

RELATIONAL SERVICE DESIGN
FOR AV RIDE-SHARING

SESSION BOOKLET

GRADUATION THESIS
EMMA SCHALKERS



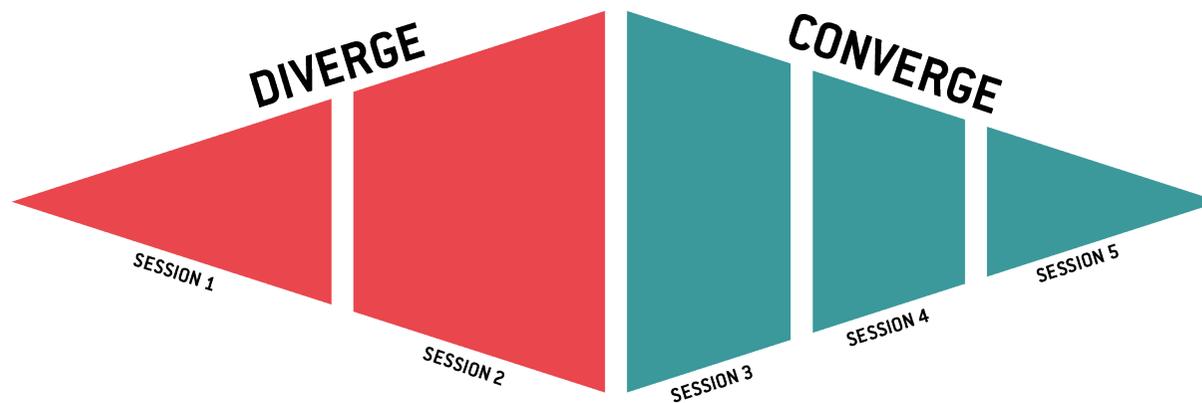
INTRODUCTION

After conducting field research on how we share-rides today, I started a series of creative sessions to discover the solution space for autonomous ride-sharing. This booklet will take you through these different sessions, their purposes and the very creative results. Some of the raw outcomes are included to show some of the richness.

The last three sessions served mostly as a means to enact several rideshare scenarios. Over the course of three weeks, I did a session every week, preparing a session based on the learnings and findings of the previous one and so iterating the outcomes and working towards a more and more profound solution space.

The first session helped me diverge in solution space and open-up my mind. Reading about today's solution, experiencing those myself and doing in-depth interviews closed up my mind a little bit and getting fresh perspectives and ideas really helped my process and understanding of what people would want.

After coming to the conclusions that people would share their rides, but would rather not, I designed the next sessions on the use case in with relational design would have the largest impact in combination with providing a viable business model; the commute. These three sessions were designed to be iterative, narrowing and improving the service concepts by acting out different scenarios that could occur in the daily commute.



1. CREATIVE FACILITATION SESSION

This was an exploratory session mostly done out of curiosity to see how people would respond to the idea of sharing an unmanned car with others. This session took place just after getting back from San Francisco and mostly focused on how to substitute the roles of the driver.

2. CO-CREATION FUTURE USER: HIGH SCHOOL SESSION

This creative session was performed at a high school with a group of 24 high school students from 5 VWO. If the scope of 2030 is indeed feasible, this would be the first group of people that would be able to use a ride-sharing service as their primary mode of transportation. This makes them an interesting and relevant group to involve during my project. Furthermore, their driverless perspective on being on the go is very relevant as well. Since they never drove a car themselves they are less preoccupied with the prejudices of AVs and are thinking in a more free way about the opportunities to do on the go.

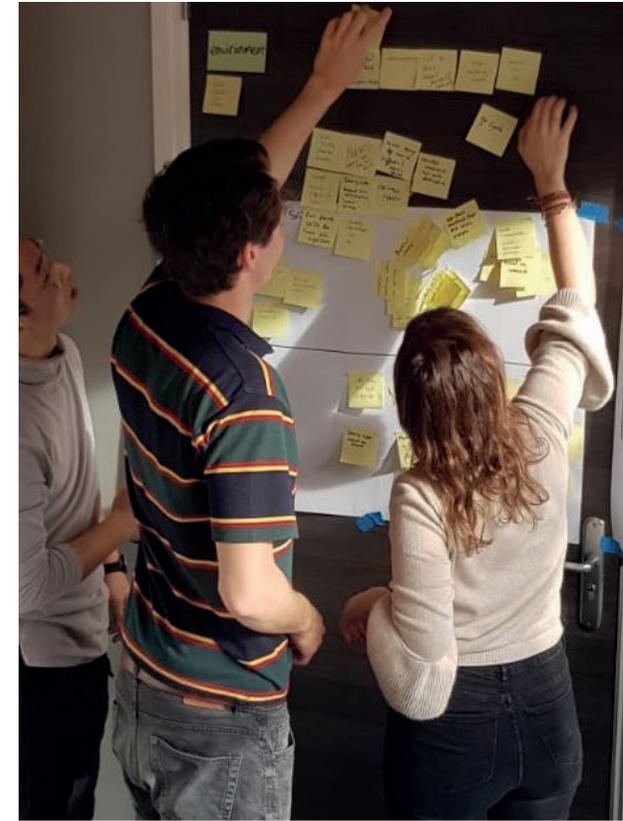
3. SERIES OF ACTING-OUT SESSIONS

This series of acting-out sessions consists of three different, interdependent sessions. During these, I invited recently graduated or graduate students of IDE to work on AV ride-sharing service concepts for the daily commute. These people are currently in the same stage of their lives as the future target group that Ford should offer their ride-sharing service to. Besides acting out different scenarios that could occur during a service we started with co-creating the service, by doing so, both insights in their considerations and motives were gained as their reactions and reflections on moments of friction during acting out the service. The acting-out method is based on the Service Design elective, working with minimal prototypes, situations are staged to act-out what a shared ride might look like. At the end of this booklet, I will reflect upon this method.

CREATIVE FACILITATION SESSION

21-02-2019

Facilitated by: Marie van den Bergh

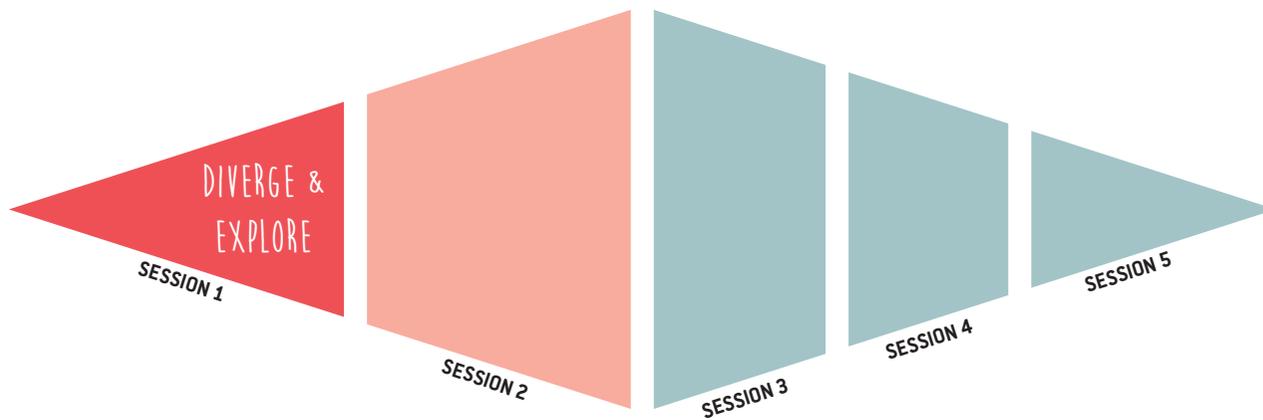
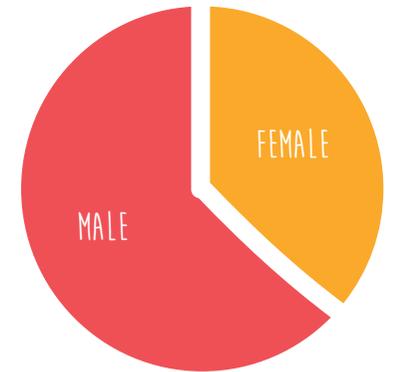
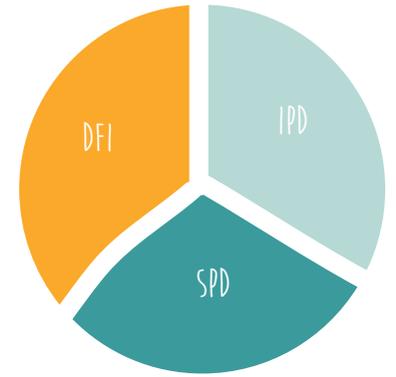




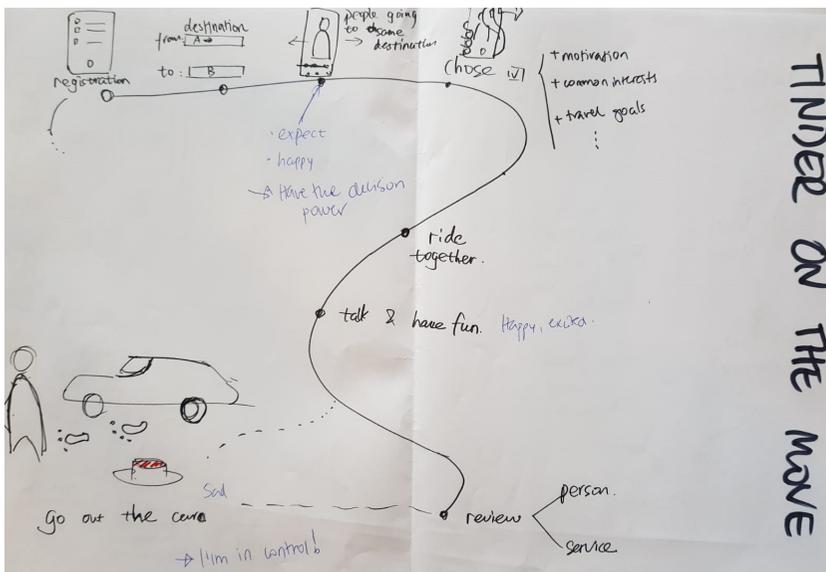
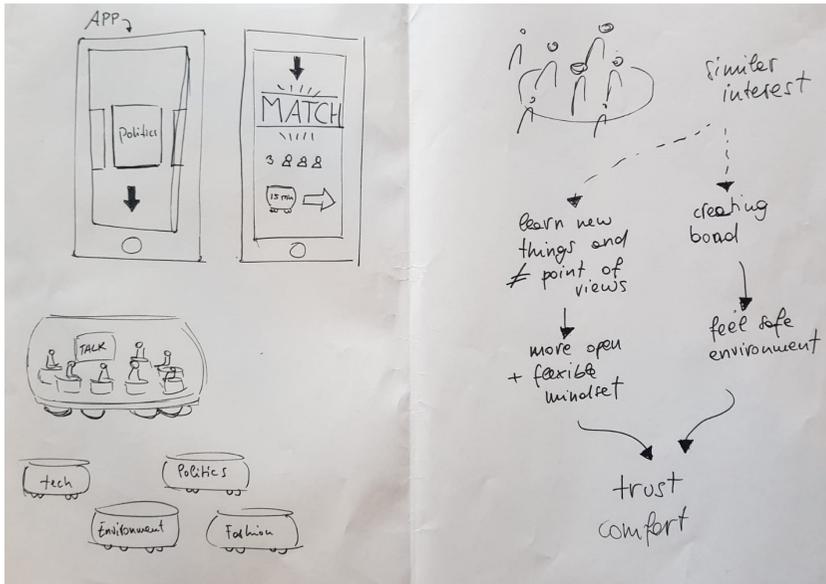
GOALS

1. Get an understanding of people their first reaction to AV ride-sharing.
2. Learn from brainstorm and concept creation for future sessions.
3. Get inspired with new ideas.

WHO ARE THEY?



RQ How to substitute the values of the driver?



It was inspiring to hear others think out loud about ride-sharing solutions, and to listen to discussions about possible problems. Most of what was said confirming the importance of the RQ during this session.

The concepts and ideas were not really applicable as a whole solution, but the components on which the students formed their final concepts are very interesting to keep in mind and take with me to the next stages.

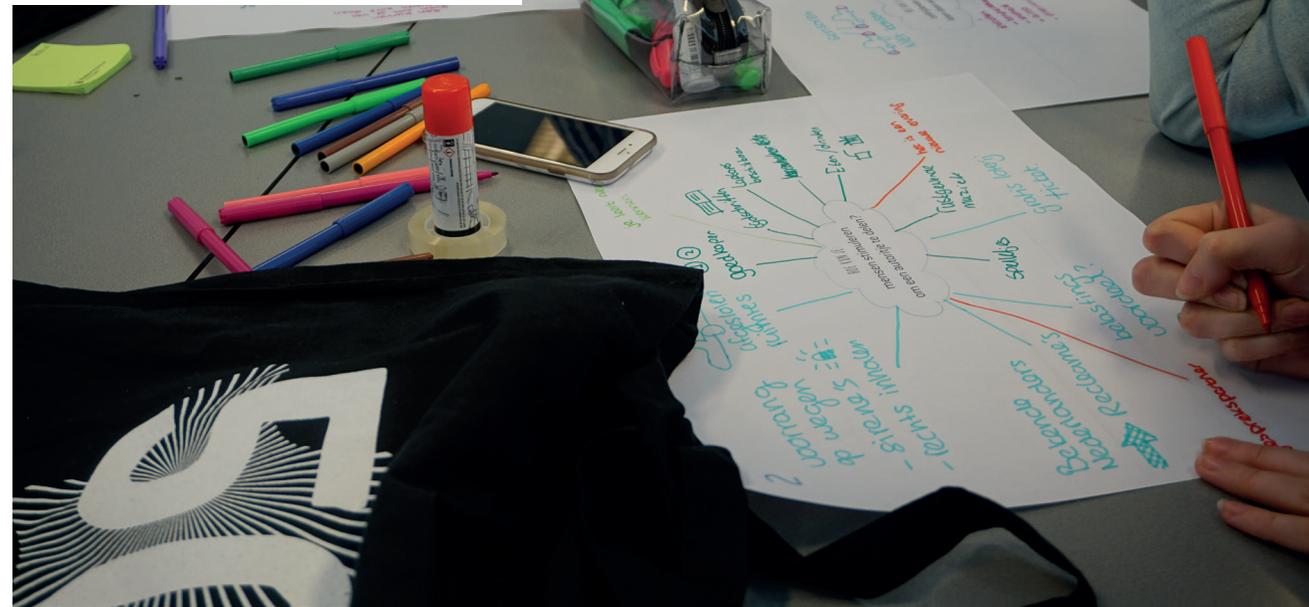
The values of the driver were partially replaced with advanced technology and with the presence of other riders.





