



# waytoB

Independent travel for people  
with special education needs

Our **vision** is to make  
the world **accessible**  
to everyone,  
regardless of their  
level of **ability**.





# IT STARTED AS A STUDENT PROJECT



- It started as a college project about User Centric Design
- An unmet need was identified: not being able to travel independently.
- Team secured a research grant from Trinity College (€100k)
- Awarded a Commercialisation Grant from Enterprise Ireland to bring it to market (€310k)

# 3 KEY STAKEHOLDERS ARE AFFECTED

NAVIGATOR  
(person with SEN)



1.3M

SEN pupils in the UK

79%

cannot travel independently

PARTNER  
(eg. mum)



Feel anxious,  
worry about their safety

LOCAL AUTHORITY  
(eg. city council)



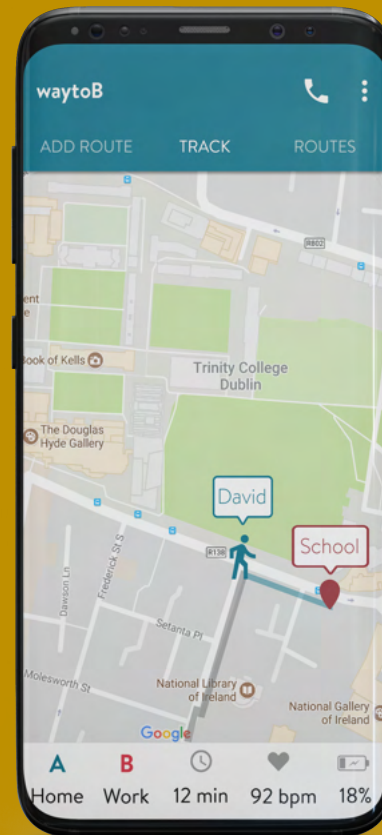
Spend over  
**£744 million**  
annually on  
home to school transport

# WAYTOB MEETS ALL OF THEIR NEEDS.

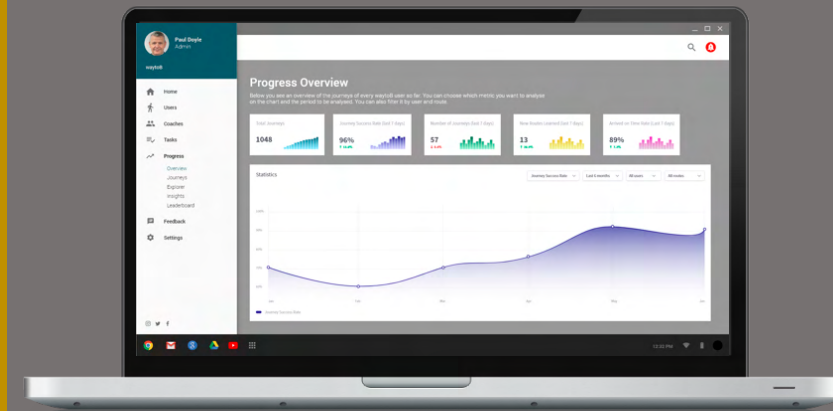
## NAVIGATOR (person with SEN)



