



CONNECT

and share

Problem Statement

■ Digital Isolation

→ Metro passengers are physically packed but socially disconnected within private screen bubbles

■ Passive Users

→ Transit has shifted from a shared community space to a passive "digital void"





Paula Macías Olmedo
Industrial Organization
Engineering



**Rui Filipe Coutinho
Mendes**
Systems Engineering



Giulia Vaneeckhout
Product Development



Leon Gunsilius
Interactive Media



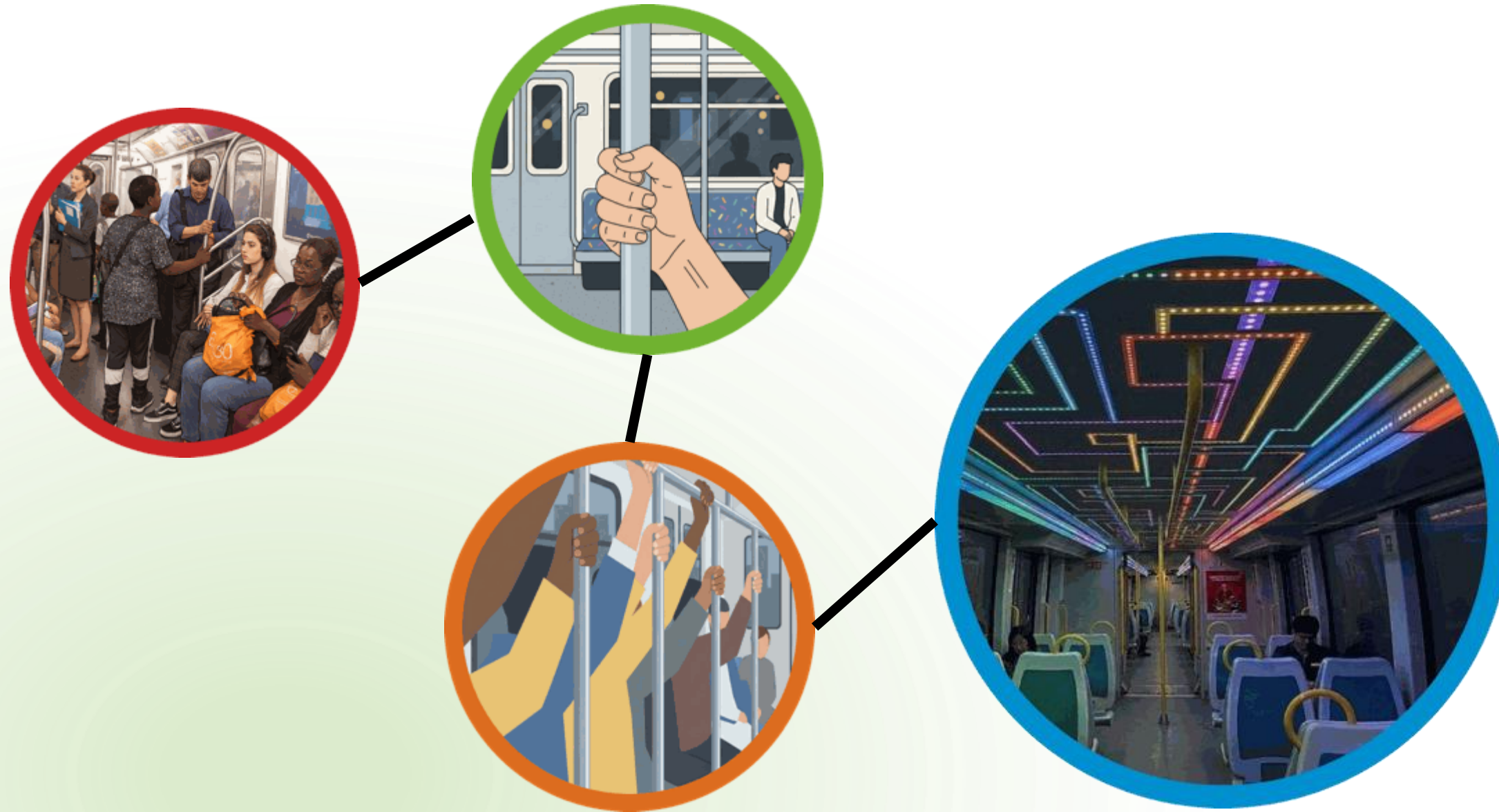
Anna Bentzen
Information Technology



Julian Bednarek
Computer Science

Our Team





Solution

CONNECT

The metro is the city's veins
CONNECT and share is here to
bring it to life

■ Visual connection

- Interactive Poles
- Merging Colors
- Presence of each individual changes the collective whole
- Shared artwork

