

A nighttime photograph of a city street intersection. The scene is illuminated by streetlights and traffic signals. In the foreground, a white SUV is visible, and in the background, other vehicles and buildings are lit up. The overall atmosphere is that of a busy urban environment at night.

market = people

Fluidtime Mobility Symposium,
Vienna 2015

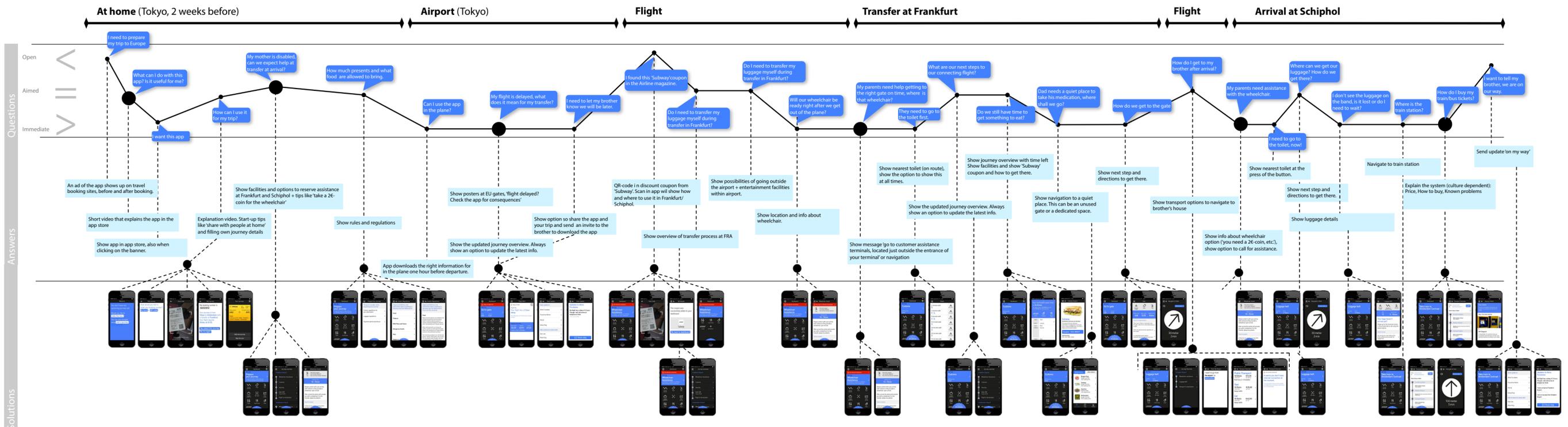
Carl Frech und Helmut Ness
Fuenfwerken



Das Auto.



Japanese elderly couple & daughter visiting their son in Amstelveen (Tokyo - Frankfurt - Schiphol)



A list of the technological consequences of the solutions above

The app should automatically download all the information that is needed during flight an hour for departure, while there is still internet.

People can connect with their family or friends through the app, so they can get updated about their journey progress. They see where the other is right now, and they can send messages.

