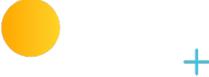


+ Movilidad Nocturna en Vigo

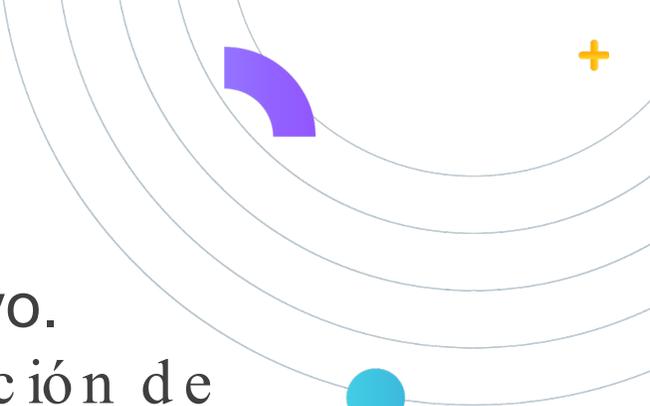
12. 2021







Etapas



0 1. *Inspiración*

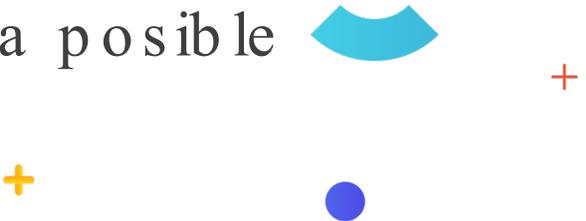
Define problema objetivo.
Elaboración y realización de encuestas. Análisis de información recogida.

0 2. *Idear*

Propuestas de soluciones. Breve descripción de la solución planteada.

0 3. *Implementación*

Planteamiento de una posible solución real.



The background features a white canvas with scattered geometric elements: a blue circle in the top left, a red plus sign below it, a yellow plus sign on the left, a blue circle at the bottom, and a yellow plus sign at the bottom. On the right side, there are two sets of concentric light blue circles. The top set includes a blue arc, a yellow circle, and a blue plus sign. The bottom set includes a red arc, a cyan arc, and a cyan plus sign. The central focus is a large orange rounded rectangle containing the word 'Inspiración' in white italicized font.

Inspiración

Investigación

01.

*Encuestas
Online*



02.

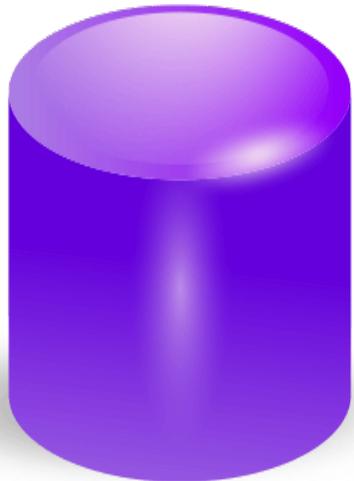
*Entrevistas
Personales*



Resultados

¿A qué hora vuelves a casa?

