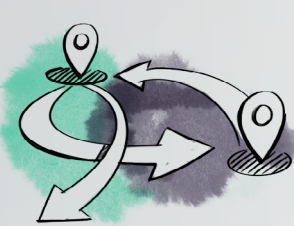


A USER CENTERED VISION FOR THE ECOSYSTEM OF SHARED AUTONOMOUS VEHICLES

The designed vision is a fully autonomous ride-sharing and car-sharing system that enables a flexible, accessible, private, and integrated service for users in 2040 within the Metropole Rotterdam The Hague.

Users should feel in control, involved, supported, and at ease when using the service. The service is widely available in cities and rural areas and close to home by enabling hubs in every neighborhood.

Main vision elements



FLEXIBLE
FILL GAP BETWEEN PT
AND CARS
FOR MANY ACTIVITIES
EASY TO ADJUST TRIP



ACCESSIBLE
INCLUSIVE
CLOSE TO HOME
HUMAN LIKE INTERACTION



INTEGRATED
CONNECTED TO PT
EASY TO USE
SUSTAINABLE



PRIVATE
IN CONTROL OF INTERACTIONS
FULLY ENABLES POSSIBILITIES OF AVS

Scenario based approach

The desired future vision is showcased through one of the three explored user scenarios. This scenario shows the complete story and how users experience the system. In the end, a lot of different users can use the system.



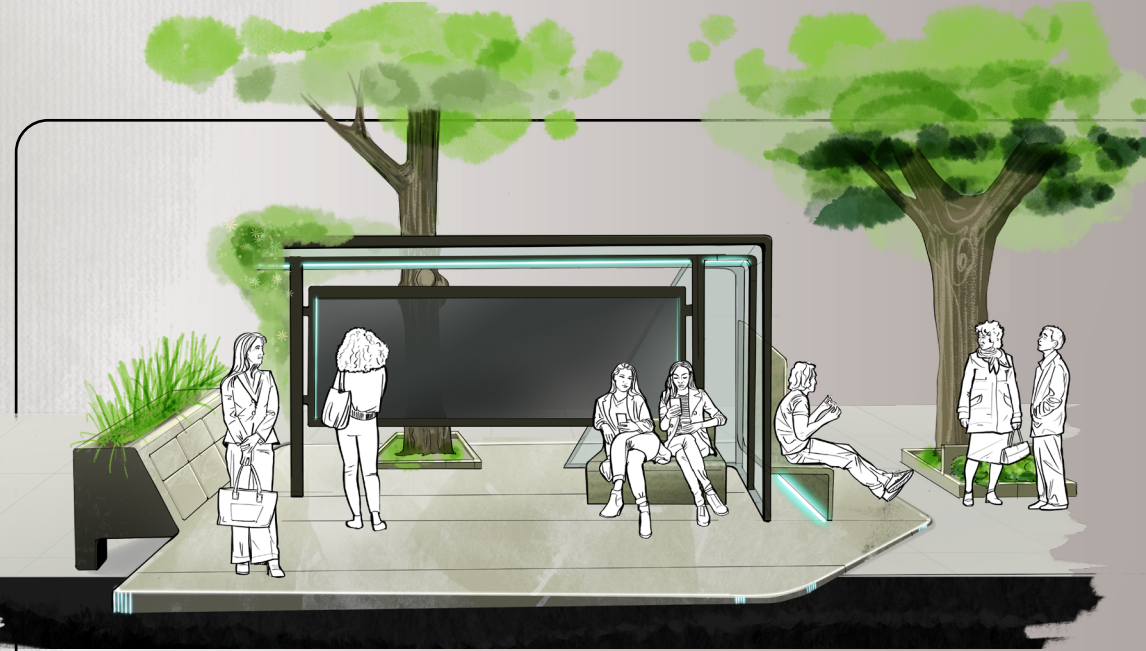
The quality of life in cities and rural areas will improve because extensive car infrastructure, such as parking spots, can be retrofitted into green and public recreational spaces. In rural areas, people can finally enjoy easy access to flexible mobility without buying a car. The quality of individual lives also improves as travel time can become spare time, and the SAVs can be used for meaningful activities with family and friends or alone. Thereby, the system is more sustainable than private car usage and is a helpful supplement to existing PT systems.

2040

The SAV-vision

A FLEXIBLE, ACCESSIBLE, PRIVATE AND INTEGRATED SERVICE CLOSE TO HOME THAT ENABLES PEOPLE TO FEEL AT EASE, INVOLVED AND SUPPORTED BY CONTROLLING THE WHOLE TRIP.