## PARTNER (eg. mum)



## LOCAL AUTHORITY (eg. city council)



Potential savings of  
**£690k/year\***

\* assuming 150 users

# CURRENT TECH SOLUTIONS



**READ MAPS:** The user needs to be able to read maps and orient themselves.



**SEARCH FOR ADDRESS :** Remembering specific, long addresses is challenging.



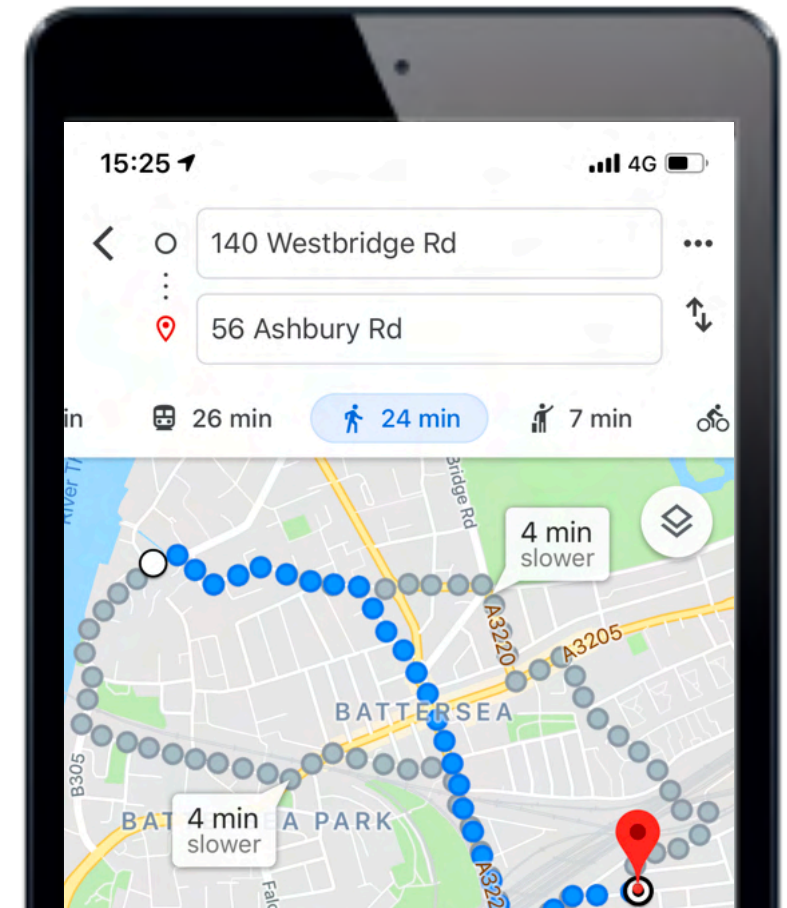
**UNINTUITIVE INSTRUCTIONS:** Following instructions such as 'walk 10 meters and merge left of Thomas street'.



**NO PEACE OF MIND:** There is no reassurance to the user or to loved ones that they are safe and on track.



**VULNERABILITY:** The use of smartphones increases the user's vulnerability to theft and to getting into accidents.





# HOW WE DO IT



**NO MAP READING:** the navigator sees no maps in the whole process. They choose pre-added routes on their phone.



**FAMILIAR NAMES AND PICTURES:** Each route has a name with optional pictures, so they navigator doesn't have to remember addresses.



**INTUITIVE INSTRUCTIONS:** Icon-based instructions on a smartwatch, which are based on where the user is facing.



**PEACE OF MIND:** Partner can check navigator's live location, heart rate and battery usage, and get notifications for key journey events.



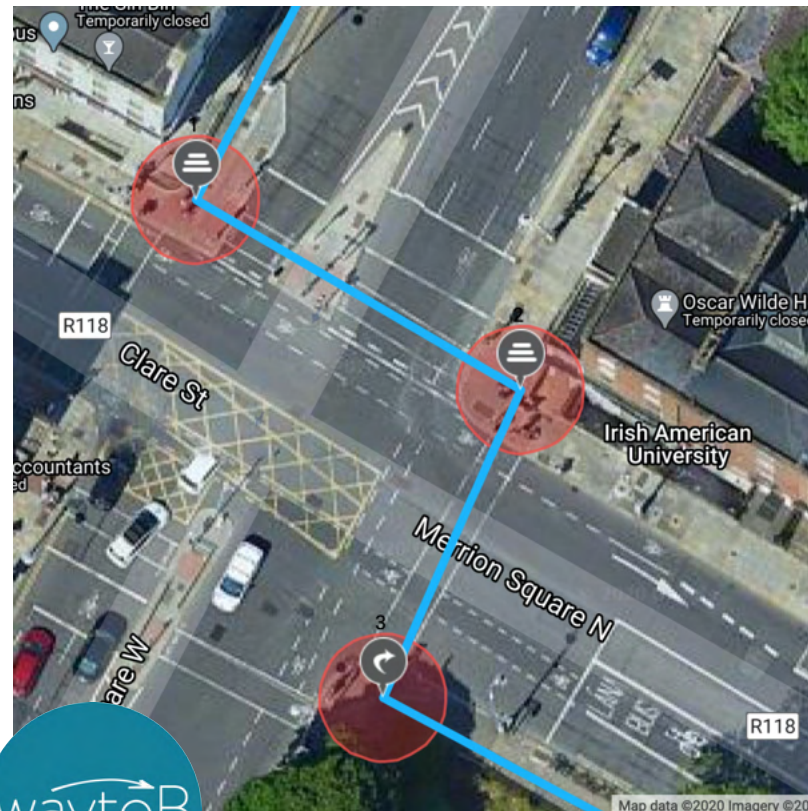
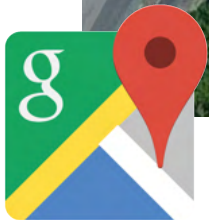
**LESS VULNERABLE:** Smartwatch allows the user to pay attention to their surroundings, only checking the next instruction when the watch vibrates.