20%



3:00h - 4:00h

30,4%



4:00h - 5:00h

31,1%



5:00h - 6:00h

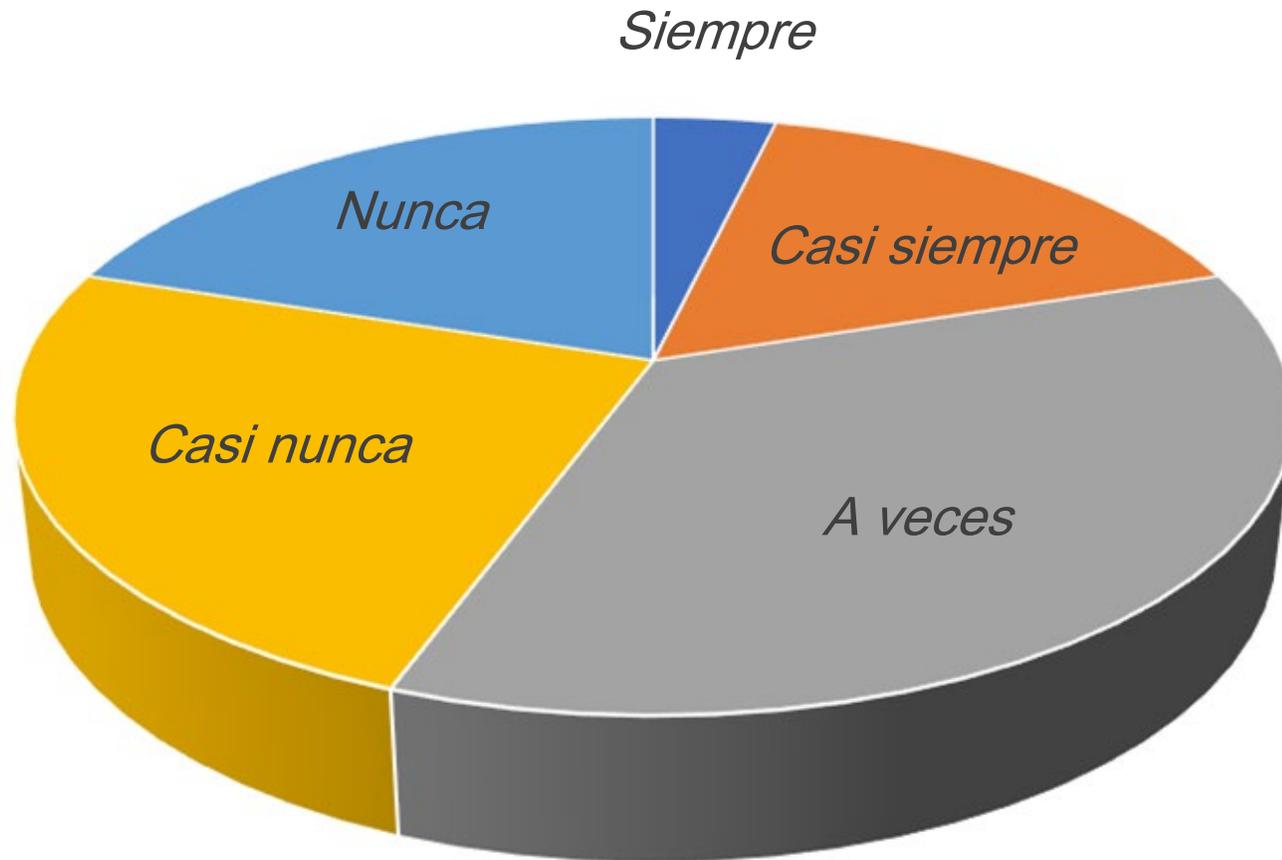
13,3%



6:00h - 7:00h

