



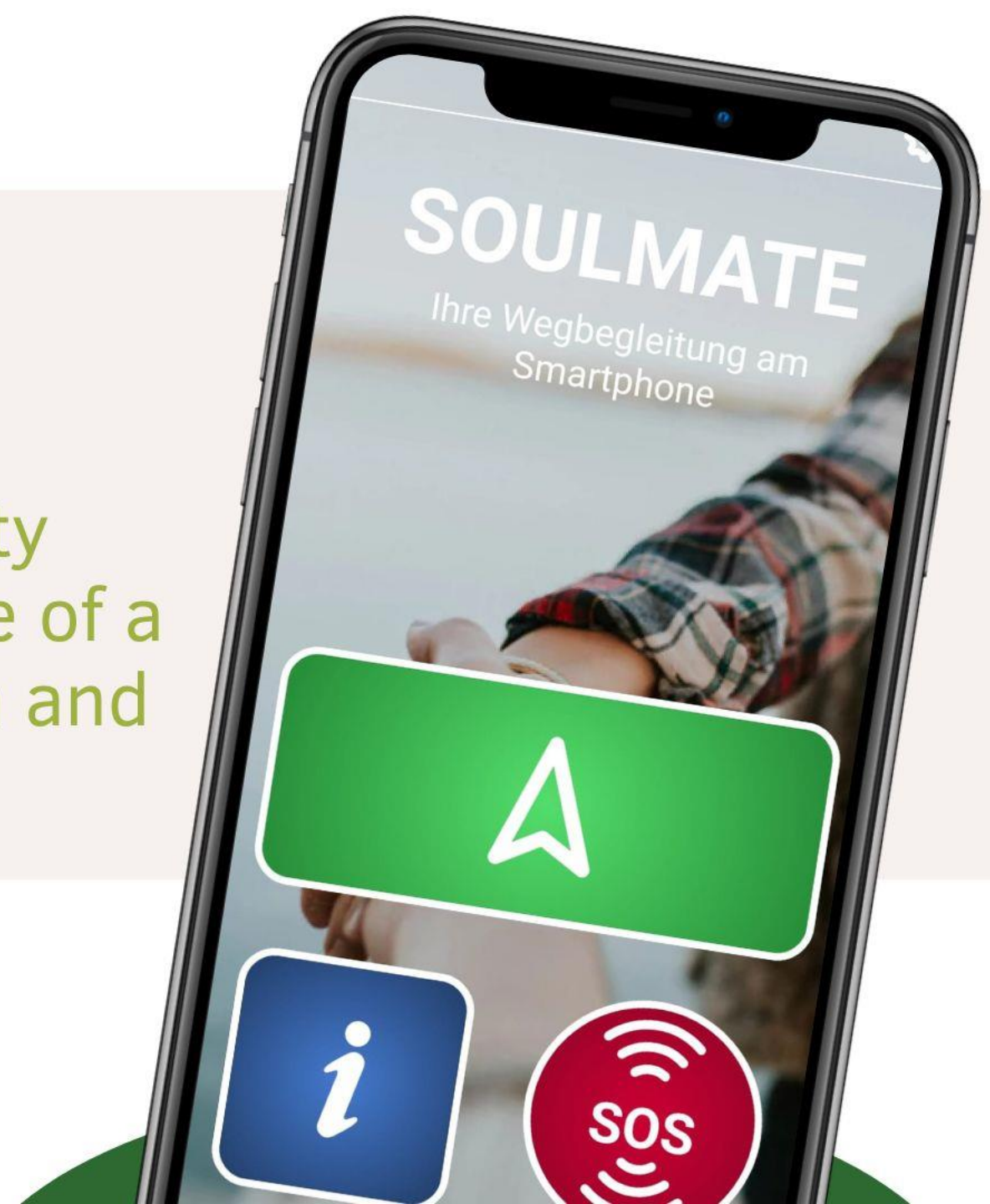
THE SOULMATE APP

facilitating elderly mobility by increasing the feeling of security while travelling through the use of a mobility app, secure navigation and a helpline

