

When the Journey Becomes the Destination

Proposing a mindset-based vision to rethink and create multi-modal mobility solutions.

In a future, where mobility is a multi-purpose-driven activity, the modes of transportation act as enablers for conducting one's most important personal activities. The in-trip experience is the element adding real value to the ride.

FREE NOW is a mobile-based application that allows users to order a taxi. The company is undergoing a significant change: becoming multimodal. The challenge for this project, is to help the company provide more meaningful services.

In this future context, FREE NOW should adopt a more human vision

“I propose FREE NOW should enable people to act according to their state of mind by facilitating them to recognise the mindset they are currently in, and therefore, match them with the right mobility service to provide a fulfilling service experience.”

These are the design directions to help designers spot opportunities

These are the mindsets identified and proposed.



Devoting time for self-development

This mood describes the need for taking care of oneself. It focuses on achieving long-term well-being by contributing to one's health, to one's skills and to the environment.



Seeking for high efficiency

This mindset focuses on achieving useful work while moving, and it seeks for having a multifunctional space that enables those activities.



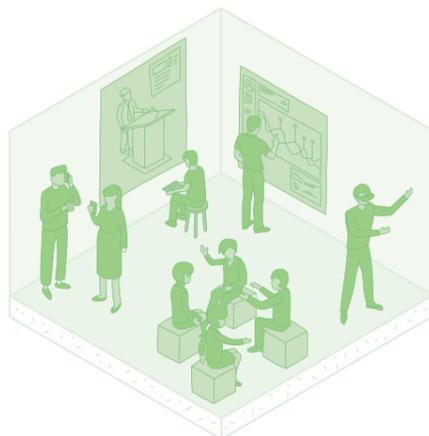
Nourishing oneself through others

This state of mind relates to the activities that aim to engage with others, and it includes interactions with acquaintances or strangers, both physically or virtually.



Searching for some time alone

The necessity of connecting with oneself drives this mindset. It seeks for private space with a pleasant ambience to focus on one's awareness and reflections.



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Strategic Product Design

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