

IMMT 719 - GROUP 5



THE PROBLEM



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

DESCRIBE THEIR
LIVES AS "LONELY"



93%

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

TARGET

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



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

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

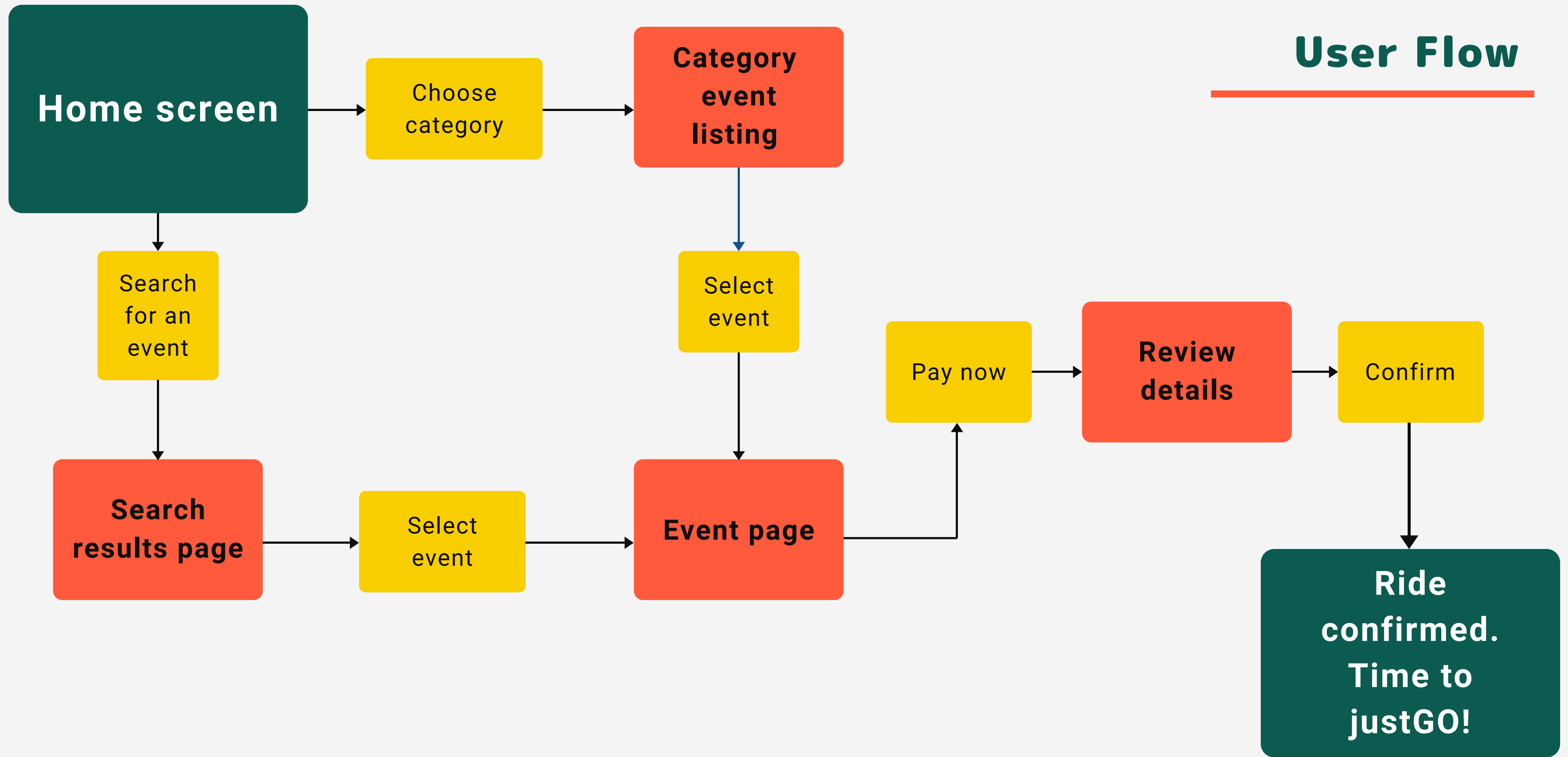
Photos use bright colours and show seniors engaged in active pursuits or socializing.

