

The Problem

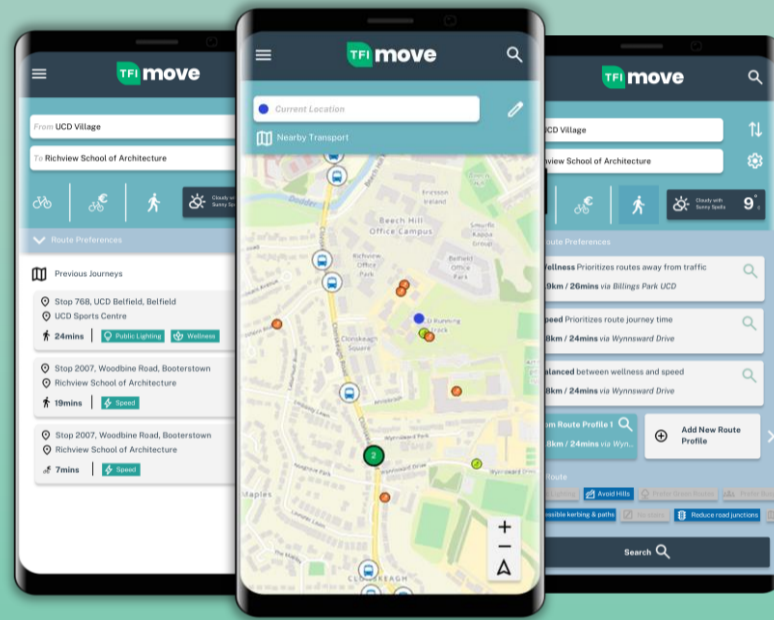
- Navigation services and apps are mainly designed from a car journey perspective
- They don't consider the quality of the journey
- They don't consider people with accessibility needs
- They don't consider safety or the standard of the route for active travel
- There is a general lack of tailoring to walkers, cyclists, and other active travel modes

Our Solution

- An "Active Travel" led navigation app under the Transport for Ireland brand known as "TFI Move"
- Detailed attribute selection for users to customize their route depending on their needs and wants
- Focus on empowering active travelers with the power to create routes they are comfortable and confident in using



The Active Travel Journey Planner



The App

- TFI Move will draw from user input and existing data APIs to establish a detailed understanding of the routes it recommends
- Allows users to customise their routes, such as routing away from busy roads, avoiding complex road junctions, preferring street lighting, or avoiding hills
- Aims to reduce stress in users, cater to accessibility needs, and consider safety

UCD Student Scenarios

- **Tatiana**, a wheelchair user, wants to plan a route from her accommodation to her lecture that avoids busy junctions and inaccessible footpaths
- **MacKrill**, a new cyclist, who wants to plan a cycle route mainly along dedicated cycling infrastructure for peace of mind
- **Manny**, stressed student, wants a pleasant walk avoiding busy areas and roads to relax and destress



University College Dublin

App Mockups created using assets from TFI Live, Icons from Google Fonts, and Phone Casing Template from pngitem.com

Smarter Travel
Student Awards