



iWalk: Walk without barriers

Our Vision: Delivering everyday independence to people with vision impairment.

Section 1: Team Introduction

The 'iWalk' team is comprised of four students from the University of Newcastle University, with various skills, interests and backgrounds. Since Regionals, we have participated in a university pitch competition, Start It Up, and are working to improve diversity and inclusion in Newcastle. We conduct weekly meetings while managing various work and study commitments.

Team member	Background	Studying
Aneta Traczynska	Polish	Master of Business Administration / Master of Human Resources
Chiara Quiroz	Peruvian	Master of Business Administration / Master of Finance
Gemma Hawkins	Australian	Communication
Rushini Kuruppu	Australian Sri Lankan	Civil Engineering (Hons) / Environmental Engineering (Hons)

Section 2: Project Information

During the Enactus Impact Jam sessions, our team identified multiple ideas that could help our target audience but settled on the idea based on a team members experience supporting a family member with vision loss. We identified the problem that our target audience does not feel confident and safe enough to walk by themselves. This is the result of not enough of facilities being built around the Newcastle region, which results from a lack of incentives. The idea evolved over time to produce a smart watch to enable people with vision impairment to move around the Newcastle independently and with confidence. As there is no current product catered for the Newcastle region and there is estimated market of around 12,000 potential users in the area, this product would change the lives of many making the city more pedestrian-friendly for those with visual impairment and bringing in tourism of visually impaired people from other cities to visit Newcastle.

We gained informal support from a fellow student who gave us advice regarding the software options, for our project. We also reached out to the Accessibility and Equity Collective at the University of Newcastle to gain insight from vision impaired students and receive feedback on how to best support their needs. Unfortunately, we didn't hear back before this event but moving forward, we will conduct a market analysis to consider the needs of the community. We will reach out to Newcastle City Council, Transport NSW and Google once we have a prototype so we can establish a partnership, software user specific recommendations and potential funding. With our university contacts in the field and feedback from the target audience, we intend to produce a cheap and sustainable prototype.

Section 3: What's next

We hope to expand our team and carry out this project in 2023. We anticipate iWalk will follow the main objectives below:

Task:	2022 Objectives						2023
	July	Aug	Sep	Oct	Nov	Dec	
Audience							
Functionality of watch							
Draft watch							
Local gov & Google software compatibility							
Pilot program							
Final Reporting							