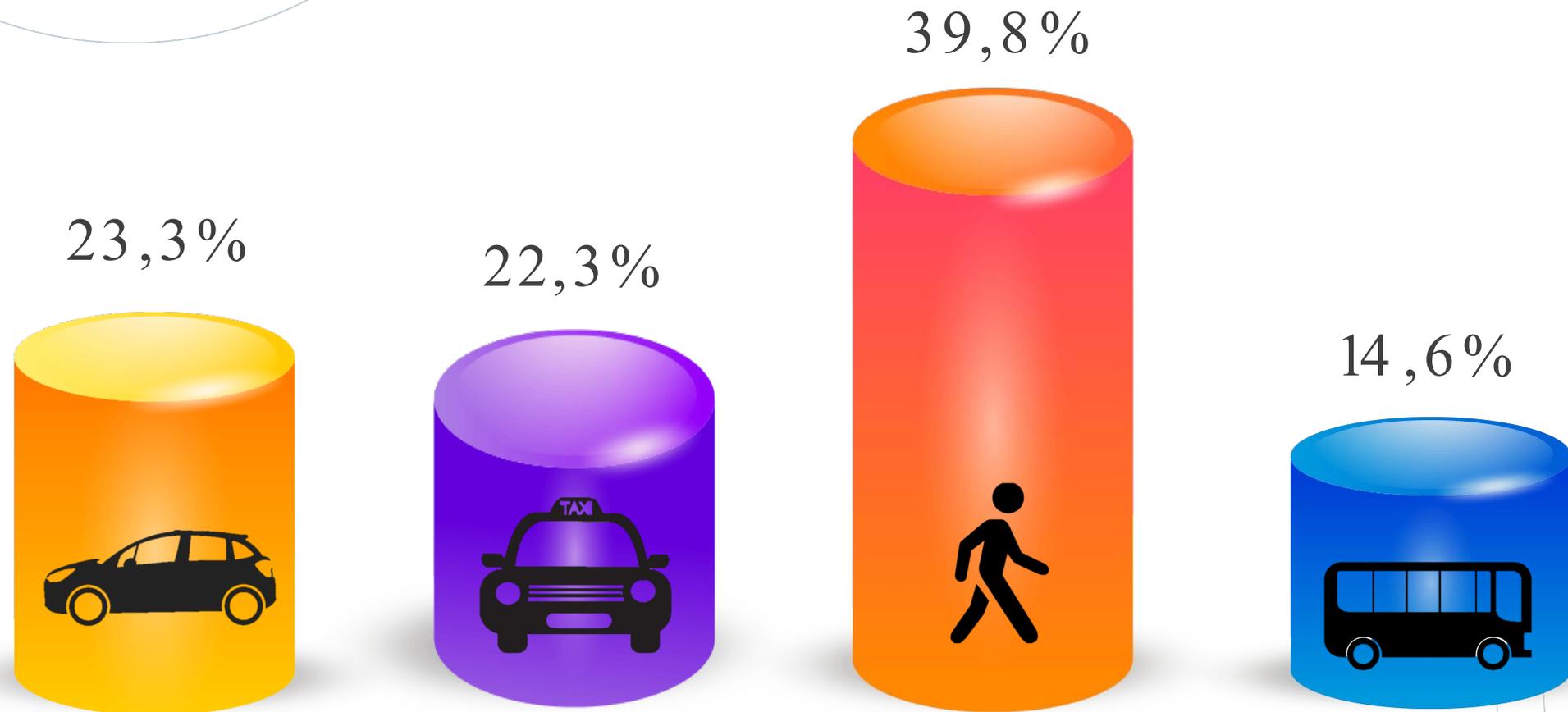
Resultados

¿Alguna vez has cogido un taxi para volver a casa después de salir?