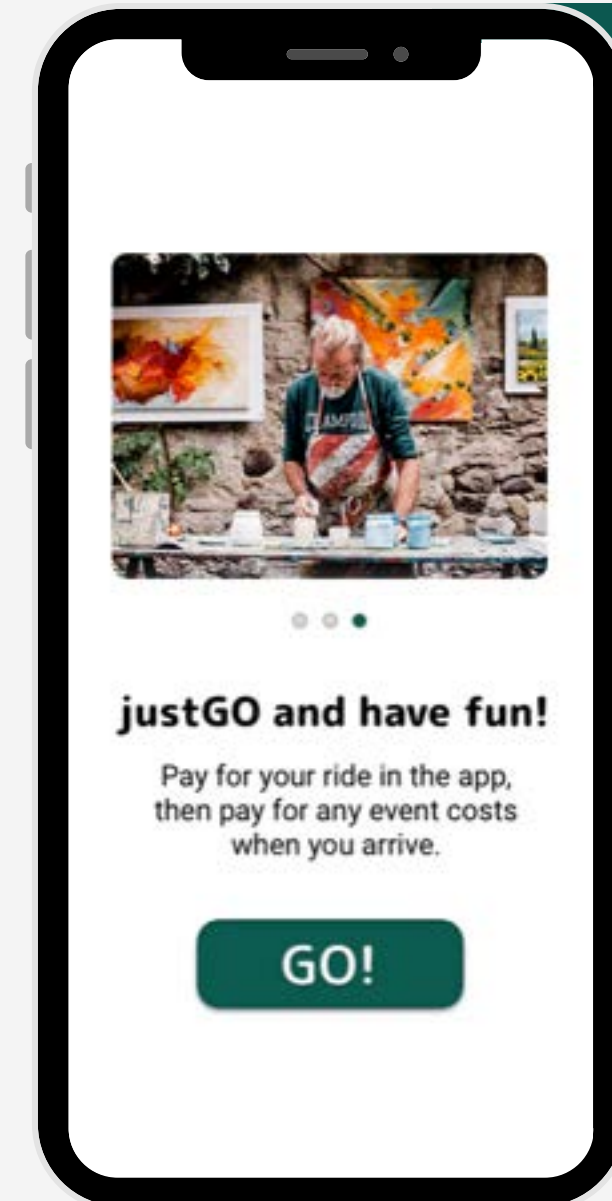
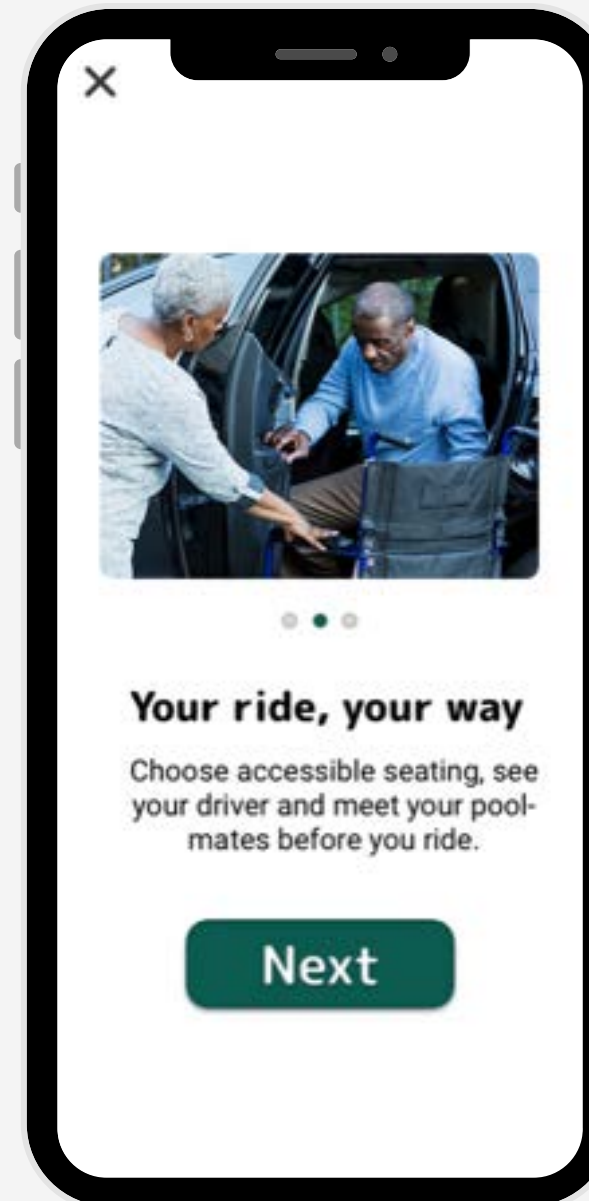
