

THE HOST

TURNING COMMUTING INTO PERSONAL DEVELOPMENT

The host is a friendly authority in the bus that works in synergy with the vehicle to provide passengers with peace of mind during their commute, ensure a pleasant journey, and empower them to become the best versions of themselves.

The vehicle's artificial intelligence provides the host with a digital assistant, who takes responsibility for journey management, driving, and providing the right information at the right time to keep the host's back clear. The host can then focus on connecting with passengers, providing service, and fostering personal development. Their roles are complementary, and both support each other in their tasks and share certain responsibilities.

SEOUL BUS 2030



FOCUS

RELAX

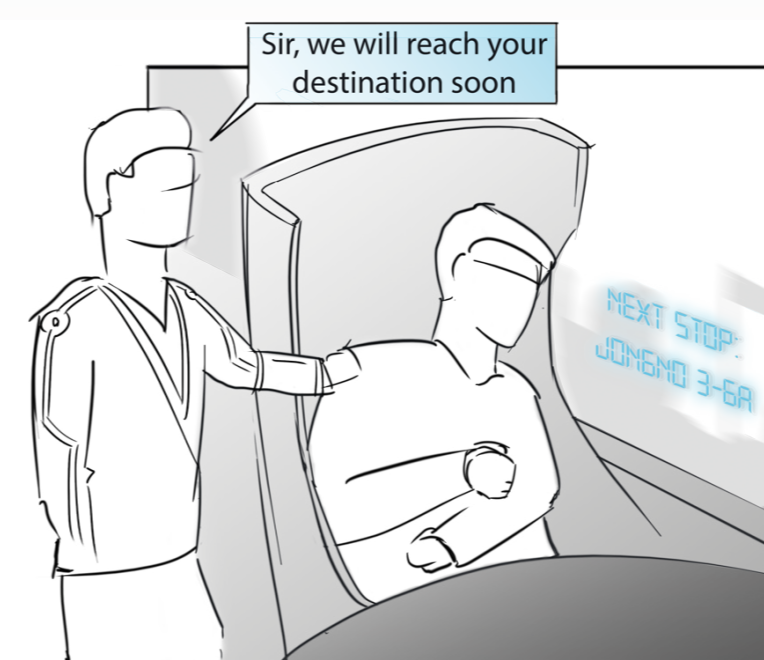
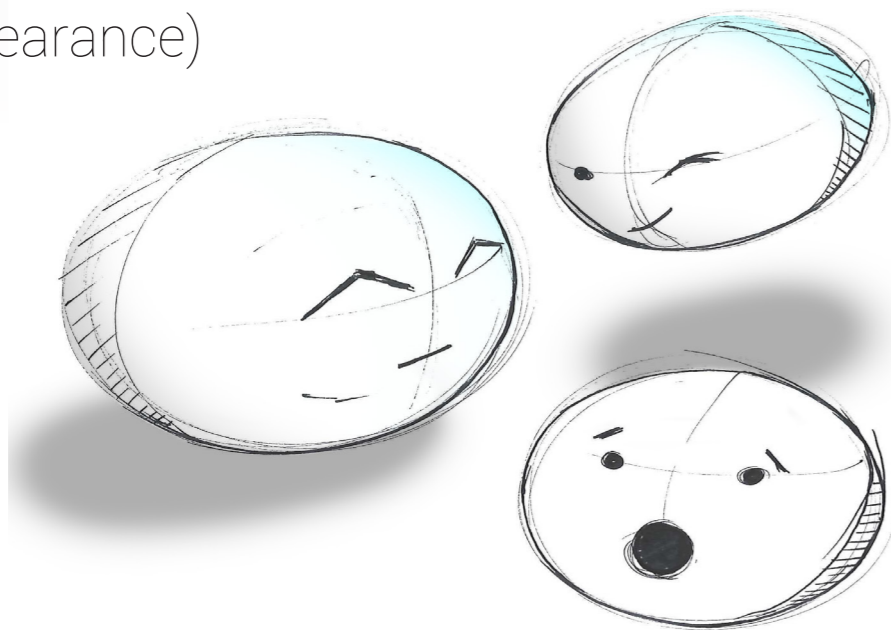
SOCIAL

In 2030, life in Seoul is convenient and connected, but people struggle to exercise their individuality in a society that holds them to old practices.

