



## BIP PROGRAMME

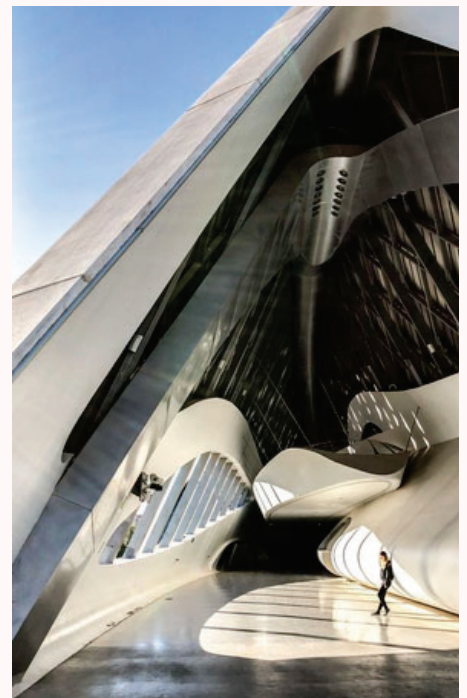
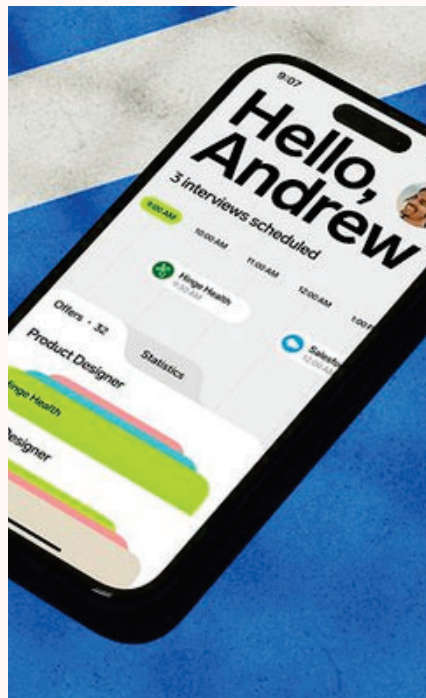
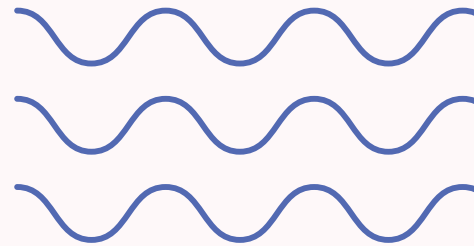
# Z-MOVE