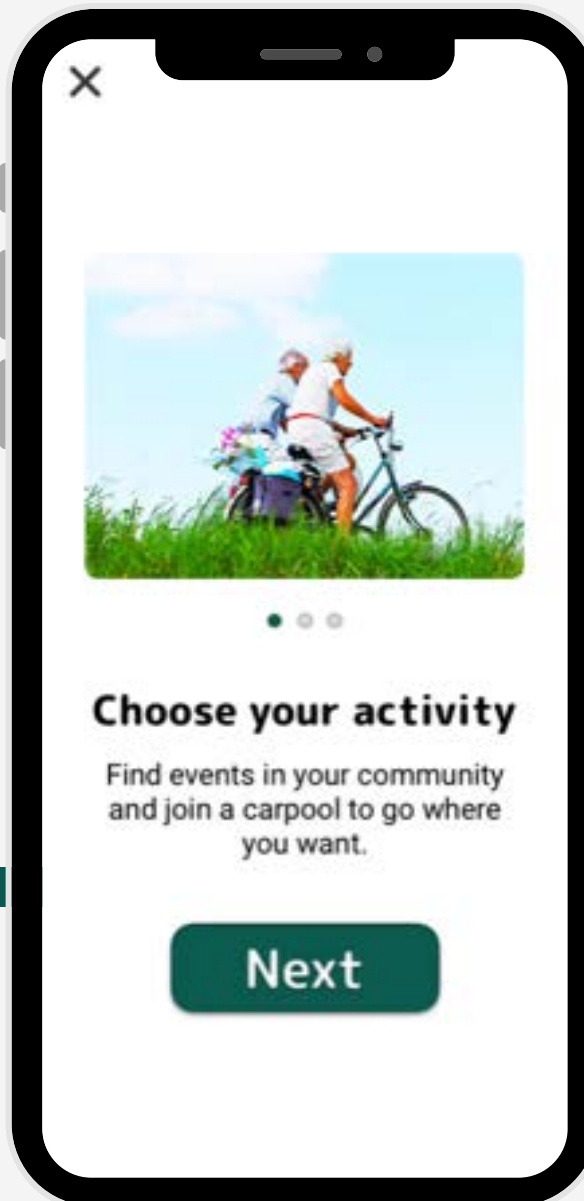