#1 Extension of the Google Map view

#2 In Private Transport

#3 Halfway with help

#4 Take-Along Print-Out

#5 Interactive Kiosk

#6 Leaving the Airport Terminal

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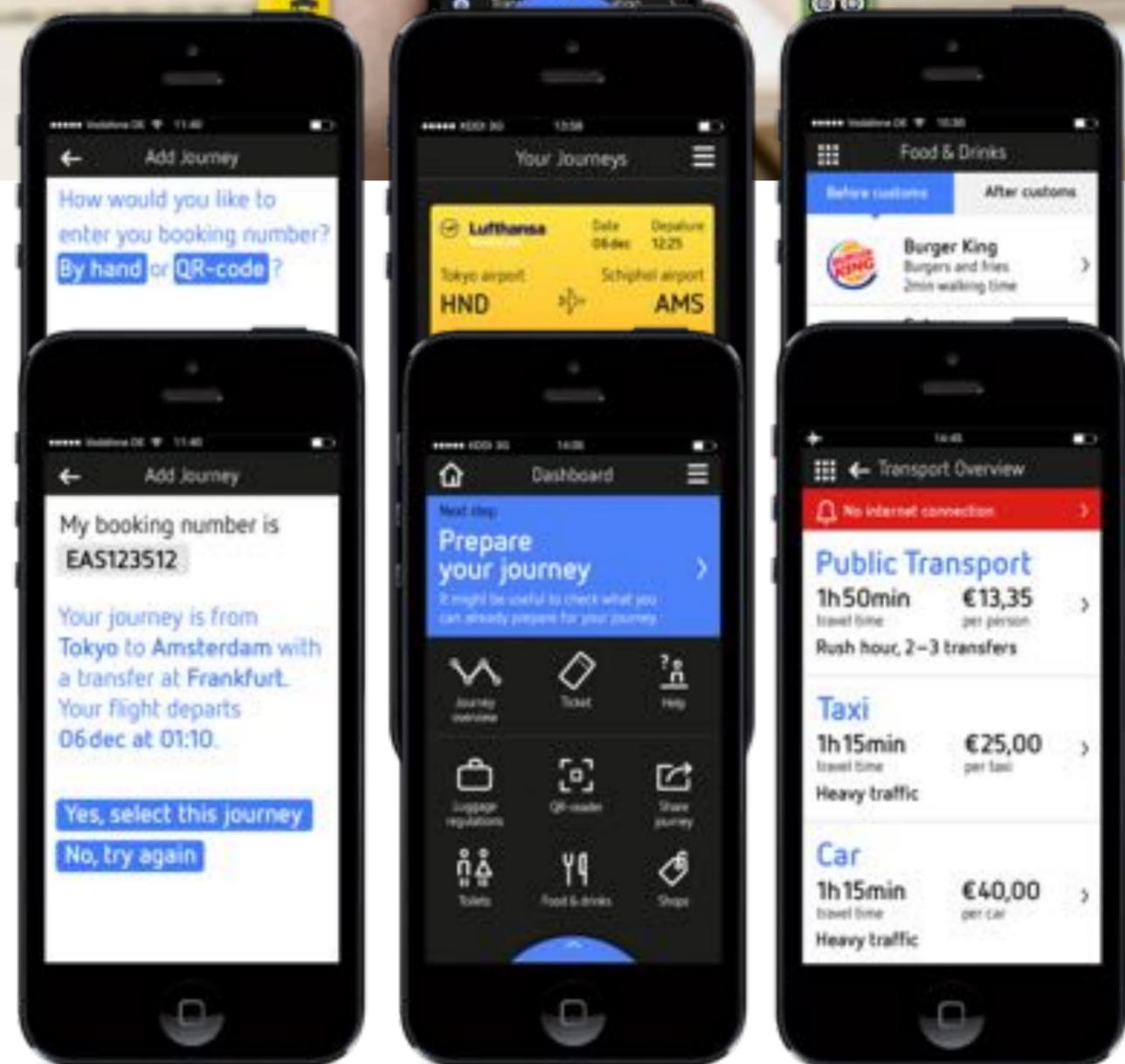
#96 Leaving the Airport Terminal