# THE TECHNOLOGY



## A TRULY PEDESTRIAN-FIRST APPROACH



- High Accuracy Positioning
- Automated and safe pedestrian centered routing
- Peace of mind for carers
- Off route detection
- Sophisticated notification system



# FOR COUNCILS



**INTUITIVE:** The easiest way to learn to go from A to B. No maps. No landmarks. No paper.

**CO-DESIGNED:** designed specifically for and with individuals with learning difficulties.

**FLEXIBLE:** new routes can be added or edited remotely in just a couple of minutes.

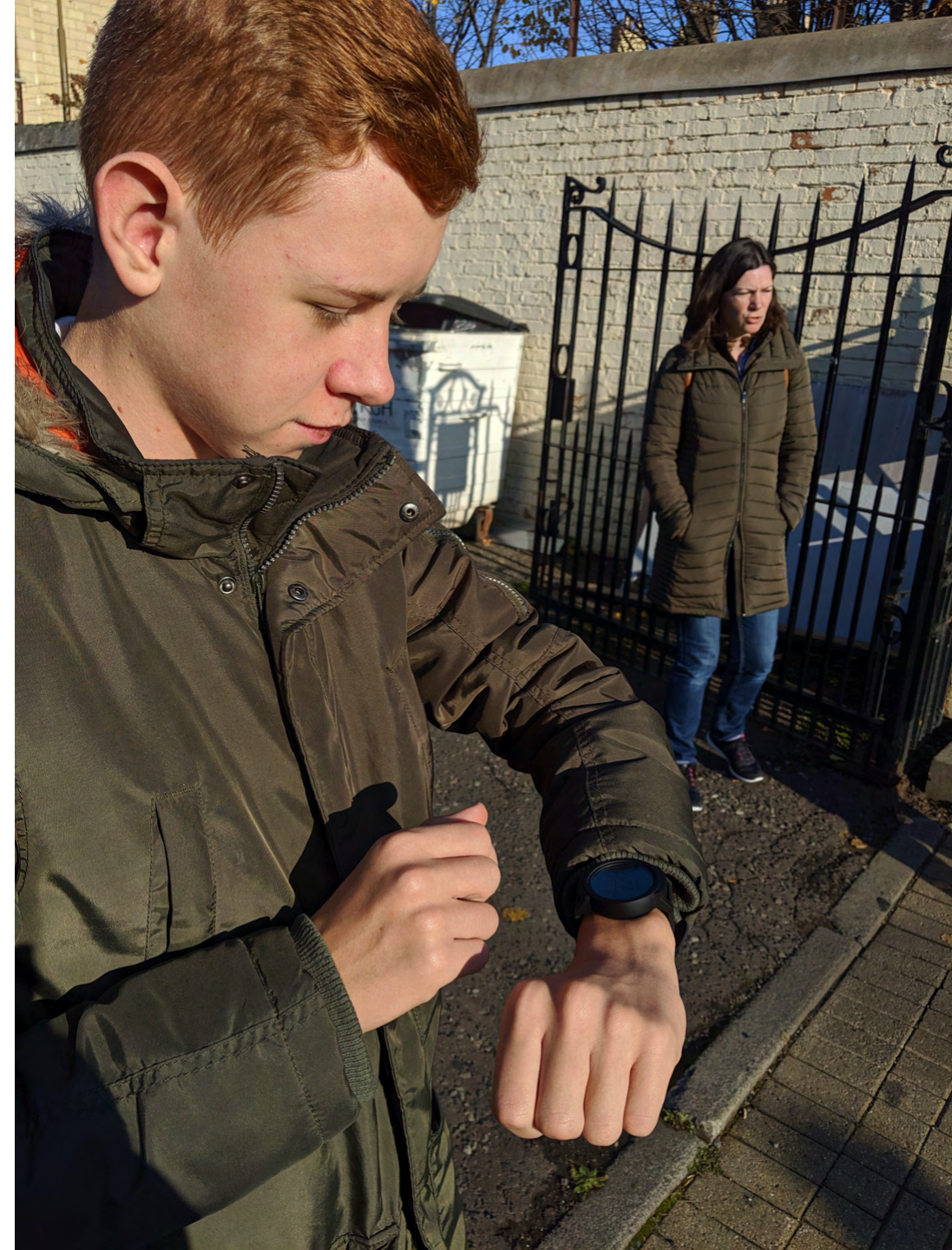
**PEACE OF MIND:** family members can see user's live location and receive alerts if they deviate from route.