A photograph of two hikers walking away on a dirt path in a forest. The hiker on the left is wearing a blue t-shirt, dark pants, and a backpack. The hiker on the right is wearing a patterned vest over a long-sleeved shirt, light-colored pants, and a wide-brimmed hat, and is using two trekking poles.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

APP

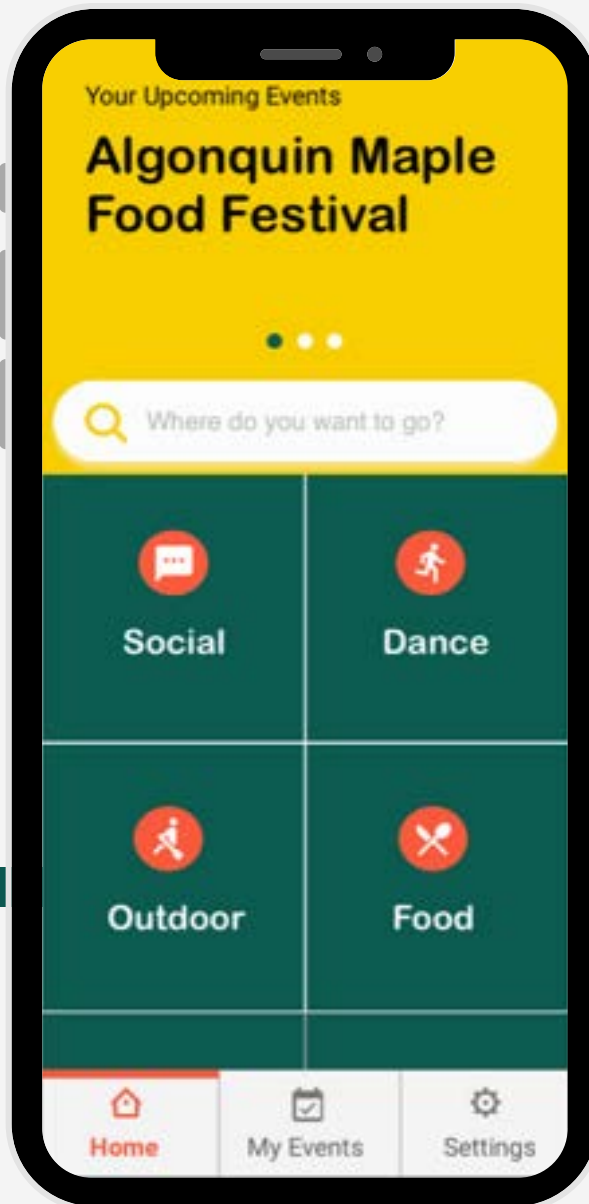
User Flow





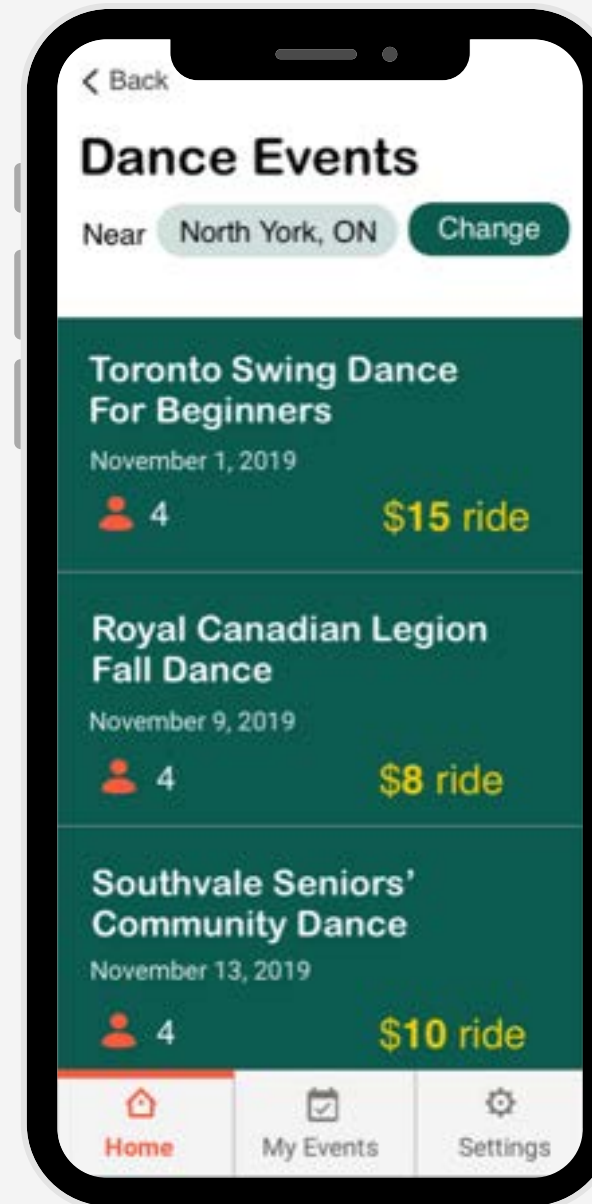
ONBOARDING

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.



