

Mobility as a Service – Designing with the Users at the Centre of the Proposition

The Link Hotel, Loughborough, 31st January 2017

Contributions

Welcome from Impart

Professor Pete Thomas
IMPART project lead, Loughborough University

Profile: Pete is project lead for IMPART and academic lead for Loughborough University. He is a specialist in the area of accident and injury causation and has made many contributions to vehicle and road safety. He has published over 150 research papers on a broad range of vehicle safety issues, including active safety systems, injury biomechanics and causation, crash test procedures and accident data analysis.

Opening Remarks

Ron Oren
Transport Systems Catapult

Profile: Ron is an expert innovation consultant with technical background and experience in multiple market sectors. As a Principal Analyst in the TSC's Technology Team, Ron is responsible for maintaining and updating the Technology Strategy for Intelligent Mobility, developing an ecosystem of players in the IM sector and strengthening the TSC's foresighting capability

Introduction to the Workshop

Tracy Ross
Associate Dean (Enterprise), Loughborough University

Profile: Tracy's expertise is in the user-centred design of technology-related innovation. Her research experience crosses several application domains but with a particular focus on transport, mobile and social systems. Most of her research has been conducted in collaboration with commercial partners and clients to ensure the end user is provided with usable, safe and valued systems. She has worked with partners across Europe and in the UK on public and private funded projects. She is currently leading research projects with a focus on improving the customer experience in mobility, through the use of personal data to personalise the service received.

Desirable, Feasible, Viable – Designing Human Centred Systems

James Rock
Design Thinkers Group

Abstract: Designing new and innovative services in the field of mobility requires new approaches. Manufacturers often approach innovation from the expert fields of technical product innovation and feasibility, coupled with economic viability. James will discuss how Design Thinking and Service Design approaches start with understanding human needs to determine desirability, consider wider and newer eco-systems, and require new ways of

collaborating between all stakeholders including manufacturers, service providers, transport authorities, and end-users.

Profile: James Rock is Managing Partner and Chief Business & Service Designer at DesignThinkers (UK) Ltd., and a partner within the international DesignThinkers Group. He is an experienced designer, engineer, consultant, trainer, coach and mentor, with wide experience in working with clients from new start-ups to global FTSE100 / Fortune 100 companies.

Understanding Users through Journey Mapping & Service Principles

David Watts

Managing Director of CCD Design & Ergonomics

Abstract: How we can use different approaches to try and understand future users and their needs in the MaaS world through service design methods? This presentation will highlight some of the likely issues that these methods can help examine.

Profile: David Watts is Managing Director of CCD Design & Ergonomics. CCD is a leading human behaviour and design agency. It specialises in applying the science of human factors and ergonomics to the design process. It works across workspace design, way finding design, experience design as well as consulting on human factors problems. In 20 years of professional practice, David has run CCD's input to a wide range of projects within its transport portfolio. These have included passenger experience work for High Speed 2, the Emirates Air Line Cable Car, UX work for Jaguar Land Rover, designing various control rooms for Network Rail and London Underground, and designing new wayfinding systems at Stansted and Luton Airports

A new movement - Unlocking New Ways to move Around by Placing the Customer at the Heart

Magdalena Wochnik

Jaguar Landrover

Abstract: MaaS will open new opportunities for businesses to offer more customers connected access based services. One of the biggest challenges will be to develop a compelling value proposition for the customer that encourages them to act on their existing behaviours. InMotion is looking at how we can satisfy new needs and offer customers more choice by collaborating with and learning from entrepreneurial talent.

Profile: Magda Wochnik is Senior Product Leader at InMotion, a division of Jaguar Land Rover which builds businesses in the field of mobility and smart transportation. InMotion matches strategic validated concepts with entrepreneurial talent and early stage start-ups to grow and accelerate scalable ventures. Magda works in InMotion's Lab, leading the early-stage process of creating and validating new venture concepts using real-world customer research, testing and experimentation. This includes leading on the development and execution of a number of rental and leasing projects. Prior to InMotion and Jaguar Land Rover, Magda worked on product strategy for Porsche. She was responsible for providing a detailed view of the market and consumer prior to launching latest 911, Macan and Boxster models in the UK, including forecasts, pricing, user behaviour and sales planning.