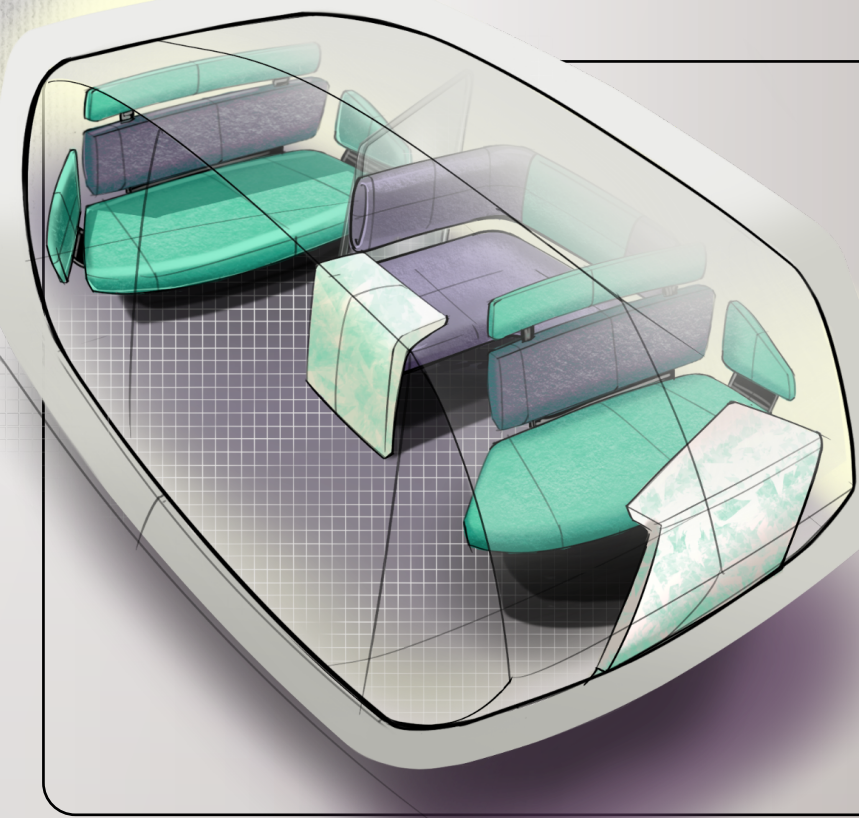
Different type of hubs to meet the vehicle



Local Hubs
City Hubs
Regional Hubs
Street Hubs

Always closeby

An interior suitable for both private and social activities



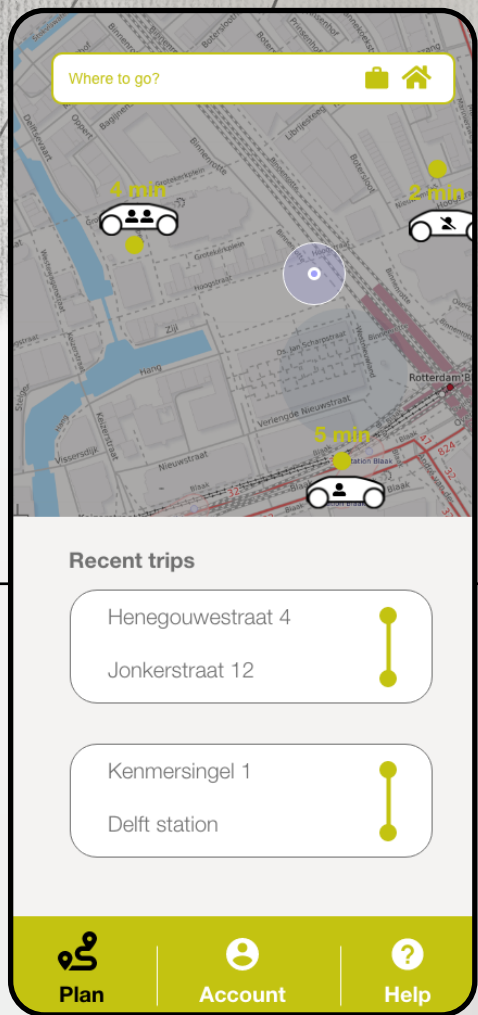
Facilitator for different needs and activities

The interior fits to many needs. Both social as private settings can be created and users will feel at ease and comfortable, also when sharing the vehicle with people they do not know.

Digital Service

SUPPORTED
INVOLVED
IN CONTROL

Provides information
Choose your trip
Book your trip
Adjust the trip
Adjust preferences



Evita Goettsch
A user centered vision for the ecosystem of
Shared autonomous vehicles
April 8th, 2021
DfI

Committee Suzanne Hiemstra - van Mastrigt
Jasper van Kuijk

Company Seamless Personal Mobility Lab