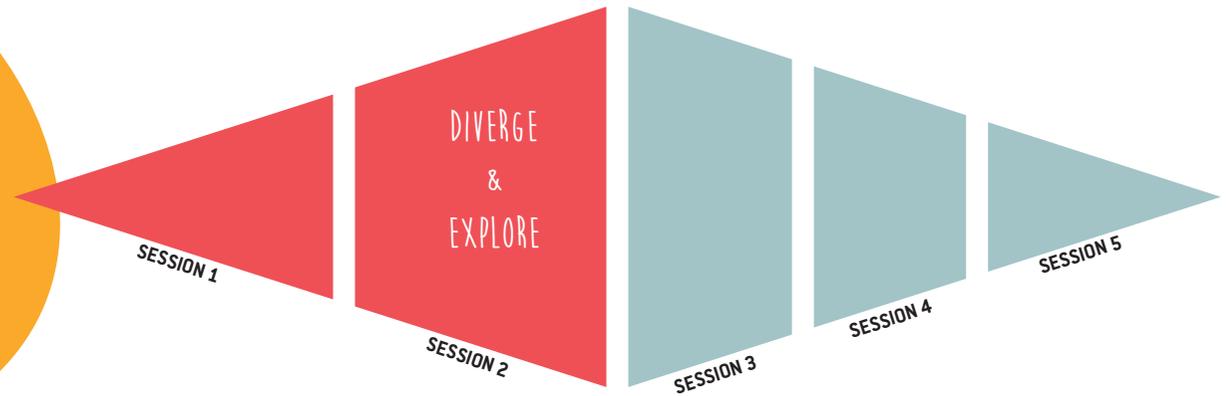
CREATIVE SESSION

Teylingen College Leeuwenhorst
26-03-2019



GOALS

1. Work with and learn about the future user of the ride-sharing service.
2. Get original and new ideas.



RQ

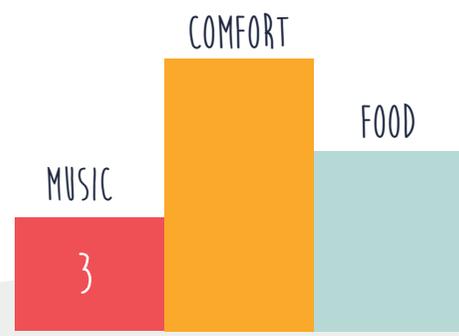
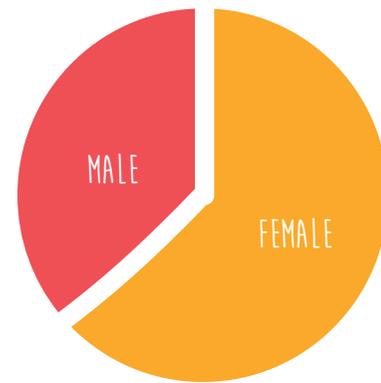
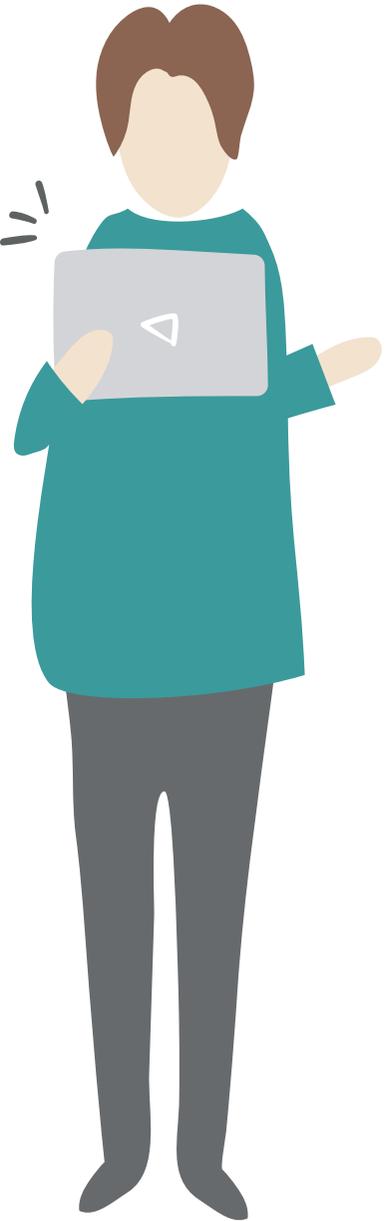
Get a feeling for their technology adaption and ways of thinking, what is their normal?

What view do people without any drivers experience have on car travel?

What do they find important during a car ride, what has had the biggest impact on their experiences?

One what aspects do they focus when creating a future service?

WHO ARE THEY?



NO COMFORT, TRIP TOO LONG

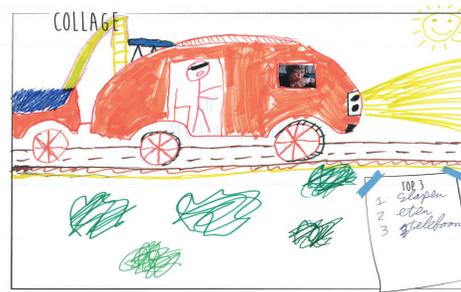
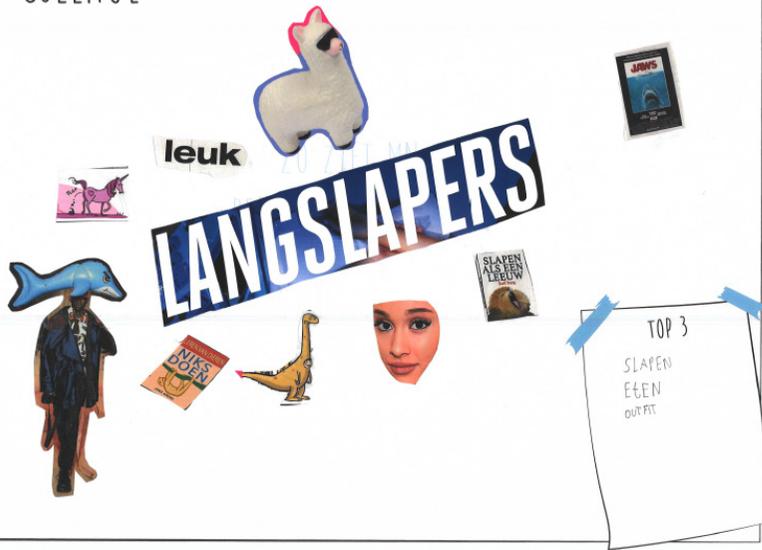
'GEZELLIGHEID', VIEW, MUSIC

WHAT IS MOST IMPORTANT?



Phase	Activity	Timespan		Time	Methodology	What	Description	Supplies
Introduction	Presentation	13:30	13:45	15min	Inform & shock	Powerpoint & movies	Small introduction about bachelor IDE and themes working towards Mobility	Pointer, HDMI, USB, Laptop, Beamer, Speaker
Getting acquainted	Today	13:45	13:55	10min	Path of expression	Last travel sheets	Sheet of last car experience	Sheets & stifts
	Go to yesterday							
	Envision the future	14:00	14:15	15min	Collage making	Making a collage	Visual representation of their future travel experience	Sheets, stifts, magazines, scissors, glue
	Discuss	14:15	14:20	5min			Explain your thoughts about your collage	
Break								
Introduction	Presentation technology	14:30	14:38	8min		Powerpoint	Explain trouhg mobvie clips how fast tech developts to get them in an open mindset	
Warm up	Post-it racing	14:40	14:45	5min	Post-it race	H2 post it racing	Try to beat the other to the finish line with as much ideas on postits as possible	Post its and long sheets
Creating	Brainstorm	14:45	14:55	10min	3-6-5 methode	Brainstom on preformulated H2s	Give everybody a sheet with a how to and pas on after two minute brainstorm	Stifts & sheets
	Concept	14:55	15:15	20min	Concept poster	Poster with future FAVES concepts	Each team creates a large poster with their future mobility concept, using the H2s and their collages as inspiration	Flipovers, stifts, earlier results
Wrap up	Presentation	15:15	15:28	13min	Elevator pitch		Each team presents their outcomes in 2 min and explains what makes it great.	
	Feedback	15:28	15:30	2min	Tip / Top		Write what you liked about the workshop on a post it	Postits
Bonus	Extra assignment	?	?	?	Blackbox	What if you are in a blackbox...?	Describe what you would do if you would be in a black box with other people	Formats, stifts

COLLAGE

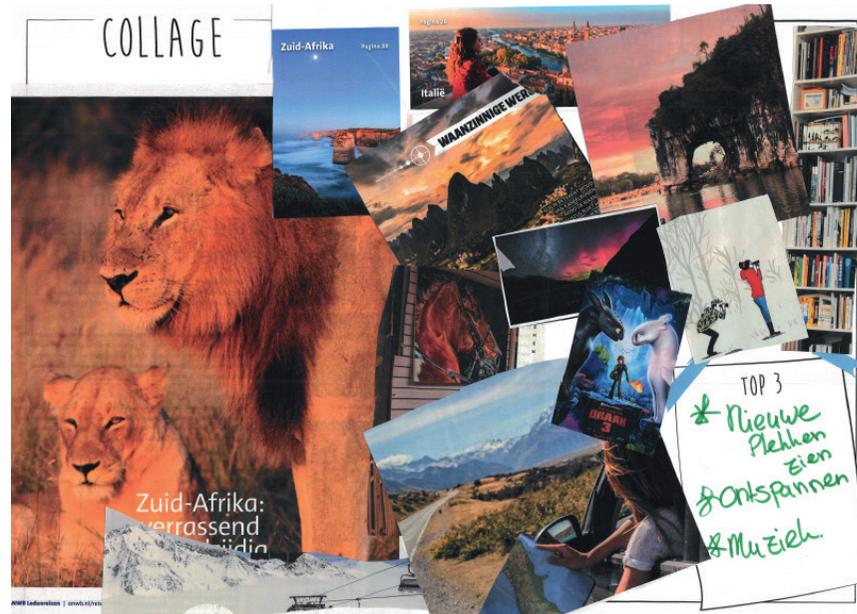


“Ik wil wel n andere auto voor op vakantie als voor naar werk of school”

COLLAGE



COLLAGE



“In de auto zitten met vriendinnen maar zonder ouders lijkt me wel super leuk”

COLLAGE



COLLAGE



TOP 3
 * Muziek
 * Comfortabel
 * Eten

COLLAGE



ZO ZIET MN
 PERFECTE REIS

TOP 3
 - Eten en drinken
 - Activiteiten en pur
 - Luxe

“Als je gewoon wakker wordt, waar je moet zijn, dat lijkt me het chillst”

“Straks kan je de auto toch ook gewoon open doen door de kijken, met zo’n oogscan enzo.”

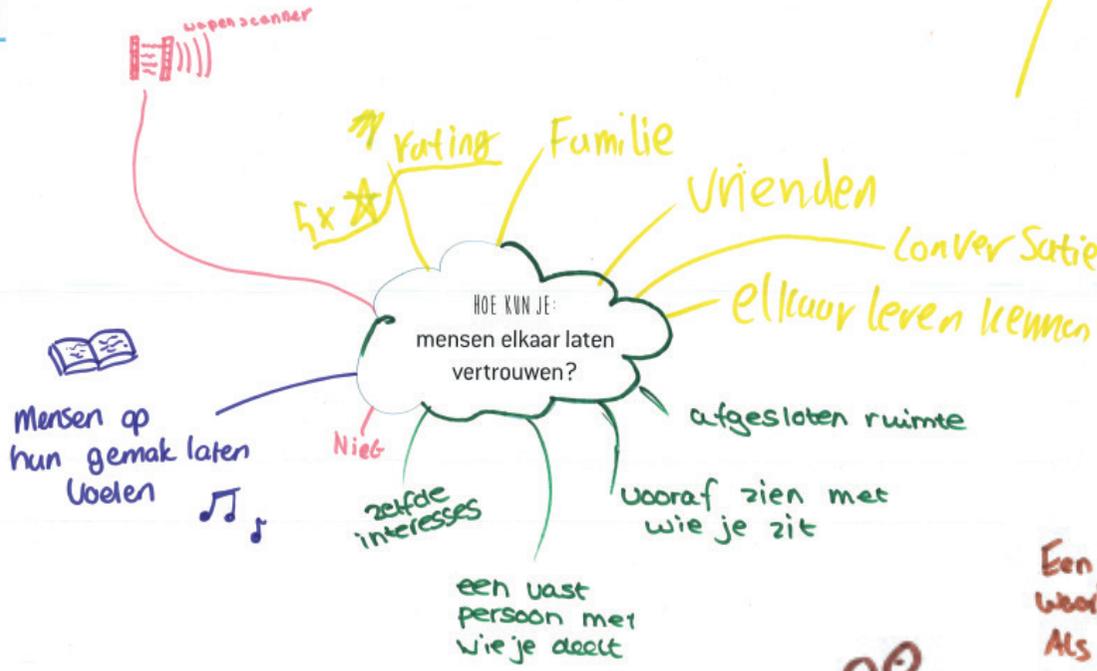
COLLAGE



TOP 3
 1. Muziek
 2. Eten
 3. kletsen, gezelligheid

“Als dit er echt komt he dan hoeven wij gewoon niet eens rijbewijs te halen hé! Das wel winnen”

1



HOE KUN JE: mensen elkaar laten vertrouwen?