## DESIGNING FOR THE FUTURE OF MOBILITY IN ZARAGOZA

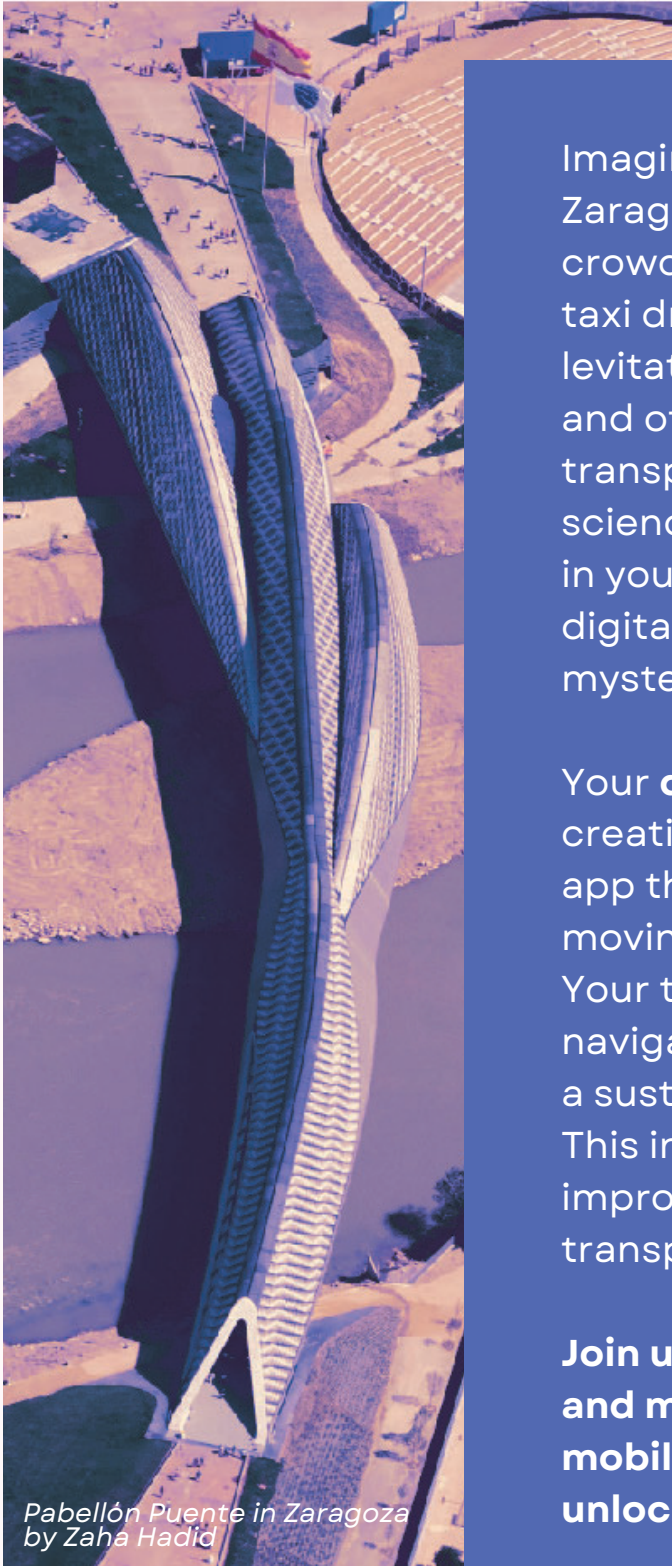


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Rethink how people will **travel** in the future and prototype the **design interface** of the app that citizens will use!



# THE PROJECT



*Pabellón Puente in Zaragoza  
by Zaha Hadid*

Imagine you wake up in the **year 2155** in Zaragoza, Spain. The streets are alive and crowded with autonomous vehicles, flying taxi drones, high-speed magnetic levitation trains, personal electric pods and other futuristic modes of transportation that you've only seen in science fiction movies. But as you search in your smartphone, you find that all your digital mobility apps have been mysteriously deleted!

Your **design team** faces the challenge of creating a new and innovative prototype app that engages and assists citizens in moving comfortably throughout the city. Your task is to **rethink** how people navigate, commute, and explore the city in a sustainable, efficient, and seamless way. This involves thinking of new ways to improve the user experience of transportation in this futuristic Zaragoza.

**Join us in shaping the future of mobility and make a lasting impact on urban mobility – creativity and vision are key to unlocking a smarter and greener world!**

# PROPOSED SCHEDULE

## DAY 1 Kick-off and welcome

Morning	Afternoon
<ul style="list-style-type: none"><li>• Introduction and inspiration<ul style="list-style-type: none"><li>◦ Brief overview of the week's objectives</li><li>◦ Introduction to team members and teachers</li><li>◦ Ice-breaking activities</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Field excursion: Mobility City Pabellón Puente (Zaha Hadid Bridge)<ul style="list-style-type: none"><li>◦ Tour of the mobility technology museum and VR experience spaces</li><li>◦ Introduction to current sustainable transportation solutions in the city</li></ul></li></ul>

## DAY 2 Ideation and exploration

Morning	Afternoon
<ul style="list-style-type: none"><li>• Brainstorming session:<ul style="list-style-type: none"><li>◦ Collaborative ideation workshop</li><li>◦ Identify and research key challenges and opportunities in future mobility</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Field excursion: Discovering the city of Zaragoza<ul style="list-style-type: none"><li>◦ Tour of various emblematic places of the city: Basilica El Pilar, la Seo, Ebro river,..</li></ul></li></ul>

## DAY 3 Cultural trip

Morning	Afternoon
<ul style="list-style-type: none"><li>• Field Cultural Trip: We will go on a cultural excursion that will last the whole day.</li></ul>	

## DAY 4 Concept development & Prototype creation

Morning	Afternoon
<ul style="list-style-type: none"><li>• Conceptualization of ideas<ul style="list-style-type: none"><li>◦ Develop initial ideas into feasible concepts</li><li>◦ Group discussions and teachers feedback</li></ul></li><li>• Design the prototype of the app<ul style="list-style-type: none"><li>◦ Start building the app prototype</li><li>◦ Integrate feedback from teachers</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Geo-catching experience in Zaragoza<ul style="list-style-type: none"><li>◦ Participation in an activity to discover the city in a different way.</li></ul></li></ul>

## DAY 5 Final presentation, awards and goodbye

Morning	Afternoon
<ul style="list-style-type: none"><li>• Final touches<ul style="list-style-type: none"><li>◦ Complete the app prototype and the final presentation</li><li>◦ Prepare summary video and presentation materials</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Presentation Day<ul style="list-style-type: none"><li>◦ Present app prototype and summary video</li><li>◦ Awards to selected groups</li><li>◦ Reflection on the week's work and achievements</li><li>◦ Finish of the project</li></ul></li></ul>