

IMMT 719 - GROUP 5





# THE PROBLEM

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## DILEMMA

Social engagement is directly linked to well-being in old age, but seniors with difficulty driving face a choice between social isolation and leaving their homes.



1 IN 5

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DESCRIBE THEIR  
LIVES AS "LONELY"



93%

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OF SENIORS SAY  
IT IS IMPORTANT  
TO THEM TO KEEP  
LIVING IN THEIR  
HOMES



# TARGET

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## DEMOGRAPHICS

Seniors aged 70 and over, who still live in their homes (most retirement communities provide transportation services).

## GOALS

"Age in place" and maintain independence by retaining vital community connections.

## FRUSTRATIONS

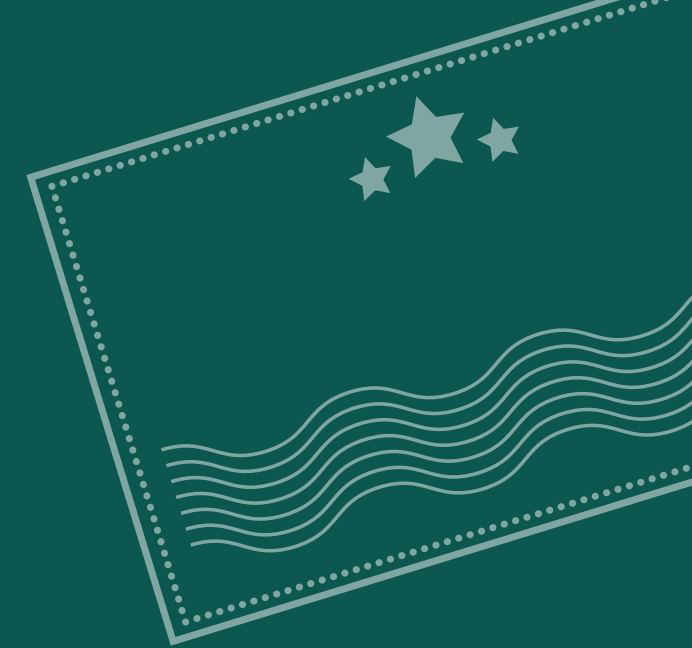
Seniors are more likely to die in a car collision, but losing one's license leads to depression and loss of quality of life.





# SOLUTION

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## JUSTGO APP

Invites seniors to join ad-hoc carpool groups to recreational events and activities in their community — from grocery trips, to dances, to bingo games, and more.





# STYLESHEET

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# STYLESHEET

Green was chosen for its link with nature, youth and vitality. Orange and yellow add fun and energy.



## 01 COLOR SCHEME

### MAIN COLORS

#0C5B50

Primary

#FF5A3C

Accent

#F8CE00

Additional



# TYPOGRAPHY

Bold, legible, yet friendly and lively-feeling fonts are used.

## 02 TYPOGRAPHY

### HEADER FONT

#### M Plus Rounded1c

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*()\_+<>

### BODY FONT

#### Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*()\_+<>

### FONT STYLE

## Discover Maple Tour

Header Style  
M Plus Rounded1c - ExtraBold

## Weekly Festival

Sub Header Style  
M Plus Rounded1c - ExtraBold

Join our expert sugar-maker on a one-hour journey beneath the iconic maple leaves of the “off-season” sugar bush and discover the modern world of maple syrup production.

Body Style  
Roboto - Regular



### 03 IMAGE SAMPLE

## IMAGE SAMPLE

Photos use bright colours and show seniors engaged in active pursuits or socializing.





A photograph of two hikers walking away on a dirt path in a forest. The hiker on the left is wearing a blue t-shirt, dark pants, and a backpack. The hiker on the right is wearing a patterned shirt, light-colored pants, a wide-brimmed hat, and is using two trekking poles. The path is surrounded by dense green foliage and trees. The image has a semi-transparent dark blue overlay.

