On-Demand Mobility System

Analyzing the Interactions between urban mobility requirements and on-demand mobility services – A System Model Approach

Motivation:
- Increasing presence and importance of new mobility services for individuals and companies
- Shared on-demand mobility as a major role in the future of urban mobility
  (BMW ACES Strategy, Daimler CASE Strategy)

Objective:
- Development of an elaborate understanding of urban on-demand mobility
- Demarcation and investigation of the entire system and its interconnections between supply, demand and general conditions (On-Demand Mobility Service System)
- Valuation of the system behavior using criteria for urban sustainability on an individual and urban level

Method:

- Procurement and analysis of relevant documents and findings on the objects of:
  - Mobility requirements / mobility behavior
  - On-demand mobility services
- Analysis of enabler and push factors for on-demand mobility
- Market analysis on-demand mobility services

- Exploratory interviews on supplier and user side
- Half structured interviews
- Content survey on the factors: demography, regulatory, urban agglomeration and technology
- Structuring and evaluation of the interviews using the software MAXQDA

- Building a system model using Vesters’ ‘Sensitivity Model’ and further methods of system thinking
- Application of an 8-step method: system description, defining variables, criteria matrix, influential matrix, role allocation, complex network, szenarios, simulation and system evaluation
- Modeling the interactions of supply, demand and the given framework conditions and analyzing impact factors regarding the on-demand system model
- Checking the plausibility of the system model using an iterative workshop design

Evaluation of the system behaviour using appropriate targets to measure sustainability on an individual and urban level

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