

Can we use cyberspace to fix spatial and temporal problems in urban transport?

Kate Pangbourne (k.pangbourne@abdn.ac.uk) and Judith Masthoff (j.masthoff@abdn.ac.uk)

Department of Computing Science, University of Aberdeen



Introduction

This poster reflects early findings from user-centred research on the MyWay project, focusing on one Living Lab (Catalonia). The project will run until early 2016.

Central vision

- to 'place the traveller at the heart of mobility', and
- to 'create a seamless point-to-point mobility service'.

Assumptions

The project assumes that the technology offer is capable of providing solutions to some intractable urban problems around congestion, air quality and GHG emissions and personal mobility, if it is widely adopted across Europe.

Objectives

The primary targets of the project (see left) are ambitious. An achievement of this scale would suggest that cyberspace (through the medium of MyWay) can make a significant contribution to some of the spatial and temporal problems in urban transport

Consortium Partners



Challenges.

- Non-trivial technical challenge
- Many sources of data to be integrated
- Data from modes and innovative operators never before integrated to a journey planner
- Front-end must convey a seamless impression to the end-user
- Ultimately users should be able to use MyWay anywhere in Europe, matching their preferences to available transport modes
- Personalisation of journey plans to user preferences
- Effective Voluntary Behaviour Change (VBC) features are essential to achieve the project success measures



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 609023.

The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. The European Commission is not responsible for any use that may be made from the information contained therein.

Further Information:

Project coordinator: Marco Boero, SOFTECO SISMAT SRL, Via de Marini, 1-WTC Tower, 16149 Genoa. E-mail: Marco.boero@softco.it



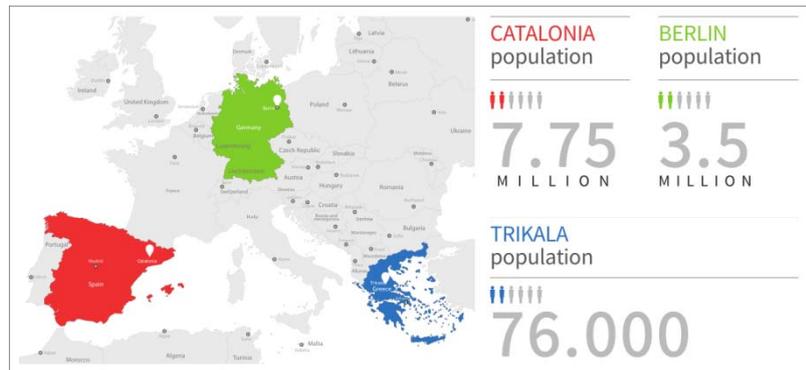
Join our LinkedIn Group at MyWay Project



Follow us on twitter at @MyWay_EU

Living Labs

The MyWay personalised multi-modal journey planner will be tested in three living labs in Catalonia (Spain), Berlin (Germany) and Trikala (Greece). The combination of large and dense cities along with a smaller test site reflects the ambition for the European Smart Mobility Resource Manager to be applied in varying urban conditions. Whilst Barcelona and Berlin living labs are examples of large and densely populated cities with an extensive mix of transport modes on offer, Trikala is an example of a small urban area with fewer transport options.



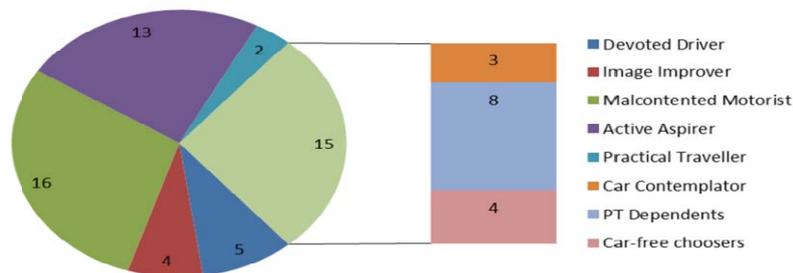
End-user Research

- Target user groups: students, commuters, retired people
- 16 usage scenarios reflecting planned MyWay functionalities produced by project partners
- Validated with target user groups across the Living Labs (total X participants)
- Segmentation of focus group participants (Anable 2013)
- Priority segments identified

Voluntary Behaviour Change (VBC)

- Using early results we believe that there is an opportunity to use VBC to
- influence Malcontented Motorists and Active Aspirers to switch modes
 - prevent Car Contemplators from getting a personal vehicle
 - provide Car-free Choosers with more choice
 - identify behaviour change triggers for Practical Travellers and Image Improvers.

Travel Attitude Segments Catalonia



Next Steps: Investigate which VBC messages are most effective for each priority segment in the target user groups.

We have found no evaluations of travel behaviour change interventions that have examined the form and content of the messages conveyed to the target audience. We hope to fill that gap, and will be closely focusing on wording and forms of argumentation that are effective for different target audiences in different contexts.

We will also investigate how they are received in the context of the Graphical User Interface (GUI), and whether the design of the affects user experience of MyWay in a way that can improve the VBC potential of personalised multi-modal journey planners.

Reference: Anable, J. (2013) Work Package 6: Transferability Report, Deliverable 6.1 SEGMENT Project.

Sign up for the newsletter at www.myway-project.eu