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Abfahrtszeiten

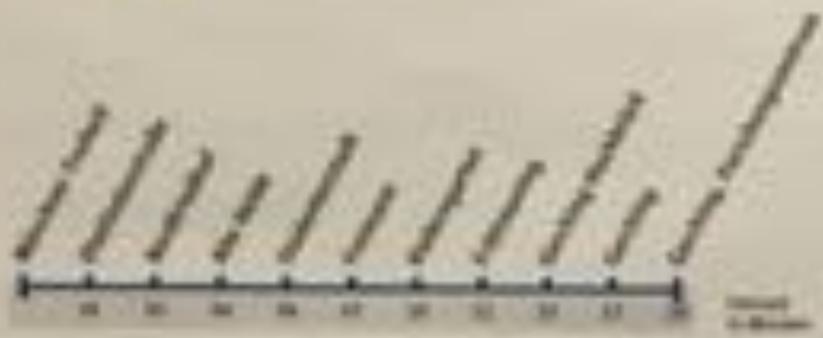


U U6

Münchner Freiheit
Zirkulation 1



Garching, Forschungszentrum



Uhr	Montag mit Donnerstag	Freitag	Uhr
4:38		38	4
5:28 29 30' 44 38		28 29 30' 44 38	5
6:09 10 20 31 44 54' 10'		09 10 20 31 44 54' 10'	6
7-8: 04' 09 10' 19 20 21' 29 30' 39 40' 49 50' 54' 59		04' 09 10' 19 20 21' 29 30' 39 40' 49 50' 54' 59	7-8
9: 04' 09 14' 19' 29 30' 40 50'		04' 09 14' 19' 29 30' 40 50'	9
10-11: 09 10' 20 30' 40 50'		09 10' 20 30' 40 50'	10-11
12: 09 10' 20 30' 40 50'		09 10' 20 30' 40 50' 59 10' 59	12
13-14: 09 10' 20 30' 40 50'		09 10' 20 30' 40 50' 59 10' 59	13-14
15: 09 10' 20 30' 40 50' 59 10' 59		09 10' 14' 19 20 30' 40 50' 59 10' 59	15
16-17: 04' 09 14' 19 20 30' 40 50' 59		04' 09 14' 19 20 30' 40 50' 59 10' 59	16-17
18: 04' 09 14' 19 20 30' 40 50' 59		04' 09 14' 20 30' 40 50' 59 10' 59	18
19: 04' 09 14' 19 20 30' 40 50' 59		04' 09 14' 19 20 30' 40 50' 59 10' 59	19
20: 04' 09 14' 19 20 30' 40 50'		04' 09 14' 19 20 30' 40 50'	20
21-23: 07 10' 20 30' 40 50'		07 10' 20 30' 40 50'	21-23
0: 11 17 27 37 47		11 17 27 37 47	0
1: 23' 24' 34'		23 34'	1
2: 23'		23	2

6: Nicht nur bei Wartungspunkten
 7: Nicht nur bei Freizeittouring
 8: nur München bis 04:30 bis 05:00, nicht von Freitag
 9: nur an Schichttagen
 10: nur an Schichttagen (nur 10:00 bis 10:30) und bei Freizeittouring
 11: nur München bis 04:30 bis 05:00, nicht von Freitag
 12: nur an Schichttagen