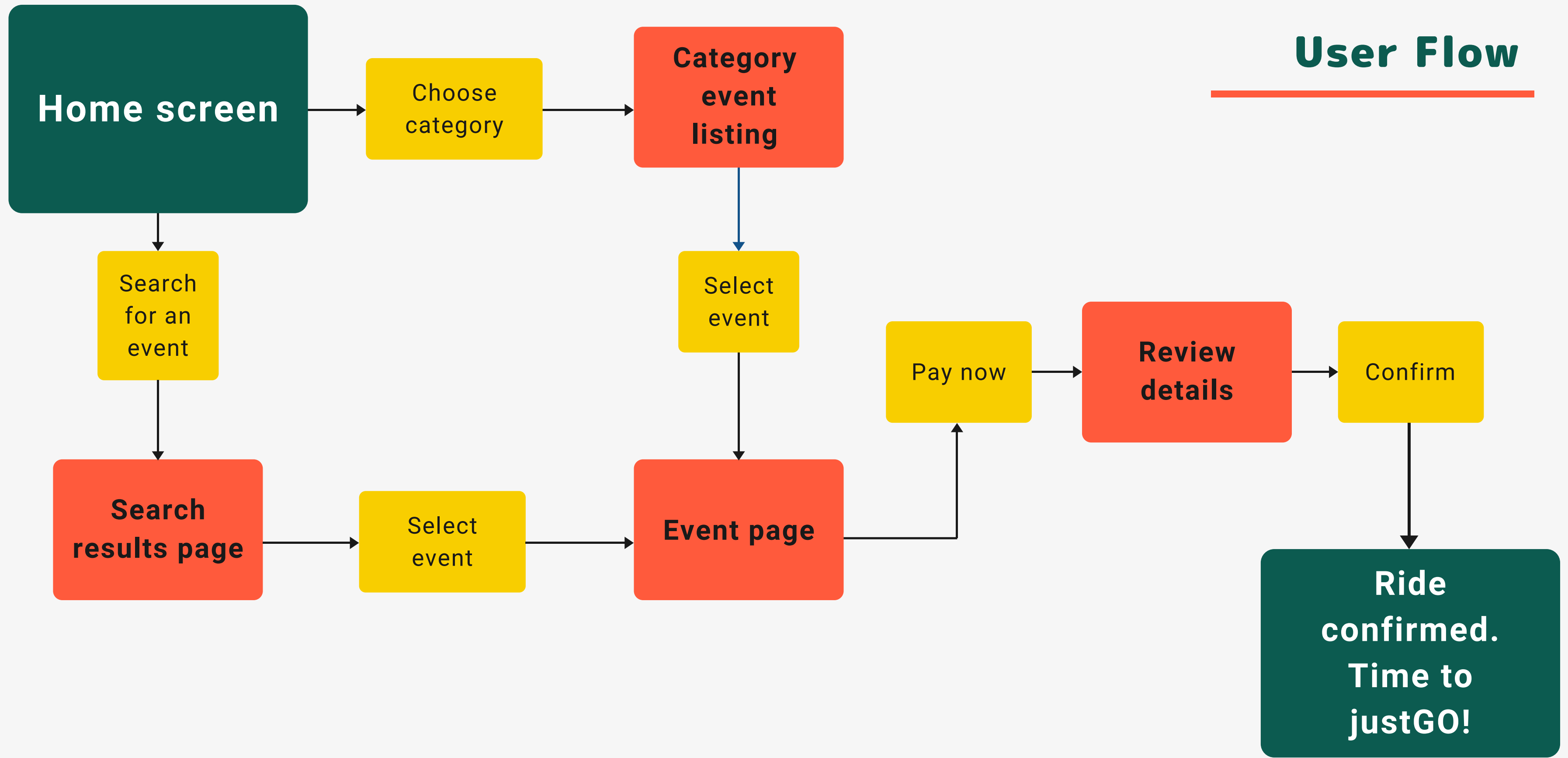
# APP

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