

Persuasive technology and voluntary behaviour change in urban transport

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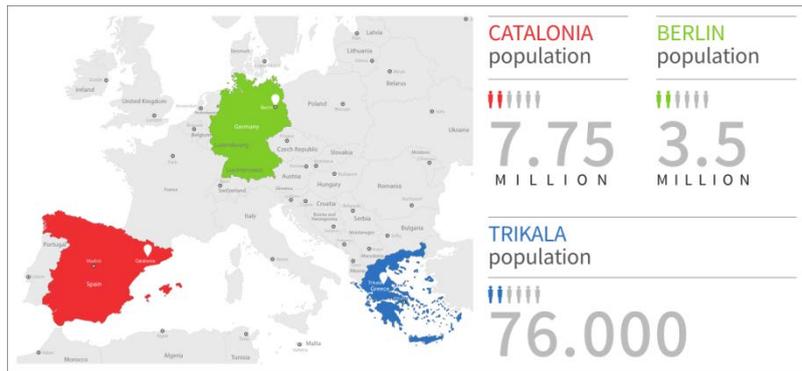


Introduction

This poster shows selected findings from the MyWay project (running from late 2013 - early 2016).

Vision

- Placing the traveller at the heart of mobility by personalising plans to preferences
- Creating a seamless point-to-point mobility service using a meta-planner approach.



10% SHIFT IN TRAVEL CHOICE FROM PRIVATE MODES (CARS/MOTORBIKES) TO COLLECTIVE (PUBLIC TRANSPORT) AND FLEXIBLE MODES (FLEXIBLE TRANSPORT, SHARED E-SCOOTERS, BIKES).	AT LEAST 5% IMPROVEMENT IN MEAN JOURNEY TIMES.
	5% CONGESTION REDUCTION.

Potential

The project targets are ambitious. An achievement of this scale would suggest that widespread uptake of a tool like MyWay could make a significant contribution to some of the intractable problems in urban transport. Furthermore, MyWay is capable of being an intelligent source of user data.

Living Labs

The MyWay personalised multi-modal journey planner is entering the final trial (Phase 2) in three living labs in Catalonia (Spain), Berlin (Germany) and Trikala (Greece). The different characteristics of these sites reflect the ambition for the European Smart Mobility Resource Manager to be applied in varying urban conditions with transport networks at different scales and compositions.



Challenges

- Non-trivial technical challenge, integrating many data sources
- Bringing new modes and operators into the transport information ecosystem
- Conveying a seamless impression to the end-user
- Users should be able to use their MyWay account anywhere in Europe, matching their preferences to available modes
- Balancing encouragement to travel more sustainably with user-centric vision

End-user Research

- Target user groups: students, commuters, retired people
- 14 usage scenarios validated using focus groups (total 164 participants)
- Segmented focus group participants (Anable & Wright 2013)
- Selected priority segments within target user groups for voluntary behaviour change)
- Subset of scenarios produced for usability validation in Phase 2 trial (Sept-Dec 2015) (Pangbourne et al forthcoming)

Acknowledgements

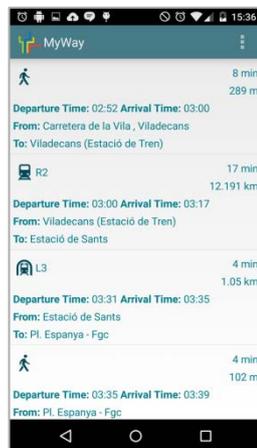
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Further Information

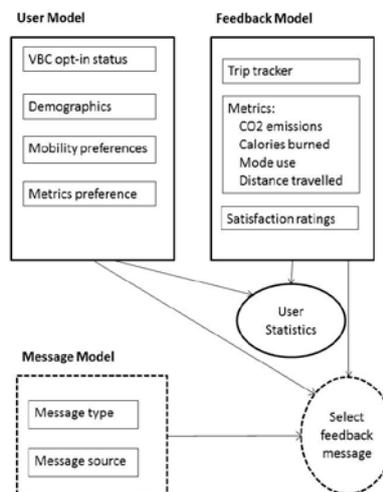
Sign up for the newsletter at www.myway-project.eu. Project coordinator: Marco Boero, SOFTECO SISMAT SRL, Via de Marini, 1-WTC Tower, 16149 Genoa. E-mail: Marco.boero@softec.it.



Voluntary Behaviour Change

Effective Voluntary Behaviour Change (VBC) features are essential to achieve the project success measures. Based on focus group results we have identified priority segments where we see an opportunity to target VBC to

- influence Malcontented Motorists and Active Aspirers to switch modes
- encourage Car Contemplators to become Car-free Choosers
- validate sustainable travel choices of all users
- provide Car-free Choosers with more choice
- identify behaviour change triggers for Practical Travellers and Image Improvers.



Next Steps

We have found no evaluations of travel behaviour change interventions that examine the impact of form and content of the messages delivered to the target audience. We aim to fill that gap, and will be focusing on the framing of behaviour change messages alongside segmentation in order to understand which messages are most effective for different target audiences in different contexts.

References

- Anable, J. and Wright, S. (2013) *Work Package 7: Golden Questions and Social Marketing Guidance Report*, Deliverable 7.8.4 SEGMENT Project No. IEE/09/250759-SEGMENT
- Pangbourne and Masthoff with Portouli (forthcoming) D1.4 Scenarios, KPIs and guidelines for validation – Final Version. MyWay Project Deliverable

Articles

- Pangbourne, Quesada, Fernández, Jakob, Masthoff, Persi and Boero. *Holistic information+Smartphone=more sustainable travel practices? The MyWay approach*. STAR conference, 20th May 2015, Glasgow, UK.
- Pangbourne and Masthoff, J. *The message is the medium – influencing travel behaviour change using persuasive technologies*. 47th Annual UTSG Conference, London, 5-7 Jan 2015.



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