Abfahrtszeiten

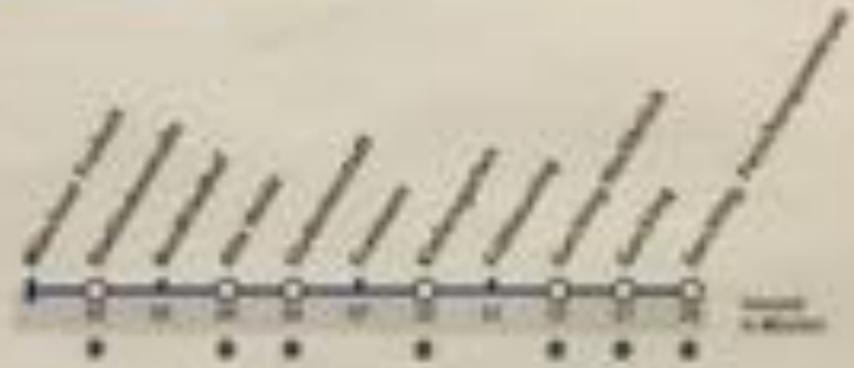


U U6

Münchner Freiheit
Zirkulation 2



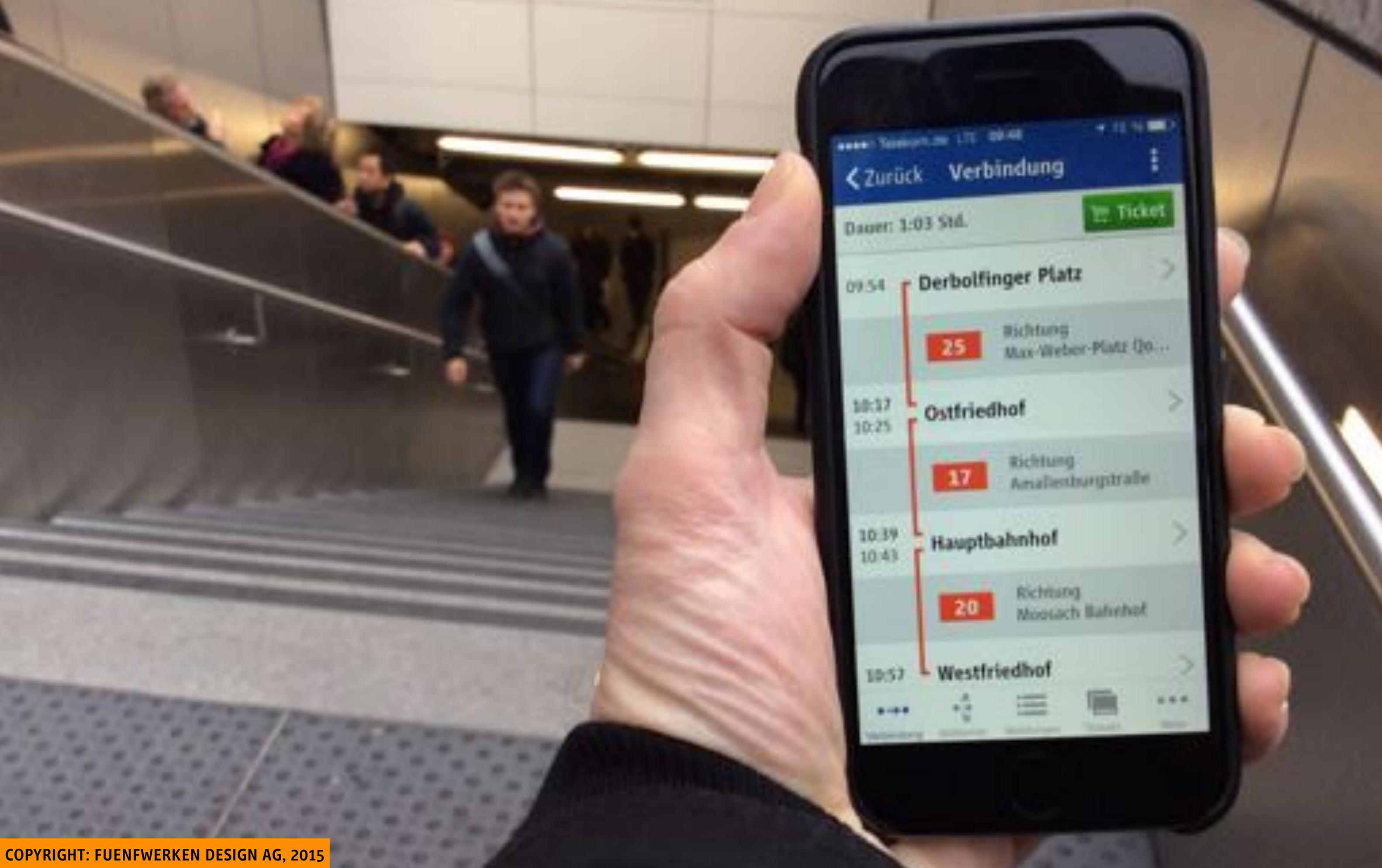
Garching, Forschungszentrum



Uhr	Samstag	Sonntag-Feiertag	Uhr
4:38		38	4
5:29 49		29 49	5
6:09 29 49		09 29 49	6
7:08 29 38' 49 59'		08 29 49	7
8:09 10' 29 39' 49 59' 09 29 41 51'		09 29 41 51'	8
9:09 20' 29 39' 49 59' 09 17' 27 37' 47 57'		09 17' 27 37' 47 57'	9
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11:09 10' 29 39' 49 59' 09 17' 27 37' 47 57'		11 17' 27 37' 47 57'	11
12:09 10' 29 39' 49 59' 09 17' 27 37' 47 57'		12 17' 27 37' 47 57'	12
13:09 10' 29 39' 49 59' 09 17' 27 37' 47 57'		13 17' 27 37' 47 57'	13
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18:09 10' 29 39' 49 59' 09 17' 27 37' 47 57'		18 17' 27 37' 47 57'	18
19:09 10' 29 39' 49 59' 09 17' 27 37' 47 57'		19 17' 27 37' 47 57'	19
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23:01 17' 27 37' 47 57' 01 17' 27 37' 47 57'		23 17' 27 37' 47 57'	23
0:01 17' 27 37' 47 57' 01 17' 27 37' 47 57'		00 17' 27 37' 47 57'	0
1:29 59'		29 39' 49'	1
2:23		23 34'	2