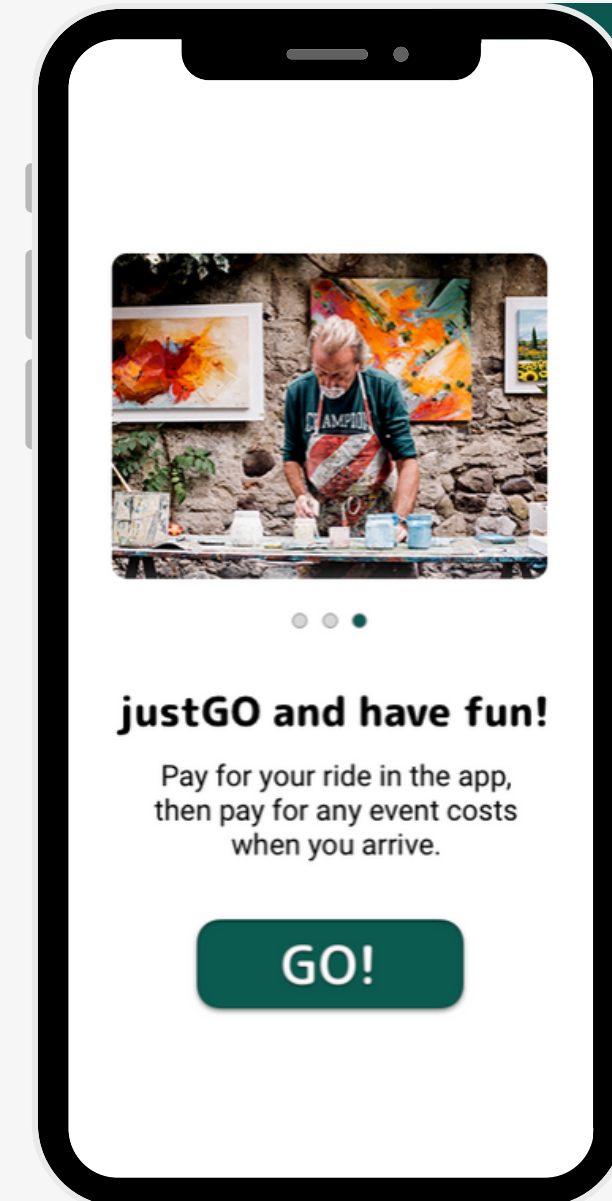