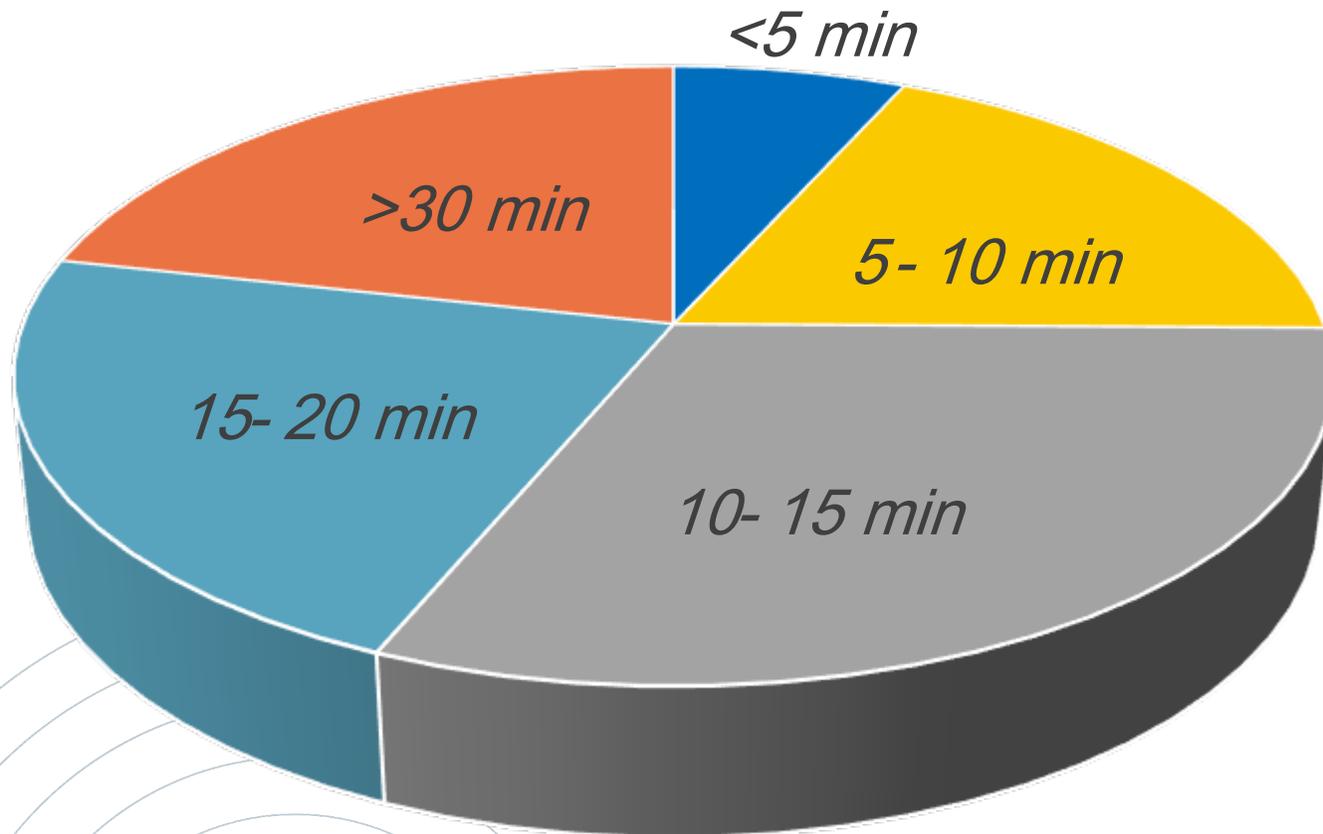
Resultados

¿Cómo vuelves a casa?



Resultados

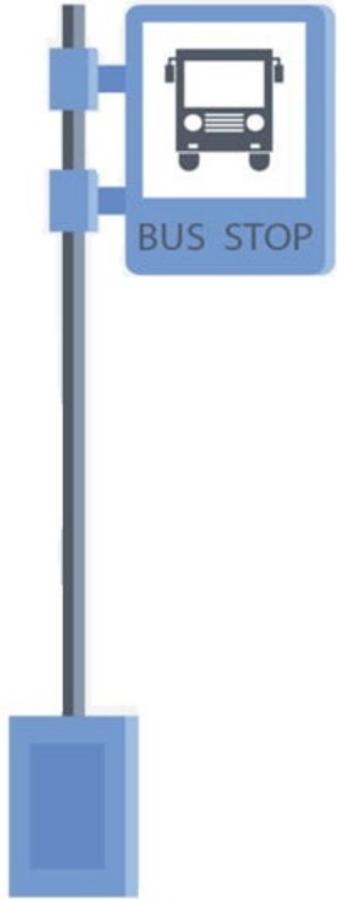
¿Cuánto sueles esperar para coger el autobús o taxi?

