MaaS – Searching for the User Demand
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Research

What?
- Closer look on psychological aspects of (mobility) behaviour
- Preferred payment options

How?
- Qualitative research
- Vienna

Who?
- 12 individuals
- corresponding to four mobility-types based on Sinus-Milieus
Why?

- “MaaS is a user-centric approach!”
- Who is “the user”?
Mobility behaviour

- Comfort
- Safety
- Cost-efficiency
- Environment
- Health aspects

Significantly influencing individual mobility behavior
Asking appropriate questions

“The MaaS-concept is able to stimulate multimodal mobility.”

What role does (monomodal) mobility routines play regarding the acceptance of MaaS?
“For the users, MaaS offers added value through the use of a single application to provide access to multimodal mobility.”

Does the facilitation of multimodal mobility really constitutes a decisive added value for users?
“Multimodal real-time (personalized) traffic information and more predictable travel chains induce people to leave their cars at home.”

Does extensive information on mobility options and travel chains complicate the decision-making process and lead to a perceived loss of control?
Add a different perspective ...

“People want to reach their destinations quickly and comfortably.”

People want and need a multimodal MaaS-concept!

Car-drivers: less congestion?
User of PT: shorter intervals or less overcrowded vehicles?
Multimodal travel chains: perceived loss of behavioural control?
Add a different perspective …

“Add a different perspective …

“A monthly subscription of a mobility bundle provides control and transparency to mobility costs.”

People are in favor of mobility flat-rates!

“Have I fully utilized my monthly mobility flat-rate?”
“Have I fully utilized my monthly mobility flat-rate?”
“I loose control about my mobility expenses.”
“I loose control about my mobility expenses.”

Real costs of a private car?
Add a different perspective …

“MaaS can provide multimodal, real-time traffic information.”

People want and need more information!

Too much information: weakens decisiveness;
Less information (= personalized, context-sensitive): paternalism / loss of control;

“\textit{I do not need information on my daily mobility routines.\textquoteright}”

Exception: Accidents
Add a different perspective …

“How the personal mobility is designed, is an individual decision.”

Communication strategies have to focus on the individual!

Underestimation of the social context of decision-making;
“What friends / my environment say or think does influence my decision.”
MaaS Ecosystem
Understand each other’s value proposition

Smart Cities & Regions
Transport Service Providers
Enabling Services
Mobility Service Providers
Individual User

Supply
Demand
Psychological aspects of (mobility) behaviour

Change of (mobility) behaviour induces **transaction costs** and is tried to be delayed or prevented;

Adoptions happens **stepwise**;
Conclusion

Purpose of trips

Additionally to the focus on traffic itself, mobility adds the emphasis on different types/purposes of trips;
Real costs of mobility

Users have to be made aware about the actual real costs of owning and using a private car;
MaaS for cities, commuters & rural areas

The potential of MaaS should also be evaluated and tested for sub-urban and rural areas;

Interval timetables may be combined with demand responsive mobility;
FLUIDTIME SYMPOSIUM 2018.
MaaS meets City – When seamless travel becomes reality.

International experts of transport operators, industry, international organizations and academia meet on 7th and 8th June 2018 in Vienna to present Best-Practice examples for MaaS in cities and regions.

Date: 7.- 8. June 2018
Place: Dachsaal of the Urania, Uraniastrasse 1, 1010 Vienna, Austria
We will inform you here soon about the main topic, speakers and all other details for the registration.