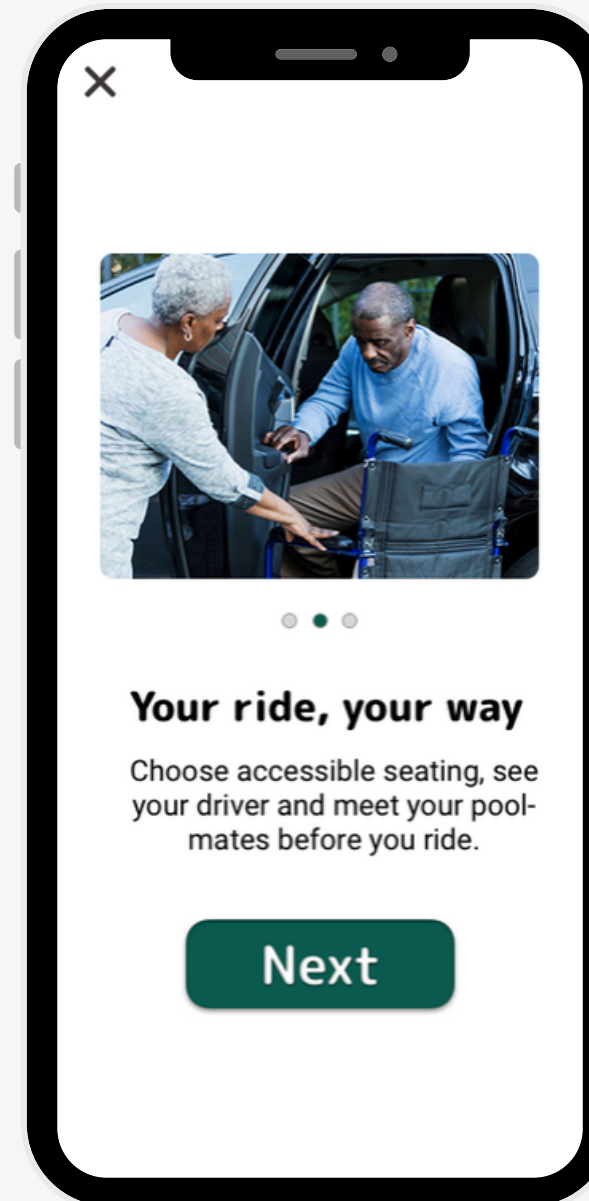
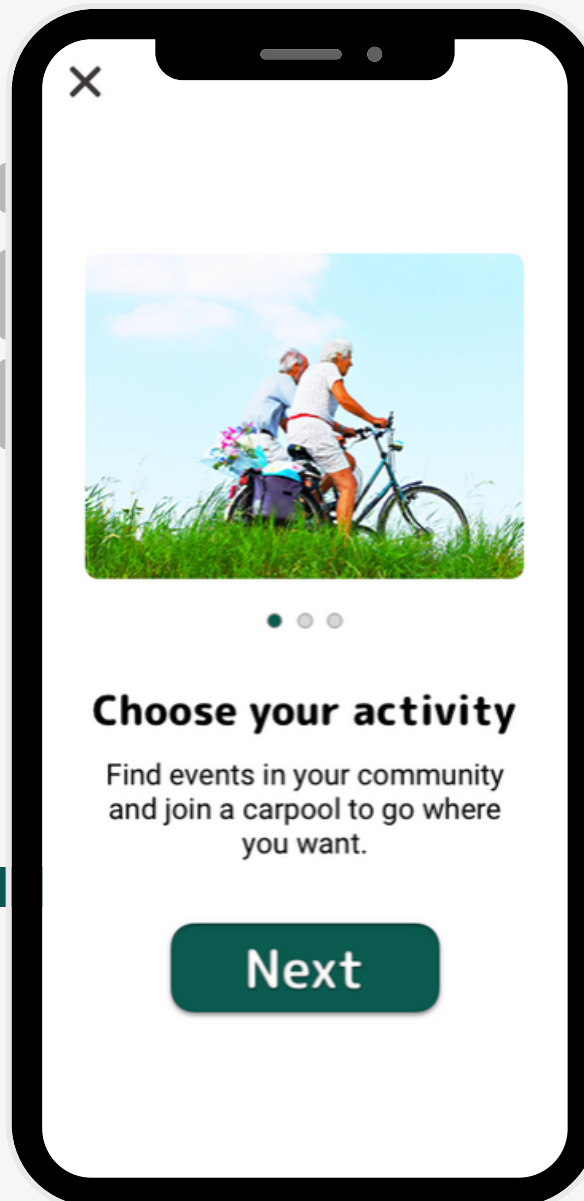


