Smart Urban Mobility

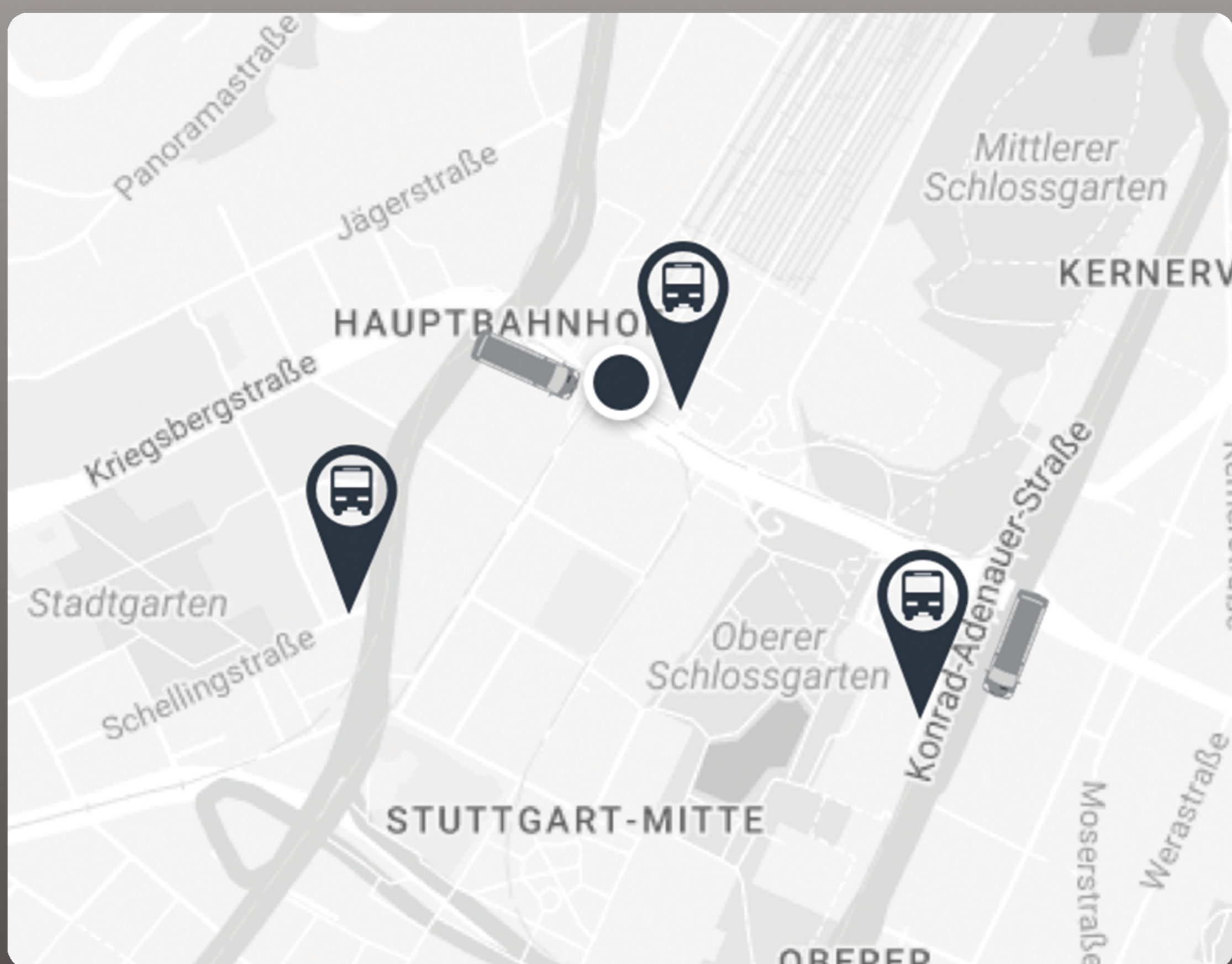## How can an app satisfy the requirements of future mobility?

Our mobility solution improves the mobility of each individual - and thus the efficiency of the entire system.

An interdisciplinary project by the degree programmes
Media Managment, Mobile Media and Computer Science and Media.

