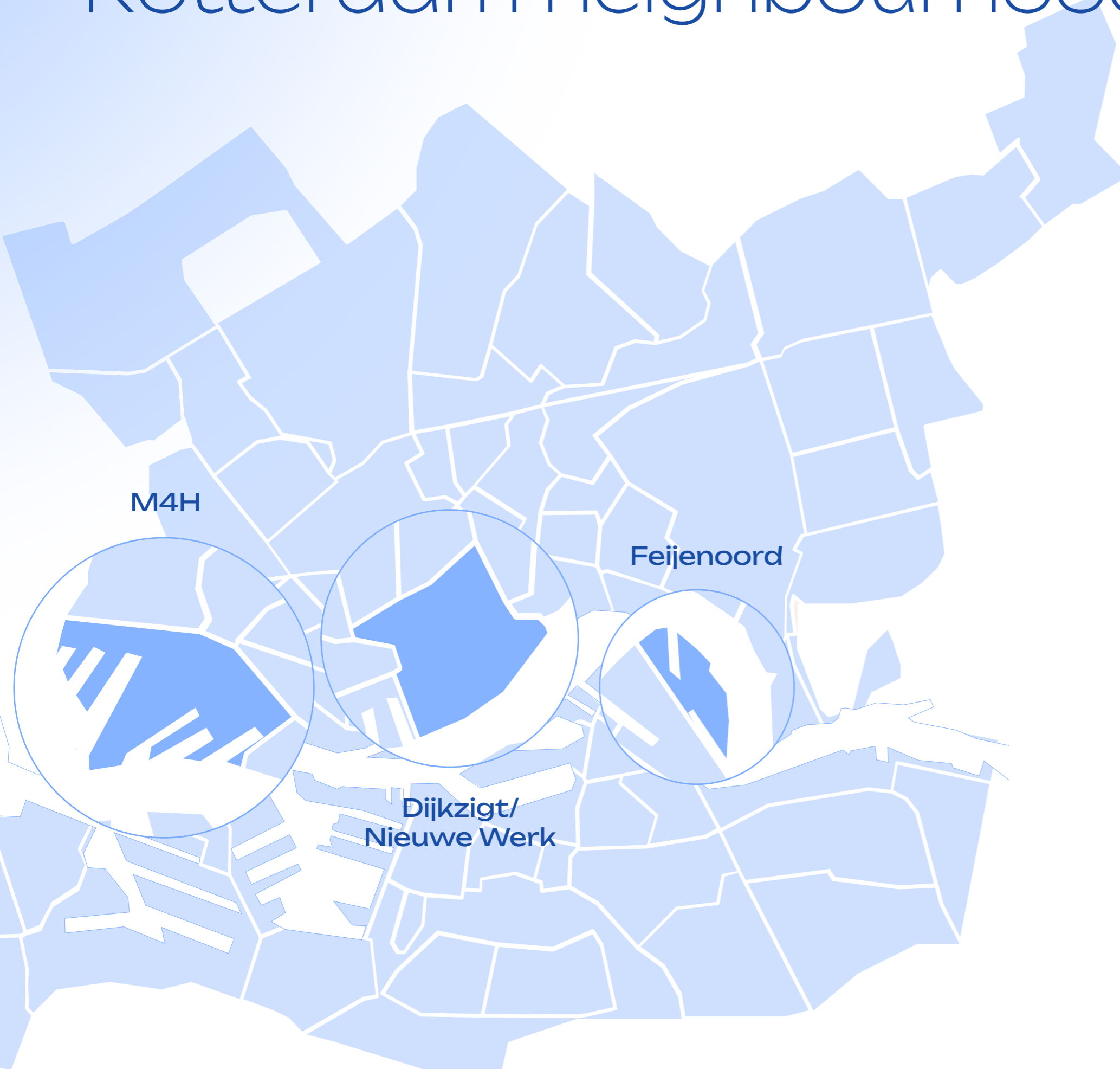


Designing for a future urban mobility system

Targeting inclusivity as a commonality in three Rotterdam neighbourhoods



The urban mobility transition is in full swing. Growing urban populations, increasing traffic congestion and the need for more sustainable transport solutions are forcing cities to think about the future of mobility. This transition is also strongly present within Louwman Group, where mobility is being interpreted more and more broadly. To stay ahead in this mobility transition, a forward-looking strategy is essential.

