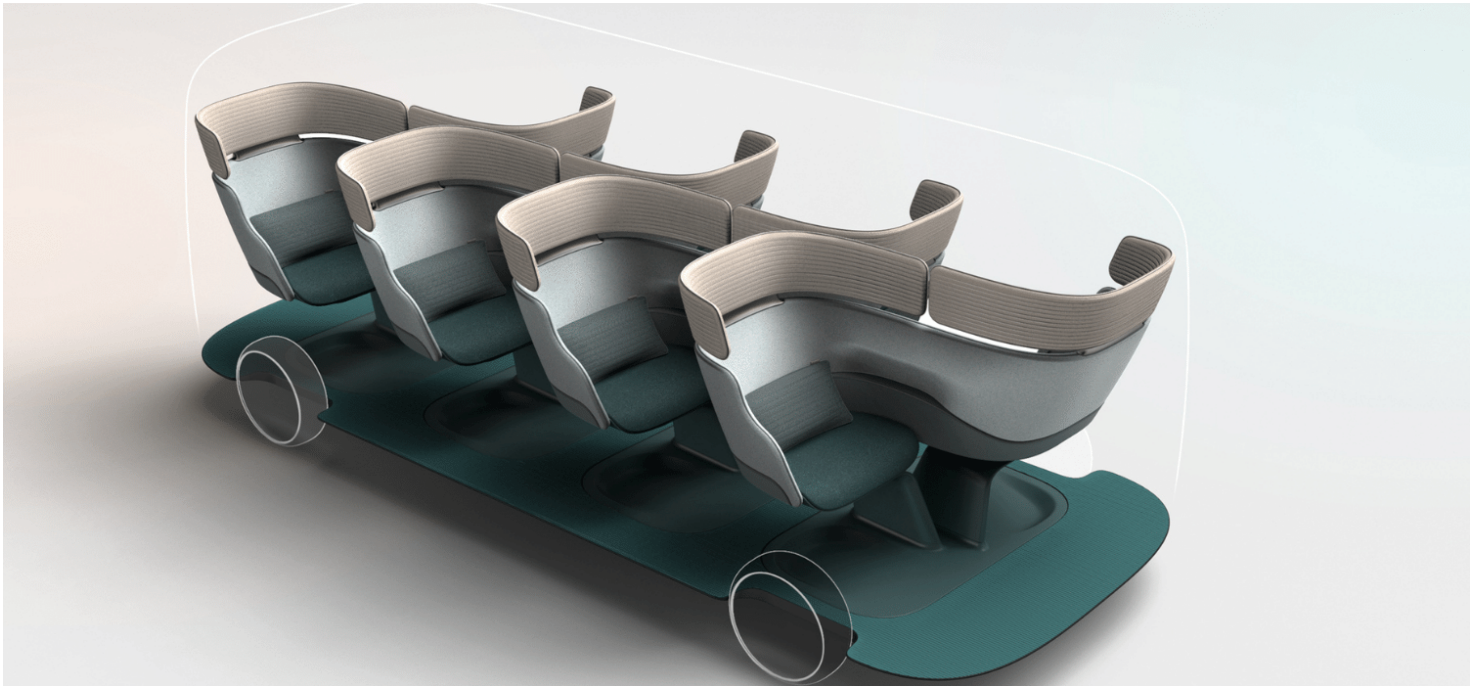

The Joyn vehicle consists of two rows of eight modular seats that are set in S-shaped pairs | Photo source Layer Design

A RIDESHARING CONCEPT THAT ALLEVIATES 'ECO-GUILT'

MOBILITY & TRANSPORT

Joyn could become an eco-friendlier alternative to existing ride-sharing services, with greener vehicles and a rewards program based on sustainable behaviour

Spotted: Driven by the scepticism surrounding the safety and sustainability of ride-sharing services, London-based strategic design agency Layer has developed a concept that addresses these issues. The company has designed an autonomous ride-sharing service that offers privacy and security, as well as an eco-friendlier alternative to existing ride-shares. Named Joyn, the vehicle consists of two rows of eight modular seats that are set in S-shaped pairs, facing opposite directions to maximise each individual's privacy.

The eight-seater design aims to provide optimum comfort for short to mid-length journeys that take around 30 minutes to an hour. Passengers can use the Joyn app to locate cars within the area, and after inputting the number of riders and destination, the AI-powered system will determine the best route for the rider, while causing as little disruption to other passengers as possible. The passenger is then able to select their desired car and seat from a map displaying the estimated journey times of nearby vehicles. Riders will be rewarded for choosing Joyn, earning points for each journey and extra points for journeys that are more eco-friendly, which can then be exchanged for goods and services.

Joyn's modular seats have been designed to maximise privacy, with dynamic wings that can be either kept closed or opened to create a "buddy seat." The interior of the car offers residential comforts, with vegetable leather and plush textile upholstery and pillows, along with a flooring material that has a non-slip grip texture for added safety. The seatbacks feature stowable tables with smart-tech features like charging ports and tablet stands. The exterior of the vehicle has been

conceived as a smart glass “bubble” on which passenger-specific information is displayed to the interior via transparent organic light-emitting diodes (OLED).

Written By: Serafina Basciano

Explore more: Mobility & Transport Innovations | Sustainability Innovations

16th March 2021
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Takeaway:

The increase of ride-hailing apps over the last few years has produced many unforeseen problems, such as increased traffic congestion and safety worries. In Paris and London alone, Uber has been responsible for 515 kilotonnes of CO2, which is the equivalent of adding an extra 250,000 cars to the roads. Layer’s concept is a huge step in the right direction, addressing the growing need for environmental action, while also maintaining a comfortable ride-share system. Moreover, passengers will also not have to sacrifice on convenience and privacy, as Joyn’s design provides each rider with their own area in the vehicle.