MaaS Personalisation: Sharing the Service Level Agreement

Chris Thompson

Chief Strategy Officer, Enable iD

Abstract: The talk focuses on achieving interoperability between services that make up MaaS, at the service delivery layer rather than the payment gateway layer. It raises the question about how we achieve consistent service levels across multi-modal and multi-lifestyle journeys, and asks who will be willing to take the bullet when things go wrong!

Profile: Chris is a product development, marketing & technology specialist. He leads the vision and strategy for Enable iD - a unique product & service development company focused on IoT and personal data. In 2004, and after a 7-year apprenticeship in IT convergence, Chris weaved his Commercial Music BA into his career and founded boutique Ecommerce company Digital Animal. 'DA' built an enterprise marketing and retail platform for major record labels and artists, alongside customer loyalty campaigns for brands including Nintendo, Associated News and NatWest/RBS, winning Chris 4 UKTI Creative Industries Awards in 3 consecutive years and seeing him shortlisted for the O2 Arena Entrepreneur of The Year award.

During 2009-11 Chris held responsibility for the development and rollout of online retail strategy for PIAS, Europe's largest independent entertainment distributor. He then moved in to mobile, working as a Creative Technologist on product development initiatives for JLR, Halfords, ATOS, Google and Vodafone. Chris co-founded Enable iD in 2014 as a subsidiary of established software development house, Enable International, to specialise in the creation of 'smart environments' that empower people to securely capture, combine and transform data into actionable insight. In 2015 Enable iD launched its 'MyJrny' collaborative intelligent mobility ecosystem, which enables organisations to use personal data to improve travel whilst preserving individuals' privacy.

The Value and Importance of Co-Design when Developing a New Mobility Service for 16-25 Year Olds that Outshines the Car

David R. Smith

The ESP Group

Abstract: Pick&Mix is an Innovate UK funded project developing a new service that aims to revolutionise travel for 16-25 year olds in Scotland with co-design at the heart of the process. The Pick&Mix presentation will be delivered by David Smith, the project manager, alongside 2 of the young co-designers from the project's National Youth Team. There will be an introduction to the project and the consortium before going on to explain why and how we are developing a MaaS platform for 16-25 year olds. The presentation will walk through the project's co-design process and timeline; why we think co-design is essential for effective service design; and the lessons we have learned through the experience. The National Youth Team representatives will then share their perspective on co-designing services. The young co-designers will be happy to take questions during the Q&A session following the presentation.

Profile: David Smith is a Project Manager at Viaqqio, ESP Group's Future Mobility Design division, working in various capacities on new service development projects. A first class

honours graduate from the University of Strathclyde Business School he has worked on and managed a number of previous Innovate UK and other grant funded projects for developing and launching new products and services. David's main role at Viaqgio is lead project manager for the Innovate UK funded project 'Pick&Mix': The digital service, taking the form of a web app, aims to revolutionise travel for young people aged 16-25 by providing an attractive MaaS platform that can outshine the private car for this age group.

Loneliness in the Ageing Population – is it the inverse of mobility?

Mervyn Kohler

Age UK

Abstract: I shall discuss the apparent growth of loneliness in our older population from Age UK survey data. Surveys inevitably reflect a subjective view of this issue, but there seems to be a strong correlation between this and a sense of happiness and wellbeing. When looking for possible causes, a case can be put for linking it too to the potential growth of mobility issues, some flowing from declining health and fitness as indicated by an ageing population living longer by with multiple disabilities, whilst other factors could include the cost and physical challenge of car ownership, or the sheer availability of public transport alternatives – half the bus journeys made in England are made solely in London. Can we reconfigure our mobility arrangements so that they are more inclusive of this vulnerable part of our older population? Are driverless cars part of the answer? And if not by improving physical mobility options, is better deployment of digital communications technologies a better way forward? The one option we probably do not have is to do nothing, since loneliness seems to impact significantly on good health and wellbeing.

