GETTING TO KNOW THE TRAVELER

Exploring the potentials for behavioral change in urban transportation*

*A usercentric ethnographic approach to urban development
We are a strategic innovation agency garage*

*IS IT A BIRD was established in 2011 and counts 20 employees. We are specialists in turning deep human understanding into new business opportunities. We are a curious group of innovation geeks, original thinkers, and committed practitioners, all passionate about human centred innovation. We work globally from a former garage in Copenhagen.

We question everything. Be prepared.
Who are the drivers in Copenhagen and what are their motivations and barriers for replacing the car with alternative means of transportation?
Drivers in Copenhagen are open to making it more difficult to drive in the city…

At least in principle

In reality people detach the ideal picture of the city from their personal behavior. It is difficult to get rid of the car for the sake of the city.
RESEARCH DESIGN

Combining practical and theoretical knowledge to point out the real potentials

EXPERT KNOWLEDGE Through literature study providing multidisciplinary perspectives on the overall issue

TRENDS AND TENDENCIES A collection of megatrends, relevant to the overall wicked problem.

USER INSIGHTS Thick data uncovering user needs, behavior and aspirations based on qualitative fieldwork.
RESEARCH SCOPE – LOOP 1

Combining a broad sample and a deep dive led to a solid data foundation

Research area across greater Copenhagen

<table>
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<tr>
<th>'ON THE SPOT'-INTERVIEWS</th>
<th>FRIENDSHIP PAIRS</th>
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Short "on the spot"-interviews with drivers about the current trip and general usage of the car

1,5 hour ethnographic interviews with 2-3 participants in each. Unfolding the motivations and barriers for choosing alternative means of transportation

**Split**

- 15 employees
- 20 students

**Split**

- 10 employees
- 4 students
Drivers see multiples reasons for making the car their mobility solution by choice

My personal image
I want to arrive in style

This is how we do it
The majority sets the standard

No benefits from the alternatives
Transportation is not exercise
There is no economic benefit

The bike novice
The bike is for fun, not transportation
Transportation habits are reconsidered throughout life
New habits are established collectively

The car takes control
The demand increases once the car enters your life
The car becomes the centre of the logistics
FINDINGS LOOP 1

Three areas with special potential for changing behavior

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The demand increases once the car enters your life
The car becomes the centre of the logistics
Engaging the drivers through interventions and self documentation allowed access and reflection.

**CHALLENGES:**
Find alternatives to the car throughout a week; bike, train, bus.

**REFLECTION-SESSIONS**
An informal conversation talking through the experiences and thoughts.
Test of three hypotheses

1. Novices need the first experience
2. Personal gains can drive change
3. Norms influence transportation habits
Hypothesis 1: Novices need the first experience
The obstacles for changing habits are both practical and mental.

"Psychologically, Sunday night when my girlfriend said: we better set the alarm clock a bit earlier tomorrow, 'cause we are taking the bike, I thought, oh no, what have I gotten myself into.

Anders"
Insecurity is gradually replaced by skills and tricks

I started to get to know where there are holes in the road. They are pretty unpleasant when encountered in high speed.

Mette Mai
When boundaries are pushed aside, there are new challenges to overcome

"I don’t think I will be taking the car to work on Monday. And I have come to a point personally, where I would be willing to take the bike even if it’s raining.

Ditte
Conclusion: First experiences are key to change – but they must be good!

Potentials
Transforms scenarios to concrete challenges to face and overcome. Changes the mindset bit by bit by increasing the novices' feeling of control

Conditions
The first experience has to be positive or at least hold a positive element. It is not a one-time experience, but a chain of practical and mental challenges to face and overcome.
Hypothesis 2: Personal gains can drive change
It takes practical experience to appreciate the health benefits of biking.

Even if I might not get that much exercise during my 9 minute ride to work, I feel the benefit. I am sweating and I get warmed up. It is exercise that I would not get otherwise. It makes me feel good thinking about it.

Ditte
The economic benefits of biking are intangible

Now that I have a car I would never get rid of it again. Even if I end up finding another way to go to work, I would keep it. It gives me a sense of freedom.

Anders
Time feels well spent when biking

"I am not at risk of ending up in a traffic jam like when I am driving my car. It is easier to plan a bike ride, the uncertainty is greater when I go by car. I can predict the time spent when going by bike."

Rie
Conclusion: Personal gains can drive change

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<th>Conditions</th>
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<td>Time holds greater value than money when it comes to transportation.</td>
<td>The gains of changing transportation habits have to be personal. The benefits are only acknowledged when experienced.</td>
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<td>Commuting while working out is the great advantage of the bike.</td>
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Hypothesis 3: Norms influence transportation habits
The family is key to stay motivated

"My husband thinks it would be a good idea for me to bike to work. It is no secret that I could loose 10 kilos.

Ditte"
The workplace makes me feel committed.

"If the majority is biking it easily becomes the natural choice. The workplace is where I spend most hours during the week. I am confronted with the transportation choices of my colleagues everyday."

Peter
Conclusion: Norms can change behavior

Potentials
The workplace and social contexts hold great potential for influencing and changing individual transportation habits.

Conditions:
The behavioral change holds greater potential if there is a collective impact and if it is a collective effort of the family, workplace ect.
Test results

1. First experiences are key to change
2. Personal gains can drive change
3. Norms can change behavior
Questions?