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INCLUSIVE DIGITAL MOBILITY - NOT ONLY FOR THE YOUNG, WEALTHY AND TECH-SAVVY!

AUTHORS: Imre Keseru, Hannes Delaere, Samyajit Basu

Short Description

Digital mobility: is it only for the young, wealthy and tech-savvy? Let's explore together how we can make digital mobility more accessible and inclusive for all parts of society. This challenge session will explore user requirements and the needs of policy makers to assess the inclusiveness of new mobility solutions. Participants will evaluate the accessibility and inclusiveness of route planners, booking systems and shared mobility apps.

Main part

On-demand personalised mobility and logistics is one of the greatest achievements of digitalisation. There is, however, a risk that these digital services will not be available and accessible to all members of society. Physical or cognitive barriers, limited access to the internet and smartphones, missing availability of credit cards or mobile payment options can build barriers to use such services among low-income and older population groups. The Inclusive Digital Mobility Solutions (INDIMO) Horizon2020 project launched in 2020 aims to extend the benefits of the new and emerging digitally interconnected transport system to people who currently face barriers to using such systems due to the limited physical or cognitive accessibility to the digital interfaces or socio-economic barriers. The project will develop universal design guidelines for developer, operators and policy makers to implement inclusive digital mobility solutions. The aim of this session is to improve the understanding of the needs of users towards the digital transport system; improve knowledge about the requirements of a personalised digital transport system towards users and identify the needs of policy makers to support inclusive digital mobility. The session will examine on concrete examples if current digital mobility solutions (route planners, digital shared mobility apps, booking systems) are accessible and inclusive for different types of users. The aim is to identify a set of the requirements and expectations that users have towards the digital mobility system. The project also aims to investigate how policy makers can foster digital mobility in a user-centric way. Therefore, representatives of policy makers will be challenged to think over the support that they would need to be able to judge if new mobility services are accessible and inclusive.

What is new?

The project looks at digital mobility from a multiple perspectives, considering the needs of different user groups but also policy makers, system developers and operators. Therefore the aim is to mainstream the idea of universal design in each stage of developing and implementing digital mobility solutions.

What is transferable to other cities and regions?

The project will develop a policy support toolbox that will support local and regional governments in the assessment of the inclusiveness of new digital mobility services across Europe. Therefore it is important that we can hear from all types of policy makers from different regions what their needs are.

What are outcomes and conclusions?

The session will contribute to the first stage of the project where the needs of users, policy makers and developers are identified. It will establish a view of the needs of users and policy makers in terms of new inclusive digital mobility solutions.

Who are the main target groups?

User organizations, policy makers, service and software developers, transport operators.

And what now? - what will change? - what is the relevance for the future?

It seems to be increasingly probable that the disruptions and changes in the human activities in general and mobility patterns in particular due to the COVID-19 pandemic will continue for quite some time in the near future. The largest share of changes will perhaps occur in the user needs and requirements side. This will invariably make other stakeholders like developers, operators and policy makers to rethink their strategies. Ride-pooling services might have to think about new protocols such as immunity passport to address the apprehension and reluctance of users in sharing a car with strangers in post COVID -19 world. Touchscreen operations which have become a part and parcel of many digital mobility services may face sudden avoidance from the users. Logistics of food delivery services too will have substantial impact on both supply and demand side. From the inclusivity point of view, this pandemic has also revealed the presence of some social isolation situations or scenarios which are otherwise easy to get overlooked in the 'normal' world, i.e. the needs of ill people in isolation. At the same time, an increasing reliance on digital services, a potential consequence of the pandemic, makes ensuring accessibility to these services and the inclusion of non-digital layers of the population even more important.

Link to the project

www.indimoproject.eu/