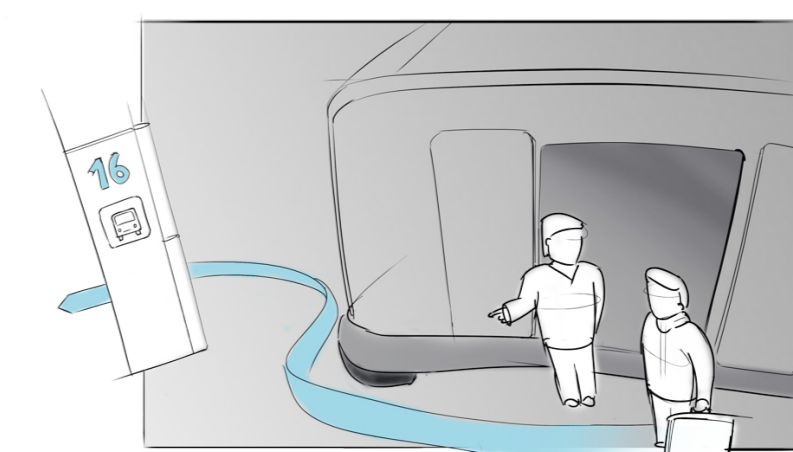
Seoul Bus 2030 supports Seoul citizens in their transition to individual lifestyles by becoming owners of their journey. Self-driving pods provide passengers with commuting environments that support different activities while travelling, empowering them to use their commuting time consciously and meaningfully for themselves. Seoul Bus 2030 is a joint concept elaborated by 3 graduation students as the basis for the host and other graduation projects.

ASSISTANT

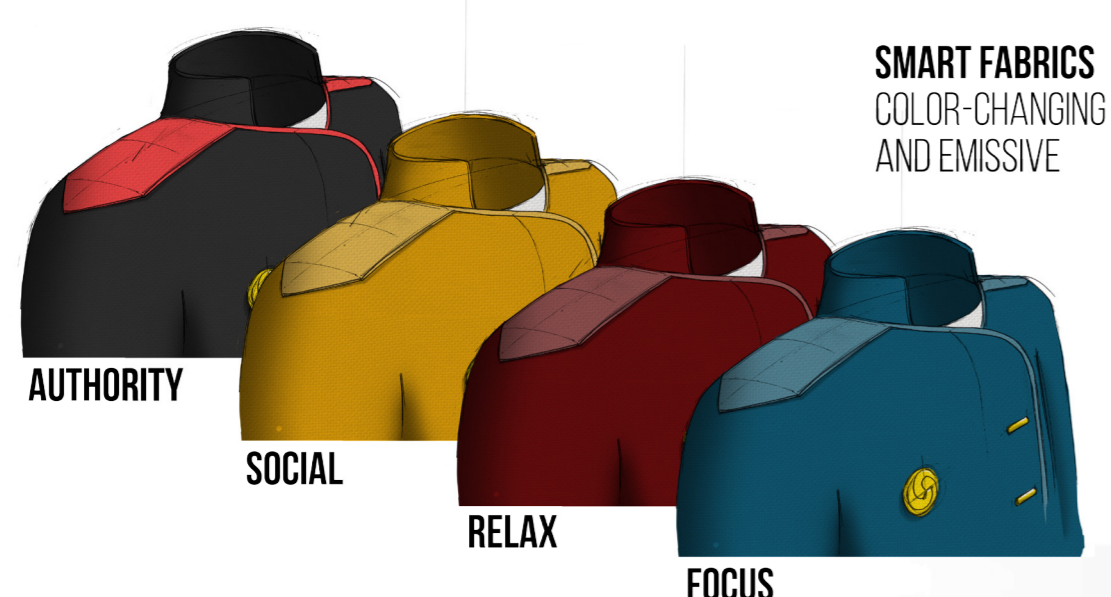
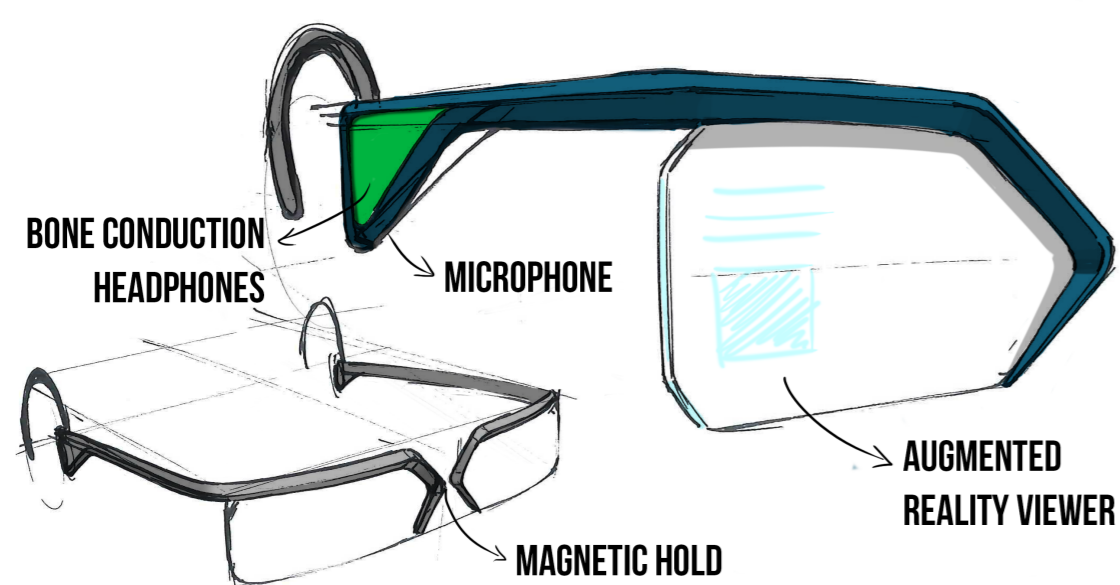
(Digital appearance)



