

MoST - Høstseminar
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Digital Platforms for Urban Mobility Solutions

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MoST

MoST – Mobilitets lab Stor-Trondheim

Digital Mobility Platform- Why?

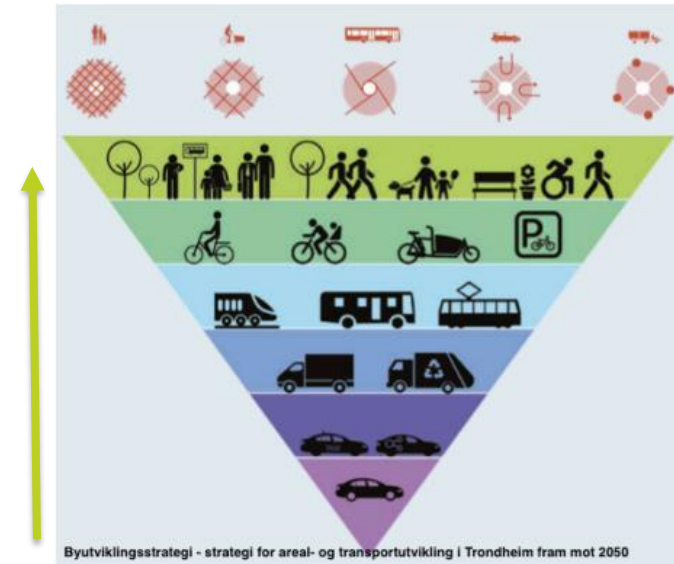
Tickets	Navigation	Billett kjøp	Tickets
Plan trip	Planning trips	Tickets	Rent car
Sending complaints	Billetter	Transportation	Get from home to work
Trip planning	Navigasjon	Rutetider	Ticket and route information
Buy tickets	Find routes	Ruteinformasjon	Ta ut bysykkel
Planlegging	Find bus stops	Daily commute	Ruteplanlegging bil
To find time when the buss will leav	Get information from new places	Se koer	



Digital Mobility Platform- WHY?

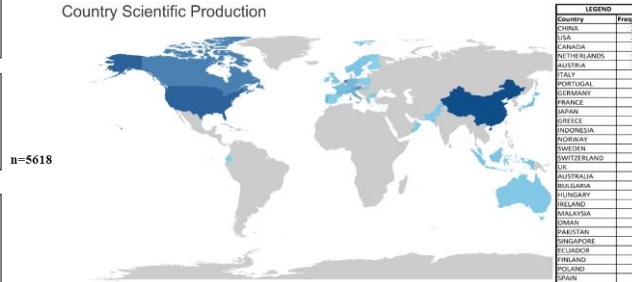
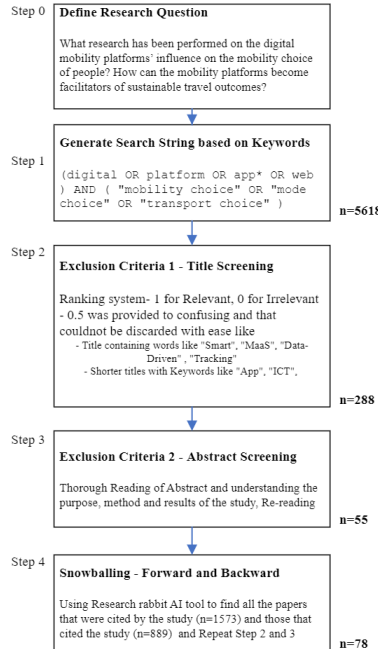
“Natural Extension of Existing Transport modes” - Willing C. et al(2017)

How can mobility platforms become facilitators of sustainable urban mobility?



How?

1. Literature Review – State of Art



Total n=78 (2004-2024)
 57 Journal Articles
 16 Conference Papers
 4 Review Articles
 1 Book Chapter



Posted by Annemaria Duran on March 4, 2021

Highlights

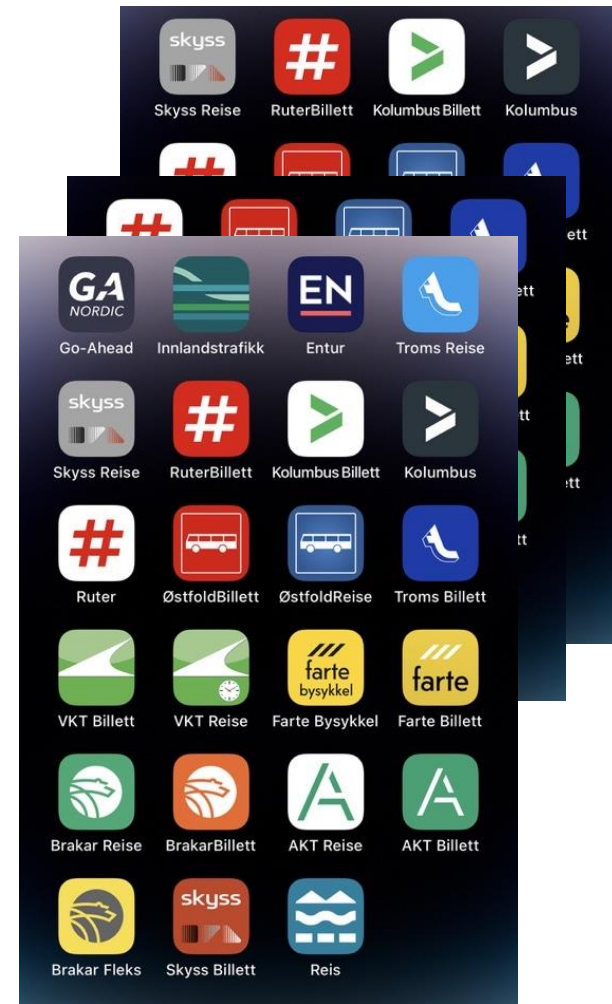
1. Access to Information
2. Activity tracking and Feedback
3. Gamification and Incentives
4. Social Connectivity

How?

