

HiQ AND PASSALEN ENABLE EVERYONE TO ENJOY MEANINGFUL LEISURE ACTIVITIES

HiQ has a long track record of demonstrating its strong commitment to make everyday life simpler and better for everyone. Now, together with Passalen, we are launching Göra.nu – a new digital solution that makes it easier for children and young people with functional diversity to choose leisure activities

Passalen wants to give all children and young people the opportunity to take part in meaningful leisure activities. The Göra.nu app that HiQ has helped Passalen to develop presents activities for people with functional diversity in a new, simple and fun way. The app not only enables users to find out what activities are available, but it also inspires them to test new activities or to contact those who organise them.

“What we’ve done is to create a sort of Tinder for activities for this important target group. This straightforward digital solution makes life simpler for people with functional diversity, for clubs and associations and for Passalen”, says Jerker Lindstén, Managing Director of HiQ Gothenburg.

“There’s been a need for activities in which everyone can take part on equal terms. And up to now there’s not been a platform for marketing the activities that are actually available. The purpose of this project has been to create a simple way for potential participants and organisers of leisure activities to come into contact with one another. HiQ has been invaluable in helping us to succeed in our ambitions by making the technology involved simple and straightforward,” says Ia Kjellsdotter, Business Developer at Passalen.

In recent years HiQ has attracted a great deal of attention for helping to make life simpler and better for people with functional disabilities through a number of projects, such as ResLedaren, Facebook for deaf and blind people and Tågprator.

“Working with this target group makes the importance of simplifying functions and interfaces clearer than ever. Technology truly can improve people’s lives, and Göra.nu provides yet more proof of that,” says Lars Stugemo, President and CEO of HiQ.

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HiQ helps to make the world a better place by using technology and communication solutions to make people’s lives simpler and better. We are the perfect partner for everyone eager to achieve results that make a difference in a digital world. Founded in 1995, HiQ currently has almost 1,600 specialists in four countries and is listed on the Nasdaq Stockholm MidCap list. For more information and inspiration, please visit www.hiq.se