1. CONTEXT

Assure competitive advantage within evolving urban mobility market parameters:
- Improve the current offer.
- Propose new solutions.
- Recenter design choices on the human.

2. OBJECTIVES & RESEARCH QUESTION

Objectives:
- Provide a model to Anthropolis partners with that allows them to identify, describe, and quantify travel problems in order to design relevant solutions for travelers.
- Integrate the model in their design and innovation practice.

Research question:
How can urban traveler experience be modeled to assist mobility actors uncover innovation opportunities?

3. CASE STUDIES

Travelers of IRT SystemX at Future@SystemX (March 14th 2017) workshop
A demand responsive transport service travel problems causal network
Urban mobility systems of Ile-de-France
Urban mobility systems of Vienna

4. RESEARCH METHODOLOGY

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<td>Conceptual Framework</td>
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<td>Dec 2017</td>
<td>Desk research - Urban mobility complexity factors - Human centered urban mobility models - Human centered urban mobility innovation examples</td>
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<td>Mar 2018</td>
<td>Traveler Experience Conceptual Model</td>
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<td>Aug 2018</td>
<td>Workshops: Interviews, Observations</td>
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<td>Case studies - Problems narratives - Initially coded problems - Categories within the conceptual framework - Database of categories values</td>
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<td>Partners diagnostic - MatSim Simulation - Value buckets</td>
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<td>Case studies - Problems hierarchy (frequency, number of travelers, place...) - Database</td>
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5. RESULTS

User Experience of Travel

Traveler Experience Conceptual Framework

6. FUTURE WORK

- Quantification of travel problems.
- Completion of the traveler experience conceptual model by a grounded theory approach.
- Validation of the model with designers.

PUBLICATIONS


Contacts:
ouail.al-maghraoui@irt-systemx.fr
jakob.puchinger@irt-systemx.fr
flore.vallet@irt-systemx.fr
bernard.yannou@centralesupelec.fr