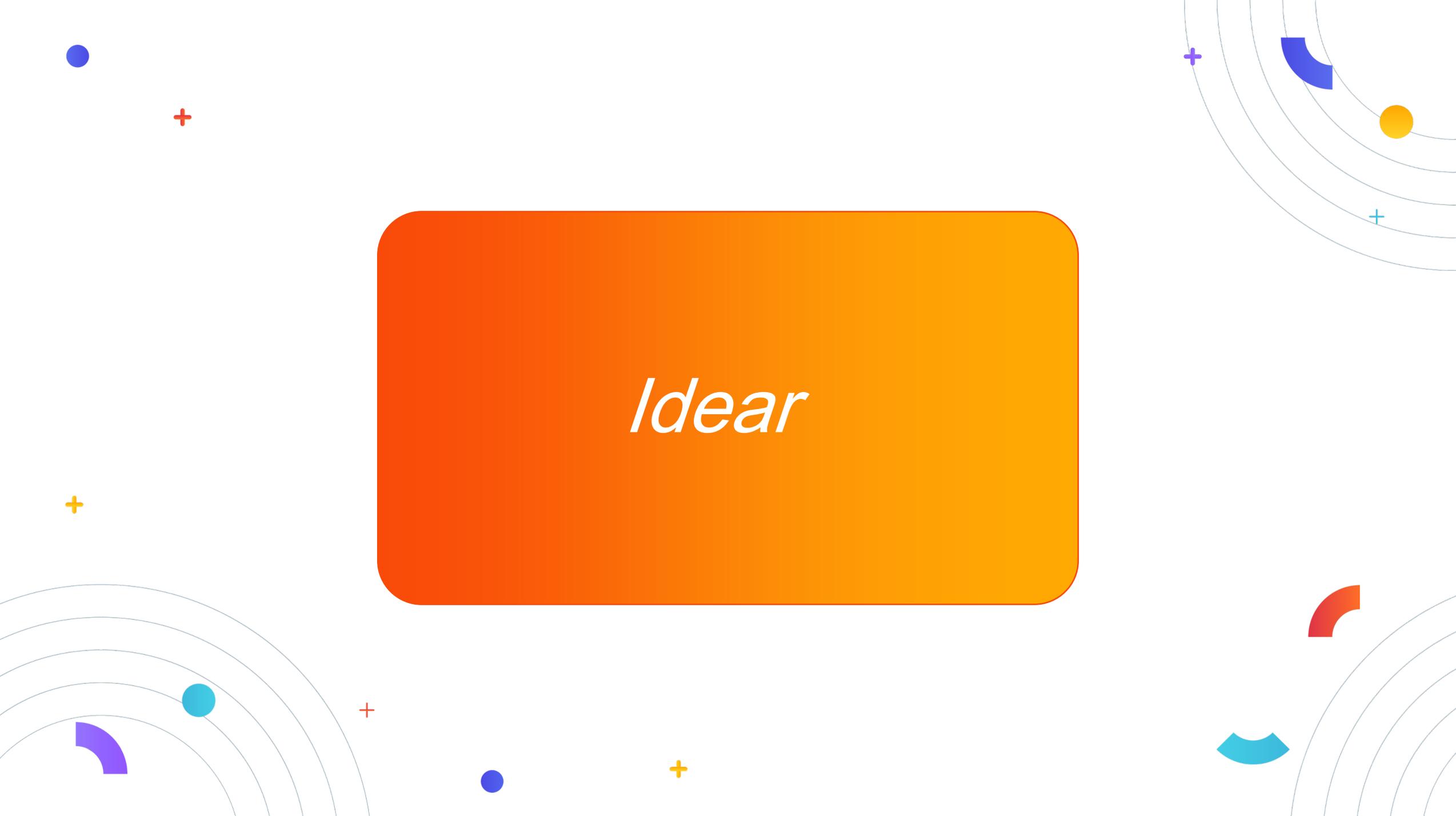


Análisis de Resultados



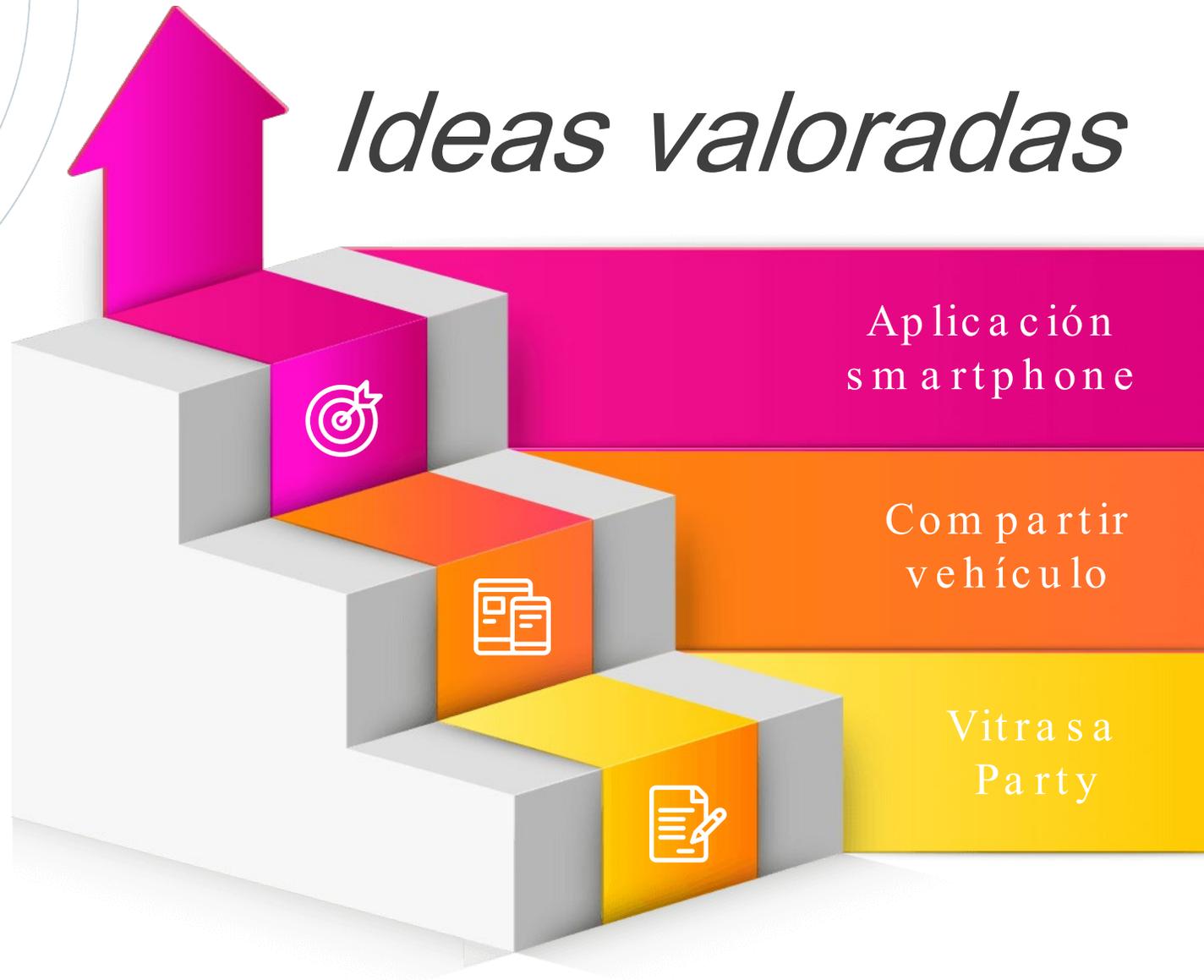
Análisis de Resultados



The background features a white canvas with scattered geometric elements: a blue circle in the top left, a red plus sign below it, a yellow plus sign on the left, a cyan circle and purple arc in the bottom left, a blue circle and yellow plus