Good God, don't never trust anyone

Be nice

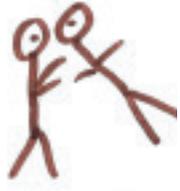
Saving lives

bijna dood ervaring met die

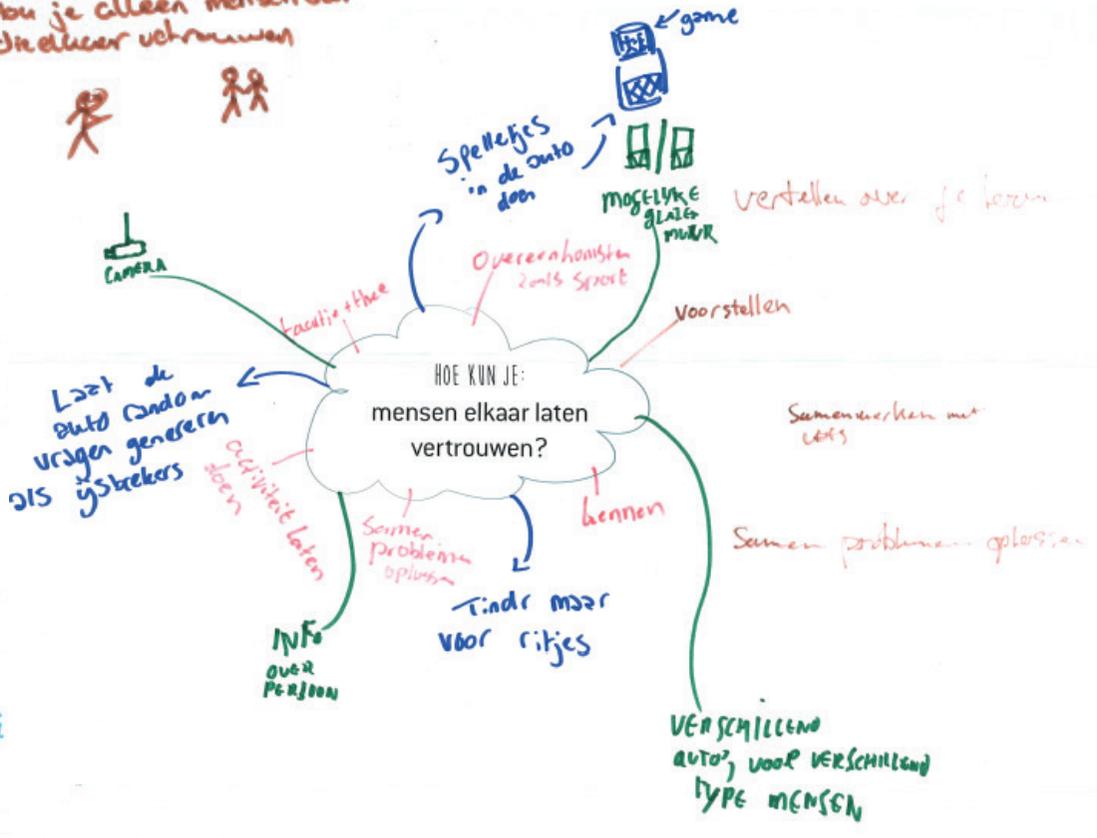
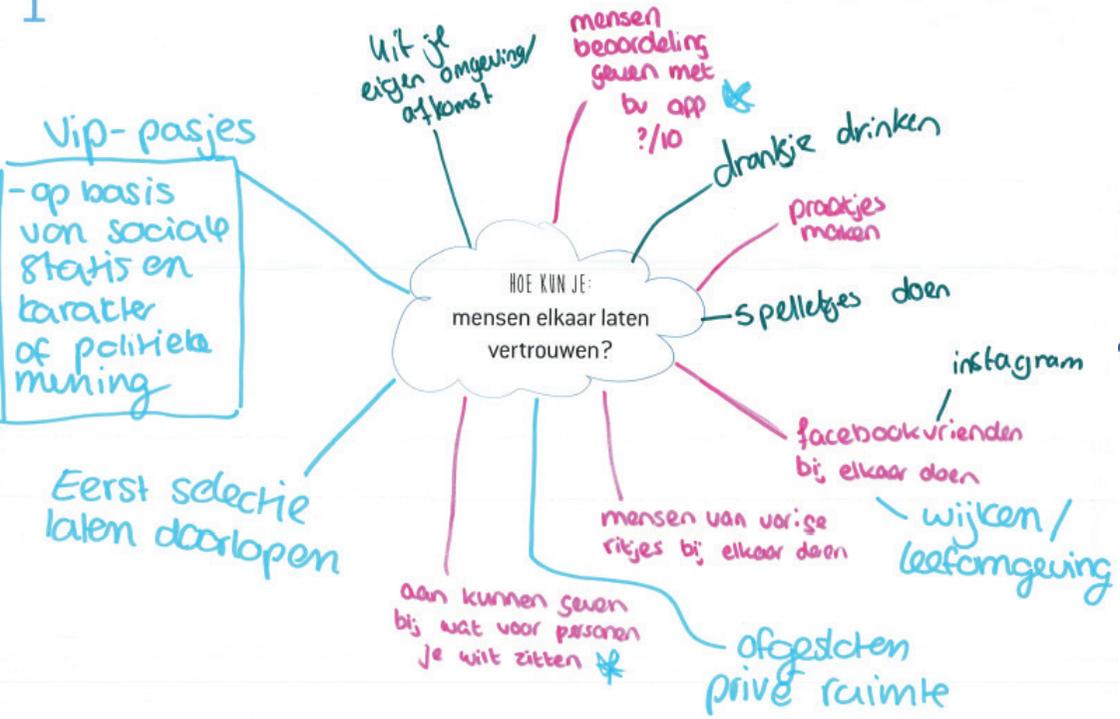
Aan elkaar voorstellen

Leefijdsgedoten Bijelkaar

Een proef laten doen waarbij je alleen overleeft Als je elkaar vertrouwt. Hou je alleen mensen voor die elkaar vertrouwen



1



Goedkoper

goedkoper maken



kortingen krijgen

nieuwe mensen
dates?



Sneller

gotTA
GO
FAST

2

Sneller

minder file

voorrang
op wegen

- sirene's
- rechts inhalen



afgesloten
ruimtes ① ②

goedkoper

je leert nieuwe mensen
kennen

sociale contacten

overal een
auto

gezelligheid

HOE KUN JE:
mensen stimuleren
om een autoritje te delen?

tijdschriften

Laptops
beschikbaar

concerten

Nieuwe mensen
Leren kennen

Eten / drinken

samen
gaan

het is een
nieuwe ervaring

Bekende
Nederlanders

Reclame's

Spelletjes

gratis loterij
ticket

belastings
voordeel?

beloningen
korting

Worting voor
wijjes

koelkast
in auto

GRATIS
EEN
DRINKEN

beter voor
mensen

maatschappelijke
gesprekspartner
- meningen
- hulp

duurzamer

Minder
als je hem
deelt
belasting betalen
deelt

Van te voren
aangeven wat je
wil doen in de auto
zodat je je aan elkaar
kan aanpassen.



Duurzaam

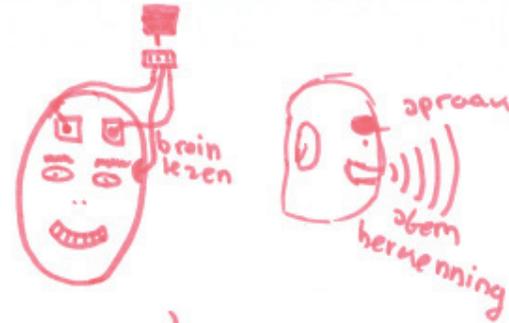
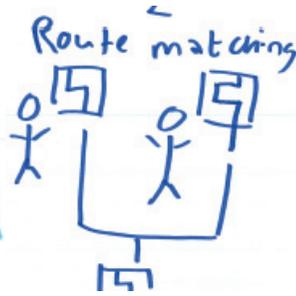
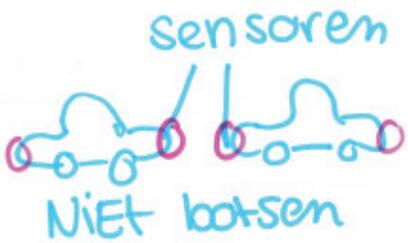


besturen met gedachten

dat je systeem de rit kan aanpassen

Vragenlijst invullen voordat je vertrekt

Spraak (siri)



Commando's

HOE KUN JE:
zelfrijdende auto's laten doen wat jij wilt?

kunstmatige intelligentie

instaleren als je hem oproept

HOE KUN JE:
zelfrijdende auto's laten doen wat jij wilt?

- instellen
- temperatuur
 - snelheid
 - airco
 - stoelverwarming

in nood over kunnen nemen

gps

bedieningsparaat

knoppen



boardcomputer die luistert naar spraak

Auto aanpassen aan jouw voorkeuren

Vragenlijst als jeabelemt aanstuit

4

VR-bril
dus je kan alles doen wat je wilt.



aan kunnen geven wat je van tevoren wilt doen

aangeven op een app wat je wilt doen

aangeven bij wie of wat je absoluut niet wilt zitten

rustig vs druk, Praten

op basis van Humeur selecteren
boos → rustige bus
vrolijk → party bus

Soorten auto's die je kunt bestellen



~ Hahaha
haha haha
~ in het niet te rijden

overleggen



aanbieden

Films, meerdere TV's, oortjes

internet

afgesloten ruimtes

stopcontacten

PRATEN

Spelletjes

TV/netflix kijken

activiteiten beschikbaar stellen die opelkaar aansluiten

instellen als je wilt slapen, alleen Eijn/praten in een app als je hem oproemt.

dingen die tegelijk kunnen, te gelijk doen

4

werken



Muziek

opladen van elektronica.



reclame rangsch.



reclame downloaden privacy.

Schermen er kussen



zoals de drivers in molles hebben

HOE KUN JE:

Speciale auto's voor speciale activiteiten

een soort app waar je profiel op hebt met voorkeuren

comfi

Dating app



eten + drink

Afzondingschermen

TAKE AWAYS

Doing a session with inexperienced people takes a larger effort because methods need explaining and for a few, it took a while to get comfortable opening up. Getting an understanding of their 'normal' was also a little harder, but very valuable.

Not having a drivers licence meant they did not have to let go of the perspective of driving a car, which meant they were already viewing a car ride as a sort of free-time, making it easier to come up with original ideas on how to spend your time whilst riding.

The sheets with their most recent, worst and best car ride provided me with clear (dis)satisfiers. Seeing their concepts, in the end, made it very clear what directions they found interesting, and were very much in line with the ideas from the previous session. Furthermore, the H2 assignment showed the width of the sub-solution space and provided more insights into what they would consider being acceptable.

On a more personal level, it was a great experience to do such a session in a new context! I always like doing creative session and facilitation, and challenging myself to do this with a large

unexperienced group was very exciting. The fact that they were not involved in the subject nor the methods made it challenging but it turned out very positively, I had a lot of fun during the whole process.

High school kids where fun to work with, and I was grateful that I had gotten the tip to prepare back-up excercises since others had experienced them to be super quick in completing their assignments. They were needed indeed.

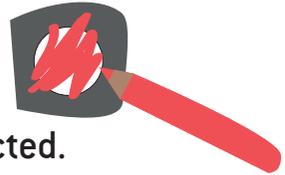
THEMES

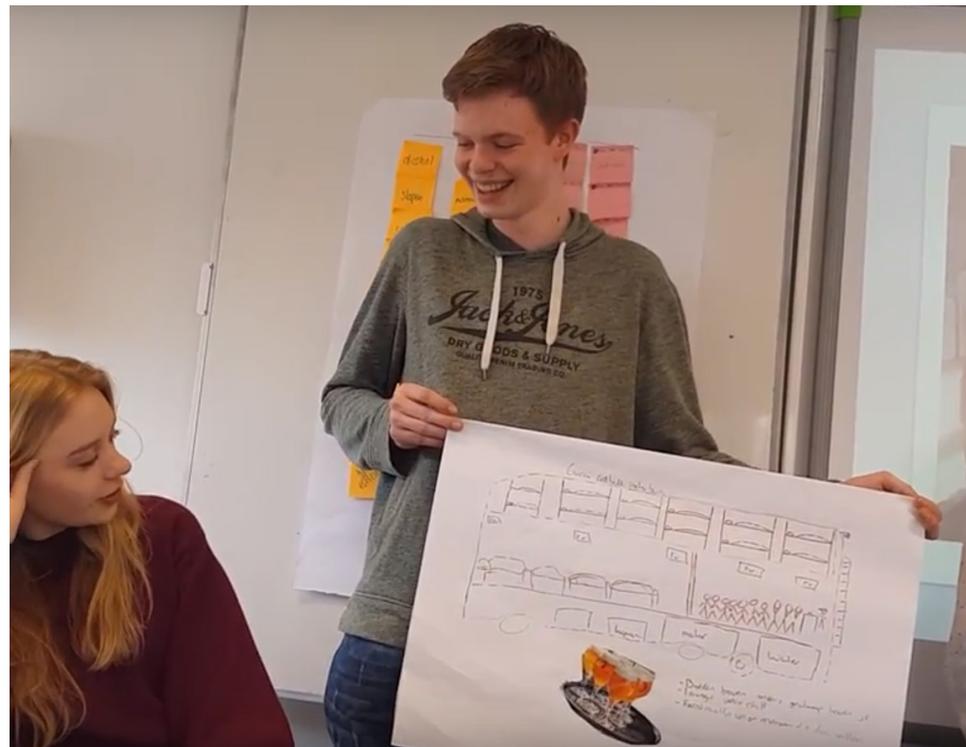
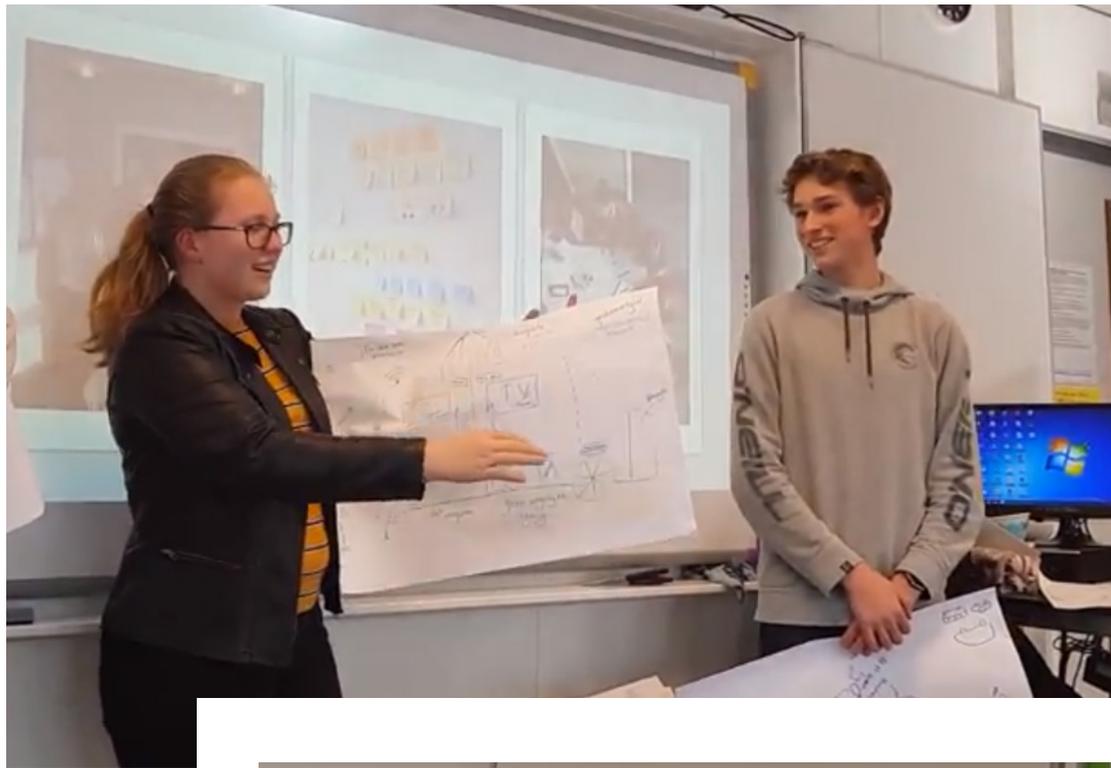
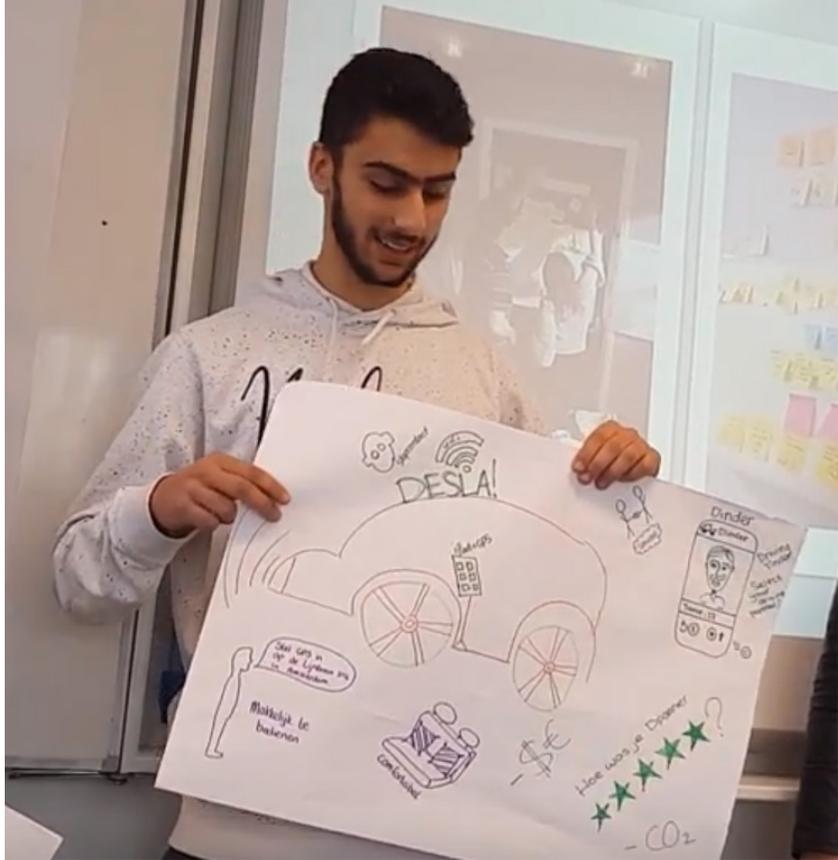
Some themes came back in multiple concepts and were relatively unexpected.

