

THE TRANSFORMATION OF FORD

A STRATEGY TO IMPROVE URBAN MOBILITY WITH AUTONOMOUS VEHICLES

Transformation of the mobility industry

With increasing globalization and urbanization, space in urban areas is very limited and air quality is decreasing because of fossil fuelled engines. Since the invention of the automobile in the early 1900's, the automotive industry currently faces their biggest disruption so far. With automation, digitization and electrification, the automotive industry can offer *Mobility as a Service* in collaboration with other mobility providers.

Transformation of Ford

Currently, Ford's value to the ecosystem is the product (vehicle). In order to offer *Mobility as a Service*, Ford needs to work together with other stakeholders in the mobility ecosystem. Only then, users can experience the efficiency of shared mobility from A to B. Moreover, if Ford is able to collaborate with other mobility providers and stakeholders of the ecosystem, space in urban environments can be regained, giving the streets back to the community. This fits with Ford's vision of *democratizing mobility*.

Envisioning the future of urban mobility

The method of 'Visual Thinking' is used in order to communicate my vision for future urban mobility. This vision is iterated with stakeholders and validated with Ford. The visualization of the vision has several layers of information.

1. **Car metaphor** (rear-view mirror is the past, inside the car is the present, in the window in the future)
2. **Urban zones** (zone A: Downtown, zone B: Pre-war, zone C: Suburbs)
3. **Dominant transportation modes** (zone A: walking, zone B: biking, zone C: driving)
4. **Mobility users** (people transport, goods & services, construction & maintenance)

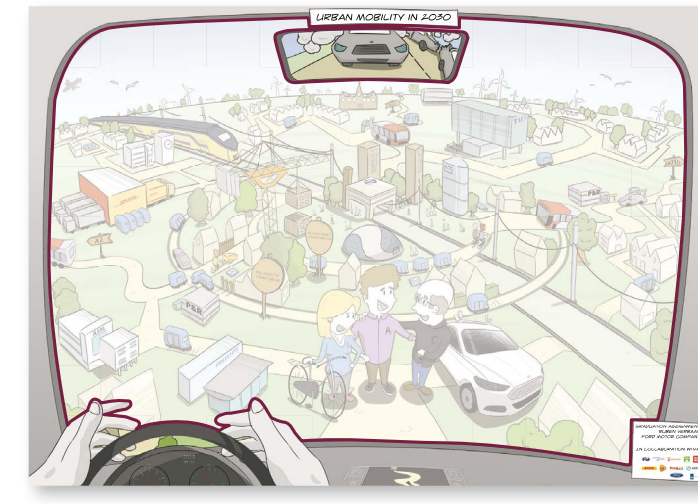


Figure 1: Car metaphor

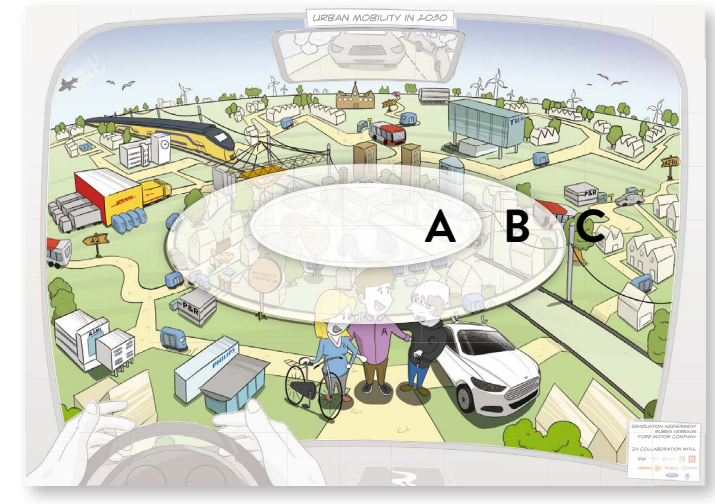


Figure 2: Urban zones



Figure 3: Dominant transportation modes



Figure 4: Mobility users

Different variables when designing for the mobility ecosystem in an urban environment