2. Empirical Data – under progress

- Applications from Each County in Norway
- Apple App Store and Google Play Store --- 1000 top downloaded free apps in the Norwegian Region
- Applications that are country-wide bus and train applications – pragmatic and famous in Norway

1. Access to Information
2. Integration of Services
3. Incentives
4. Sustainability Information and Features



How?

3. EiT(Experts in Teamworks)- Industry Academia Collaboration



ByFlyt



AtÅ project

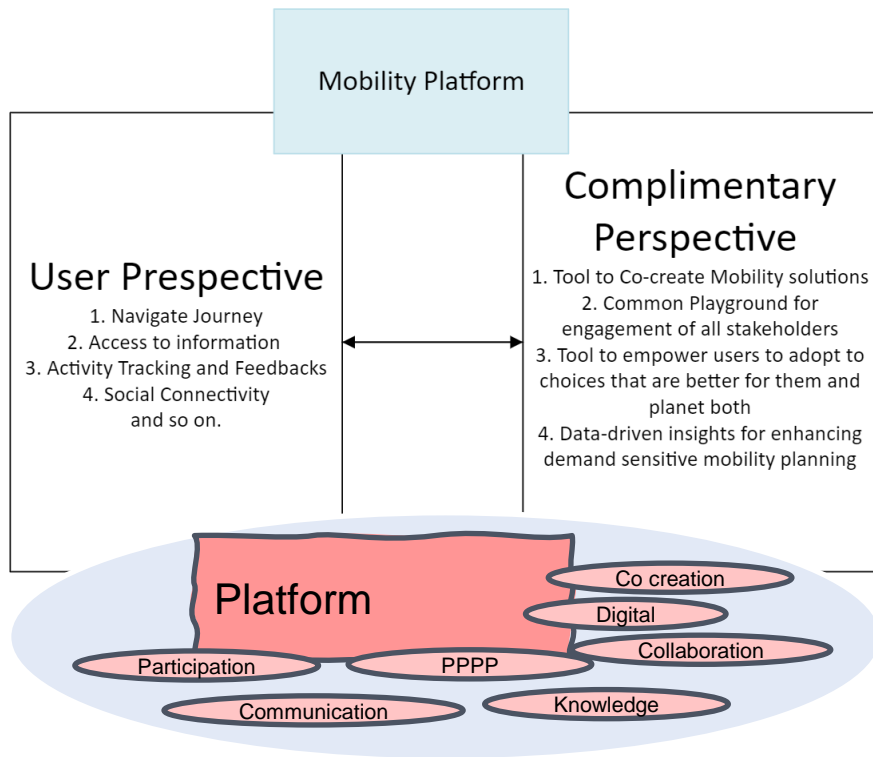


And more...

2024

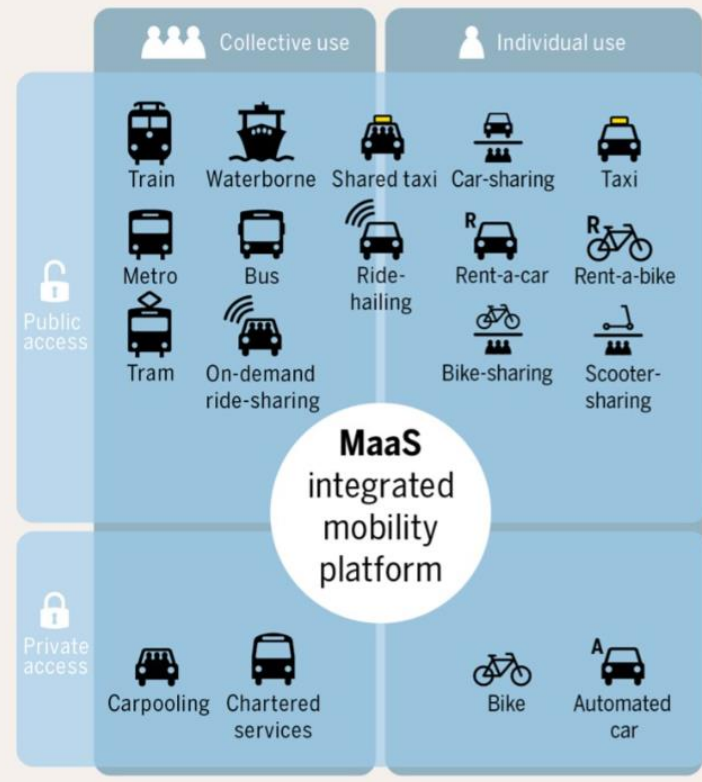
So What?- A model

A bigger question?



MOBILITY AS A SERVICE (MAAS)

MaaS ideally provides access to all kinds of transport via an integrated mobility platform.



Tusen Takk!

Spørsmål?



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