6: Nicht nur bei Freizeittouring
 7: nur München bis 04:30 bis 05:00, nicht von Freitag
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 10: nur München bis 04:30 bis 05:00, nicht von Freitag
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 12: nur München bis 04:30 bis 05:00, nicht von Freitag
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 14: nur München bis 04:30 bis 05:00, nicht von Freitag
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 16: nur München bis 04:30 bis 05:00, nicht von Freitag
 17: nur München bis 04:30 bis 05:00, nicht von Freitag
 18: nur München bis 04:30 bis 05:00, nicht von Freitag
 19: nur München bis 04:30 bis 05:00, nicht von Freitag
 20: nur München bis 04:30 bis 05:00, nicht von Freitag
 21: nur München bis 04:30 bis 05:00, nicht von Freitag
 22: nur München bis 04:30 bis 05:00, nicht von Freitag
 23: nur München bis 04:30 bis 05:00, nicht von Freitag
 0: nur München bis 04:30 bis 05:00, nicht von Freitag
 1: nur München bis 04:30 bis 05:00, nicht von Freitag
 2: nur München bis 04:30 bis 05:00, nicht von Freitag





← Zurück Verbindung

Dauer: 1:03 Std.

Ticket

09:54 Derbolfinger Platz

25 Richtung
Max-Weber-Platz (Jo...)

10:17
10:25 Ostfriedhof

17 Richtung
Amalienburgstraße

10:39
10:43 Hauptbahnhof

20 Richtung
Moosach Bahnhof

10:57 Westfriedhof





Stramme Wadeln statt Abgase – Stadt startet Radl-Verleih

Ja, i bin mit'm MVG-Radl da



Komm die, du Probiert! Du bist hier in der Stadt, willst du die Luft verschönern und dich fit halten? Dann nimm dir ein MVG-Radl da. Die Stadt München hat ein neues Mietrad-System eingeführt. Die neuen Radl-Stationen sind an U-Bahn-Stationen und in der Innenstadt verteilt. Die Radl-Stationen sind blau und haben ein grünes Radl-Symbol. Die Radl-Stationen sind an U-Bahn-Stationen und in der Innenstadt verteilt. Die Radl-Stationen sind blau und haben ein grünes Radl-Symbol.

Der neue Service im U-Test

Der neue Service im U-Test... Die Stadt München hat ein neues Mietrad-System eingeführt. Die neuen Radl-Stationen sind an U-Bahn-Stationen und in der Innenstadt verteilt. Die Radl-Stationen sind blau und haben ein grünes Radl-Symbol. Die Radl-Stationen sind an U-Bahn-Stationen und in der Innenstadt verteilt. Die Radl-Stationen sind blau und haben ein grünes Radl-Symbol.



2-Kilo-lerin ngen

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BILD-Reporterin Silke Struve macht das MVG-Mietrad-Test

BILD testet die neuen Miet-Bikes

Wie radelt es sich mit der MVG?

Wie radelt es sich mit der MVG?

Von SINA STRUVE

München – 1200 Fahrräder für München! Gestern gab OB Dieter Reiter (SPD) den Startschuss für das neue Mietradsystem der MVG – und drehte gleich selbst eine Runde. Aber wie gut sind die neuen Leih-Radl? BILD hat's getestet.

► **Wie funktioniert's?** Die „MVG more“-App zeigt alle freien Bikes in der Nähe an. Dann das gewünschte Fahrrad auswählen, den in der App angezeigten PIN am Bordcomputer des Fahrrads eingeben – und los geht's.

► **Was kostet's?** Acht Cent pro Minute, MVG-Abo-Kunden und Studenten zahlen weniger, außerdem gibt es Jahrespakete.

► **Fahrgefühl?** Der Sattel ist bequem und lässt sich leicht verstellen, der Gepäckkorb am Lenker ist praktisch. Manko: Das Bike ist sehr massiv, da ist das Radeln ganz schön anstrengend.

► **Was muss man beachten?** Das Rückgabegebiet für die Fahrräder ist zwar groß, wer sein Bike aber außerhalb der Zone abstellt, zahlt pauschal 10 Euro extra.

Mit einem Zahlencode, kommt übers Handy, entsperrt man das Mietrad und die Radltour kann beginnen ▼



OB Dieter Reiter und MVG-Chef Herbert König eröffnen die erste MVG-Radlstation und geben den Startschuss für das neue Mietrad-System







Öko-Strom
Ladestation

M-Natur zu 100 % aus
erneuerbaren Energie

Öko-Strom
Ladestation

M-Natur zu 100 % aus
erneuerbaren Energie

SW/M

CHARGE

M MM 1480

MVG | multimobil

Münchner Freiheit



Vor 2 Wochen

50 spuriger Stau

Beijing

1,36 Milliarden Menschen

Millionen Autofahrer

Tendenz MEHR

Achtung, Staugefahr!

