

# Mobility as a Service (MaaS) – Designing with the Users at the Centre of the Proposition

*The Link Hotel, Loughborough, 31<sup>st</sup> January 2017*

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## Workshop Provisional Programme

9:30 Coffee and Registration

10:00 Welcome from IMPART – *Professor Pete Thomas, Loughborough University*

10:05 Opening Remarks - *Ron Oren, Transport Systems Catapult*

10:10 Introduction to the workshop – *Tracy Ross, Loughborough Design School*

### 10:15 – 11:30 Workshop Presentations - Chair Tracy Ross

10:15 “Desirable, Feasible, Viable - Designing Human Centred Systems” - *James Rock, Design Thinkers Group*

10:30 “Understanding Users through Journey Mapping & Service Principles” - *David Watts, Design by CCD*

10:45 “A New Movement - Unlocking New Ways to Move Around by Placing the Customer at the Heart” - *Magdalena Wochnik, Jaguar Landrover*

11:00 “MaaS Personalisation: Sharing the Service Level Agreement” - *Chris Thompson, Enable iD*

11:30 – 12:00 Coffee Break and Networking

### 12:00 – 13:00 Workshop Presentations - Chair Ron Oren

12:00 “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*

12:15 “Loneliness in the ageing population – is it the inverse of mobility?” - *Meryn Kohler, Age UK*

12:30 “Mobility as a Service: A West Midlands Case Study” - *Chris Lane, Transport for West Midlands*

12:45 “The Evolution of the Mobility as a Service Market” - *Alex Moore, Atkins Global*

13:00 – 13:45 Networking Lunch

### 13:45 – 14:15 Potential funding for MaaS

13:45 Horizon 2020: Towards the 2018, 2019, 2020 Transport Work Programme - *Louise Mothersole, Horizon 2020 UK National Contact Point for Transport*

14:00 Strategic update and opportunities from EPSRC – *Jakob Sprickerhof, Engineering and Physical Sciences Research Council*

14:15 – Grab a coffee and choose a group

### 14:30 – 15: 45 Group discussion

14:30 - 15:15 Generating research road maps

15:15 - 15:45 Report back from groups

15:45 – 16:00 Workshop wrap-up

16:00 - End