



SWISS MOBILITY LAB LEARNINGS : The importance of UX for Future Mobility Solutions

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mobility lab

SION VALAIS



Shape the mobility of the future

- Create, develop and test innovative mobility solutions
- The five partners are striving towards the same objective:

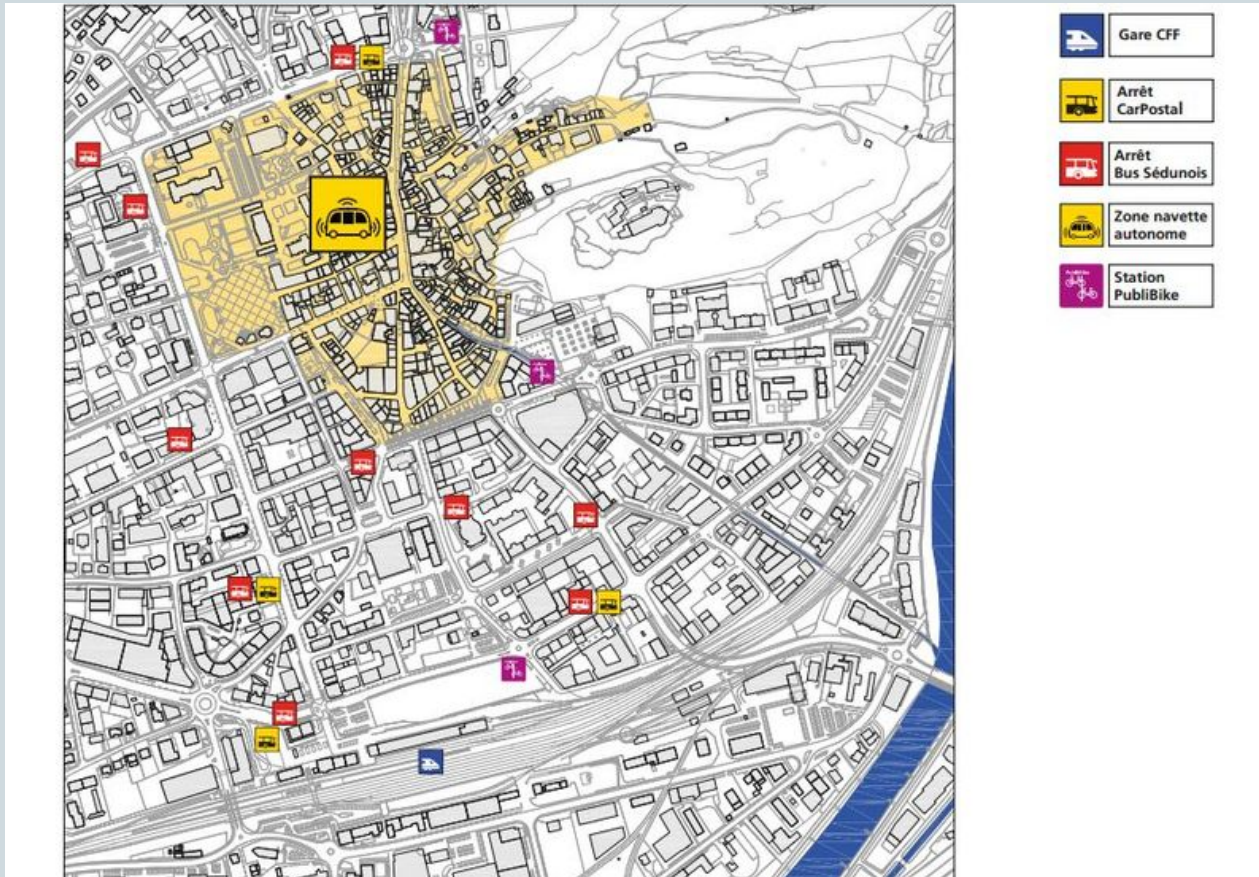
To develop the interdisciplinary synergies to be found in all aspects of mobility, to showcase experimentation and to implement new mobility solutions for public benefit

Smart Shuttles





Complementary offer



It can access almost everywhere



It's safe, especially in pedestrian zone



It's quiet, no pollution



It's FUN !!!



Testing - June 2016 to December 2017

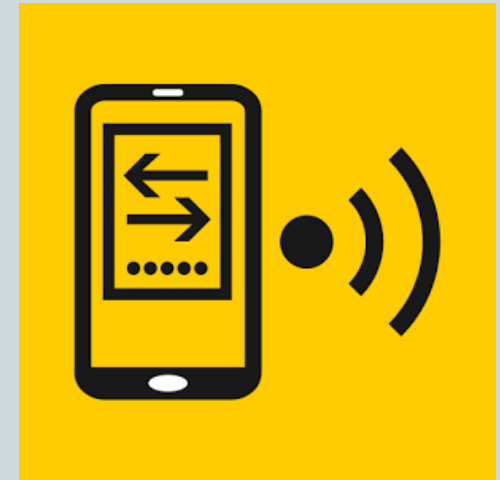
- The testing in the old town of Sion is designed to provide information on the usability of the vehicles in public areas and the benefits to customers
- The first 4 months :
 - 2 shuttles in operation
 - 10'000+ passengers transported
 - 1'500+ km travelled

CIBO : « Check-in / Be out »



Cibo's User Experience

- User doesn't have to worry about tickets, there's no more ticket !
- User always get the best price based on their use.
- It's convenient and easy to use.
- In a near future :
 - dynamic pricing
 - data analysis for better scheduling

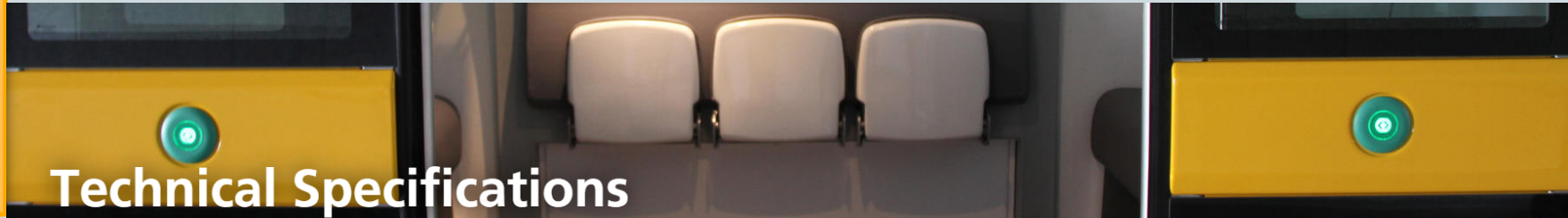


Conclusion

- User eXperience is more important than ever in new mobility / transportation systems to encourage people to change habits
- UX can take on various forms:
 - New offer and new services with driverless shuttles
 - New ticketless billing system for Public Transport using IT technologies
- For operators =
 - new datas + new datas + new datas + ...



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Technical Specifications

- Dimensions
 - Length: 4.80 m, Width: 2.05 m, Height: 2.60 m
- Weight: 1800-1900 kg
- Speed: test speed approx. 20 km/hr. (max. 45 km/hr.)
- Passenger capacity : 11 seats
- Autonomy : Approx. 5 to 8 hours