Karin Kuchler BA BA MA | FH JOANNEUM

EU 2022
23-24 JUNE
SAFETY
VIENNA - AUSTRIA

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Energie-, Verkehrs-
und Umweltmanagement



Senior mobility today

Mobility is a basic need for seniors



1 in 6

people in the
world will be
aged 65 or older
by 2050



**Requirements of
senior citizens**

independent living
independent mobility



Mobility

influences quality
of life



Challenges

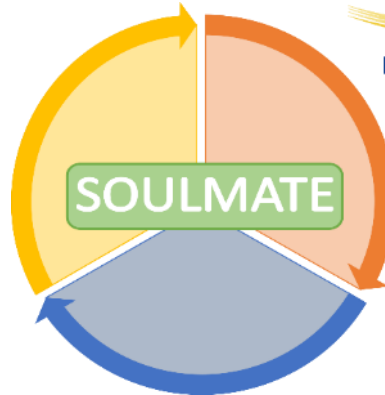
fast changing
environment
technological
changes



SOULMATE: international cooperation

Project consortium Austria

FH JOANNEUM
University of Applied Sciences



Project consortium The Netherlands

TU/e Technische Universiteit
Eindhoven University of Technology



Project consortium Belgium



SOULMATE: project objectives

Co-creation of a mobility app



SOULMATE: User-focused methodology



Co-creation approach

End-user participation in all three countries



Benchmark survey

Choice experiment

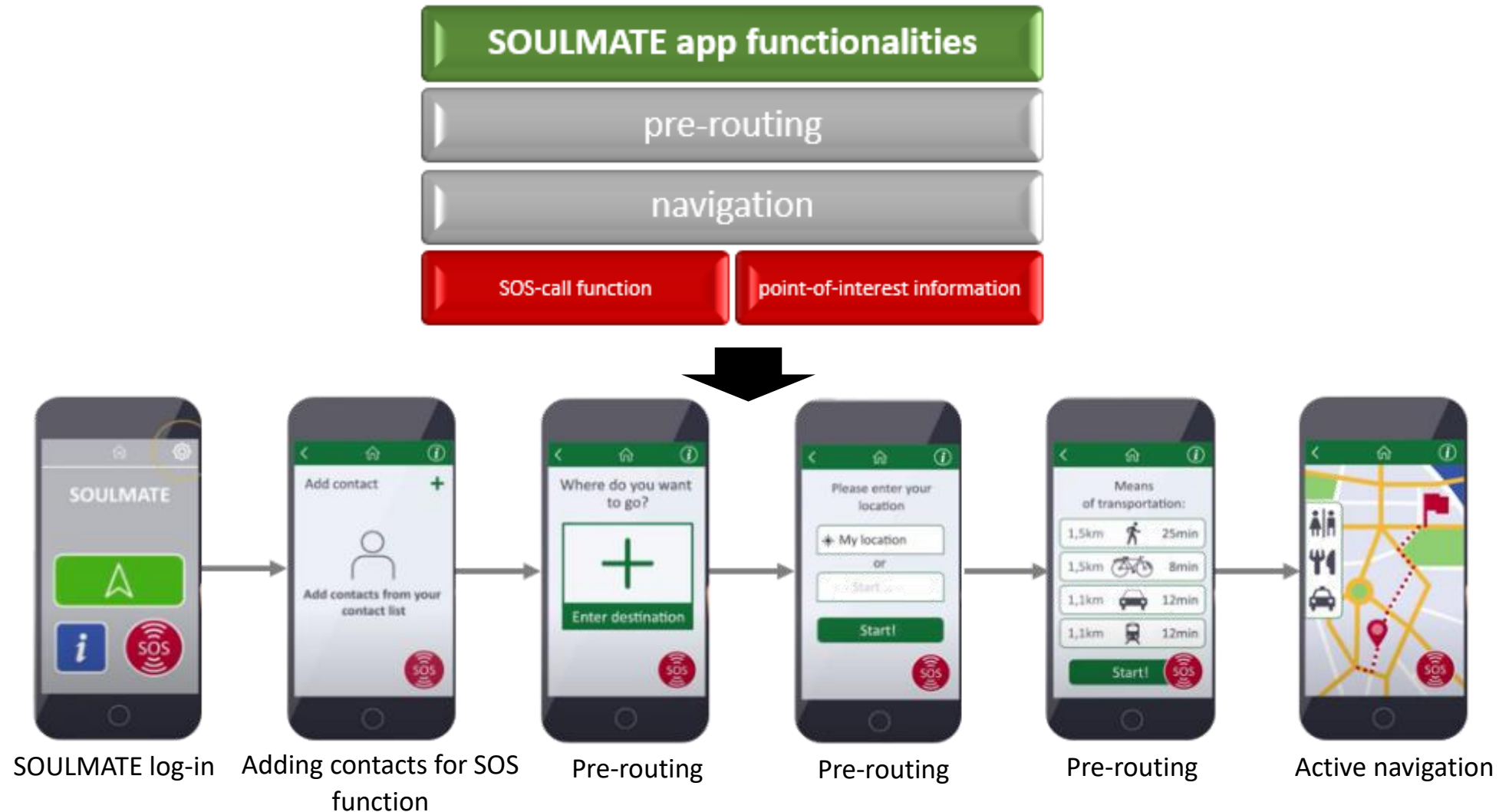


Qualitative feedback

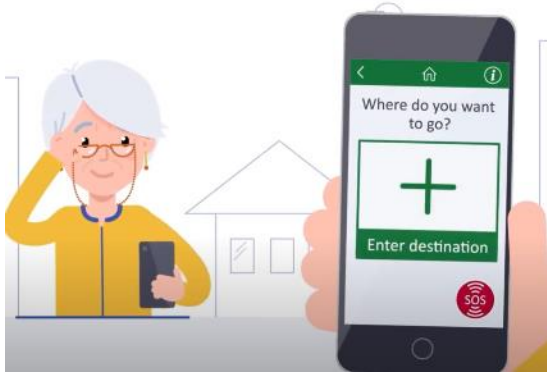