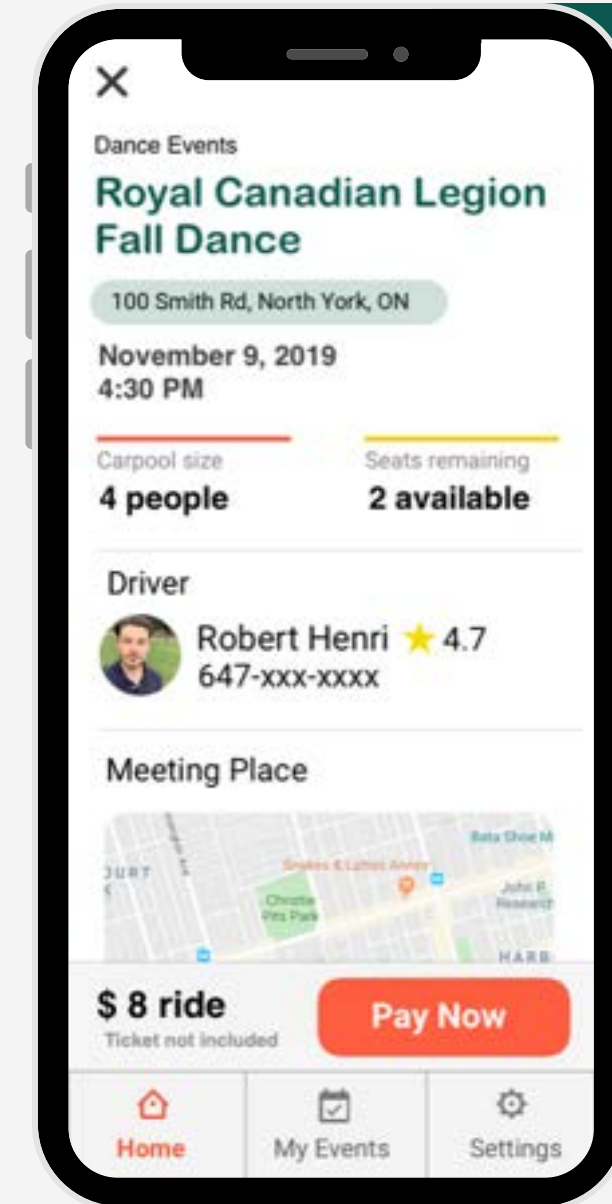
BROWSE EVENTS

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



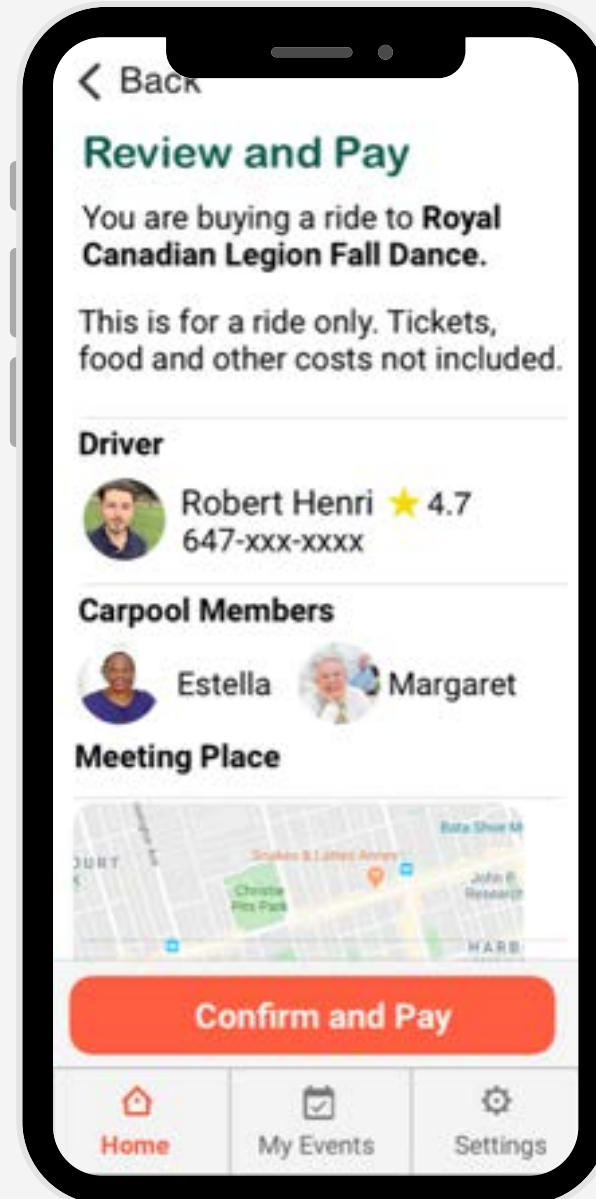
SELECT ACTIVITY