(Illustration by Lucas van den Elshout)

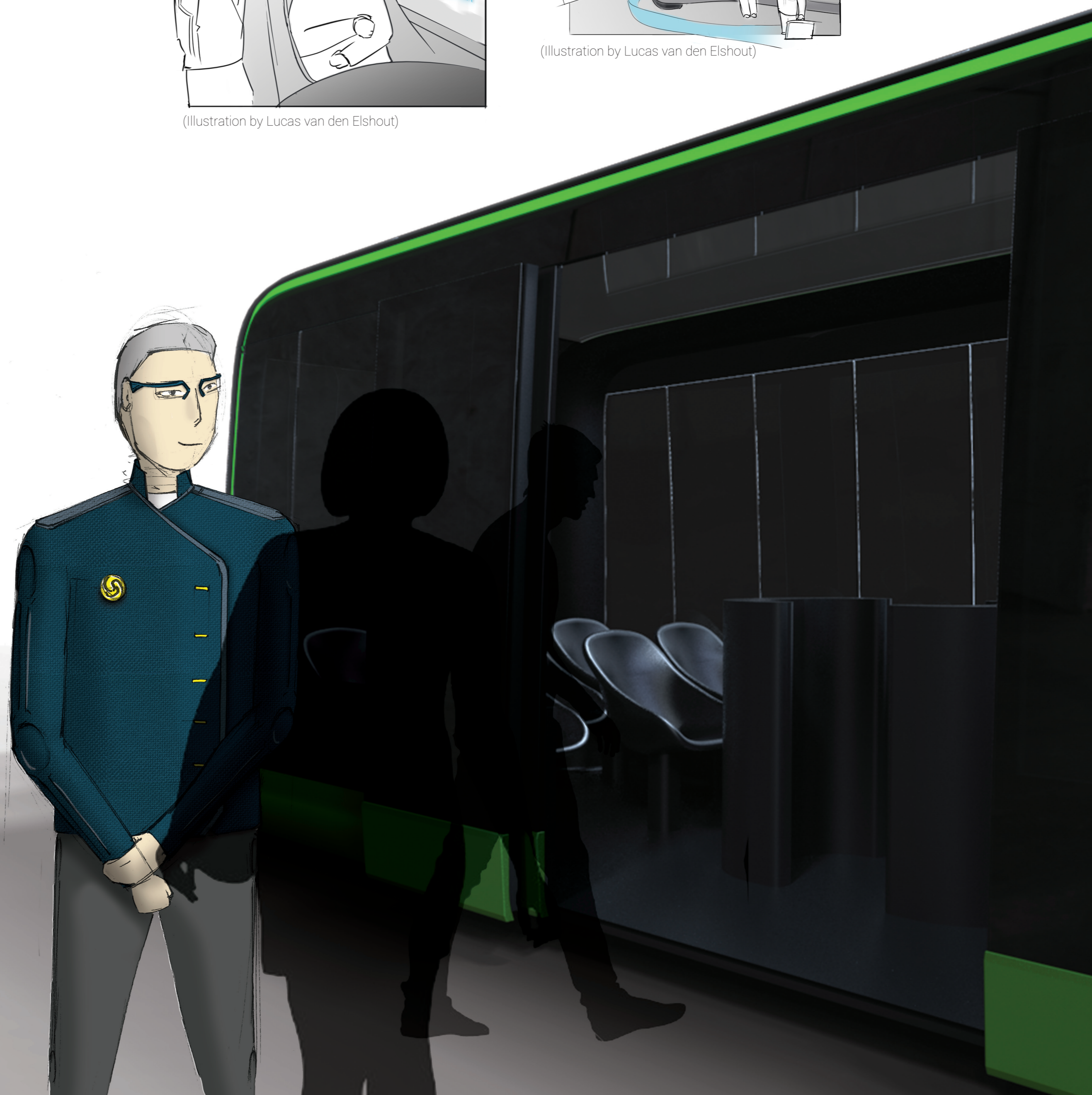


(Illustration by Lucas van den Elshout)



HOST GEAR

A headset enables communication with the assistant through a conversational interface and displays relevant information using augmented reality. The suit uses smart fabrics to communicate with passengers and control vehicle's features. Its color changes to display the host's function and availability. Additionally, it integrates an exoskeleton that provides support on demanding physical activities and allows the host to seat anywhere in the vehicle.



Luis Alexander Herrera Suazo
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Design for Interaction

Committee E.D. van Grondelle, MBA Ba (Chair)
Dr.ir. S.Hiemstra-vanMastrigt(Mentor)
H. Yim Ph.D (Company mentor)

Company Seoul Design Foundation