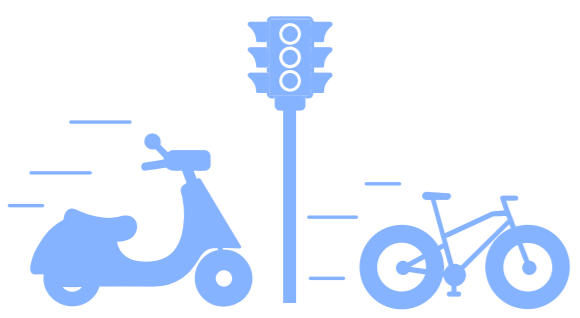
In order to explore what mobility will be relevant in the future, this project explores, in the context of three Rotterdam neighbourhoods, how differences and commonalities can form the base for a mobility solution that offers people a more personalised mobility experience in a feasible way.

Designing for inclusivity

Qualitative fieldresearch revealed that in each neighbourhood, vulnerable groups are excluded from the mobility system in different ways: feeling unsafe in traffic, feeling restricted in mobility freedom and feeling excluded from innovations in mobility. To address this, while at the same time relevance for a wider audience is targeted, the following concept responds accordingly:

A product/service combination centred on a modular and stable bicycle as an addition to the shared mobility offer in Rotterdam.

A stable bicycle caters to older people, people with physical limitations or people who have not (yet) mastered the skills of cycling. These people are often restricted in their freedom and the current system does not adequately meet their needs and wants. The bike offers the opportunity for two people to cycle together, addressing social aspects, accessibility and providing a low-threshold way for people to try cycling. Through a matching process and credit system, people are encouraged to help and support each other in experiencing mobility freedom, safety and integration. In addition, the bike can be used for free or at a reduced rate by eligible people if it is not reserved. Instead of a second seat, modular add-ons can transform the bike for a variety of purposes, such as cargo, child seats and a roof. This makes it relevant and interesting for a wide audience to use.



Dijkzigt / Nieuwe Werk

Enhance the (perception of) physical safety for vulnerable groups



Feijenoord

Increase the sense of mobility freedom for vulnerable groups



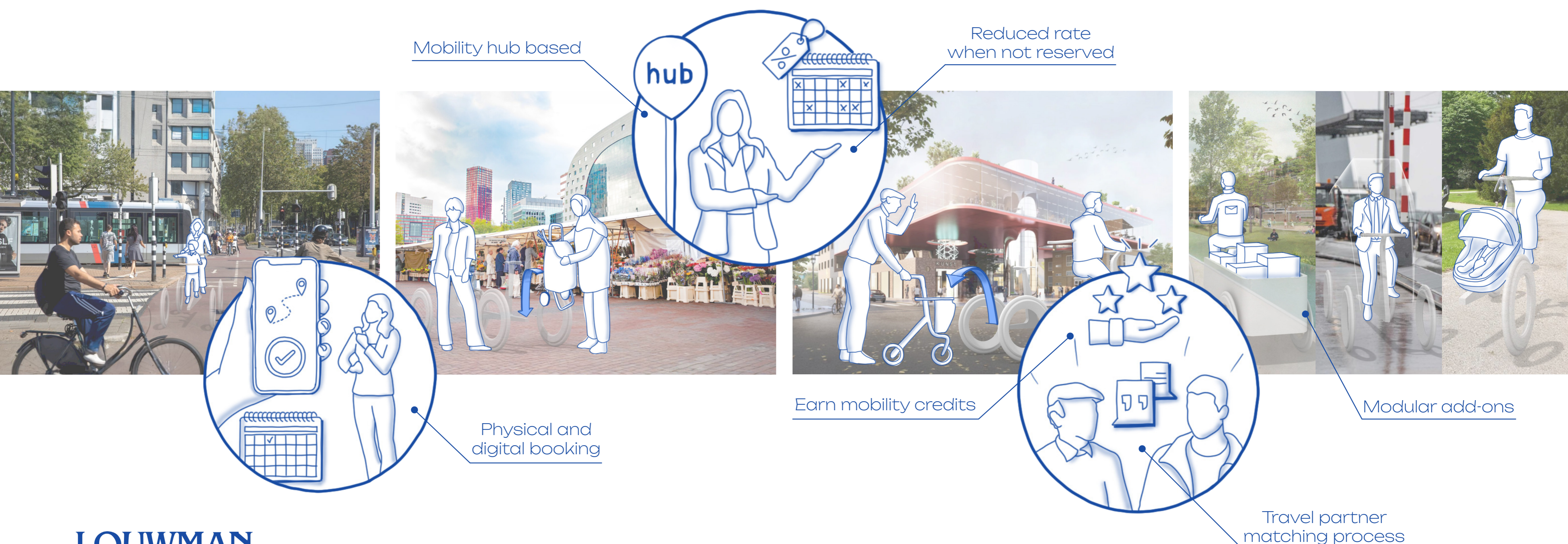
M4H

To integrate vulnerable groups in an innovative mobility system



Rotterdam

While also being relevant and applicable to a wider public



LOUWMAN

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Designing for a future urban mobility system
11 June 2024
Integrated Product Design

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