For example, political preferences was used as matching method in multiple ideas.

Furthermore, the ride-sharing tinder and rating systems passed the line.

Other topics such as CO2 emissions and environmental impact were thought about, without me mentioning it at all. And lastly, food and drinks were considered very important. This is not directly a ride-sharing issue, but a complicated aspect to get right for any car-sharing service.

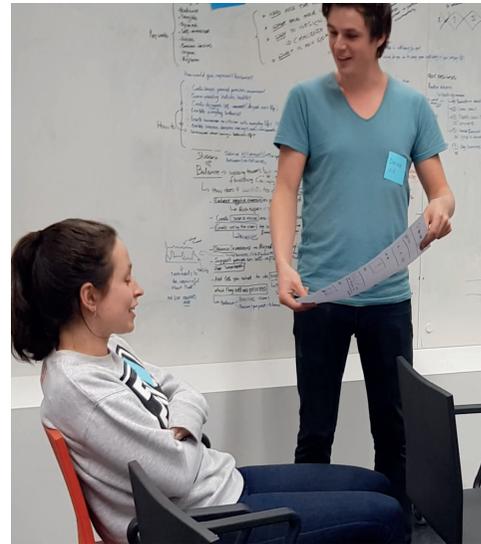
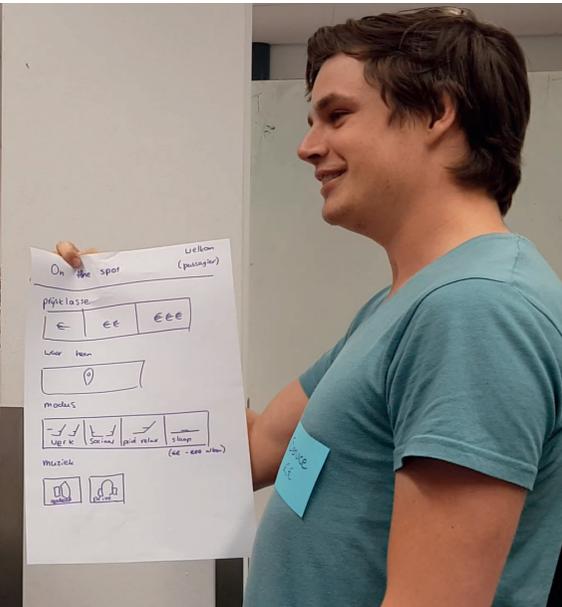






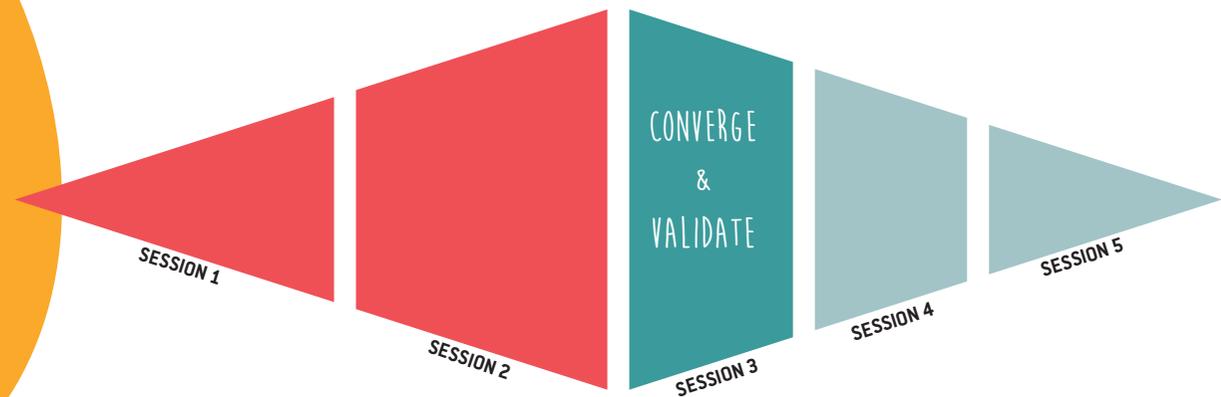
ACTING-OUT & CO-CREATION SESSION 1

16-04-2019



GOALS

1. Find ways to facilitate interpersonal interaction in the servicescape of a shared ride.
2. Get insights in their values during the commute.
3. Experiment with acting-out the service



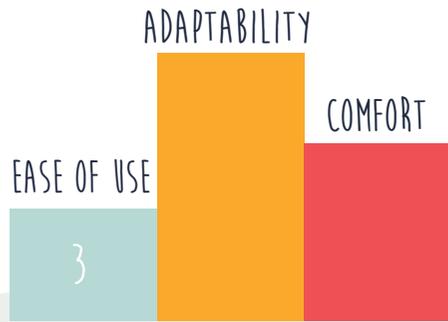
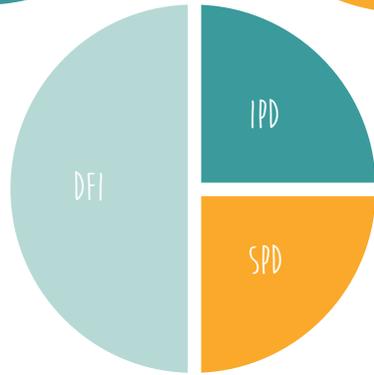
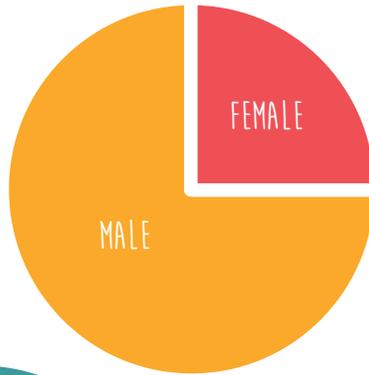
RQ

What do people value during their commute?

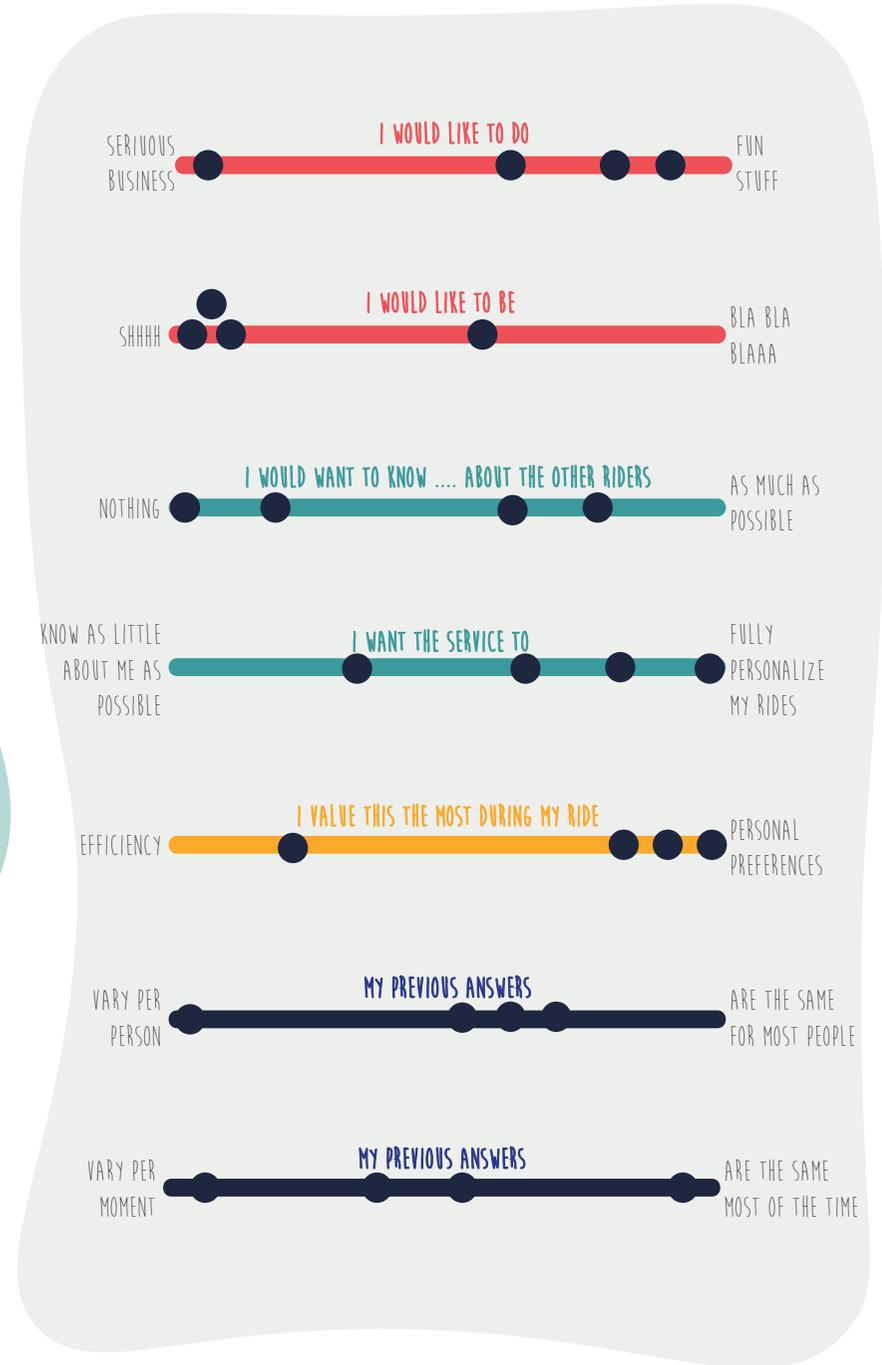
To what extent, and how, would they like to interact with co-riders?

How can the service mitigate in conflict and facilitate a positive environment?

WHO ARE THEY?



WHAT IS MOST IMPORTANT?



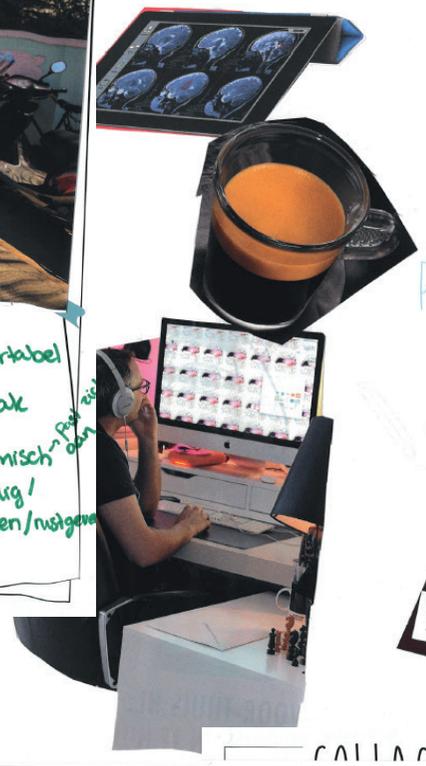
COLLAGE

Road trip

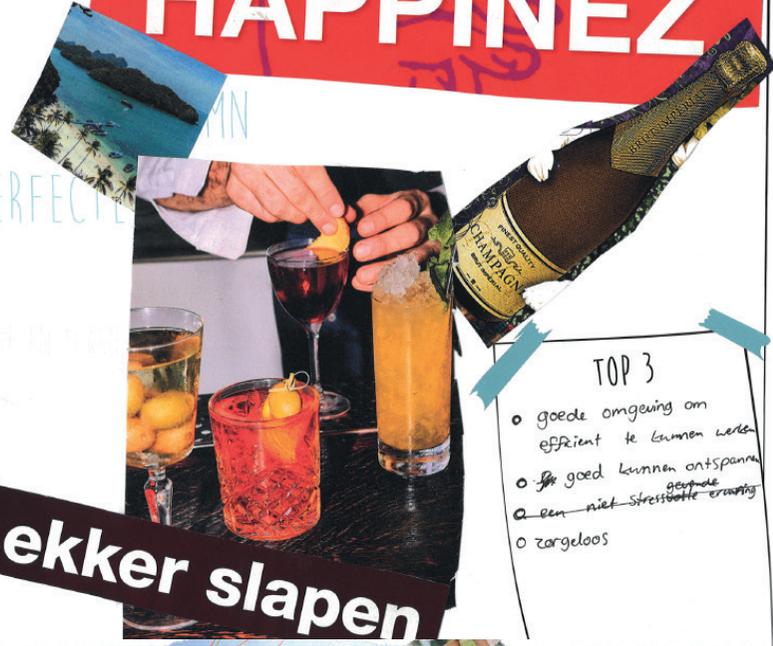


TOP 3
 - Comfortabel
 - Gemak
 - Dynamisch
 (Logezellig / ontspannen / rustig)

