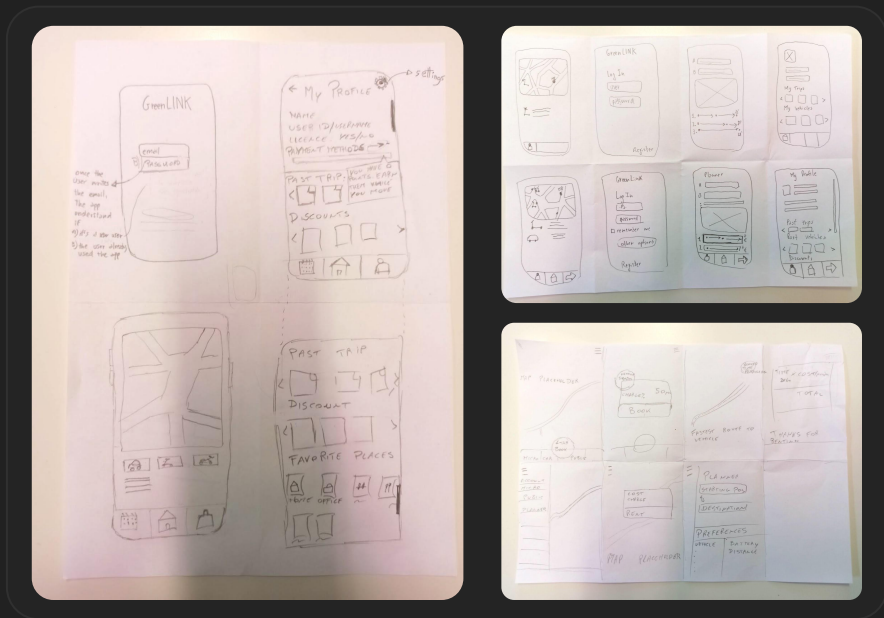
GreenLINK allows employees, teachers, and students from LINK Campus University to use **sharing mobility services** to move from and towards the university by using a **customized web and mobile app**.



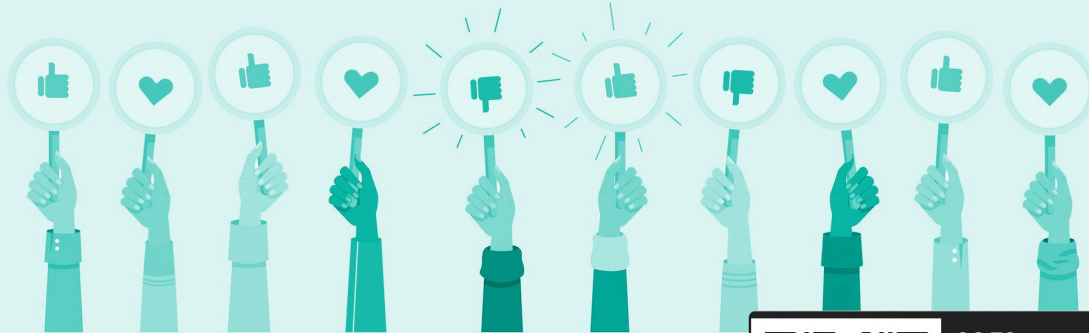
The App

from the sketches...

...to the prototypes 



What do you think?



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Thank you for your attention!