sign at the bottom, a yellow plus sign at the bottom center, a blue arc in the top right, a yellow circle and cyan plus sign in the top right, and a red arc and cyan arc in the bottom right. Concentric circular lines are present in the bottom left and bottom right corners.

Idear

Ideas valoradas

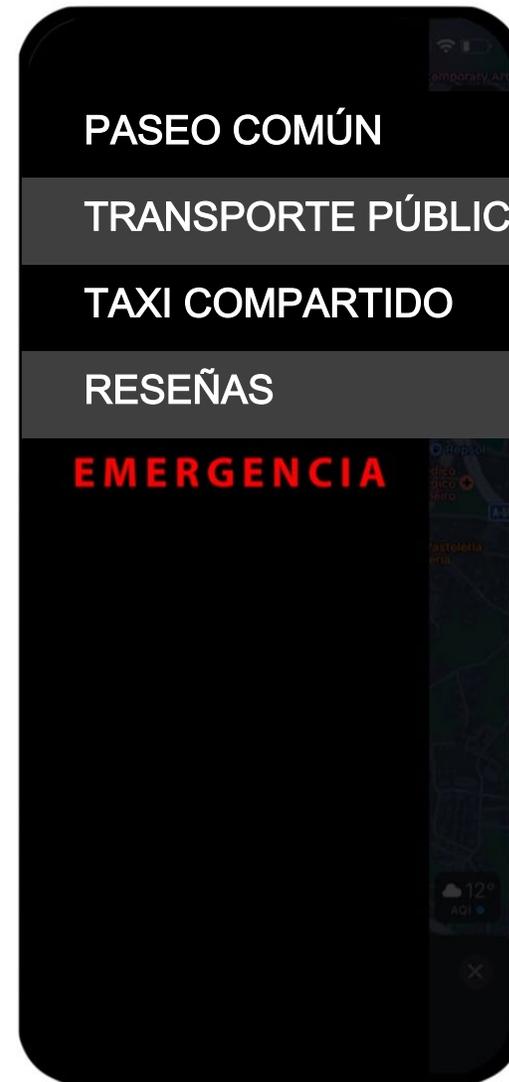
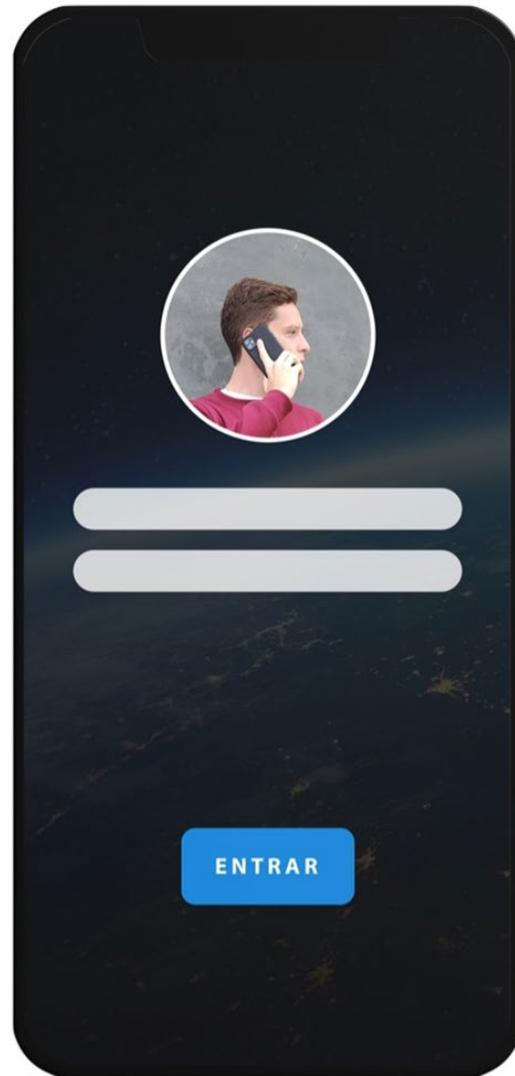