Personal connection

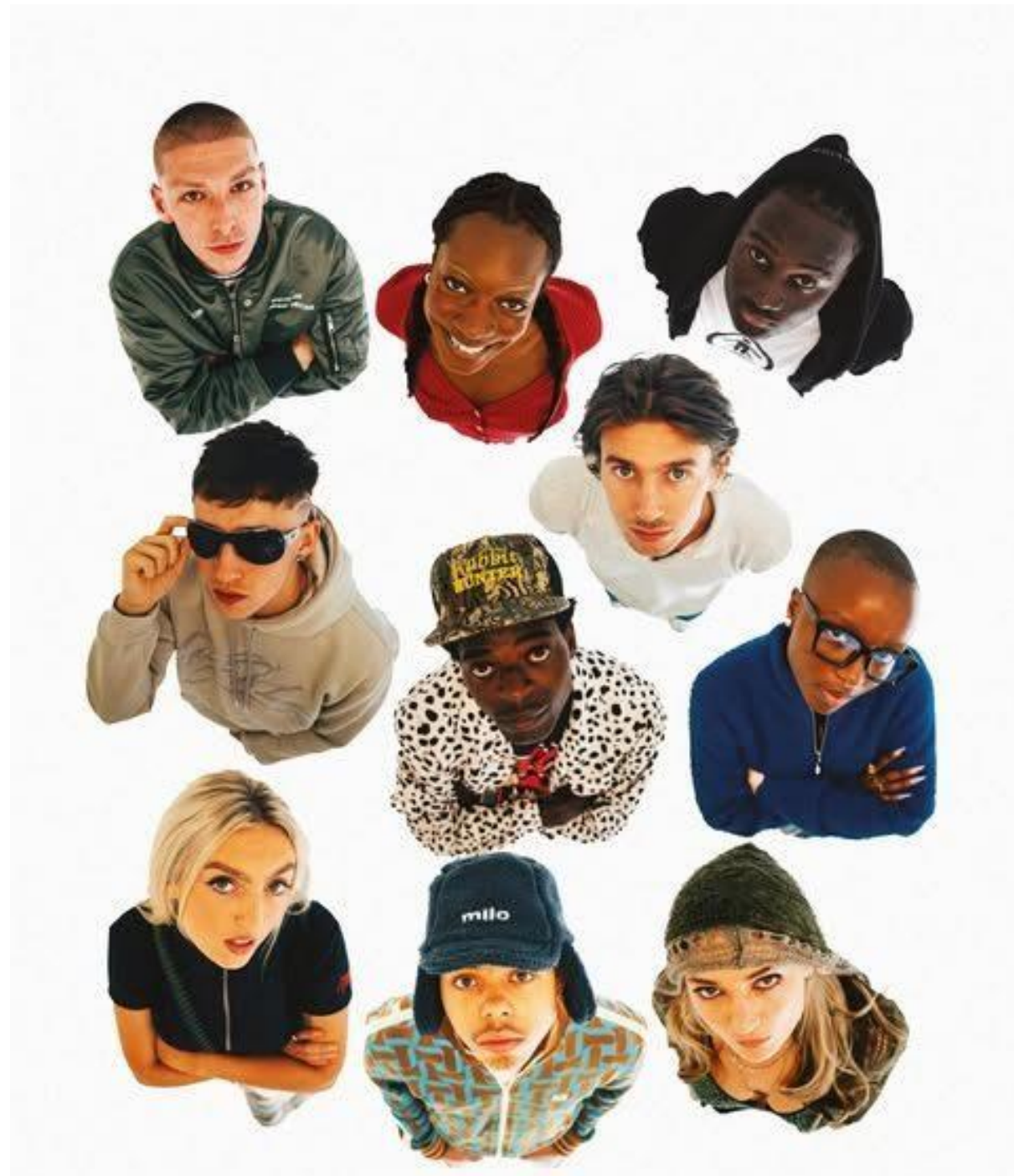
Send Message

- “Tell someone about something you learned that positively changed your life”

Read Message

- “Someone shared something they learned that positively changed their life”





