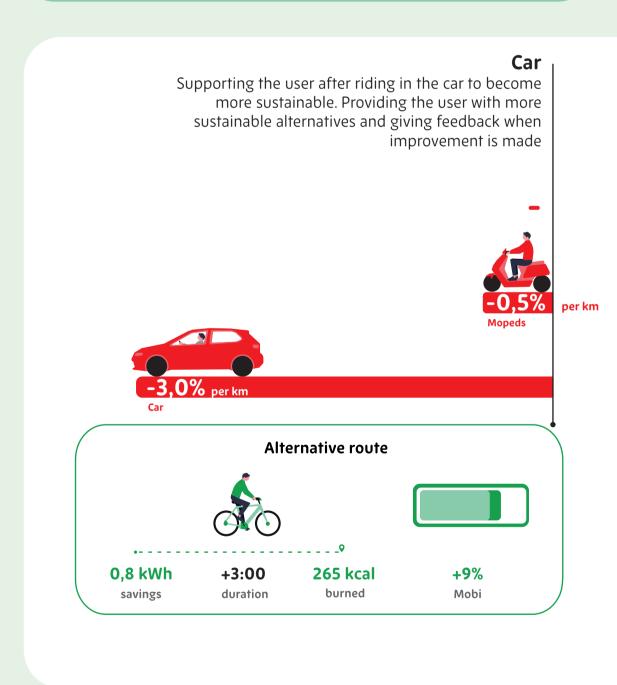
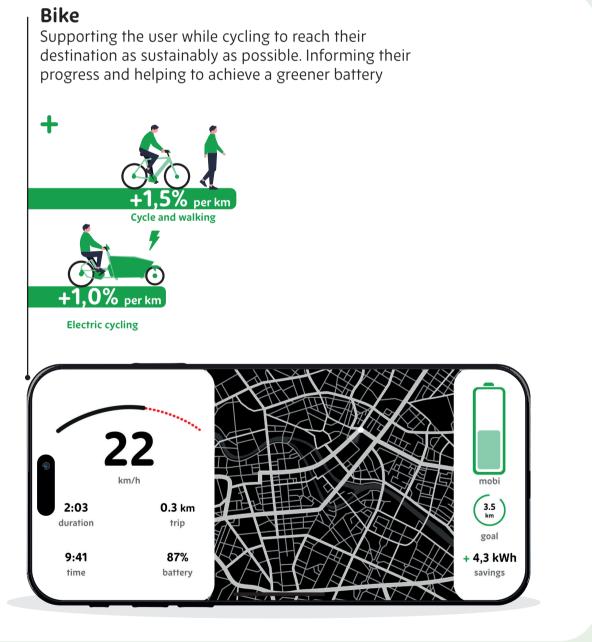
Mobi: the service that encourages sustainable mobility for everyone.

Mobi is designed to encourage residents in and around urban areas to become more sustainable. Mobi will provide informative and behavioural-changing insights during daily travel. Translating the complex emissions in mobility to a manageable battery to show your sustainability score. The battery score will charge when using active transport and drains when using passive transport. Raising awareness of how different vehicles have an impact on the environment. Motivating the user while traveling and afterwards to use the bike or walk instead of going by car and moped.

To provide the fullest possible insight, journeys will be tracked using the smartphone. Mobi will be present when needed for the user. Challenging you to **cycle** more and further to achieve your daily set goals. Offering **in-car** advice on more sustainable alternatives. Using public transport, it will be used to check in. Finally, the **overview** provides insights and tips on how to become more sustainable.







Mitchel Trap

Mobi: the service for sustainable mobility

25 July 2024

Msc Design for Interaction

Committee

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