APLICACIÓN SMARTPHONE

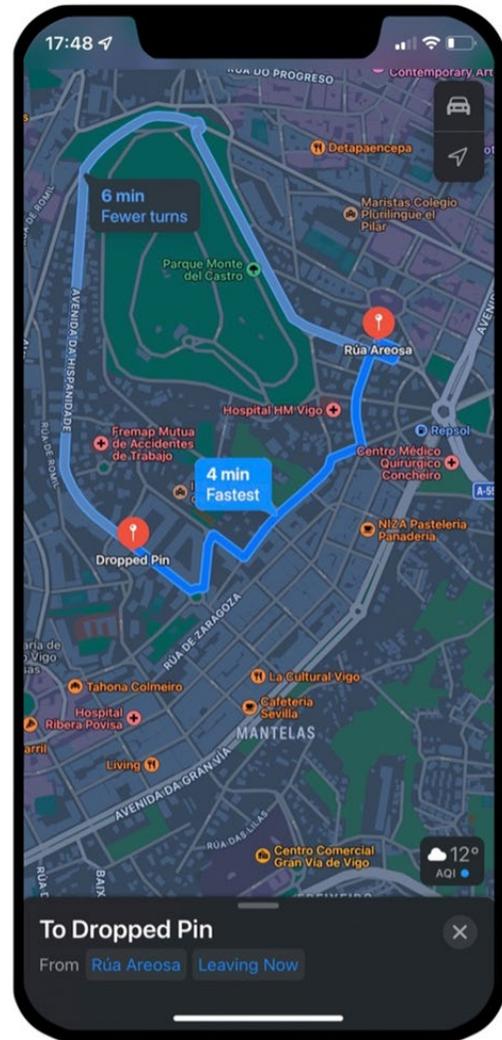


Moovi - GO

OPCIONES DE LA APLICACIÓN

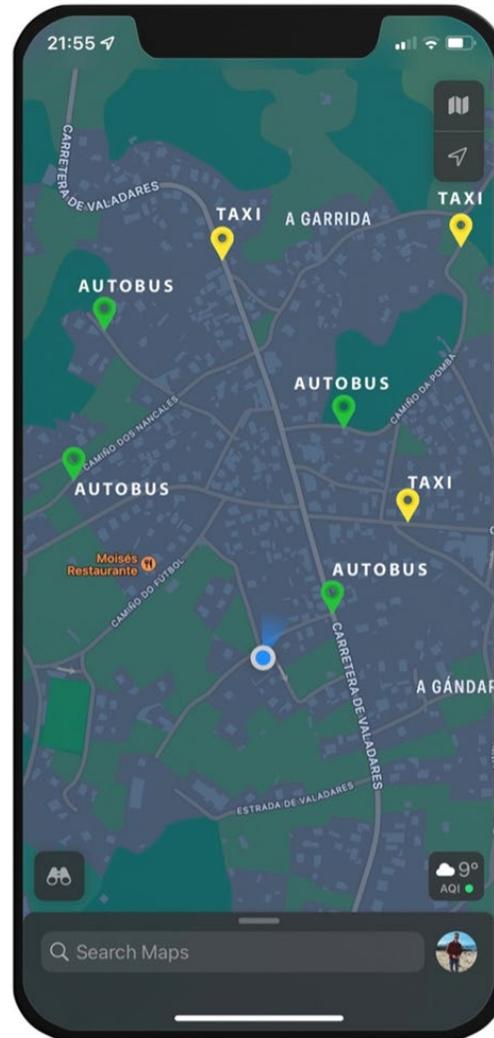


Paseo común



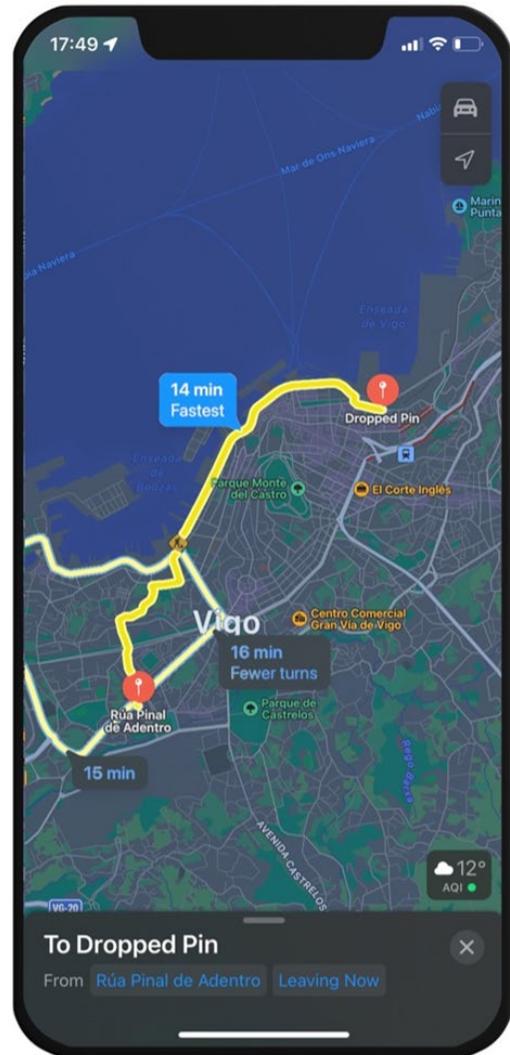
Pequeño grupo de
personas que
camina en la
misma dirección

Transporte público



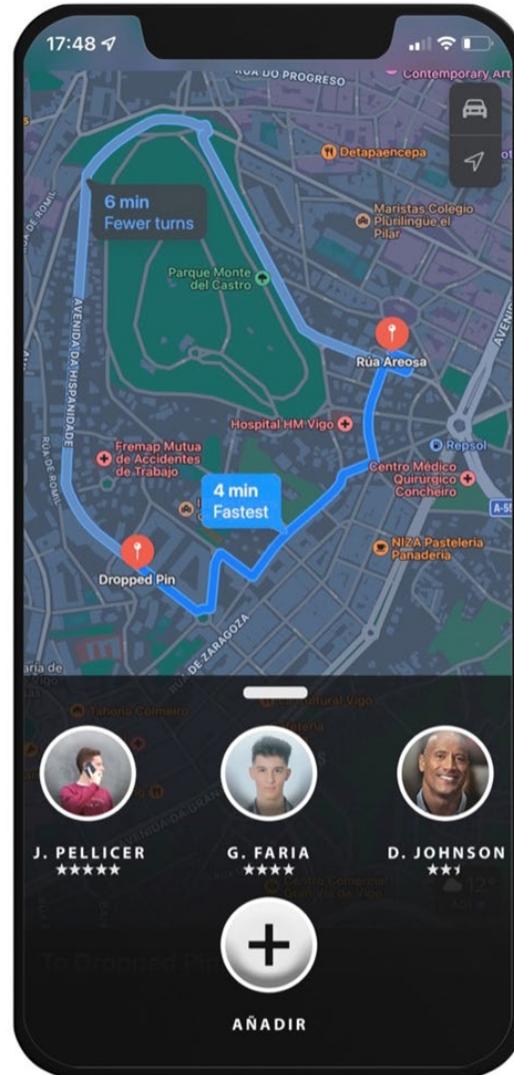
Información y
ubicación de
transportes públicos
cercanos

