

LINK-UP

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Overview

Carpooling is a valid method of transport that is only used amongst known friend groups, but it is not deemed "normal" to travel with a stranger, as it's unsafe and can often be difficult to set up, despite it benefiting both parties financially.

On college campus, there is no place to go to find details on carpooling options, which leaves a more sustainable and money-saving method of transport as not an option.

Never worry about parking again!

Engage with other college students!

Save money and get rewards!

Link-Up to Park-Up

Over **30%** of students drive to college, which makes parking a major concern. With Link-Up to Park-Up, a section of the car park is reserved for carpoolers, with access given through the secure Link-Up app.



Time-Saving commute!



Less Traffic on campus!



Split Costs!

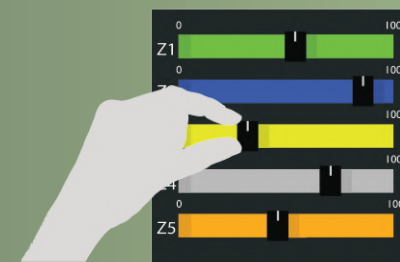


This is the Link-Up Hub, a sleek, interactive stand which can be found on college campus.

Students get to see how many people in their area would like to carpool by reading the sliders.

Students then download the Link-Up app, where carpooling is as simple and as safe as possible.

Students are rewarded for their sustainable efforts through the Link-Up to Park-Up scheme.

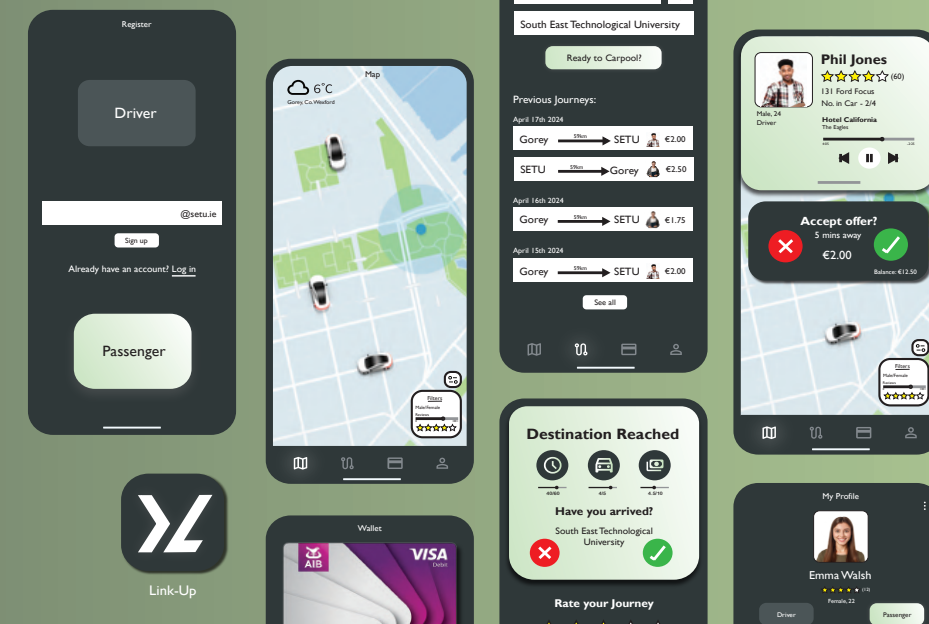


Sliders

While engaging with the stand, students can move the slider that contains the zone where their journey to college starts by one space.

This allows students to instantly see fellow carpoolers in their area.

App Prototypes



Specifications

The stand is made from beech wood to make the frame and laminated card for the tiles.

The zones on top of the stand and the map are custom made for each participating college.

2400mm x 1800mm x 300mm

The stand is constructable from 100% recyclable material.

Link-Up App

An app is undoubtedly a necessity to carpooling in this evergrowing digital world.

Security and simplicity were the biggest motivators in its prototyping.



Smarter Travel Student Awards