

*Micromobility behaviour and
user's experiences with support
of GPS and GIS assessment
tools*

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Team - MicroPlan



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Introduction

Meeting of different research traditions:
psychology and urban planning

A core focus on methodological problems to
address both granular individual data and
data from the built environment

Shared e-scooters systems (SESS) effects on
active travels and public transit use; and
potential for integration and data-driven
urban planning

Micromobility

RI.
SE



Modern approaches to collect mobility data relating to travel behaviour when using micromobility

- The travel behaviour patterns will be collected with the assistance of the Motiontag tool and a questionnaire.
- Combining the revealed preference and stated preference travel behaviour data regarding micromobility, we will develop travel behaviour modelling to depict diverse users' behaviour preferences in using micromobility in different contexts.

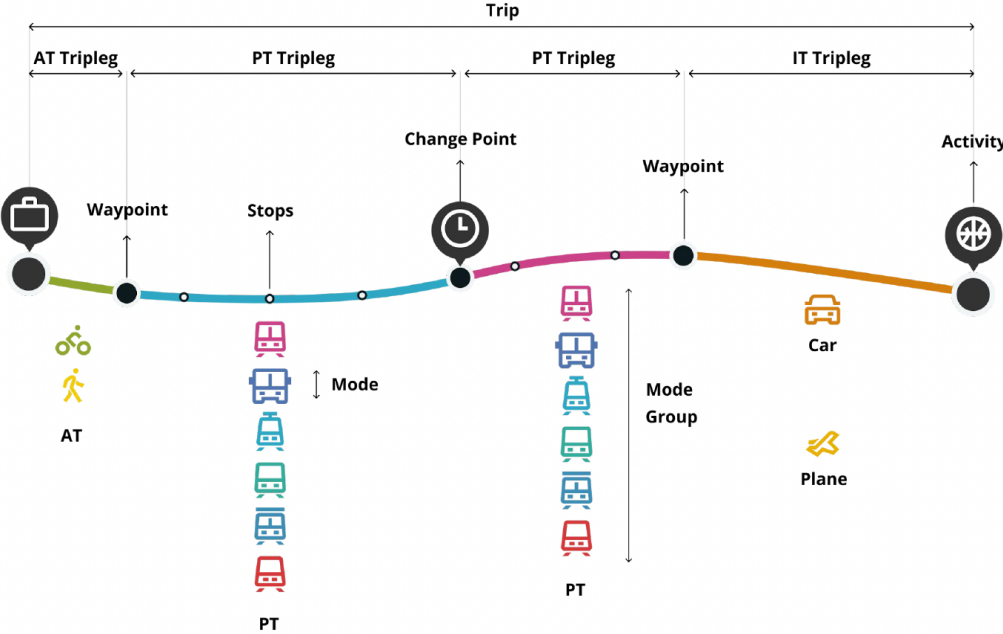
The Motiontag app

Mode detection

How does the user travel, which mode of transport do they use?

Public transport detection

Which public transport line does the user take?



Detection of stays and purposes of stay

Where does the user stop and why do they stay?

Detection of travel purposes and POI detection

Why does the user travel, and where to?

Understanding micromobility usage and the potential of promoting micromobility in different urban contexts with big data

- Methodologies and analytical approaches that integrate survey results and big data. This integration will facilitate a deeper understanding of micromobility usage and its potential across different urban settings.

Effective strategies to promote sustainable behaviour change

- Bi-level model:
 - Costs of infrastructure for micromobility and stochastic travel mode choice
- Assessing the impact of various management policies

Next steps

A data-driven approach to infer trip purpose and used transport modes based on the trajectory in time series

Integrated analysis of diverse users' micromobility usage and relations with the built environment in different contexts based on survey data and big data.

Behavioural strategies to promote behavioural change to micromobility and sustainable travel

Analytic infrastructure planning and evaluation methods for promoting sustainable travel with micromobility.

Thank you



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