

# Senior Travel Buddies

## Sustainable Ride-Sharing & Socialization

### Project Overview

The Senior Travel Buddies ride-sharing system is designed to be implemented at Continuing Care Retirement Communities (CCRCs) throughout the United States in an effort to encourage ride-sharing among residents in order to decrease their carbon emissions. We focus on senior citizens for two reasons—they are a growing segment of the population with driving habits that result in higher pollution, in addition to being a population that is at risk of isolation and the mental and physical harm that can result from being isolated. The Senior Travel Buddies system addresses both of these issues while leveraging the infrastructure and culture of CCRCs in addition to hiding the technology from the senior residents themselves.



### Concepts & Scenarios



### Design Process



Predispositions, research, and ethnographic insights from field studies formed the foundation of our human-centered design. Throughout our design process we continued to iterate on these components, as well as gauge emerging insights and concepts through frequent interaction with experts and CCRC participants. Our concept is illustrative of our human-centered approach, proposing to significantly reduce emissions, while embracing the social and emotional needs of elderly CCRC members.