COLLAGE



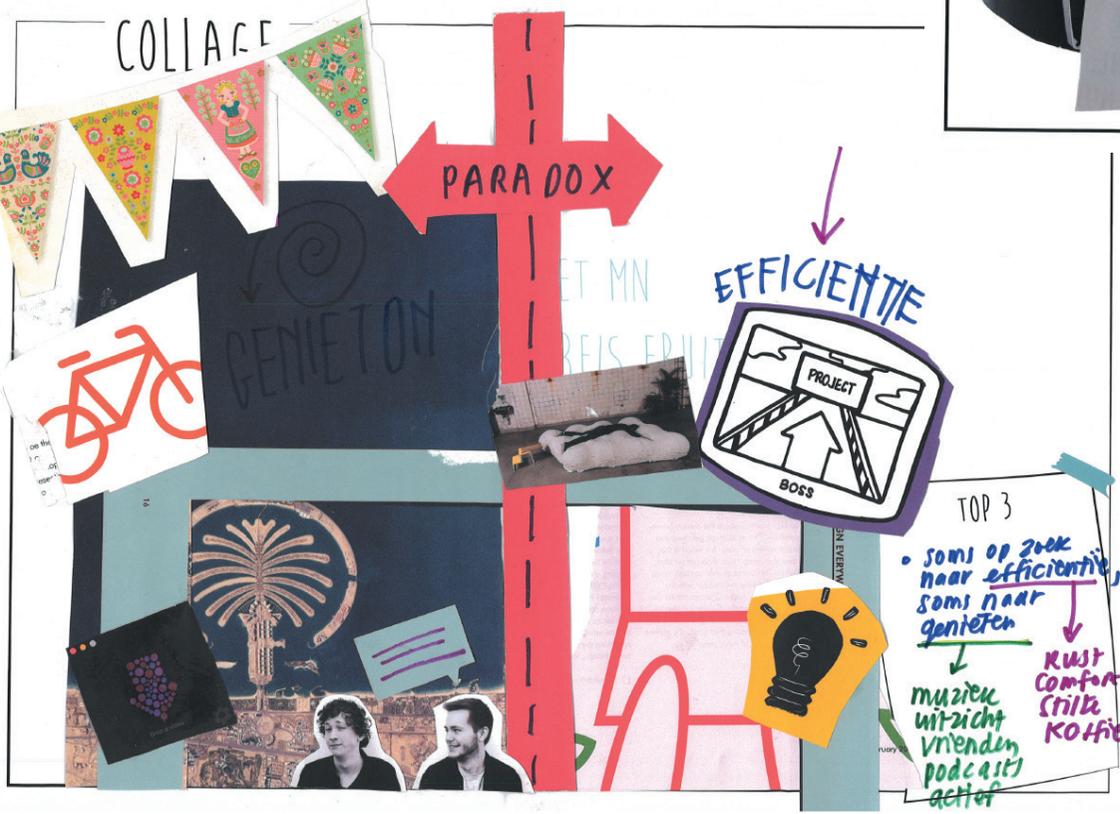
HOUSE OF HAPPINEZ



TOP 3
 o goede omgeving om efficiënt te kunnen werken
 o goed kunnen ontspannen
 o geen niet stressvolle omgeving
 o zorgeloos

Lekker slapen

COLLAGE



TOP 3
 • soms op zoek naar efficiëntie, soms naar gezeten
 ↳ muziek, vrienden, podcast, actief
 ↳ rust, comfort, stilte, koffie

COLLAGE



EEN SIMPEL LEVEN

TOP 3
 1 kunnen werken
 2 kunnen ontspannen
 3 huiselijke omgeving

SERIOUS BUSINESS

Start the day productive

I WOULD LIKE TO DO

When going to work I still need to wake up a bit

• opportunity to socialize and learn new things + get to know new people

STIL WIL CHILLEN

FUN STUFF

I WOULD WANT TO KNOW ... ABOUT THE OTHER RIDERS

NOTHING

ROUTINE DAY: save / lose energy

I am not the vehicle for my passenger, but to get somewhere

dat ze geen gel zijn

People don't need to know everything about me ... some things need to stay private → oversharing is a thing

AS MUCH AS POSSIBLE

to be productive & music

I just woke up!

I WOULD LIKE TO BE

• Bit of both depends on your own energy

BLA BLA BLAAA

I WANT THE SERVICE TO

KNOW AS LITTLE ABOUT ME AS POSSIBLE

PERSONALIZED BUT PRIVATE

Privacy is an issue but I would love a ride that suits me → would really get annoyed if the personalization is not correct

is leuk

PERSONALIZE MY RIDES

MY PREVIOUS ANSWERS

VARY PER PERSON

meer leuke behender

If they behave kind and obvious &

ARE THE SAME FOR MOST PEOPLE

only for rare exceptions, or when traveling as a group

out/ien: - VAKANTIE - VRIENDEN

EFFICIENCY

I VALUE THIS THE MOST DURING MY RIDE

BINNEN ROUTINE SAME.

MY PREVIOUS ANSWERS

VARY PER MOMENT

Depends on time of day → morning sleep → afternoon get energized by other people

targeted depend on my available time, mood, stress, time of day

ARE THE SAME MOST OF THE TIME

• I have a destination and want to get there quick but comfortable
• If I work go to work I want to spend less time in a car and have more time to relax at home

COMFORT rather 2x at long, but 2x comfort

PERSONAL PREFERENCES

it must not become stressful, but a good experience

zo veel mogelijk werken z.w. persoonlijk mogelijk

LEREND VERMOGEN

ERVARINGEN
LIKEN
DILIGENT



VRAGEN

in app upon request
Series of questions
Standard predefined "modes"
private vs social

HOE KAN de service weten wat gebruikers willen?

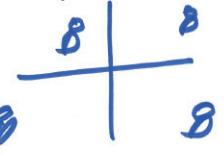
Look at rating previous rides

Collect personal data / preferences from other apps

Verandering van kichten

DNA sequence

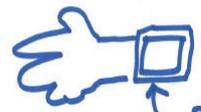
PROFIELEN



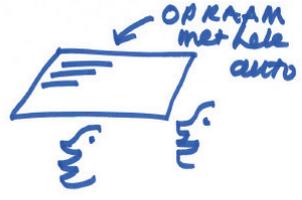
instellingen geven

Social Feedback

CALL MARC ZUCKENBERG



SMART WATCH
actief op basis van gedrag



Subtiele geluiden

HOE KUN JE als service communiceren met de inzettende?

SUBTIELE SIGNALLEN (TRILLEN)

via een app/meldingen

"vliegtuig" schempje

geuren



knoppes



Siri

hersen golven

KWALITATIEF: MENSEN INTERVIEWEN

WANNEER? KWANTITATIEF: anonimiteit bij uitstappen

HOE KUN JE de tevredenheid van de gebruikers over de service en de medepassagiers meten?

hoe vaak ze het gebruiken

End of ride enquête

valer zelfde opnes

FILMEN + ANALYSE

ratings HOE?
daimpjes
favo's
digitale juo's

gedrag
lichaams houding
opricht- uitdrukking

NOOD KNOP: VLKHTEN

levels of service aanbieden (low -> high basic -> luxe)

HOE KUN JE inzettende controle geven over de service?

gevoel geven dat ze alles kunnen bepalen

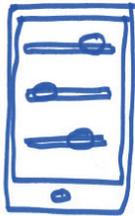


"gordijntje" die privacy kan creëren



kannen aangeven met wie je zou willen reizen

robots als mede-rijders



VOORKEUREN AANGEVEN



SFERAUTO



STILTE AUTO

MENSEN WEGTEMEN: ROBINSON BILANDRAA

WORKS IN DESIGN
LISTENS TO TECHNO
WATCHES ROMCOMS
IS A BIT OF A WORKAHOLIC



NOTHING
— & —
AS little as possible

WORKS IN EDUCATION
LISTENS TO CLASSICAL MUSIC
WATCHES SCI-FI
IS A BIT OF A DOG PERSON

business & fun

Quin
-> serious business
-> SHH! but with music and a little convo
-> personal preferences
-> want to know something
-> more towards fully personalized



PERSONAL PREFERENCES

blabla & SHH

talking in the meetings but too tired "brain-death" at the end of the day

PUCK

no need to rush, I like to relax outside of work



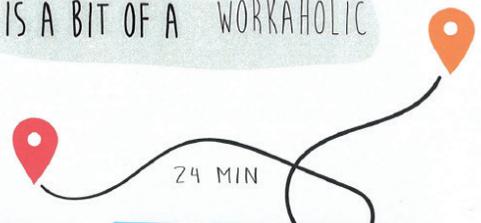
fun stuff for myself I already need to focus a lot at work

WORKS IN IT
LISTENS TO DISCO
WATCHES FANTASY
IS A BIT OF A PLANT HOA

moment for myself, no need I value my privacy

WORKS IN IT
LISTENS TO ROCK
WATCHES SCI-FI
IS A BIT OF A WORKAHOLIC

GABY



• SERIOUS TO GO BUSINESS
• SSSH OTHER PEOPLE MUSIC ROCK
• EFFICIENCY PERSONALIZED
• NOTHING ABOUT OTHERS

KEEP WORK
BACK: MUSIC/SERIES
• NOTHING BUT MYSELF.



TIPS, TOPS & TAKE-AWAYS

After the first session, I took extra time to talk with the participants to evaluate the session. I wanted to ensure that all the assignments were properly understood when executing them. Furthermore, I wanted to discover which assignments they saw as valuable and fun and which were a bit boring or vague. A very clear improvement would be to leave out the assignment where the participants were asked to further define the persona's based upon the exercise with the scales. In the second session, I left this out, and used the input of the students from the first session during the second one.

Another assignment that I left out was the H2 exercise. People indicated that it felt like a bit of a 'pause' in the session and that they were ready to start thinking about the service right away.

I was a bit doubtful about the quiz and the collage making but everybody was really enthusiastic about those exercises since they functioned nicely as an introduction.

Overall people reacted positively surprised to the acting out exercise. I was happy to see that everybody quite comfortably played along and was comfortable with improvising and acting out a scenario, this gave me more enthusiasm and confidence for the following sessions. It also learned me the value of this method, I was a little sceptic at first, but after seeing the richness that is delivered through acting out I felt very enthusiastic. For example, results showed that people would integrate their ride-sharing service within their overall voice assistant, but also the unfairness of obeying the preferences from the second passenger over the already boarded passenger.

STEPS SESSION 1

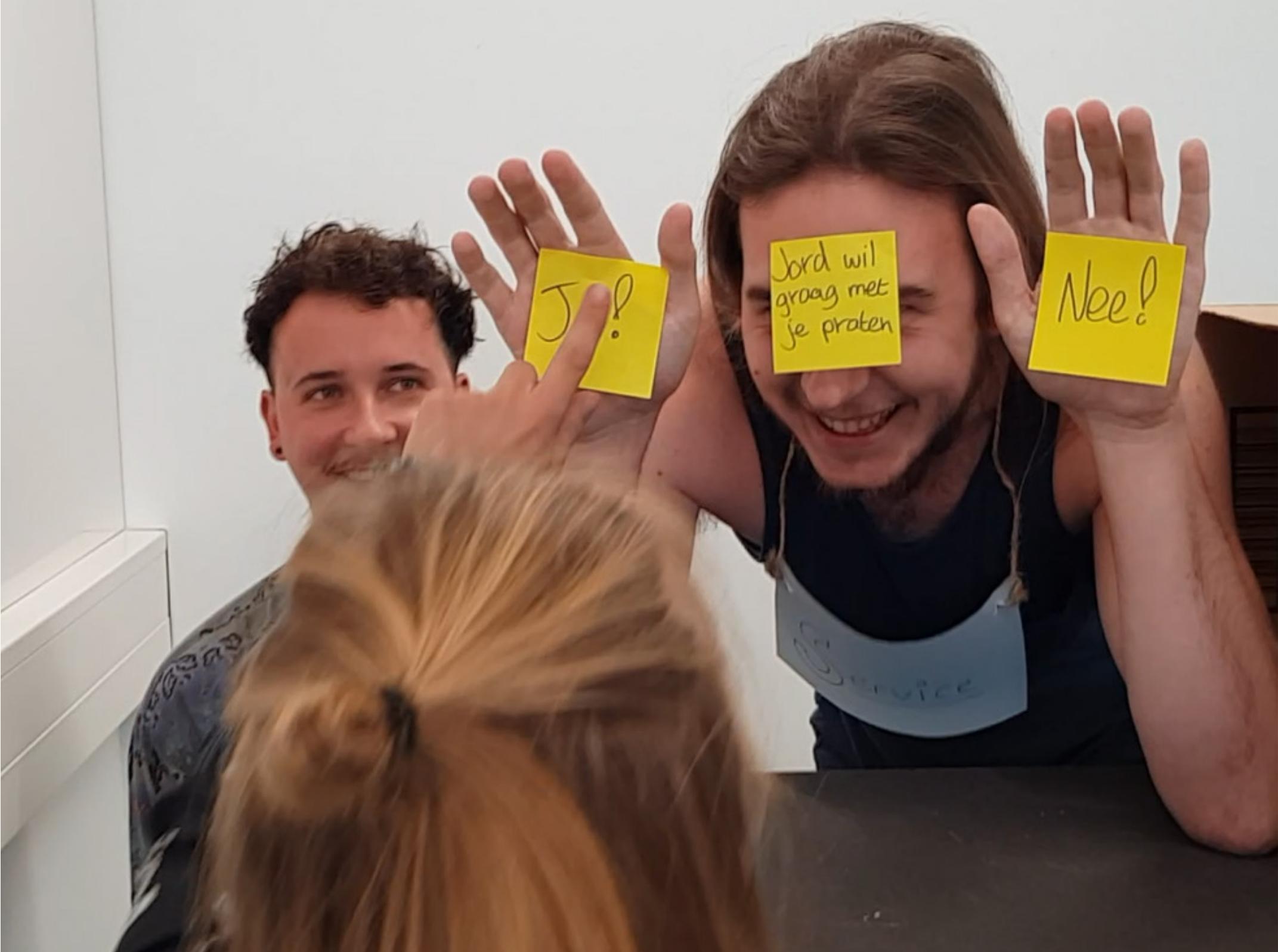
4 students & 3 hours

Intro + Dinner
Mobility quiz
Ideal journey
Ride-sharing vs private
Effect on ideal journey
What if scales + why
Pick persona
Define persona
H2's
Create services
Built servicescape
Act-out service

STEPS SESSION 2

6 students & 2 hours

Intro + ~~Dinner~~ LUNCH
Mobility quiz
Ideal journey
Ride-sharing vs private
Effect on ideal journey
What if scales + why
Pick persona
~~Define persona~~
~~H2's~~
Create services
Built servicescape
Act-out service



Ja!