## User Flow

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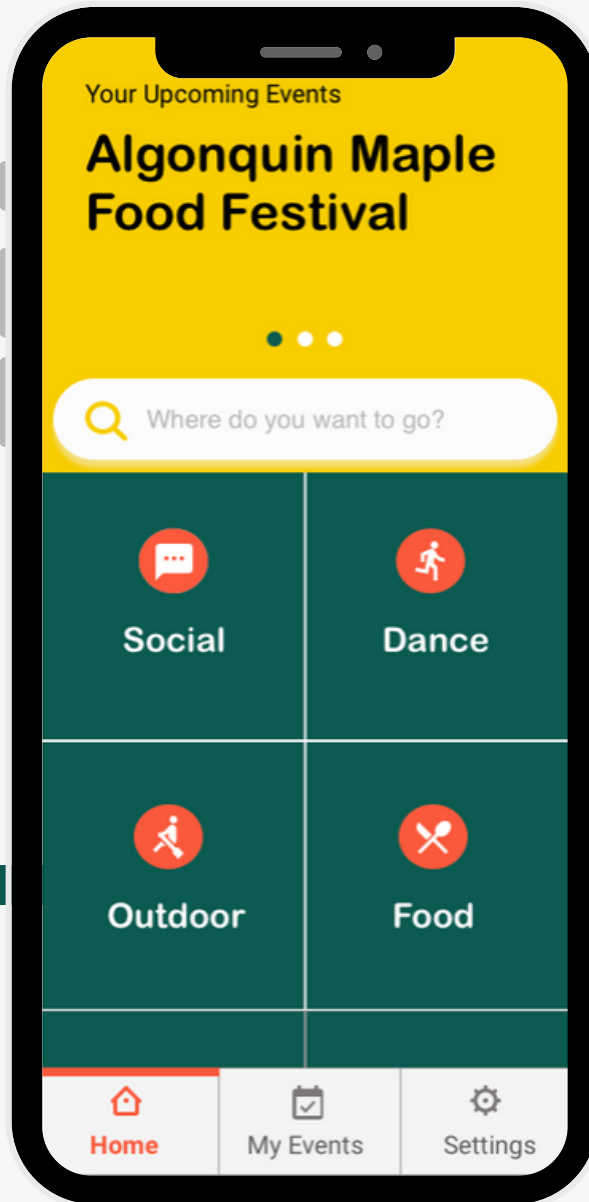




## ONBOARDING

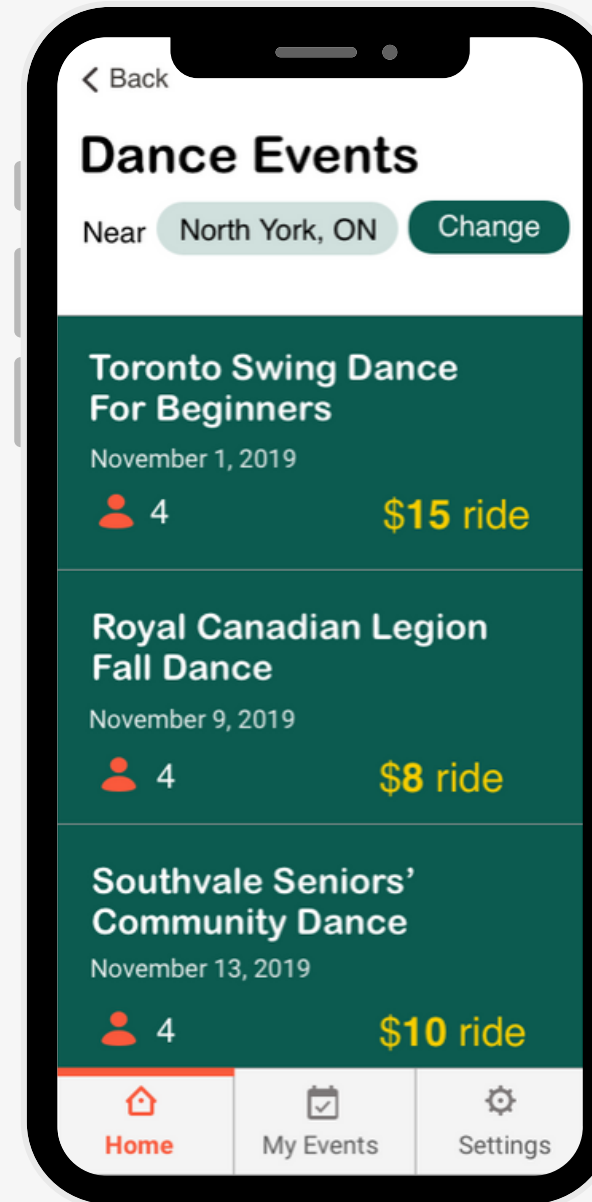
The concept of our app may not be immediately understood by seniors.  
A brief onboarding page clarifies what the app does and importantly,  
what it does not do.





