



MOBILIZE & Delft University of Technology

Driving States of Mind: A Strategic Framework for Mobility Behaviour in Grand Paris 2040

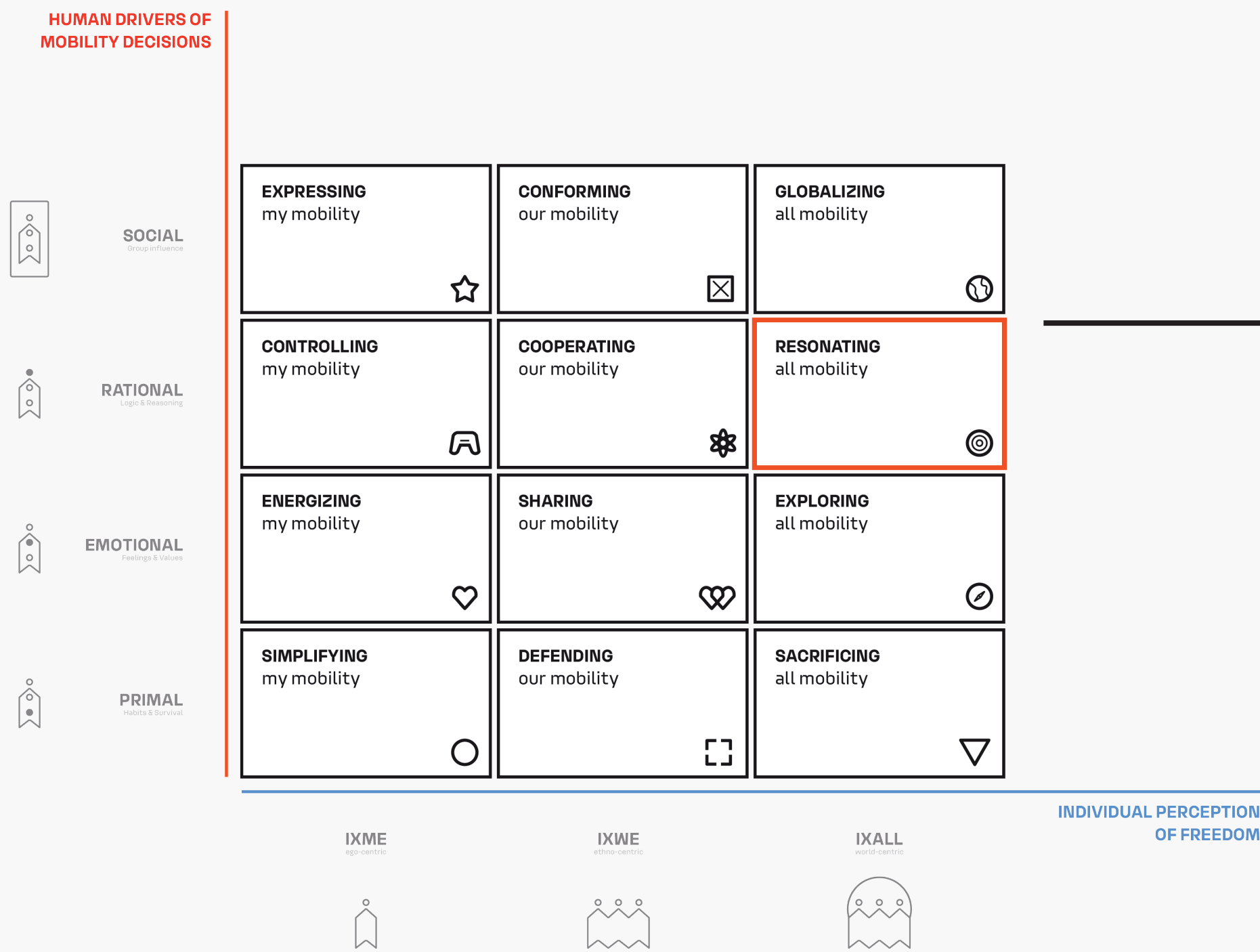
Illustrated by a first concept / Riding the Wave: Orchestrating Urban Resonance Through Public Movements

/ FRAMEWORK, “12 driving states of mind”

A FUTURE FRAMEWORK THAT DESCRIBES TWELVE DRIVING STATES OF MIND IN MOBILITY BEHAVIOUR IN METROPOLE DU GRAND PARIS BY 2040

This framework outlines twelve future states of mind—conceptual mindsets that describe how people may relate to mobility in 2040. Each state combines a core human driver (from primal to social) with a personal perception of freedom (from ego-centric to world-centric), offering a multidimensional view of urban movement.

HELPING MOBILIZE DESIGN WITH MEANING—BY TUNING INTO HOW PEOPLE WILL FEEL, THINK, AND MOVE IN THE FUTURE GRAND PARIS REGION.



RESONATING STATE NEEDS

1. RESPONSIBLE AUTONOMY WITHIN A SHARED SYSTEM
2. CONFIDENT NAVIGATION IN DYNAMIC URBAN FLOWS
3. ENERGY-CONSCIOUS AND RHYTHM-BASED MOBILITY

/ CONCEPT FLO, “Riding the Wave”

A NEW WAY OF TRAVELLING TOGETHER, INSPIRED BY NATURAL PATTERNS OF FLOW STRUCTURES, WAVE RHYTHMS AND FLOCKING BEHAVIOUR.

FLO is a product-service system (PSS) that orchestrates public movements, enabling individuals to sync their movements with each other and the collective rhythm of the metropole, optimising the use of city infrastructure and collective energy usage.

HELPING METROPOLE DU GRAND PARIS TO REACH CARBON-NEUTRALITY GOALS, WHILE OFFERING MOBILIZE A STRATEGIC POSITION WITHIN IT.



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