Jord wil graag met je praten

Nee!

Service

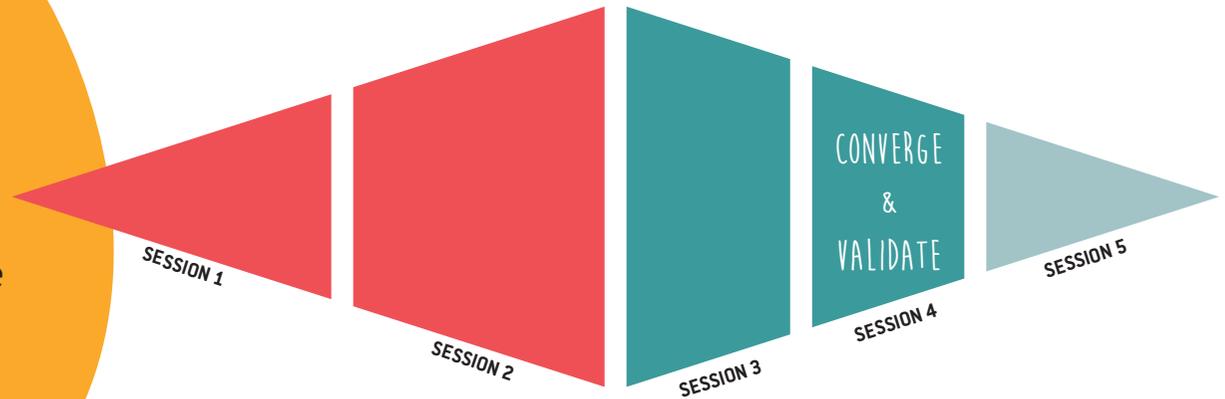
ACTING-OUT & CO-CREATION SESSION 2

24-04-2019



GOALS

1. Find ways to facilitate interpersonal interaction in the servicescape of a shared ride.
2. Get insights in their values during the commute.
3. Explore moments of friction by acting-out.

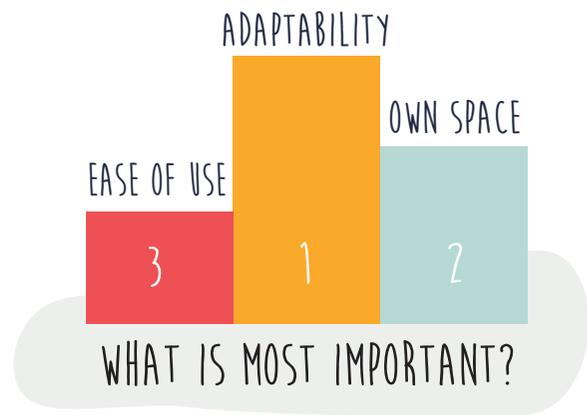
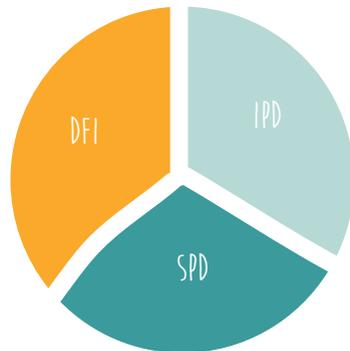
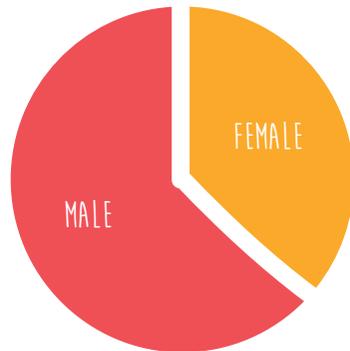
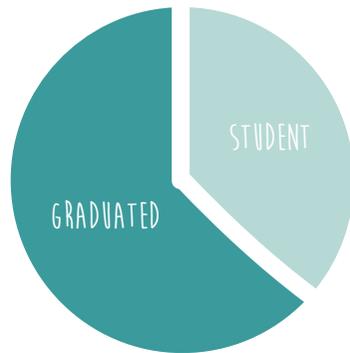


RQ

What do people value during their commute?

To what extent, and how, would they like to interact with co-riders?

How can the service mitigate in conflict and facilitate a positive environment?





“Onderweg zijn is nu echt pure tijdverspilling, maar als ik ondertussen andere dingen zou kunnen doen, dan maakt reistijd me helemaal niets meer uit.”

“Ik zou ‘s ochtends gewoon alleen of ik een anti-sociale auto willen, maar na mn werk vind ik het prima als het gezellig is onderweg.”



COLLAGE

things are beautiful

30 MIN CHILL & ONTBIJT

UPDATE: DIT GA JE DOEN VANDAAG

DAARNA: RELAXT BEGIN VD DAG KUSTIG OPSTOETEN MET EEN ONTBIJTJE EN CHILLE MUZIEK OF EEN PODCAST

COMFY!

30 ZIET MI PERFECTE REIS ERUIT

SIMPLY YOUR LIFE

TOP 3

MUZIEK
ONTBIJT
PODCAST

ÉÉN DING TEGELIJK GRAAG

Mails checken terwijl we bellen en intussen de krant doornemen. Multitasken, dat kunnen we toch zo goed? Jason Watson, onderzoeker aan de psychologiefaculteit van de Universiteit van Utah, denkt daar anders over: "Slechts tweeënhalf procent van de mensen kan twee dingen tegelijk doen, voor de andere..."

“Ik zou wel het liefst alleen reizen eigenlijk, en als er andere mensen bij komen het liefst wat op afstand zitten.”

“Van deur tot deur is me echt veel waard, ik ben nu ook vaak langer onderweg, zodat ik minder hoeft over te stappen.”

COLLAGE

DESIGN EVERYWHERE

Podcasts

Documentaries

chilling

CONS

But?

Waarom mogelijk?

TOP 3

1) lezen
2) Podcast
3) documentaires

So much time left?

call sickness?

*seated?

40

46/7 van de

COLLAGE

WEG DROMEN BIJ HET VOORBIJ TREKKENDE LANDSCHAP.

I DRIVE A GREEN CAR!

EIGEN RUIJME

MUZIEK DROMEN

46/7 van de

July 2017 | turn the page | July 2017

“Het is minder ongemakkelijk een praatje te maken als je al wat van mensen weet.”

SERIOUS
BUSINESS

“Ik vind de aankomst tijd heel belangrijk, dus als er spontaan steeds mensen bij komen, wil ik zeker weten dat ik op tijd blijf komen.”

“Ik wil wel weten wie er bij me in de auto zit of in komt stappen.”

“Verschillende opties, voor praten of stilte, zodat ik kan kiezen waar ik op dat moment zin in heb.”



I VALUE THIS THE MOST DURING MY RIDE

EFFICIENCY

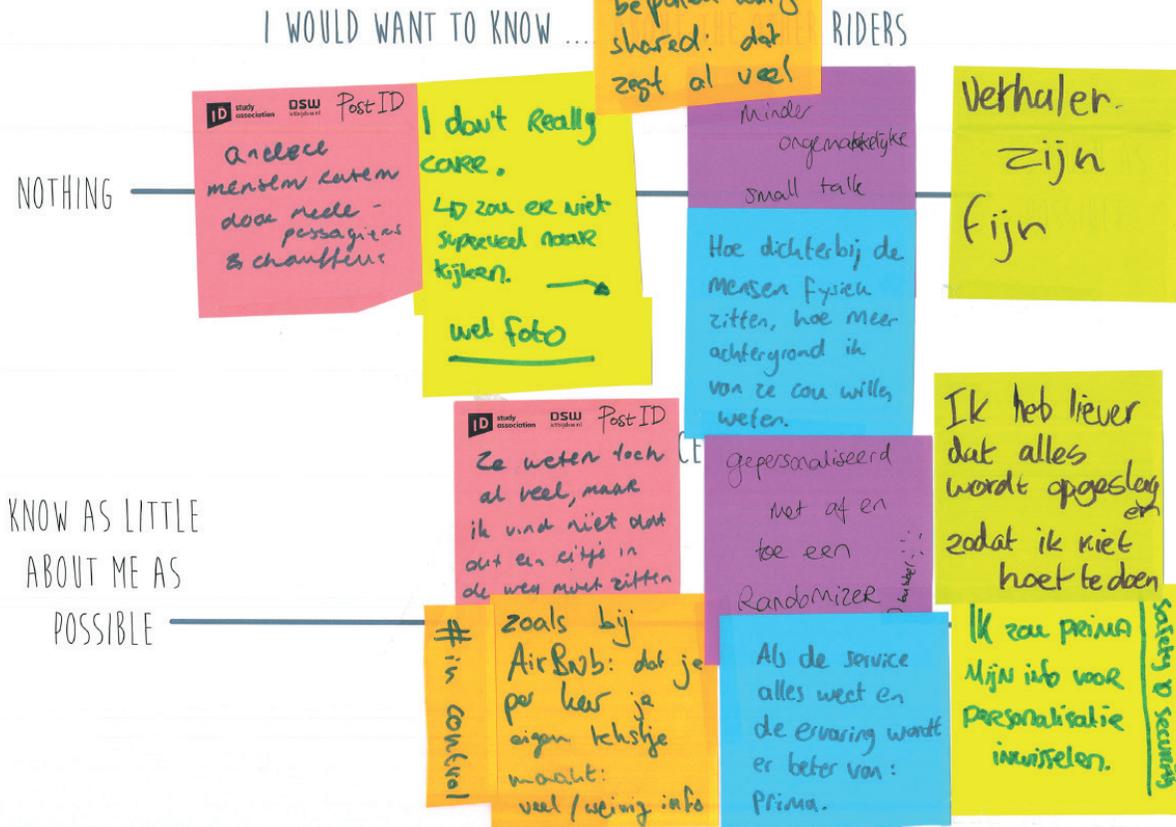


“Als de service alles weet, maar mijn ervaring wordt er beter van; Prima.”

“Onzekerheid over je reis is erg vervelend.”

“Ik heb liever dat al mn gegevens worden opgeslagen, dan dat ik het zelf steeds moet invoeren.”

“Ik wil vooral veel keuze vrijheid en altijd nog kunnen veranderen.”



TIPS, TOPS & TAKE-AWAYS

The created concepts were very different from the ones in the previous session. It was clear that conflict is more likely to occur with more people in the same vehicle, simply because the service has to deal with more people and opinions.

Overall it was a fruitful and very fun session with a lot of laughter and good discussions. Two participants were fundamentally different in their preferences and opinions about ride-sharing which sparked nice conversations.

At the end of the session, I received some feedback that helped me prepare the last acting-out session. Especially the feedback that a little more room for discussion would be good, and that I would probably need to try to take more notes during the session were good points of feedback that I tried to improve. And of course, it was nice to receive compliments on the program and execution.

NEXT TIME

In the third and final session I have planned more time to talk and discuss. I also fixed a second camera to record more. And I will show the results of the earlier sessions to have a greater focus on solutions for the moments of friction.

+ lekker energiek

leuk enacten,
misschien wel
moeilijk zonder 10'ers

+ Goed
gefaciliteerd

→ de groep goed
zijn gang laten
gaan

+ lekker tempo

+ uitgeelden werkt
goed

tip: misschien meer
luisteren/opschrijven
turijel en beetje of alles
nu of papier komt

+ goed getime-
MANAGED zonder
te veel pushing over
te komen!

ID study
association

DSW
ictbijdswn.nl

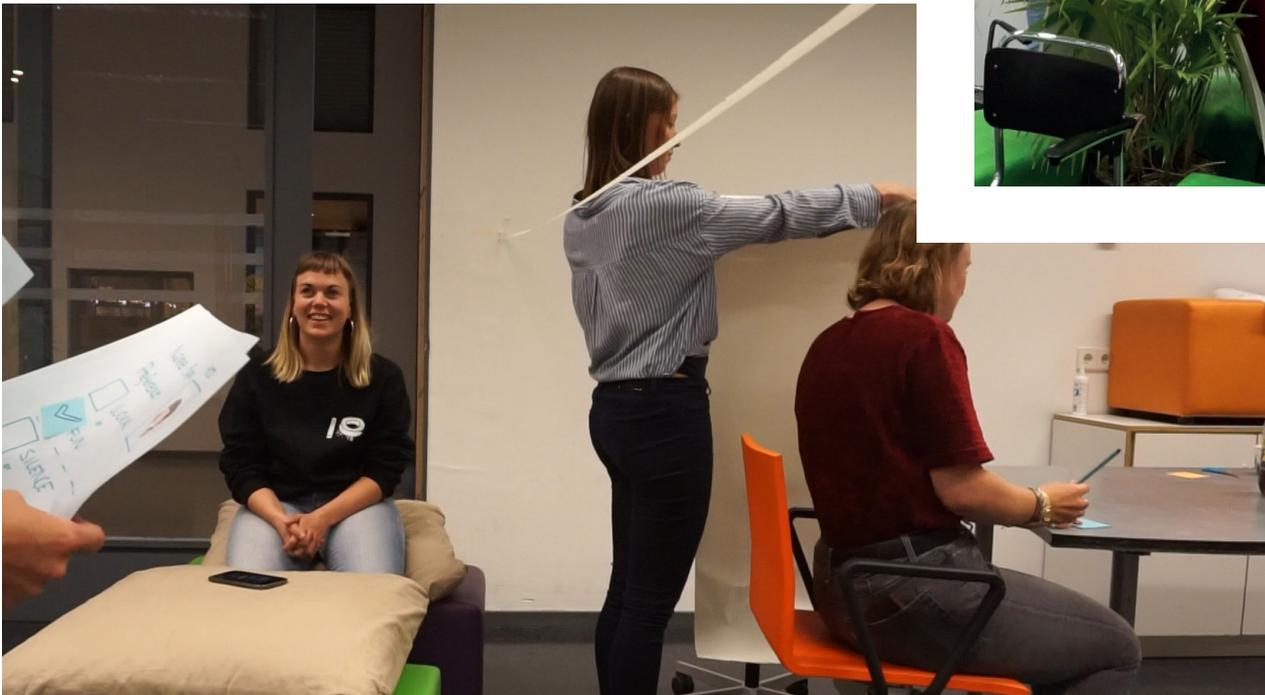
Post ID

- iets te kort
voor in-depth
gesprekken

+ voor leuk kleu
materialen

Snel een +
Werkend
con.cept maken
Werkt heel
goed

+ goed tempo,
persoonlijk ^{mocht}
het iets langer
duren.



