

**Category: Didactics**

**Project: The city of new mobilities**

**What was the challenge?**

Our cities are home to a plethora of new mobility solutions. Alternative forms of individual transportation, such as car sharing, short-term rentals, and more, are emerging as possible solutions for our cities and society.

In response to this dynamic and evolving landscape, many players are developing their own mobility platforms. However, the wide variety of service models offered can sometimes appear complicated to end-users and for companies interested in providing transport options for their employees.

Our challenge was to facilitate understanding of these different services for future customers of our client, a new mobility brand.

**What was the solution?**

We created a large table-top 'playmat' of a model city - the "City of New Mobilities" to help participants project their imaginations in focus groups, so they could easily envision the services offered in the mobility ecosystem.

Using the urban codes of a city such as infrastructure and public spaces, each mobility service offered by our client was associated with a specific place on the playmat, distributed across different district types: business, residential, commercial, cultural, and eco-neighbourhoods.

Participants in the focus group - such as taxi drivers, delivery drivers, and fleet managers, were able to engage with the concepts in a playful way by moving their 'playing pieces' around the playmat, just like they would in a real board game.

With everyone focussing on a common physical map of a city, we were able to fully explore discussion points in a much more fun, satisfying, and productive way than in a standard format workshop.

**What was the effect?**

This playmat promotes a common vision for workshops, using a metaphorical representation that allows users to quickly and easily understand the world of our client and the mobility ecosystem. Participants can easily take on board the future services offered, such as charging stations, fleet management, and maintenance.