Es sind Hunderte von Autos, die vor dieser Mautstelle in Peking stehen. In unglaublichen 50 Reihen nebeneinander. Millionen chinesischer Autofahrer sind in diesen Tagen unterwegs, denn in der Volksrepublik mit 1,36 Milliarden Einwohnern endet eine Ferienwoche. Solche freien Tage sind in China rar, weshalb viele Chinesen die Woche für einen Urlaub genutzt haben. Zudem steht die Mautstation auf der wichtigen und stark frequentierten Schnellstraße G4, die Peking und Hongkong verbindet.







禁止吸烟
No Smoking



禁止饮酒
No Drinking



禁止推挤
No Pushing



禁止手势
No Hand Signs

选择最佳出行方式
出行更便捷

选择出行方式
出行更便捷

出行更便捷
出行更便捷

出行更便捷
出行更便捷

922无车日
更多选择，即刻改变，完美融合





29 JUL

Nearly 80% of Londoners support plans for the Garden Bridge

garden bridge

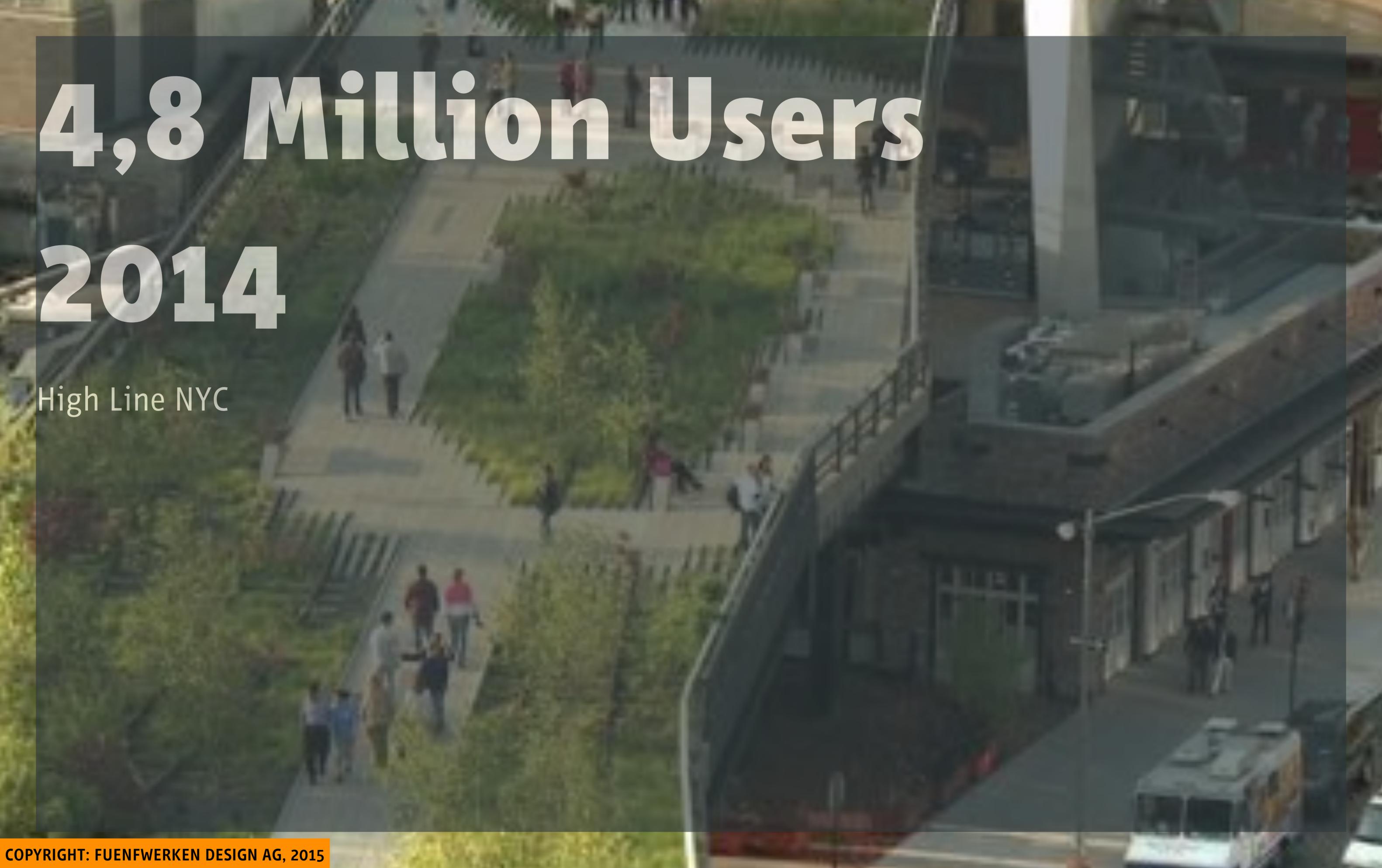
Introducing London's new garden

28 AUG

improved plans will result in a 35% reduction in the number of road journeys required for construction

18 AUG

Over a third of users will be commuters Monday to Friday

An aerial photograph of the High Line in New York City. The elevated walkway is filled with people walking and sitting on the grassy areas. The surrounding urban environment, including buildings and a street with a bus, is visible in the background.