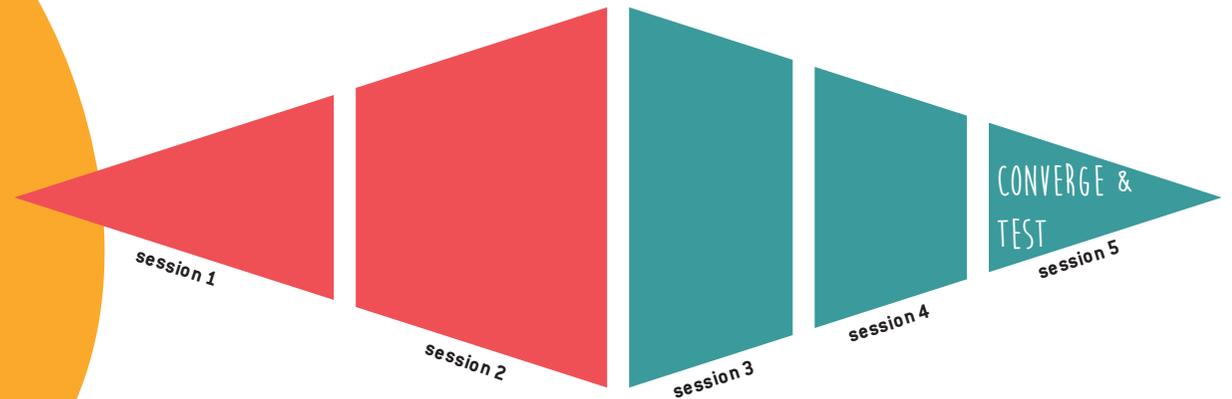
ACTING-OUT & CO-CREATION SESSION 3

30-04-2019



GOALS

1. Find ways to facilitate interpersonal interaction in the servicescape of a shared ride.
2. Get insights in their values during the commute.
3. Resolve earlier found frictions with an improved service.

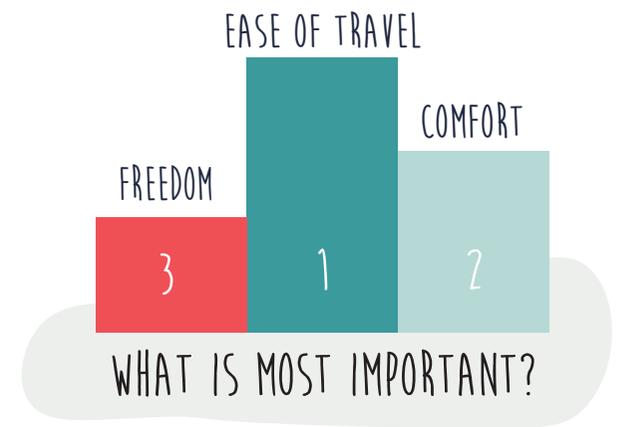
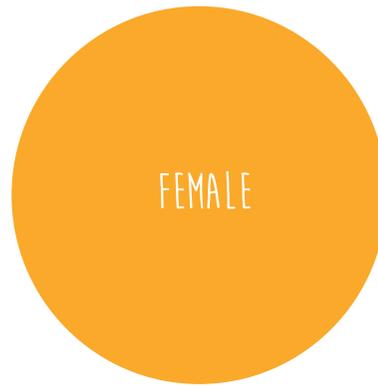
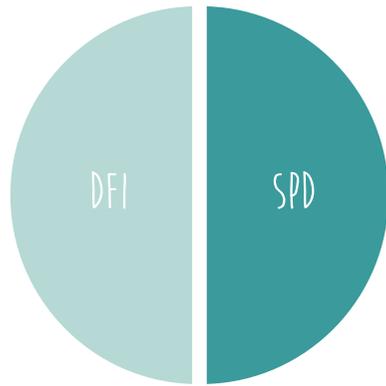


RQ

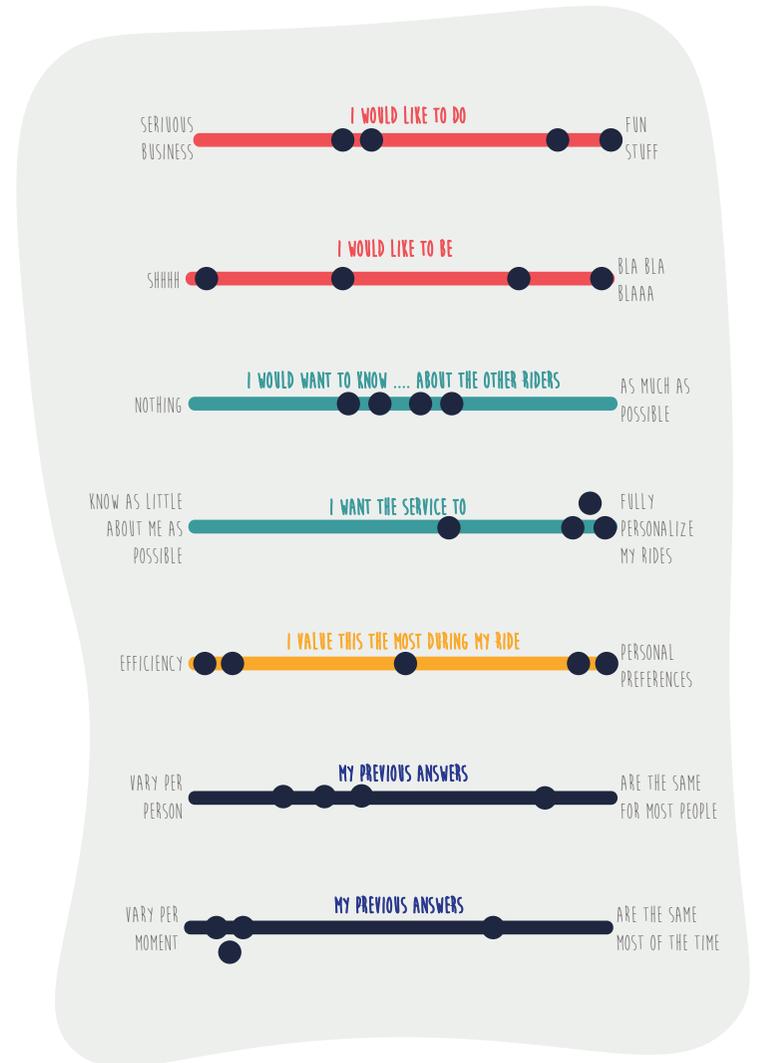
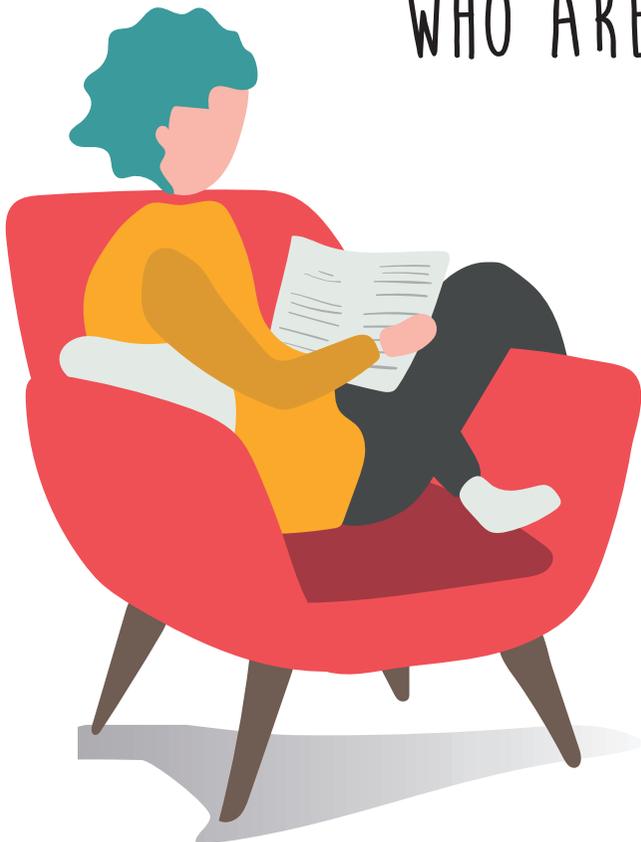
What do people value during their commute?

To what extent, and how, would they like to interact with co-riders?

How can the service mitigate in conflict and facilitate a positive environment?



WHO ARE THEY?



COLLAGE



ZIE
E REIS



verleiding

Een goede nachtrust begint met goede ondersteuning



comfort
zijn

experience =
oto wijje

“Het is eigenlijk ook wel lekker om je af en toe te kunnen misdragen toch?”

“In de ochtend is het voor mij ideaal geizeneentransitie van wakker worden, naar werksfeer.”

“Onderweg zijn is voor mij nu een moment om te ontspannen, daarom ben ik ook echt fan van de trein.”

“Ik zou echt wel een extra euro neerleggen voor mijn eigen playlist.”



ET MN

ROMIG EN VOL
Al 50 jaar maakt Johma het Twentse brood- en focc-sabodes met de beste ingrediënten. Zoals gevuld wijjes-salade die 2 sterren krijgt van het Beter Leven keurmerk van de Dierenbescherming. De salade is romig en vol en heeft de heerlijke smaak van een gevuld wijjes. Kerrie en gebakken uitjes. Heerlijk in dit gerecht, maar ook op 'gewoon' brood of toast. Niet voor niets is het 1 Beste Product van het Jaar 2017-2018.

TOP 3

- Rustig
- activerend
- tijd wegnemen ochtend ritueel



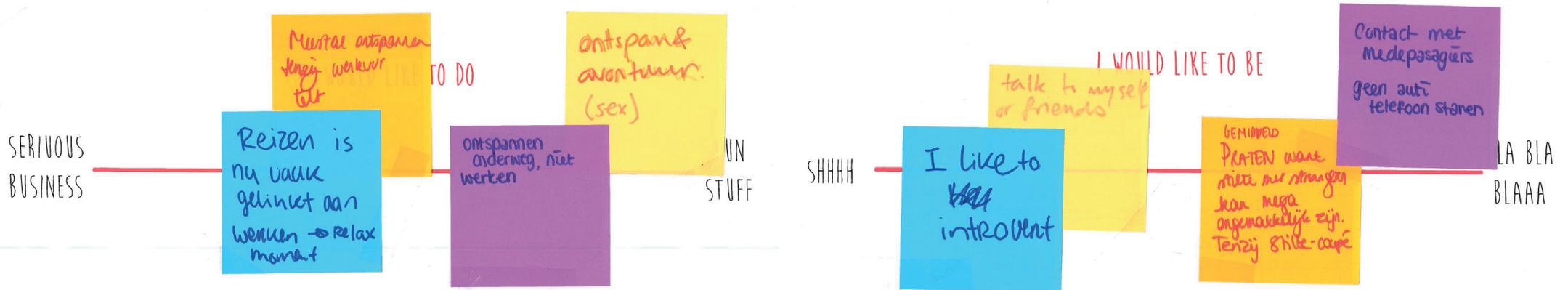


“Er begon iemand tegen me te praten en ik had een kop telefoon op, maar ik had snel genoeg door dat hij toch wel zou blijven praten, en eigenlijk was het best een leuk gesprek.”

“Ik vind oude omaatjes in het OV echt fantastisch om mee te kletsen.”

“Als je met allemaal mensen in de auto zou zitten en iedereen zit helemaal auti op zn telefoon is het wel heel ongezellig gelijk.”





“Als mijn reistijd als zo kunnen tellen als werk tijd, zou ik zeker al gaan werken! maar anders lekker even niets doen.”

“Hoe meer ik over hun weet, hoe meer ze over mij mogen weten.”

“Het is leuk om genoeg over iemand te weten, dat je haakjes hebt om een gesprek mee te starten.”



“Ik geloof niet meer in privacy; kom maar door, hier heb je al mijn gegevens!”

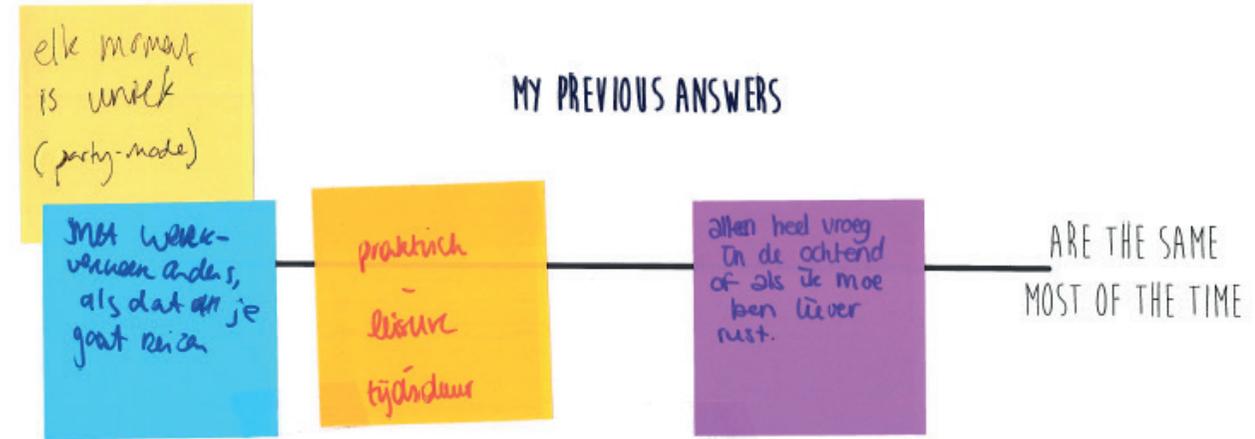
“Als het goedkoper is, ja, boeie!”

“Ik zie het n beetje als 1e en 2e klas, als je meer betaald, krijg je betere service.”



“Als je gewoon naar iedereen luistert, en weet wat voor personen het zijn, zou je super goed kunnen matchen.”

“Eigenlijk zou ik per keer willen aan gegeven wat ik wil, dat weet je nooit van te voren.”