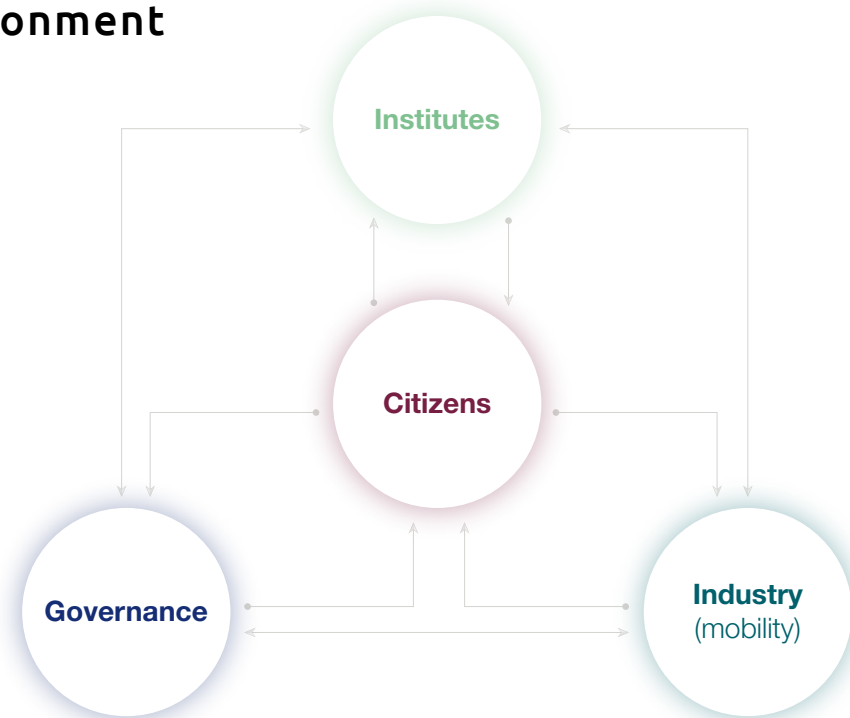


Figure 5: Mobility stakeholders when designing for urban mobility

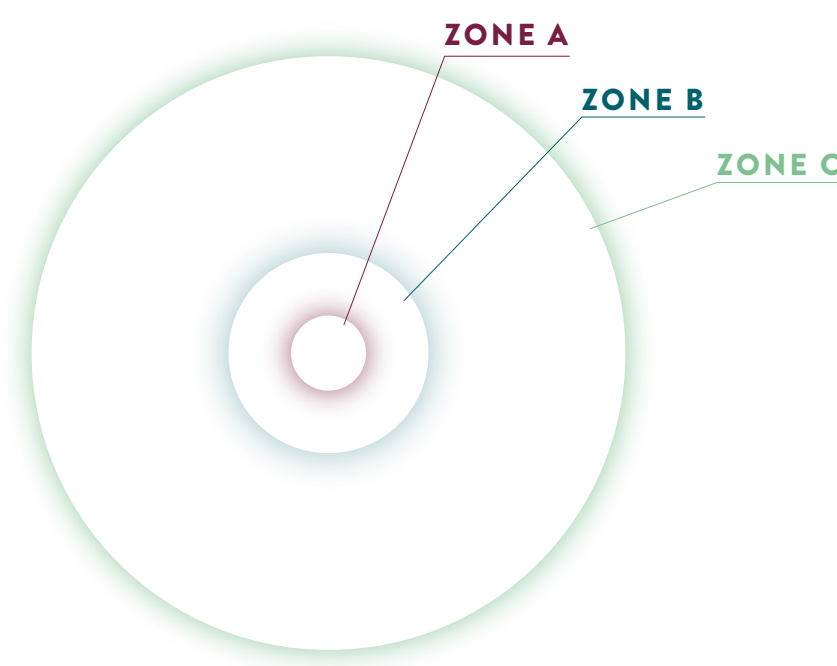
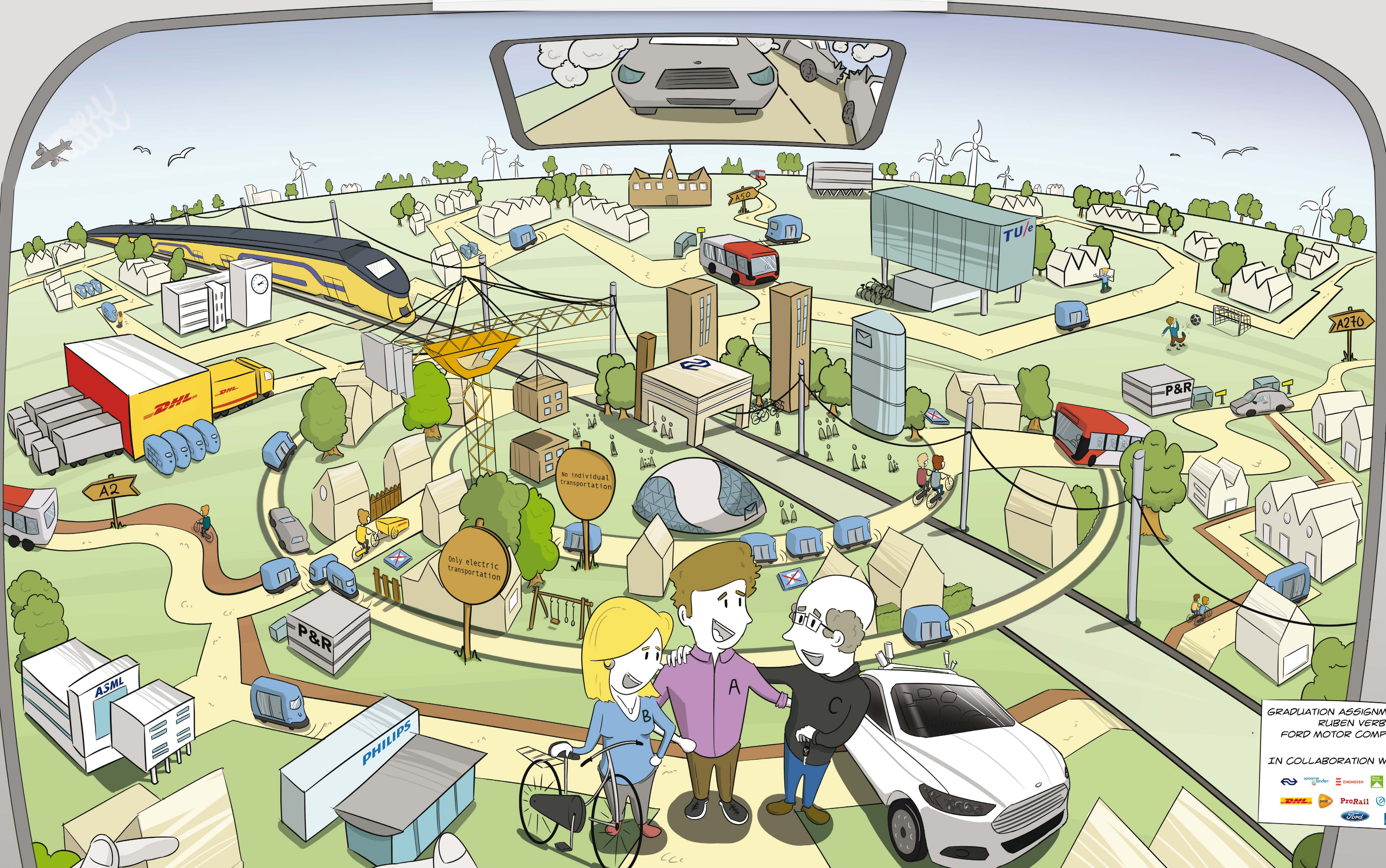


Figure 6: Urban zones which have different mobility needs



Figure 7: Mobility users

A VISION ON URBAN MOBILITY IN 2030



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