**MANAGEMENT:** councils can follow the user's progress and manage training process.

# EDINBURGH CITY COUNCIL

## PHASE 1 RESULTS

- **REDUCED TRANSPORT COSTS:** individual home-to-school transport costs reduced from over £5k/year to £360
- **TRAVEL TRAINING ADDED VALUE:** Expected 40h of training down to 10-20h.
- **REMOVED OBSTACLES:** Parents that were opposed to travel training felt confident that their children were safe by using the location monitoring feature and receiving alerts if they deviate from route.
- **INCREASED QUALITY OF LIFE:** boost in confidence, independence, mental health. Lifetime savings.



# USERS' WINS



OWEN

*14 years old*

Owen started using waytoB to become more independent and be able to go to school by himself. He has achieved this goal in less than 10 hours of training, saving his local authority £5,827 on taxi costs. Being able to travel independently opened several doors for him, including going to college when he graduates.



# USERS' WINS



## MURRIN

*17 years old*

Murrin is at her senior year in a special school for people with moderate learning disabilities. She got an internship at a company, but she didn't feel comfortable travelling to her work by herself. After using waytoB for 6 weeks, her confidence and knowledge of the area increased dramatically.

## SHANON

*15 years old*

Shanon has a moderate learning disability, anxiety and ADHD. She was keen to learn how to go to school by herself, and also how to get to the shopping centre on her way from school to her house. Her focus has highly improved after the first two sessions, and she quickly learned new routes and accomplished her goals.

## PATRICK

*51 years old*

Patrick has Down Syndrome and lives with his parents in the suburbs. He has been pushing himself to become more independent so he can stay in his own house after his parents are no longer around. By using waytoB, he has already learned several routes and is now capable of going into town by himself.

## AINSLEY

*17 years old*

Ainsley has a moderate learning disability and also suffers from anxiety. He is finishing school and wishes to go to college next year. He used waytoB to learn how to get from home to college by himself, as his parents would not be available to drive him. His levels of confidence quickly grew throughout the training.

# TESTIMONIALS



"We're seeing a surprising progression from the students, we're way ahead of schedule. Already we can see their confidence building up and their knowledge of the local area increasing."

Oliver Lawson, Travel Trainer at Local Area  
Coordination Team

# TESTIMONIALS



"In only two training sessions, the students are already able to go on short routes independently, being shadowed from afar. It would have taken us about five weeks of one-on-one training to get to this stage."

Ronnie Grocock, Senior Social Worker at Edinburgh City Council

"Having the route on my watch gives me more confidence to walk on my own without any help."

Megan, waytoB user

"Using waytoB has brought a new dimension to travel training. The pupils are hugely motivated by using the new technology. Also, we can safely watch where they're going through the dashboard, plan their routes and open up independence for them."

Keith McKay, Principal Teacher, Pilrig Park School

"It told me which traffic light to cross on, which is usually confusing for me. I would recommend it to friends who find it hard to get around Dublin."

David, waytoB user



# THANK YOU



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