Press Release

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MOBILE ASSISTANT FOR INDIVIDUAL AND CROSS-TRANSPORT SYSTEM MOBILITY

AIT and partners develop prototype for digital mobility assistant "MobiQuick"

Vienna (AIT): What are the requirements on a digital mobility assistant in order to provide all user groups with easy access to a wide range of future mobility services? Researchers from AIT have analysed trends in digitalisation and vehicle automation, developed a prototype and produced an innovative design guide.

Mobility is an essential part of our society and is based on an efficient transportation system. Current global trends such as digitalisation and automated driving are ushering in a profound change and indicate that locomotion in urban areas will undergo massive changes. A key challenge is therefore to make the transport system easily accessible despite the increasing complexity and to provide information in an individualised way.

App supports simple and individual access to mobility offers

The results from the research project "FX-Future eXperience" provide valid statements on possible future mobility behaviour and allow conclusions to be drawn on the expectations of new mobility offers. Based on these results, the project partners NOUSdigital, is-design, iDr Design and the AIT Austrian Institute of Technology have developed and tested a prototype for a mobile application called "MobiQuick" especially for this project.

MobiQuick is a mobile assistant for mobility across transportation systems in the near future. The app includes, among other things, navigation systems for train, bus, underground, plane, shared ride etc., ticket purchases for public transport or rental modules for e-scooters. "Just as exciting as the technical aspects of future mobility and the interaction design were the findings on how people deal with the functional, social and ethical aspects of information about mobility," explains Helmut Schrom-Feiertag, head of the user studies conducted at the AIT Center for Technology Experience. The project thus contributes to consistent mobility services across transport systems ("Mobility as a Service") and supports the reduction of motorised individual transport.

Design guide for user-friendly design

In order to create a realistic, immersive experience of future mobility spaces, a virtual reality (VR) test environment was developed in the research project in conjunction with a traffic simulation. "This has helped to efficiently investigate open questions on personalised information service solutions for new mobility offers according to situation and context" explains Stefan Seer, Senior Scientist in the Digital Resilient Cities department at the AIT Center for Energy.

Based on the evaluation and assessment of the usage experiences of test persons with the MobiQuick prototype, design guidelines for information and interaction designs were derived. The

design guide clearly describes how the findings from the usage evaluation were implemented. It also contains all the design and design research methods relevant for the project and their application. The guide thus provides valuable information for the user-friendly design of future mobility services, so that innovative mobility offers become easily accessible for all user groups.

The project was funded within the scope of the 9th call for proposals of the FFG programme "Mobility of the Future".

Further information:

FX Design Guide

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