Taxi compartido



Se comparte un taxi para gente con rutas similares

Reseñas



Conocer
valoraciones sobre
acompañantes

Emergencia

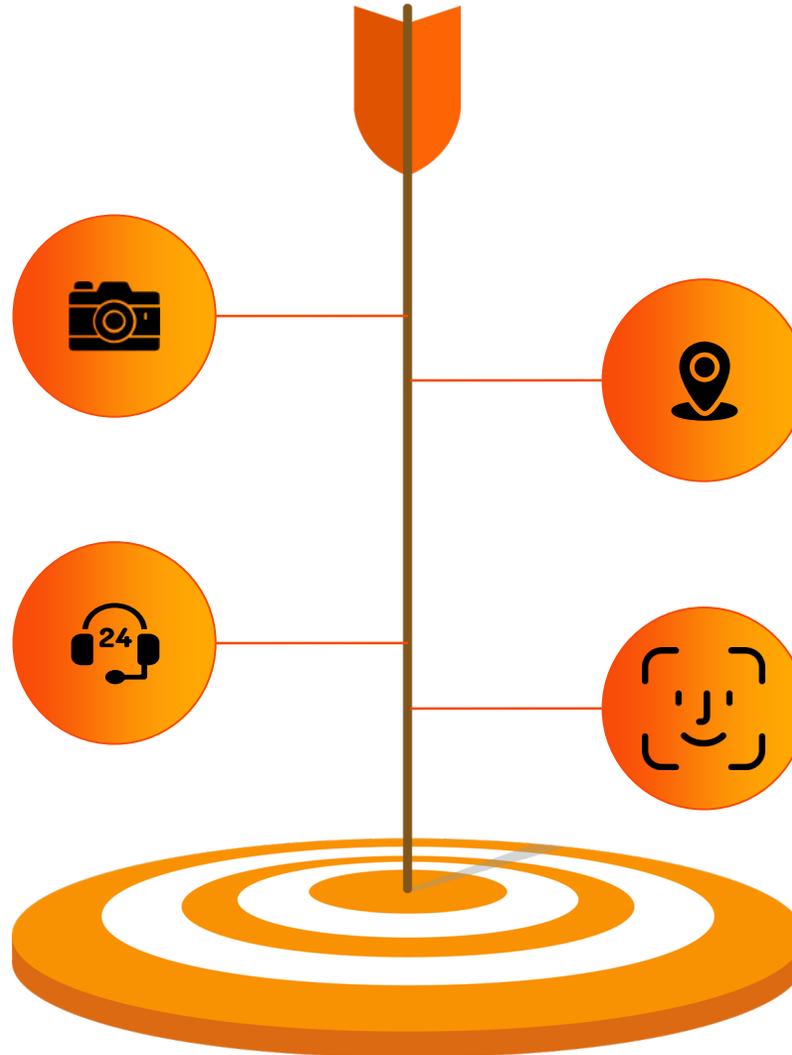


Rápidamente se
avisa a emergencias
y contactos de
confianza

Seguridad

*+ Confirmación de
identidad con foto de
perfil*

*Asistencia
telefónica*



Tracking por GPS

*Identificación
biométrica*

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Implementación

Método de implantación



*App Store /
Play Store*



*Publicidad en
zonas de ocio*



Boca a Boca



*Cuantos más
mejor*

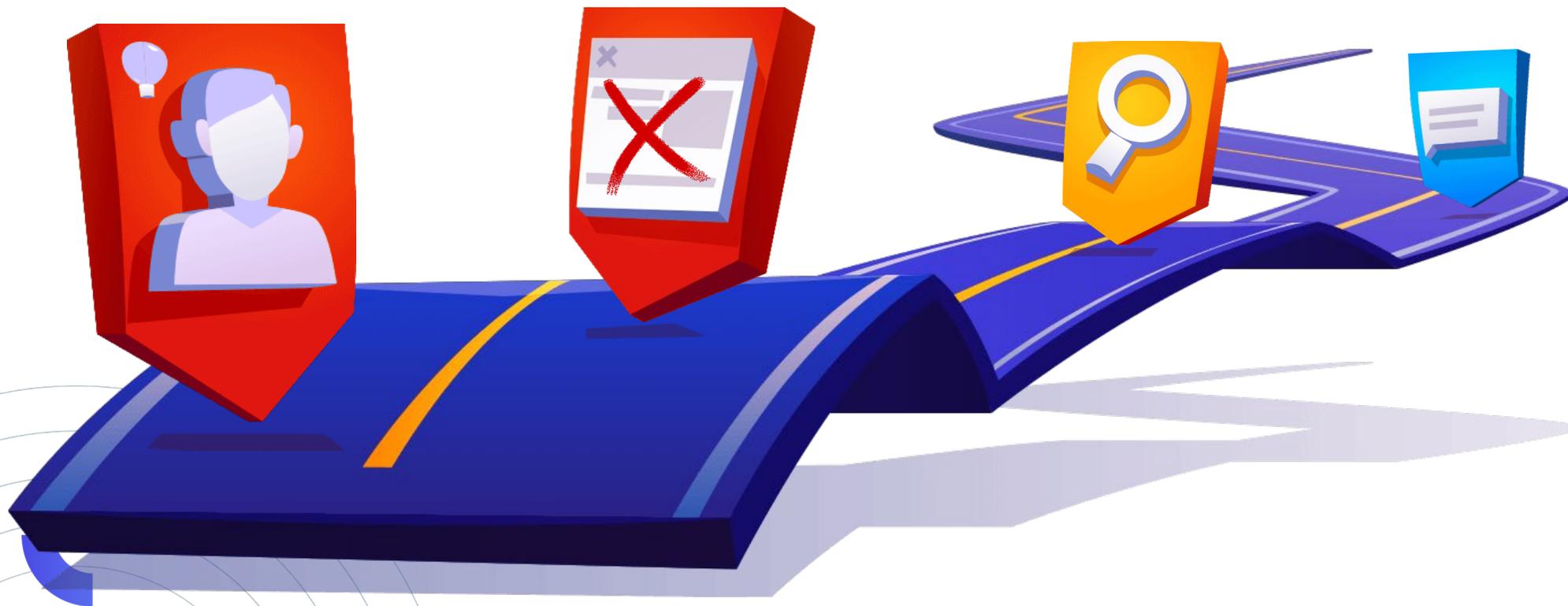
Conclusiones

*Ahorro
económico*

Seguridad

*Información para
volver a casa*

*Conocer
personas*



¡ Gracias !