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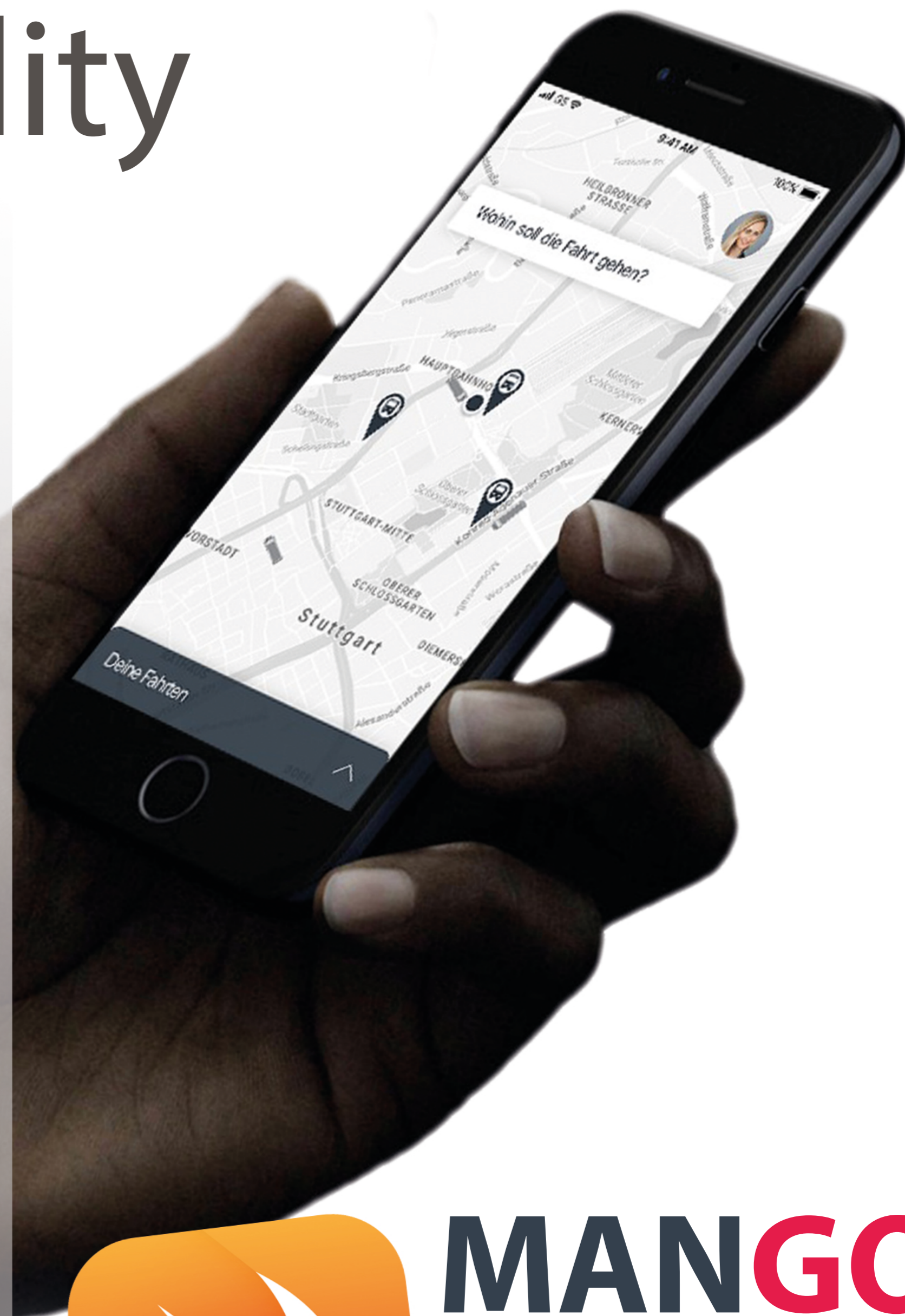*Advisors:* Ansgar Gerlicher, Wolfgang Gruel

HOCHSCHULE DER MEDIEN

Change is coming to **transportation**, wether we are ready for it or not. The ongoing growth of megacities requires mobility solutions that are **easy to use**, efficient and eco-friendly. Therefore we developed a concept of future transportation, that simplifies the process of getting from A to B whitin the urban **infrastructure of tomorrow**. Our concept supports the user in the whole procedure through use of a **mobile application**: From finding the optimal route, **customizable** transportation **environment** to an easy to use payment service. This results in a **reliable** and satisfiying user transportation experience that meets the long-term expectations of a Smart Urban Mobility solution.

MANGO
an iOS Application developed in Swift

simulation of the underlying transportation process

descriptive video, animated in After Effects

iterative adjustments through user research

We developed a simplification of individual transport by reductions in complexity and focus on the key features, known to the user.
Therefore we repeatedly validated our assumptions about the needed features. The researches resulted in smaller acceptance for complex and unkown features. Users prefered expected funtionality, reliablity and simplicity.

Our survey resulted in the fact that 92% of the participants stated, they would use the app on a daily basis.

in cooperation with:

Hochschule Reutlingen
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