4,8 Million Users

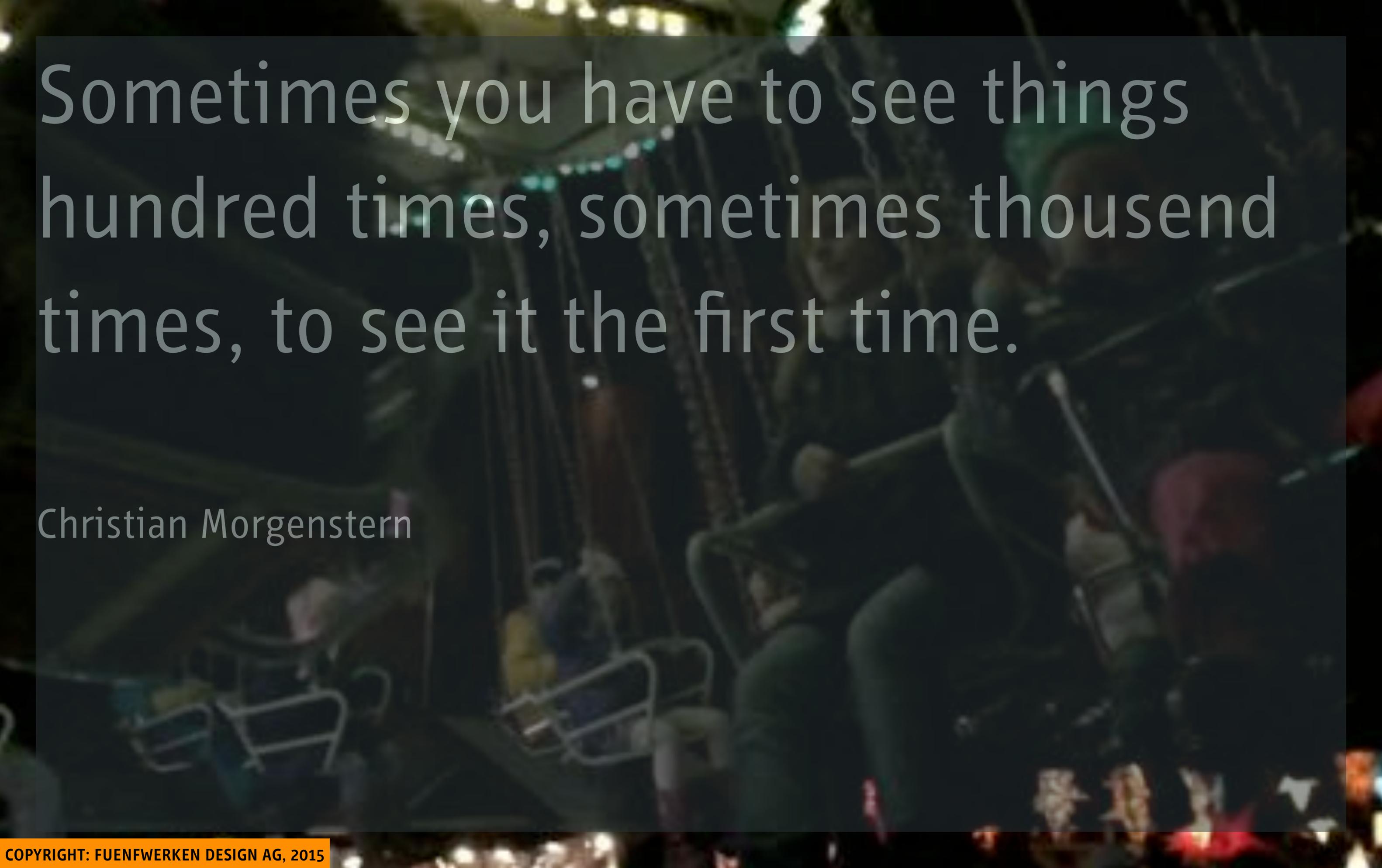
2014

High Line NYC

Do we desire something
because it is good,
or is it good because we
desire it?

Baruch de Spinoza, Philosopher, 1632 – 1677

Thinking Unboxed



Sometimes you have to see things
hundred times, sometimes thousand
times, to see it the first time.

Christian Morgenstern



user research, user centered design, user centered prototyping, rapid prototyping, usability, shareability, user interfacing, user interaction, user experience, user centered approach, point of view, user observation, user interviews, user storytelling, user storylistening, user agent, power user, extreme user, non user, heavy user, standard user, advanced user, usertypes, user group, key-user, user account, username, user, user shadowing, interviewing, user

question

sense

compose

watch

picture

grasp

deconstruct

arrange

review

**sense
watch
deconstruct
arrange