Profile: Mervyn Kohler is External Affairs Adviser at Age UK, having been Head of Public Affairs at Help the Aged since 1984 before it merged with Age Concern in 2009. His original role was to manage the Charity's links with Parliament, Government and the outside world, and to develop the policy position of Help the Aged. As the political and social agenda involving older people has expanded, Mervyn Kohler has increasingly focussed on cross-cutting issues and new developments in policy and practice, whilst retaining an close interest in energy and fuel poverty. This, with his thirty years of service, means he plays a part too as the public face of the Charity, at conferences, seminars and in the media. He is, and has been, on the trustee board of a number of charities and on several public bodies, and until recently served on the Fuel Poverty Advisory Group.

Mobility as a Service: A West Midlands Case Study

Chris Lane BSc. (Hons), MBA, MBCS

Swift Commercial Specialist – Centro

Abstract: A new era of transport is about to begin in the United Kingdom, where West Midlands will become the first region to pilot Mobility as Service (MaaS) to its residents. The pioneering service, Whim by the MaaS operator MaaS Global, will be launched in the West Midlands metropolitan area in early 2017. The launch follows a freshly signed Memorandum of Understanding (MoU) facilitated by the West Midlands Combined Authority, transport

service providers National Express and SilverRail, Birmingham City Council and MaaS Global. Other transport companies will be welcomed on board the Whim service in the future. This presentation will explain what MaaS is and what it will bring to the West Midlands.

Profile: Working in Public Transport for most of my life I've had the opportunity to deliver significant changes to public transport. In my role at Transport for West Midlands I am able to deliver change through, people, processes and technology. In particular the application of modern technology and working practices to deliver new and innovative services to passengers. My background encompasses delivering significant Business Improvement programmes, implementing innovative ITS and ICT systems, modernising and managing a large data collection team and playing a major role in the successful delivery of Centro's Smartcard and Passenger Information schemes. I am currently leading our Mobility as a Service Initiative.

The Evolution of the Mobility as a Service Market

Alex Moore

Consultant, Local Transport Market Team- Atkins Global

Abstract: This presentation will profile the evolving Mobility as a Service market around the globe by exploring the various trials and pilot schemes that are taking place, with an emphasis on the approach that they took to getting things up and running.

Profile: Alex is a Business Development Consultant in Atkins' Intelligent Mobility business focusing on designing a Mobility as a Service offering to help drive modal shift from private car to public transport in cities across the UK. Alex has spent most of his career in the transport sector, predominantly focussing on researching and implementing digital services to help Local Authorities realise the benefits that new and emerging technology can have on public transport. Prior to working in Intelligent Mobility, Alex spent 3 years working in the Oil & Gas industry, modelling upstream Oil & Gas Processes. He holds a Master's degree in Chemical Engineering with Honours in Process Control.

Towards the 2018, 2019, 2020 Transport Work Programme

Louis Mothersole

Horizon 2020 UK National Contact Point for Transport

Profile: Louise Mothersole has over twenty years' experience of working in research and innovation, first as a government scientist and later with both large and small companies developing innovative solutions and moving those to market. As the Horizon 2020 UK National Contact Point for Transport, Louise's role is to help, support, advise and work alongside UK organisations seeking to participate in Horizon 2020 programme. She is UK government funded and so is a free resource that can work with you to ensure that you and your organisation have the best chance of success when proposing projects to Horizon 2020 in the transport area.

Strategic Update and Opportunities from EPSRC

Jakob Sprinkerhof

Portfolio Manager for Infrastructure, Urban Systems and Built Environment, EPSRC

Profile: Dr Jakob Sprickerhof is the portfolio manager for Infrastructure and Urban Systems and Built Environment within the Engineering Theme of the Engineering and Physical Sciences Research Council (EPSRC). His responsibilities include managing the peer-review process as well as the development of strategy for these research areas. He is also the Equality & Diversity representative of Engineering for the EPSRC.