

# Sociaal-waardig OV

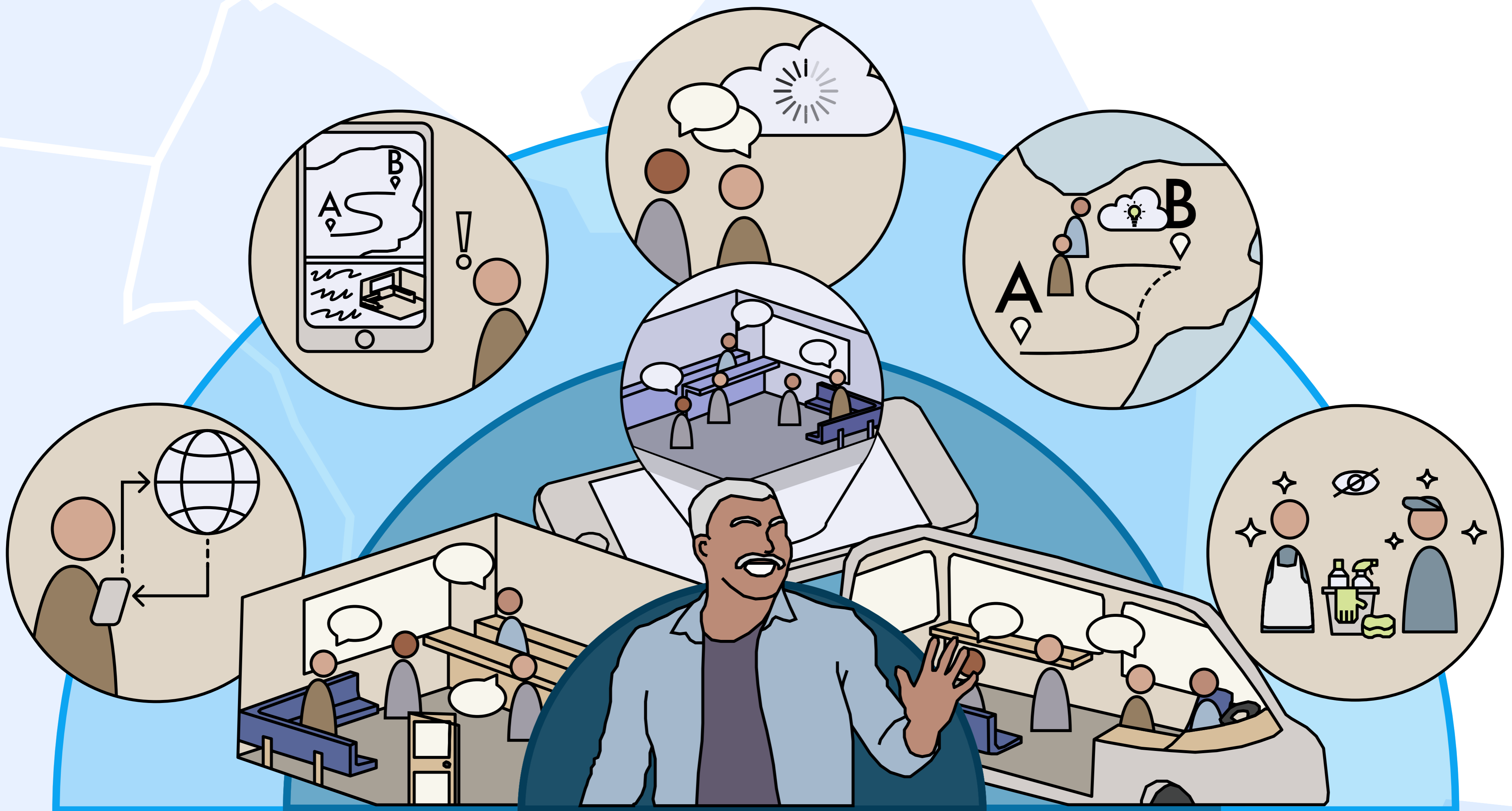
A play on the term HOV (Dutch abbreviation for High-grade Public Transport), Sociaal-waardig OV focusses on the creation of a high quality social experience over that of a journey focussed on speed and comfort.

The redesign from current day public transport to Sociaal-waardig OV aims to establish public transport as something more than means of moving people from one place to another, and instead something that fosters connections, builds communities and enriches daily lives. The redesigned system moves beyond traditional frameworks to prioritize the human experience, and is centred around three core elements: empowered hosts, inviting spaces and a seamless supporting network.

At the core of this system stand the hosts, individuals whose roles go beyond driving to create a welcoming and engaging environment for all. As approachable figures from the community, they ensure that the journey feels personal and connected.

Supporting the hosts are spaces to connect, dynamic buses, static hubs, and digital platforms, each crafted to evoke a sense of warmth and inclusivity. These spaces encourage meaningful interactions, whether during travel or within the broader community.

Tying everything together is a supporting network of tools and technologies that quietly operates in the background. This network enhances convenience and efficiency through automation while providing the hosts and spaces with the resources they need to deliver a seamless, enjoyable experience.



## From drivers to hosts

To transitions from the drivers to the hosts that stand at the centre of the system, the roles of these individuals will need to change and shift away from purely functional aspects, and instead focus more on their social duties, not only within their buses, but in their communities as well.

Within their new roles as hosts, their goal is to welcome and invite guests, and to create and maintain a pleasant and stimulating social atmosphere in the spaces they steward, not only with their guests directly, but also amongst their guests.

In this, the hosts position themselves as the always approachable and trusted friends from the community.

## Spaces to connect

To support the hosts in their social duties, the spaces they steward are all designed to evoke the same warm, cosy and homely experience, and encourage meaningful interactions. These space can vary greatly, but can be categorized as either static, dynamic, or digital.

Static spaces are physical locations, like hubs, that enhance the experience of the guests while they wait for the next step in their journey. While these spaces have the potential to become prominent social spaces for the community, they face a challenge in regards to their necessity and demand for them. New spaces can be created, but existing spaces can also be adapted to fulfil this role.

Dynamic spaces are the local buses that physically transport guests. These spaces are limited in size, and the hosts, who also serve as drivers, must split their focus between social engagement and driving. However, as autonomous driving technology advances, hosts will be able to concentrate more on their social duties.

Digital spaces include online chatrooms, message groups, and community pages that connect remote users with other community members. The main challenge here is ensuring that these digital interactions feel as genuine and meaningful as those in physical spaces.

## A supporting network

The final layer of support comes from behind the scenes. A network of supporting casts and technologies that aid the hosts and spaces in delivering the pleasant and socially stimulating journey, allowing the hosts and their guests to focus on having meaningful interaction. To this end, this network and its components will go unnoticed, feeling unobtrusive, convenient and intuitive.

The network allows its users to remotely gain access to its functional and social features, as well as gain insight into and view information on the system.

It autonomously processing payments, check-ins and transfers in the background, as well as optimizing the routes to create a more efficient coverage of the region, fitting to the needs of the passengers.

Finally, the system and its components are silently maintained and cleaned to grant the users a carefree and pleasant experience.

Dani Boon  
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**Committee** Euiyoung Kim  
Elmer van Grondelle  
John Steendijk  
**Company** Provincie Noord-Holland

TU Delft