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



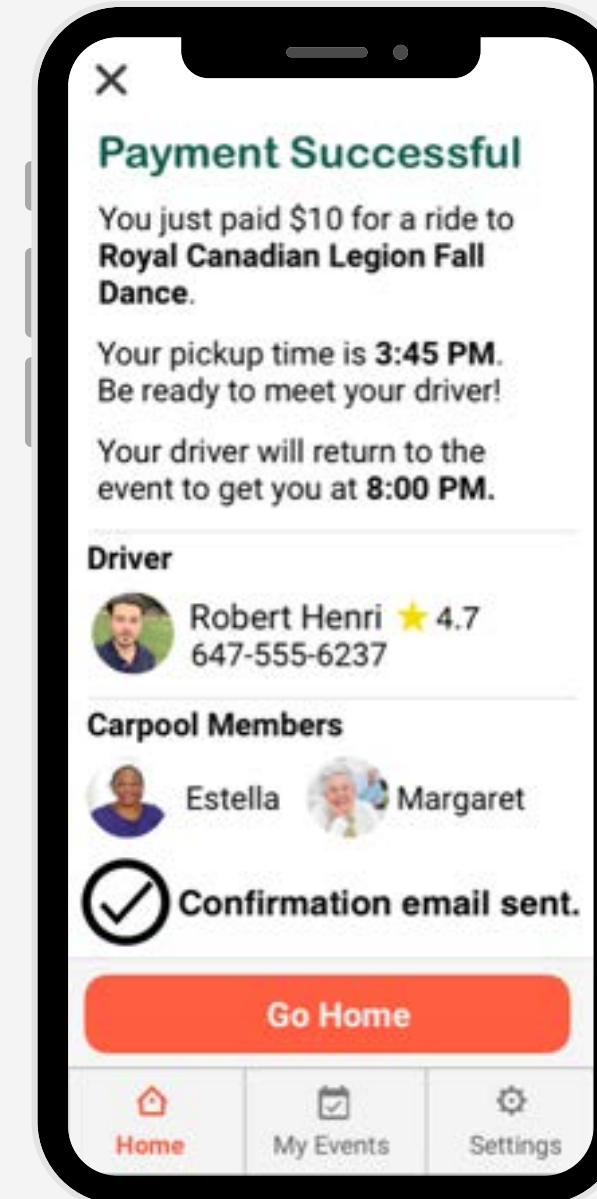
LEARN MORE

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

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!**

