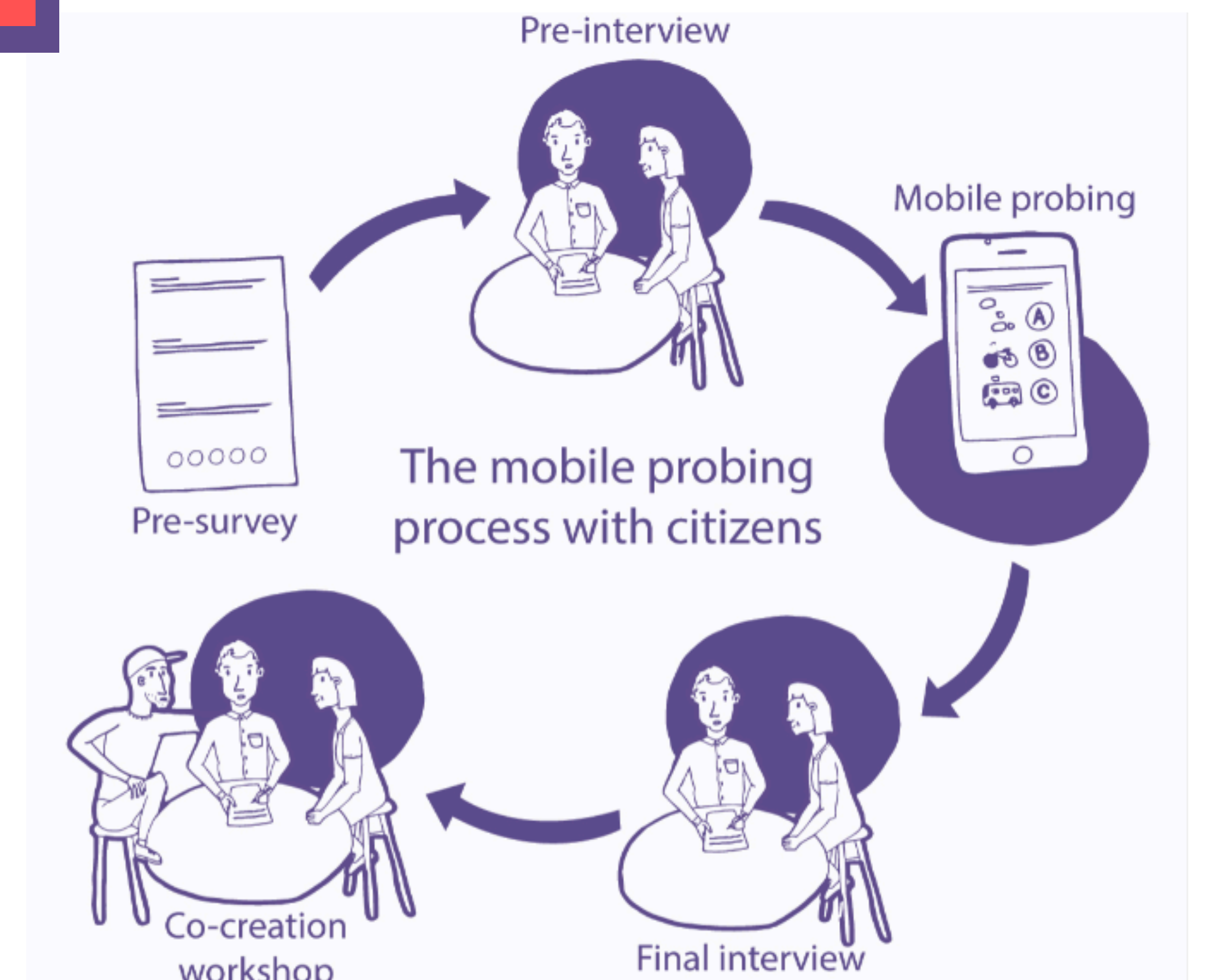


Behaviour change through mobile probing with citizens



Short description

- Mobile probing enables studying citizens (mobility) behaviours in an interactive manner from their own point of view in real-time.
- This understanding builds a base for designing successful behavioural change.
- By designing solutions for actual citizen needs in collaboration with citizens, more socially and environmentally sustainable behaviour change and living in future cities can be achieved.

DEMO DISTRICT

Leppävaara & Espoonlahti,
Espoo, Finland

PARTNERS INVOLVED



COMPLETION DATE

12/2020

KEY NUMBERS

8 weeks
10 Espoo citizens
41 Enrollments

CO₂ REDUCTION POTENTIAL

Low-medium

CONTACT PERSON AND LINKS

Toni Tukia
KONE Corporation



Key results during the project lifecycle

- In combination with other mobility-related studies and workshops, this activity helps to design PED-related interventions and projects with a higher adaptation/success rate than without considering the social and individual aspects related to mobility.

Insights and learnings

- The mobile probing, supported with interviews and a co-design workshop, provided a wide understanding of the mobility behaviours and mobility needs of Espoo citizens.
- Insights created through the user study formed a basis for following mobility-related workshops and Design Sprints presented in Deliverable D3.6
- Family members, friends, and leisure time communities have a great impact among other things on Espoo citizens' daily mobility choices

Challenges

- Based on the user studies, it can be concluded that mobility habits in Espoo are highly car-based.
- The infrastructure in Espoo supports and favours private motoring.
- Thus, the current mobility practices are strongly tied to private driving.
- Also, many Espoo citizens own a summer cottage and visit the cottage regularly.

Plans for replication

- The studies have been documented in scientific journals / conference articles as part of the SPARCS deliverables and boost the general replication possibilities

Questions and comments from partners

Comments to be added during poster session at Consortium meeting in Leipzig

