

Balancing Autonomy in a Shared World

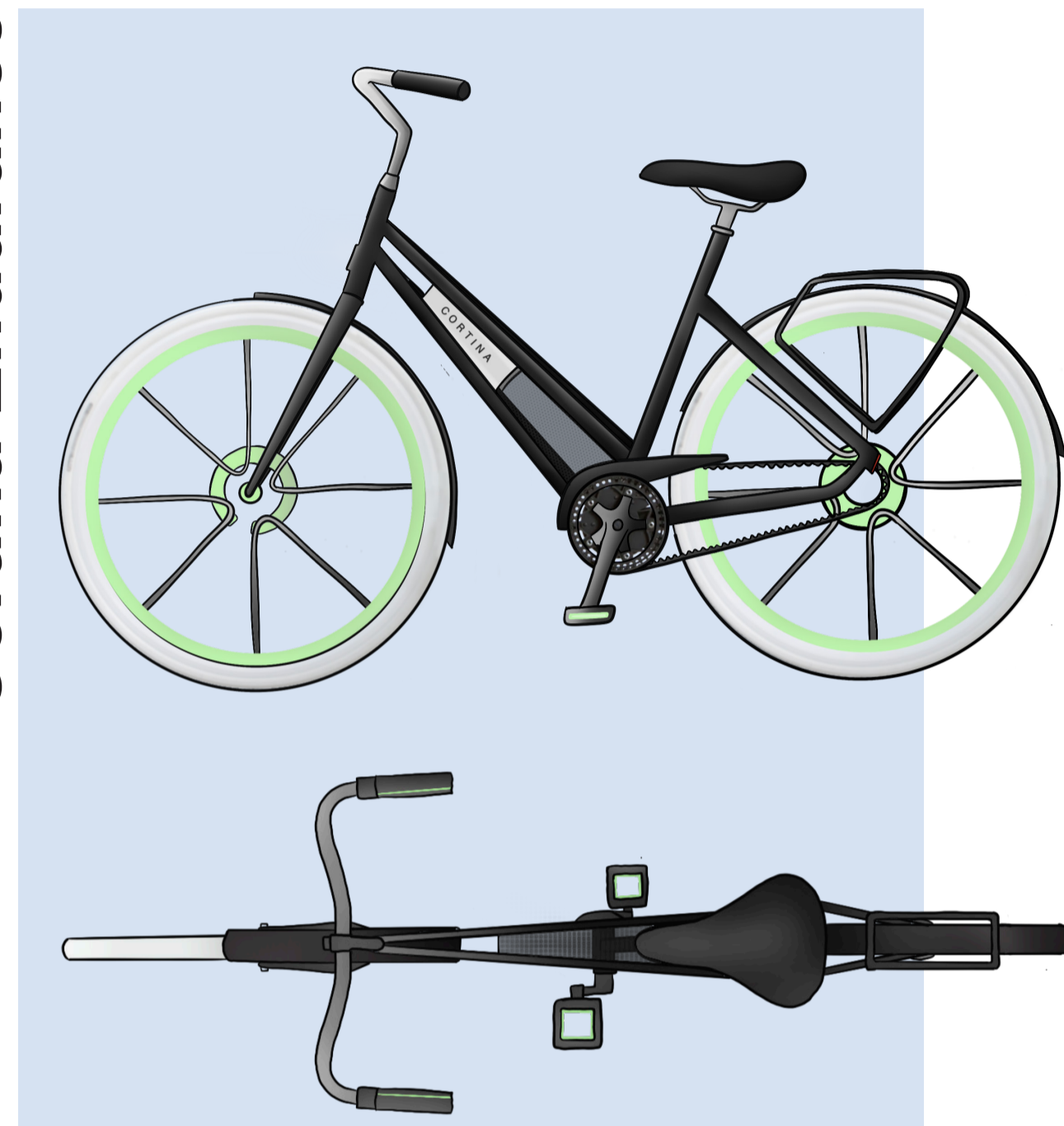
An Urban Mobility Concept for Cortina in 2035

The mobility world is changing due to demographic transformations, sustainability challenges, and technological advancements. Consumers and governments seek more sustainable and inclusive mobility solutions that cause less environmental strain, less noise pollution in urban areas, and safer traffic. An example of such a solution is the right-to-repair legislation recently implemented by the European, requiring manufacturers to design repairable products. The mobility solutions must combine into a coherent platform for convenient and comprehensible communication towards future users through innovations such as Mobility as a Service (MaaS) and mobility hubs.

Cortina
Dutch bicycle brand Cortina wants to navigate its role in the future world of mobility. Cortina is the second-largest seller of city bikes in the Netherlands and is mainly known for its bicycles featuring front carriers. Its heritage originates in catering to underserved market segments, and its brand values are bold, fresh, innovative, and trendy.

