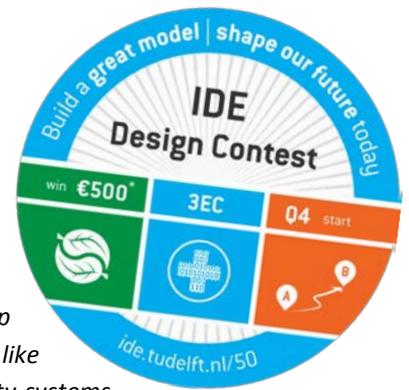


The future of mobility

Travel is fundamental to who we are as humans. People are in transit every day. It determines how we live and work, our interactions and mutual understanding. It shapes our culture, our economy and our physical space. How do we see people traveling in the future?

In the future an autonomous driving electric car, either owned or shared, will pick you up at home to bring you to your destination or perhaps, to a connecting transport modality like an electric bicycle, train or airplane, by which you reach your final destination. Mobility systems, including large areas like stations and airports, work together. They are fed and driven by personal traveller information and (remembered) choices in the cloud. Entries and interiors of all vehicles and hubs in the system facilitate and comfort you in your personal preferences.



Versions of mobility

The central question for industrial designers is: How can we provide people in transit a seamless experience across all underlying interlocking systems fit for different types of travellers? Underlying factors are: What drives people to be mobile? Is actual moving the only version of mobility, or are there other versions like virtual mobility? Organisations that create value in the context of transportation are especially vulnerable to innovation challenges, from mobility service providers to cargo logistics. And from governmental public planners to manufacturers.

The human aspect

This future human mobility is predominantly driven by the pace of technological developments. At this moment not enough attention is given to the human aspect, although true solutions might be embedded therein. Technology should be developed in such a way that it facilitates human efficiency in mobility and work, improving our human experiences while eliciting sustainable use. This asks for a systems approach, which connects technology with specific attention for human interaction with all parts of the system. Users should experience a well-designed product, service or system, which inspires sustainable behaviour. For example, the integration of autonomous vehicles requires systemic upheaval, capacity issues challenge us to consider new processes, globalisation themes and issues of sustainability are ever constant and pose significant challenges to aviation in particular.

We cannot directly change people's lives, but we can inspire behavioural change. System thinking requires consideration of the entire organisation within the context of its environment in order to design many interconnected systems (human and non-human) that need to work together for the whole to function successfully. In the design of open systems, there is no definitive threshold providing a scope of works for the designer. This challenges the system thinker to remain in a mode of synthesis in order to process non-linear causal relationships.



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