

LATIN AMERICA PRACTICES AND SOFT SKILLS FOR
LAPASSION
AN INNOVATION ORIENTED NETWORK



Co-funded by the
Erasmus+ Programme
of the European Union

2040



Source: <http://studioastatic.com/portfolio/mobility-stadt-2030/>

HAVE YOU THOUGHT ABOUT YOUR FUTURE AS AN ELDERLY?

LATIN AMERICA PRACTICES AND SOFT SKILLS FOR
LAPASSION
AN INNOVATION ORIENTED NETWORK



PONTIFICIA
UNIVERSIDAD
CATOLICA
DE CHILE



DILAB

ENGINEERING
DESIGN @ PUC



DuocUC
50 AÑOS



LAPASSION PROJECT 2018

SMART CHOICES FOR SMART SOCIETY



Camila Souza – Edgar Martín – Luis Santos – Camila Barrientos – Gabriel Morales – Gonzalo Camps

CHALLENGE

“To improve older travellers’ experience in public transportation for 2040”.

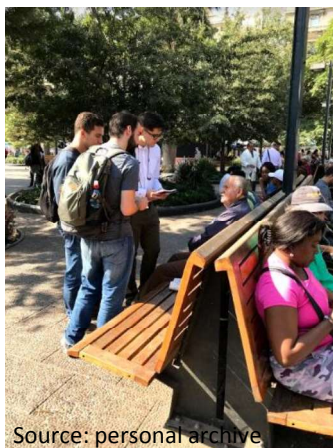
COUNTERPART



— Humberto Godoy Cerda —



LITERATURE REVIEW



FIELD RESEARCH

19 INTERVIEWS

OBSERVATION

MAIN INSIGHTS

1

2

3

Public transportation always crowded and expensive

Worried about health

4

People like to walk

5

Infrastructure issues

6

Security

7

Source: <https://www.npr.org/sections/health-shots/2014/05/27/316325223/when-older-people-walk-now-they-stay-independent-later>

OPPORTUNITY

"NEW FRONTIERS IN THE FUTURE OF WALKING:
IMPROVE THE WALKING EXPERIENCE
CONSIDERING THE DEVELOPMENT OF ELDERLY
POPULATION BY 2040".

Source: <http://www.gutmicrobiotaforhealth.com/en/gut-microbiota-exceedingly-healthy-elderly-people-100-years-old-similar-healthy-30-year-olds/>