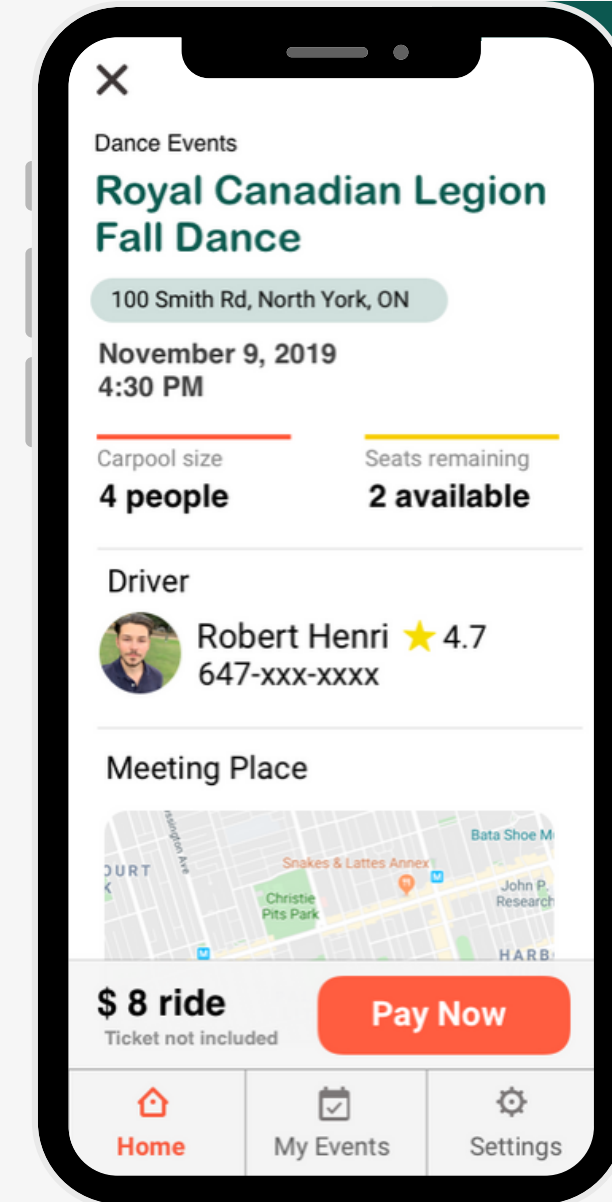
## BROWSE EVENTS

Events are categorized in multiple ways, and search asks an easy question: "Where do you want to go?"



## SELECT ACTIVITY

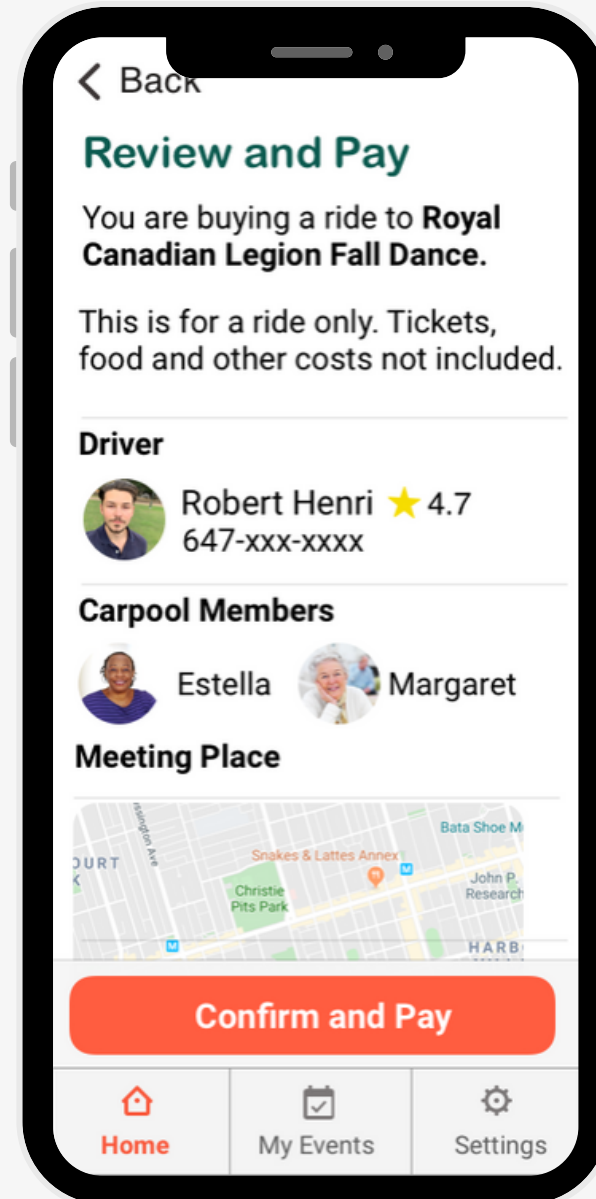
Choose what you want to do, sort by date and location, and see the price of the ride.