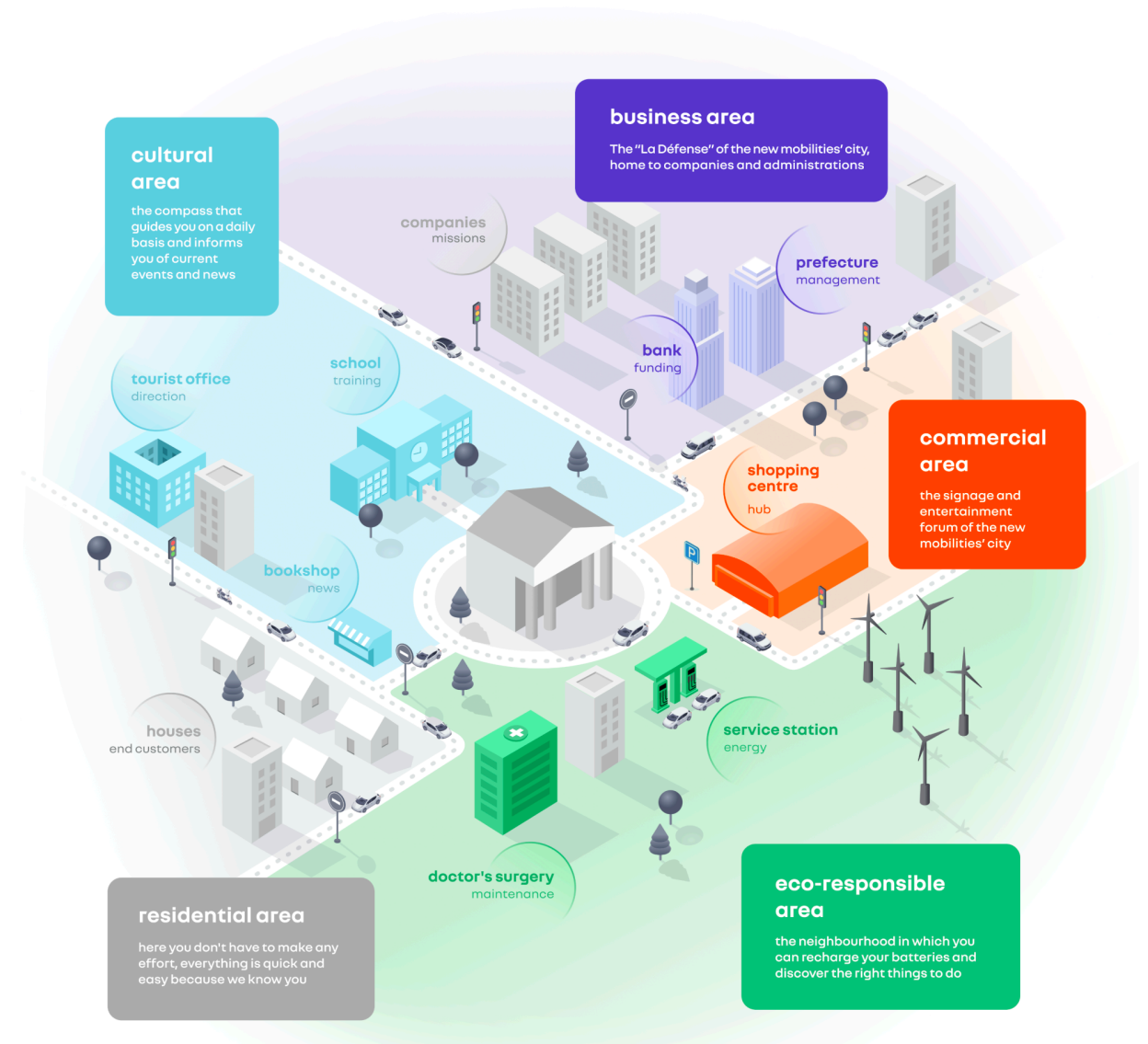


The "City of New Mobilities" has now become a genuine internal and external communication tool for our client's business. It has been intuitive for many people and has led to a new way of graphically translating complex service ecosystems for practical discussions.



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**The neighbourhoods of the new mobilities' city**

infrastructures	cultural area	business area	commercial area	eco-responsible area	residential area
<b>véhicules</b> mobility Véhicules autour de soi (autourage, trottinette...) Accès au centre-ville (accès au vélo cargo...) Visibilité des itinéraires - GPS Choix de itinéraires (itinéraires adaptés aux personnes...) Localisation des bornes (partout, en tout temps!)	<b>tourist office</b> direction Aide aux choix (en fonction de la destination...) Contacts (consulaires, professionnels...)  <b>school</b> training Oubliage Assurance Détails des services proposés  <b>bookshop</b> news Média Articles ou vidéos	<b>bank</b> funding Optimisation des coûts Hébergement des notes de frais Cartes bancaires professionnelles Historique des transactions Abonnements, souscriptions Offres commerciales ciblées  <b>prefecture</b> management Gestion véhicules/fleets (statut, historique...) Ajout de véhicules à une flotte existante Accès au rapport annuel (statut, bilan...) Gestion d'un parc de bornes Mise à disposition de véhicules partagés... Attribution d'un budget (mobilité, énergie) Caractéristiques des véhicules	<b>shopping centre</b> hub Services complémentaires Nouvelles offres	<b>service station</b> energy Installation de bornes (bornes, domicile...) Suivi des coûts de véhicules/fleets Suivi de recharge Statut des bornes (disponibilité, usage...) Réduction de l'impact carbone  <b>doctor's surgery</b> maintenance Entretien des véhicules/fleets État de la batterie (capacité de recharge...) État de santé des véhicules (niveau de charge...) Mise à jour des logiciels à distance Protection de garantie Recyclage batteries / Énergie Stockage	<b>houses</b> end customers Ressources personnalisées Forfaits Qualification nature des trajets (trajets)
<b>signage</b> data Comportement et besoins du conducteur Suivi maintenance des données collectées... Localisation GPS des véhicules/fleets État de véhicules (pression des pneus, vitesse...)		<b>companies</b> missions Historique et gestion - missions/trajets Découverte des itinéraires autour de soi Contact (avec l'éc) (gestionnaire)			