Field trials



Intuitive app design for elderly users

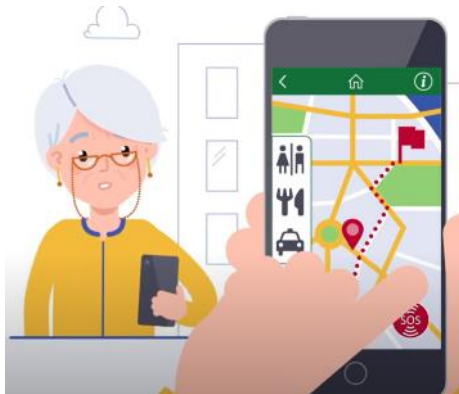


The SOULMATE functionalities



Pre-routing for different transport modes
(walking, biking, driving, public transport)


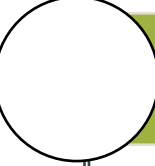
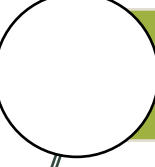
Real-time navigation including points of
interest on the route



SOS-call function with video call, localization and
immobility alert



Feedback for the app

-  Elderly people consider the app useful for calling help and sharing a location
-  Most popular feature: „points of interest“
-  Issues: initial assistance with app installation and training
-  High level of personal support needed

Conclusion and next steps

- Different European countries promote active senior mobility
- Interest ranges from health tech companies, care institutions, disability organisations to the elderly
- Further co-creation and research is necessary
- Spin-off phase in progress



VCÖ Mobilitätspreis “Design for all” 2021

Contact for inquiries



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