Target group

- **Young Urban Commuters (18-45)**
 - **Profile:** Students & young professionals.
 - **The problem:** "Alone together" paradox
 - **Why CONNECT Fits:** Tech-loving users who want mental well-being and real connections.
 - **Our goal:** Stop passive scrolling with a fun, real-world moment



Hardware development

■ Velostat:

- Detects pressure and its magnitude
- Copper plates are easy to recycle

■ CAN bus:

- Works well in noisy environment (must have inside the metro)
- Extremely reliable and scalable

■ PA Nanovia rail:

- Approved to use inside the metro
- Fire resistant

Problem Statement

Team

Connection

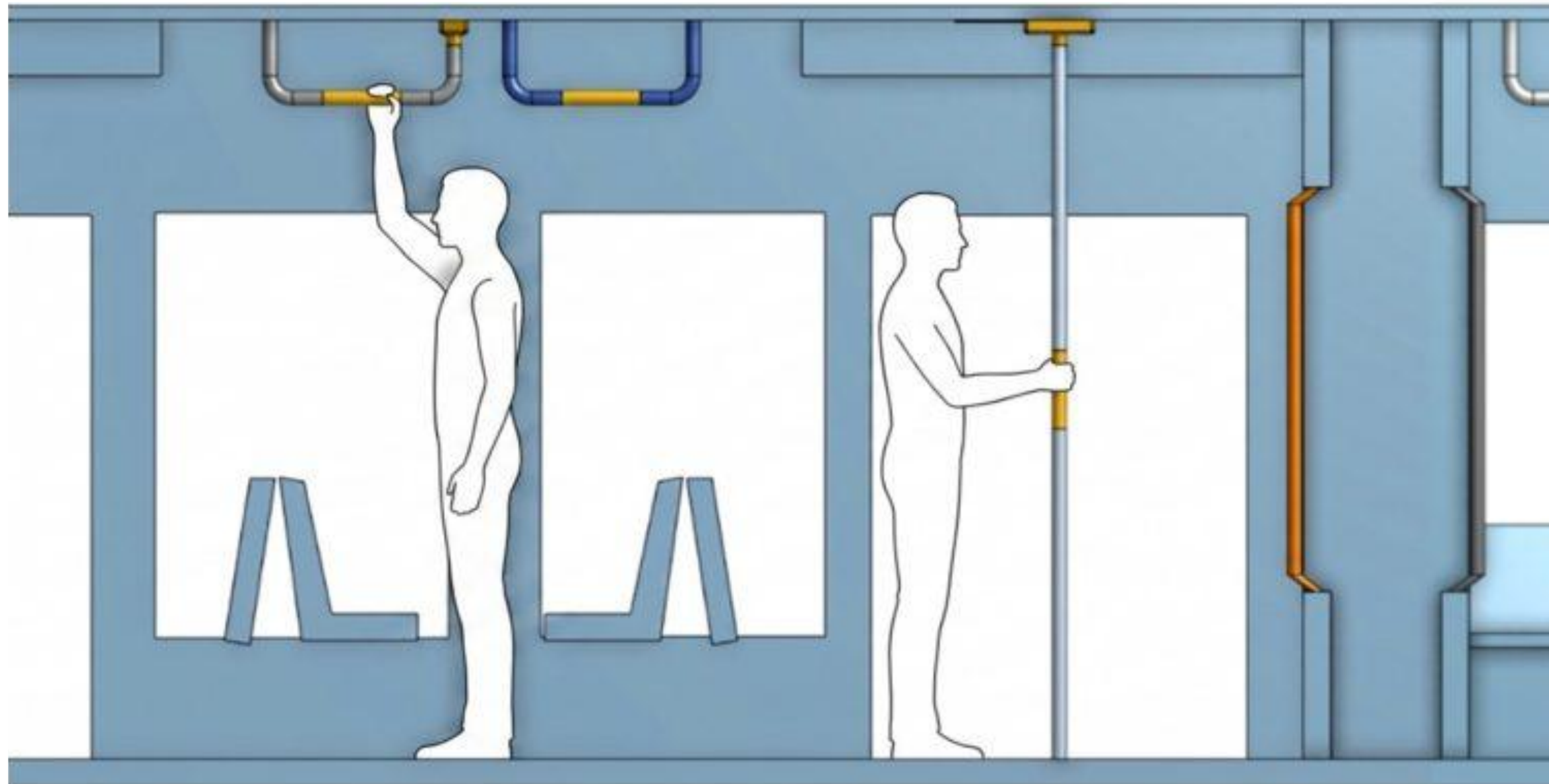
Target Group

Hardware

Software

Marketing

Communication



Problem Statement

Team

Connection

Target Group

Hardware

Software

Marketing

Communication

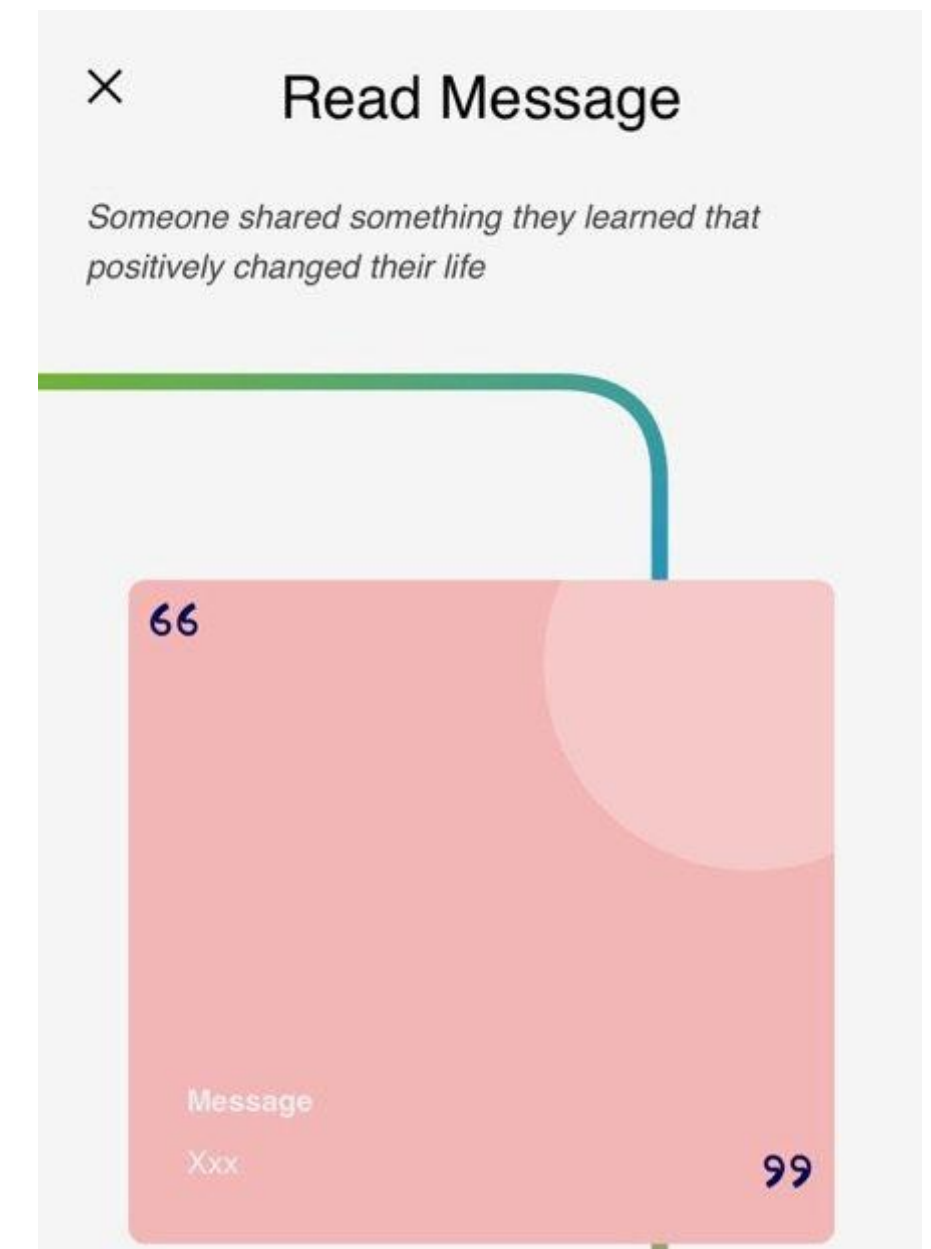
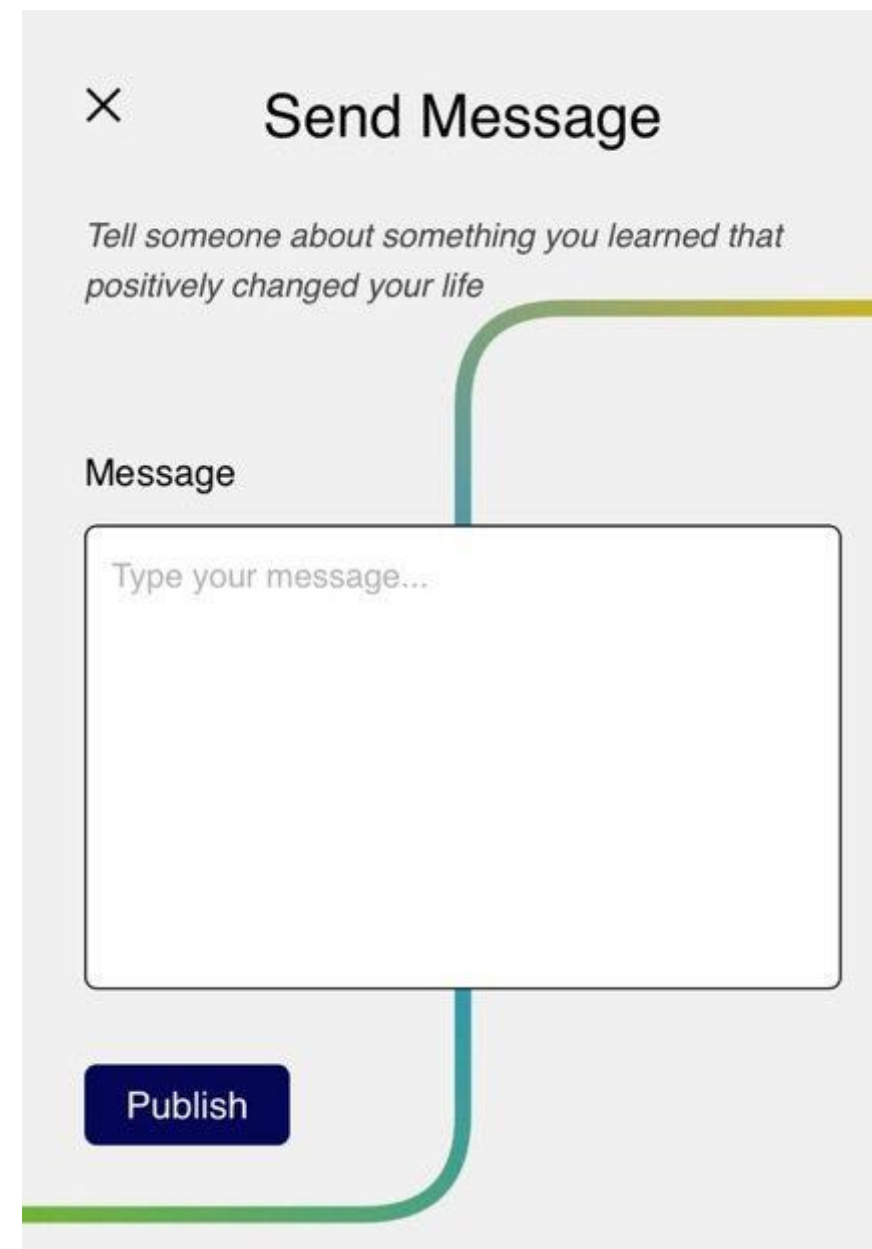