## LEARN MORE

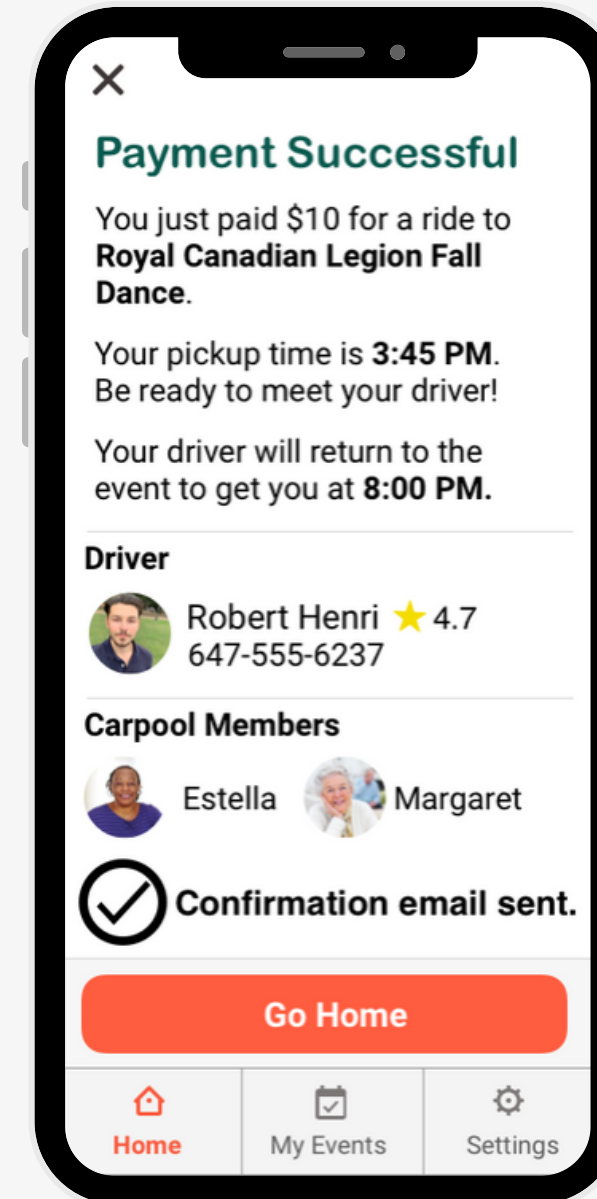
Discover event details such as time, address, driver and more.





## REVIEW DETAILS

Ample opportunities to back out before you pay, and to be reminded what you are and aren't paying for.



## JUSTGO!

Get final event details, and be reassured you can see and print this in your E-mail later.



# OUTCOMES

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## EMPOWER

justGO puts the passenger in the driver's seat. Seniors have the agency to choose where they want to go and when.

## CONNECT

Living at home doesn't have to mean staying at home. With justGO, seniors can have both community and independence.

## TRANSFORM

Life doesn't end at retirement. justGO paves a road towards a new phase of life for seniors, with all the fun of youth.



**THANK  
YOU!**