ELDER IN 2040



Higher education

More active

More connected

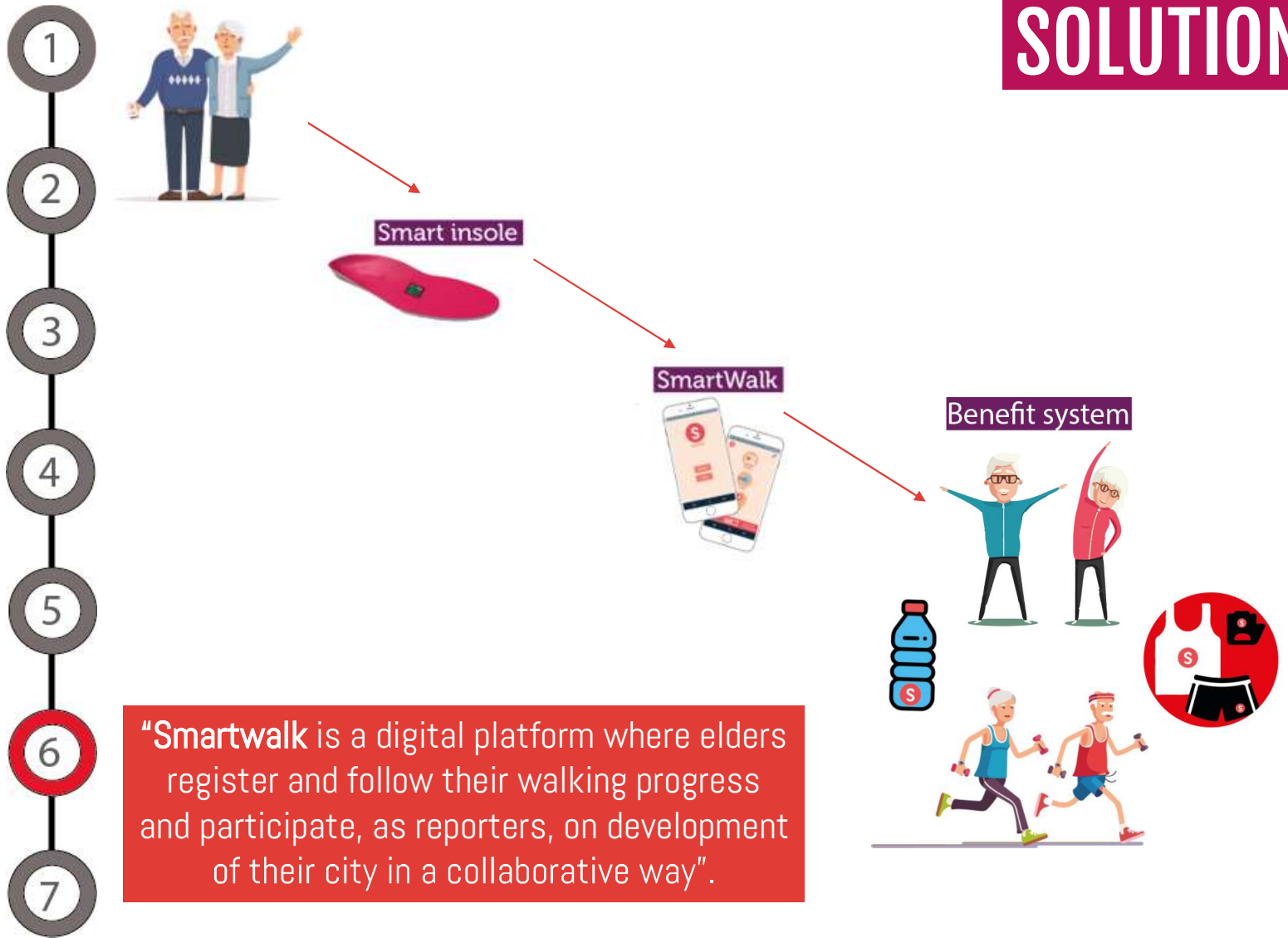
SOLUTION

"Motivate elders to walk, improving the walking experience through a collaborative infrastructure enhancement system".

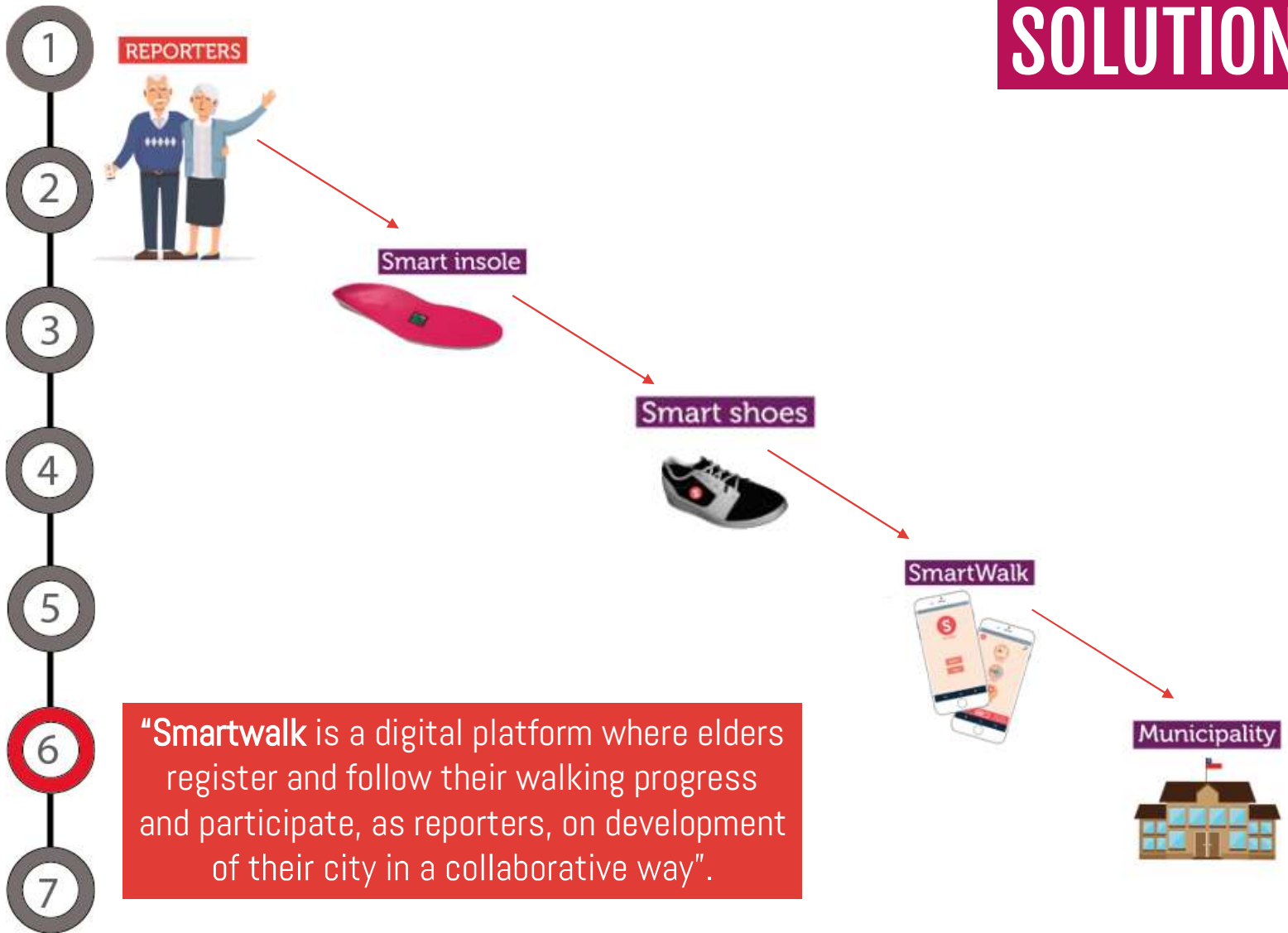
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SOLUTION



SOLUTION



USER EXPERIENCE





THANK YOU!