Software development



Stack

Next.js, Supabase, deployed on Vercel.



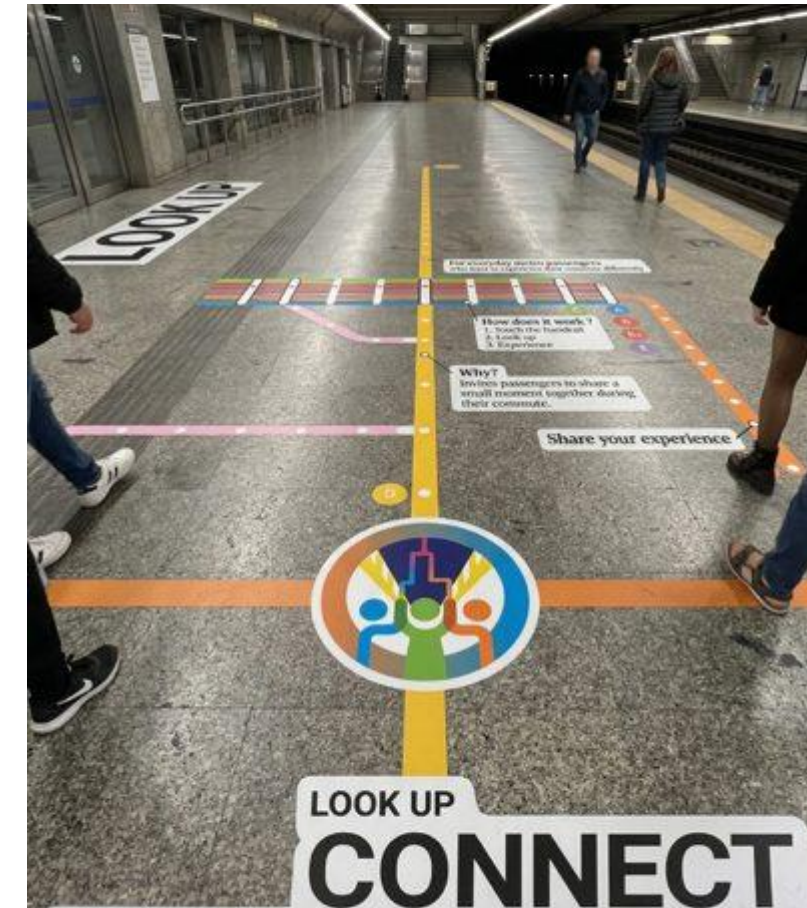
Marketing

■ Social Marketing

- Focus on social behavioural change
- Emotional value

Main competitor:

- The smartphone.
- Strategy: Utilise it by intentional delay



■ Action plan

- Guerrilla marketing in stations
- Digital storytelling via social media.

CONNECT SHARE

MODULAR. SUSTAINABLE. MADE TO CONNECT.

BUILD CONNECTIONS
Packaging that lives on creating shared spaces and stronger human connection.

LOCAL & SUSTAINABLE MATERIALS
Made from Portuguese cork and reclaimed wood leftovers.

FLEXIBLE USE
Transform into seating, storage or tables for any space.

CIRCULAR DESIGN
From packaging to everyday use, designed to reduce waste and extend connection.

Natural cork top

Wooden panels

DESIGNED FOR PEOPLE & CONNECTION

Placed directly inside metro stations, CONNECT and share creates small shared spaces where people can sit, meet and continue talking after the CONNECT experience.

- PUBLIC SPACE READY
- REUSABLE
- COMFORTABLE & MODULAR
- COMMUNITY DRIVEN

BUILD. RECONFIGURE. SHARE.

Endless combinations, one simple system.

NATURAL CORK
Lightweight, renewable and long lasting.

WOOD
Warm, strong and timeless appearance.

STOOL / SEAT
Compact and sturdy for everyday use.

BENCH
Combine modules for longer seating.

CROSS SUPPORT STRUCTURE
The internal wooden cross frame adds strength and stability, supporting everyday seating and shared use.

From box to experience.

Communication

- Metro elements
- Color palette
- Logo, name, and slogan
- **Subway map**



Communication



Public commuting is often a monotonous and socially isolated experience. Despite being physically close, passengers rarely interact with their environment or each other.

The goal of **Connect and Share** is to transform the everyday commute into an interactive, shared, and human-centered **experience**.

- A
- B **Phase 1: Real-Time Ambient Art**
- C Touching the metro handrail triggers a unique colored light. Colors travel to the ceiling and dynamically blend with other passengers' inputs.
- D **Phase 2: Delayed Digital Connection**
- E QR codes at exits allow users to record or read anonymous community stories. An intentional delay keeps commuters present in the physical space during the ride.
- F



Robust Smart Tech
Velostat sensors and the CAN Bus protocol ensure instant touch detection and data reliability against heavy metro electrical noise.

Eco-Efficient & Safe
The system uses 70 % less energy than standard digital screens via deep-sleep modes. Enclosures are built with fire-resistant material for safety.

Privacy by Design
Zero personal data are collected during physical use. The digital platform uses AI moderation to keep shared community stories safe and anonymous.

Problem solved

Successfully addressing digital isolation

Hardware

Achieves instant touch detection to activate interactive LED lights on the ceiling

Software

Processes and displays anonymous community messages while protecting user privacy

Result

Transforms a cold, routine commute into a human, shared experience



Conclusion





CONNECT
SHARE



THANK
YOU