Vision
A trend analysis about cities, mobility, and cycling in 2035 served as input for constructing a future worldview, described by the disappearance of private possessions and the rise in shared mobility, resulting in a decreased feeling of responsibility and autonomy. The design statement 'enabling people to feel like a part of something bigger without losing autonomy so they can be their authentic selves' was created in response. The statement is reinforced by an analogy describing the envisioned interaction between future user and context, forming the design vision of the graduation project.

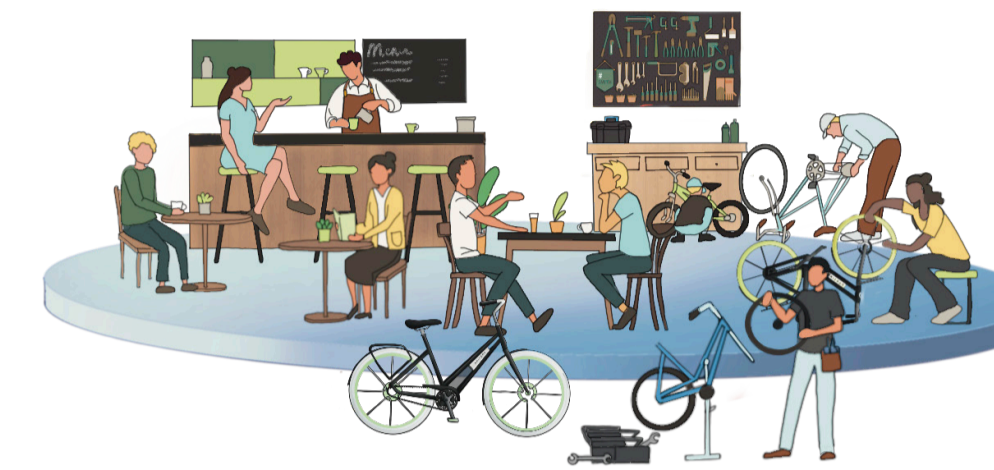
Cortina Endurance



Result
To equip Cortina with a strategy for the changing mobility world the Cortina Café was developed. The Cortina Café presents a micro-mobility solution implemented at mobility hubs, serving as a café where travellers can repair their bicycles, buy refreshments, wait on their following form of transport, or meet up with someone else. The café concept is accompanied by the Cortina Endurance bicycle, designed for durability, personalization, transport, and easy repair, capitalizing on the right-to-repair legislation and providing Cortina with a first step towards the project's final vision within its area of expertise.

The Café and bicycle are supported by a roadmap describing Cortina's steps towards the mobility of the future. The Cortina Café enables users to be in charge of their mobility products, promotes repair over replacement, and reduces the need for private car usage. The café also serves as an educational platform for repairing bicycles and workshops, promoting the culture of repairing over replacing among younger generations, endorsing Cortina's innovative brand value.

The result of this graduation project should be treated by Cortina (and other mobility parties) as a visionary project that aims to inspire and guide society to a better future world. Companies must unite and be willing to share data and strategy to realize an integrated MaaS platform centred around users. Mobility players should work towards a joint visionary long-term worldview, as today's decisions will influence society's future.

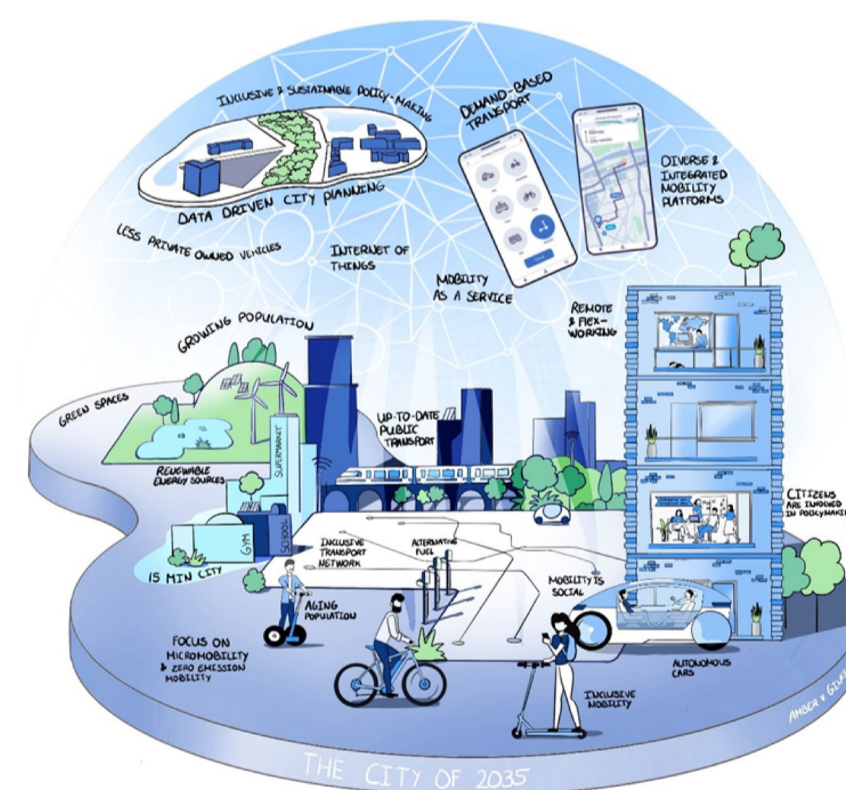


Vision

THE CONCEPT MUST EVOKE....