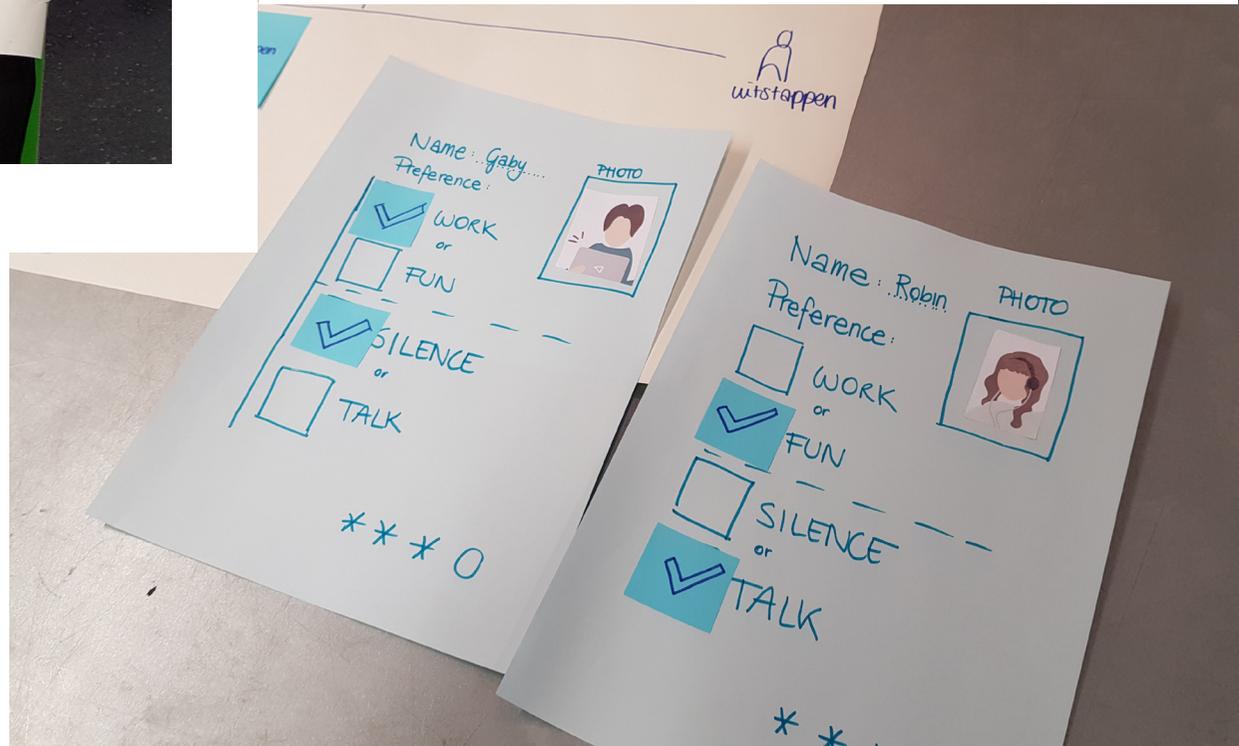
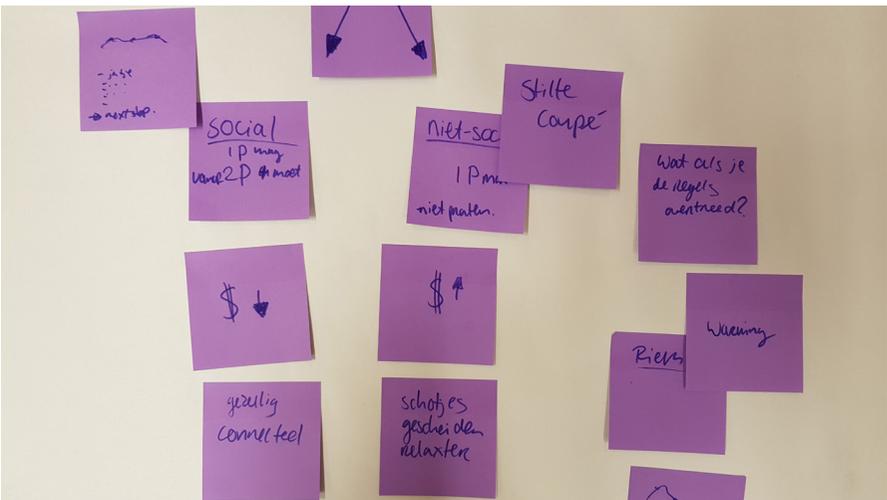
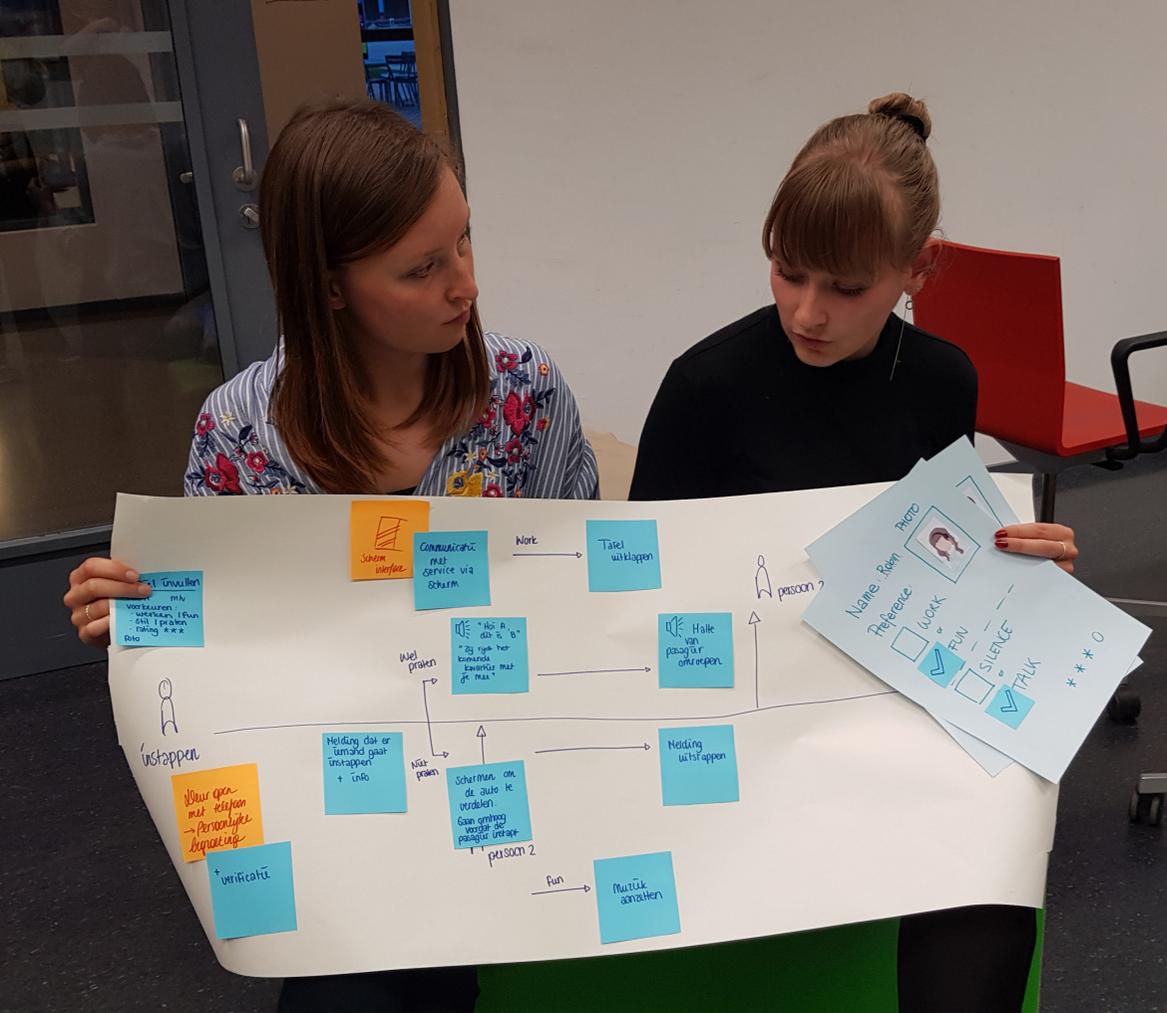


LOOKING BACK

As mentioned in the reflection of the second session, I aimed to have more room for conversation and discussion during this session. This resulted in a more slow and relaxed environment, where various doom and utopian scenarios were openly discussed. The participants had very different personalities but did agree upon most of the solutions.

At the end, we also took a lot more time to act-out and have a discussion about what went well and what didn't. The participants then improved their concepts based upon the learnings gained through acting out. This iteration was very valuable and the final two concepts contained all the earlier faced challenges.

Content wise it is safe to conclude that offering a choice between a silent environment and a social environment is key in creating an enjoyable servicescape for multiple riders. Secondly, maintaining a certain state of autonomy over your ride and your preferences are just as important because preferences tend to change with certain factors or actors in the servicescape.



TO CONCLUDE

Over the course of these different sessions somethings really stood out and are briefly discussed here. More information about the outcomes and how it will be applied is explained in the thesis report. Especially the conflicts occurring during acting-out and their possible solutions are discussed.

FREEDOM OF CHOICE

Maintain a sense of autonomy and offering freedom of choice seemed to be the most important elements of in ride-sharing services. This might seem like a bit of a vague requirement, but the need was well founded and recurred over and over again. The need for choice mostly derived from their travel needs to be inconsistent and a desire to maintain free to alter your preferences at any given time.



WORK VS. WINDOW



The three enacting sessions all indicated that working versus relaxing was the biggest paradox in peoples desires. Everbody indicated that they would want to work or would want to relax, mostly by staring out of the window with some music or a podcast. Whether they would want to do the one or the other was mostly depended on external factors, such as time of day or mood.



SILENCE IS KING



When acting out a situation was one wanted to talk and the other would rather not, the clear winner was the person who preferred silence. Simply, because it is quite difficult to maintain a conversation on your

own. When acting with three, one wanting silence and the other two a conversation, this led to an unsatisfied rider, because working or sleeping is difficult activities to do when others are talking. Concluding that a silent and non-silent ride would probably be the best solution. Even though silence might be on the upper hand, people did find it logical that it could cost a little more to demand silence.

BLACK MIRROR

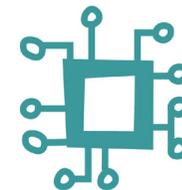


Every time during a discussion about co-riders and how much you should be able to know about each other, the 'black mirror' argument came up. This illustrating what

★★★★★ could happen if you would constantly let people rate each other. This is viewed as highly undesirable. The suggested alternative was to give the service more supervisory control to prevent misbehaving.

TRUST IN TECHNOLOGY

Personally, I was surprised how easily cameras and sensors were designed into all the solutions. During the creative facilitation session, the high school one and each acting out session included designs with cameras sensors and or microphones. Also, the scale that asked people to choose if they would prefer an anonymous option or a fully personalized option showed that the majority would choose a personalized ride over more privacy. Of these people, some admitted not to have given privacy risk much thought when deciding and just picking on the benefits they had in mind. Others indicated that they were indeed aware of what it would mean for their data, but said not really to care about it anymore 'since their data was already everywhere anyways'. It must be said that de participants from IDE could be considered as biased towards technology since they are educated to be rather tech-savvy. The high school kids, however, provided a more neutral perspective, they represent a generation raised with high tech gadgets and therefore it might be no surprise that they seem to be open towards these types of solutions.



APPROACH & REFLECTION ACTING-OUT

Looking back on the iterative acting out sessions I am very satisfied with the process and results, but there is definitely room for improvement.

Acting-out is a method more suitable in groups, since you need multiple people when imitating interpersonal contact. It is challenging and was not very successful to try to let people play a service they did not understand. So it turned out to be essential to some extent to start with a co-creation session in order to find internal support for the concept and an understanding how to play out the service. But you would also need unknowing participants during an enactment when you want to encounter points of friction and genuine reactions or feedback.

As a solution, during each session, I let two teams each create their own service. So at the end of each session we played out two different concepts of a ride-sharing service. The service being played by one of the people who created this concept, and the riders being played by one or two people from the creating team and then being joined by unknowing participants from the other team.



This worked nicely in two ways, first of all because the service did not know what type of person was going to board, nor his/her preferences and had to anticipate many scenarios and think about the 'intake' questions it needed to ask in order to play out their envisioned service. And secondly it worked out nicely because it kept people from playing out a perfectly staged scenario and forced some moments of friction that would be likely to occur in the service as they designed it, opening up good discussions on how these bad moments could be fixed or avoided. What did not work out so great, was the extent to which it was possible to 'iterate' upon each other's ideas. For the same reason as stated earlier, if people did not understand the service they were supposed to stage, it did not really work. Therefore the second session ended up being a bit more of a repetition of the first session than an iteration. But the benefit of a new group with different people was that they provided me with new insights and they came up with very different services. This was very

informative for me as part of ideation. To get the most out of the second acting-out session we focused a bit more on conflicts rather than just playing a part. This worked out really well, and led to a fruitless discussion afterwards.

By the time I gave the last session I incorporated the feedback of the previous two sessions and was able to adapt according to my own insight about iterating vs co-creating. This session was very successful in improving the ideas of the previous sessions by showing them what the students before them had done. This gave more room for thinking about a service where the previous conflicts would not occur and therefor played out a more peaceful ride-sharing scenario in the end.

Lastly, during acting out it is important to film everything because it is easily forgotten and body language is very essential. But not recording the discussions and reflections of the first two session is something I regret. Luckily this realisation kicked in before the last session and I did record it at the final session.

PERSONAL REFLECTION

Organising and facilitating these sessions has mostly though me a lot about interpersonal contact in AV ride-sharing services, but besides these insight, it was a valuable experience for me as a facilitator (and a person). There where many tasks that I heavily under estimated due to lack of experience on my own. Promising participants diner for example and ending up having to travelling to the faculty of IDE with a suitcase full of supplies and huge bag with containing a hot dinner for all the participants (gluten free, lactose free, vegan) are the kind of tasks that I did not foresee as significant, but certainly where.

Secondly, facilitating on my own, came with challenges like keeping track of the planning, managing everybody's progress, providing supplies, providing food n drinks, taking photographs and trying to remember and take note of all the interesting things that where being said. Performing the last 3 sessions in small group was very essential to keep this task doable and having a buddy with me to the large high school ideation was a very valuable asset.

THANKS TO:

MAX HOEBOER
FLORIS JANSEN
RENS DE GRAAF
NEEMA IZARIN
LOT VAN TOUW
NICK HERMES
JOOST REMMERSWAAL
JORD DE KAT ANGELINO
MARTHA KUIJPERS
NYCKLE SYTSMAN
EVA TAYLOR PARKINS
SAM VAN EIJK
GABRIELLE RIBBENS
LEONIE LEVROUW

TEYLINGEN COLLEGE LEEUWENHORST
& DE 24 LEERLINGEN VAN 5 VWO
MARK LOKTHORST
MENEER HIEP
MARIE VAN DEN BERGH
MAX SAMPIMON
WINAND VAN HASSELT
MARIANA HZA DE MIGUEL
JIMING BAI
SOPHIE KRAH
ALBERTO MEGHI