



## UNIVERSAL BASIC MOBILITY CHALLENGE

### Background

Universal Basic Mobility (UBM) is the idea that basic mobility is a human right. More specifically, everyone, regardless of socioeconomic status, age, disability, or location, deserves a decent range of mobility options.

### Challenge

***Use technology to solve a mobility problem in the spirit of Universal Basic Mobility.***

### Context

By “technology,” we assume a web/mobile application but are open to a broader conception, so there are no technological constraints on what to build or how to build it.

By “mobility problem,” we mean someone needing to get somewhere.

Every one of us constantly faces mobility problems. We all needed to solve a mobility problem to get to this Hackathon. We were at one place earlier and had to get here now. What thought process went into deciding how you got from where you were to here? Could your trip have been better? What does better mean in this context? Better for the environment, cheaper, easier, more accessible, or less mentally stressful; there are countless ways to interpret better.

And this is the simplest way to approach this challenge. First, brainstorm and look at mobility problems; they could be ones you have in your real life, like getting to class, getting to work, going shopping for groceries, going home to visit family, or going to hang out with friends.

Or they could be some envisioned empathetic situation where you imagine what a mobility problem is like for some other person—like an elderly person who needs to get to the doctor but can’t drive, someone who needs to get to work but doesn’t have a car, someone who needs to ride a bus but has crippling social anxiety, or someone who has a vision impairment and needs to cross numerous tricky traffic situations to get to class.

Then think about how to make that trip better. Could some functionality or application be hacked to improve this problem you have identified?

### Prizes

**1st Prize \$1000 (\$250 x 4) Amazon Gift Cards**

**2nd Prize \$600 (\$150 x 4) Amazon Gift Cards**

### Deliverables

A description of your team’s learnings and accomplishments as well as an explanation of the mobility problem you are tackling and your proposed solution should be provided.

### Judging

Solutions will be judged on problem solving, creativity, clarity, completeness, and impact.

### Additional Resources

**Hype Video** <https://youtu.be/H-SdD1c9I3Y>

**Blog Post** <https://medium.com/99p-labs/universal-basic-mobility-17d5579b30ff>

### Troubleshooting / Questions

*If you have any questions or concerns please do not hesitate to reach out:*

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