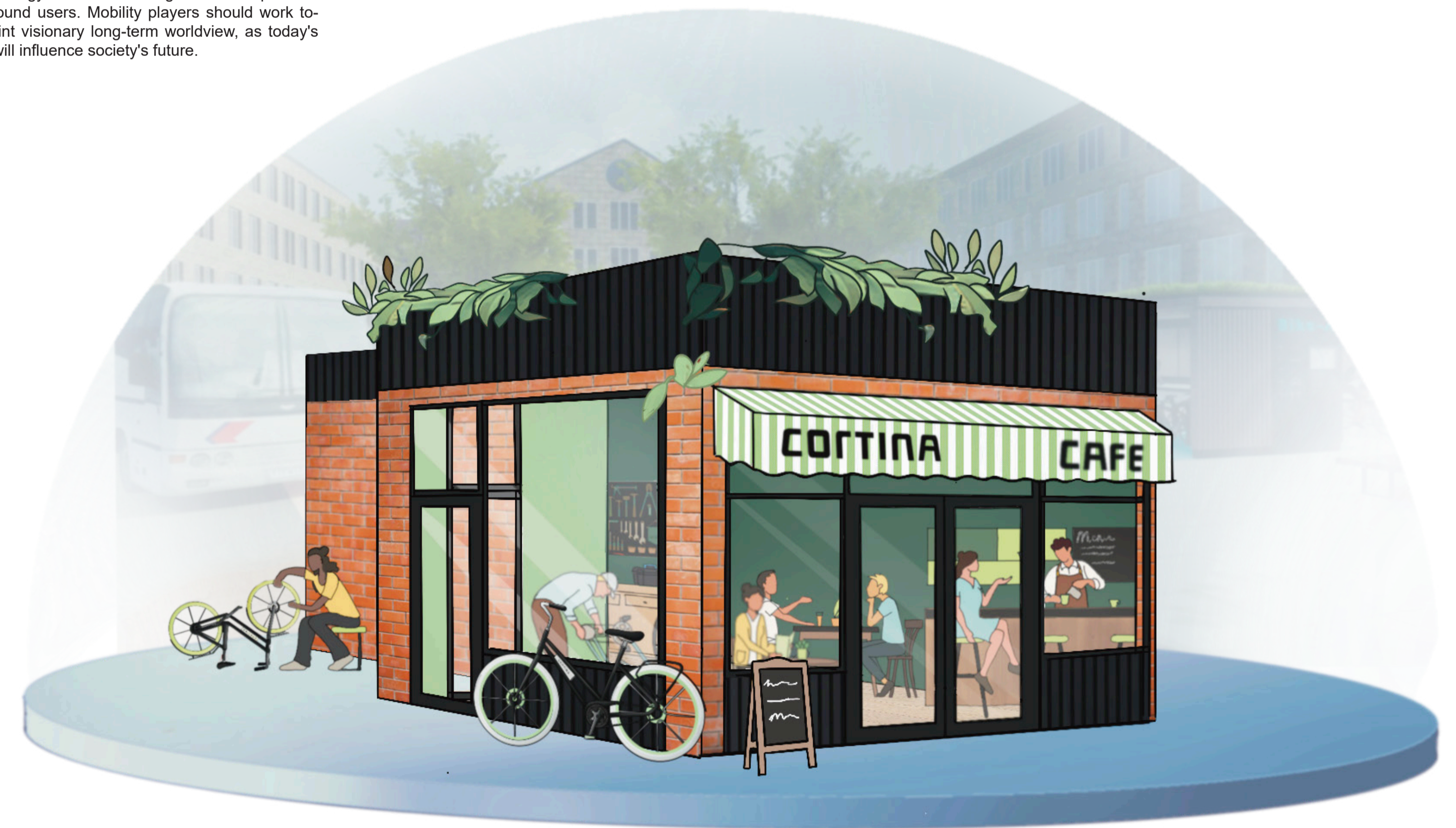


...THIS FEELING...



...IN THIS WORLD

Cortina Café



Amber van Ginkel
Balancing Autonomy in a Shared World
11-05-2023
Strategic Product Design
Integrated Product Design

Committee MSc. J.W. Hoftijzer
Dr. ir. S. Hiemstra-van Mastrigt
A. Veendijk
Company Kruitbosch Zwolle B.V.