compose
grasp
picture
review
question**



A child wearing a red jacket and a grey hat is looking intently at a stick in a forest. The background is a soft-focus view of trees and foliage. The image is overlaid with two semi-transparent grey boxes containing text.

**sense
watch
deconstruct
arrange
compose
grasp
picture
review
question**

**definition
research
analysis
concept
creation
prototyping
presentation
evaluation
learning**

**sense
watch
deconstruct
arrange
compose
grasp
picture
review
question**

**definition
research
analysis
concept
creation
prototyping
presentation
evaluation
learning**

**think!
do!
use!**

sense
watch
deconstruct

UNDERSTAND

OBSERVE

picture
review
question

definition
research
analysis

POINT
OF
VIEW

IDEATE

presentation
evaluation
learning

think!

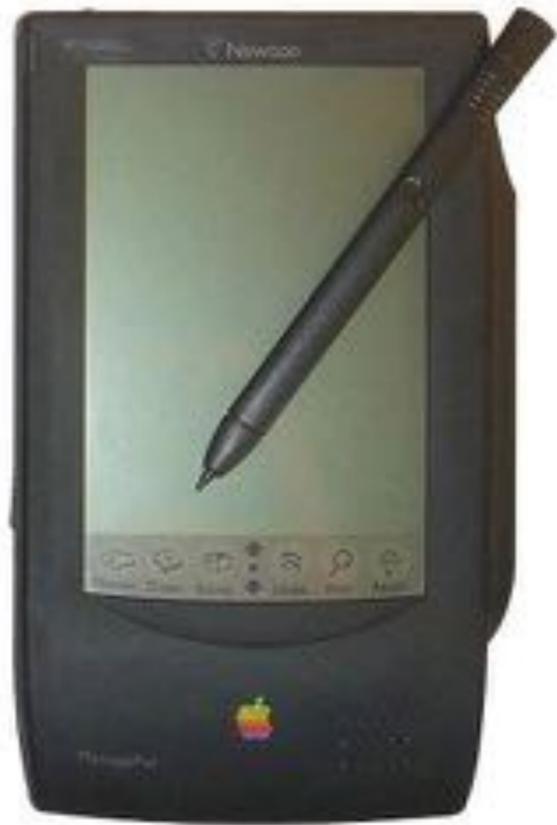
PROTOTYPE

TEST

use!

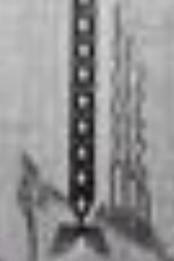
99 % 10 %







FLIEGEN UND FUNKEN

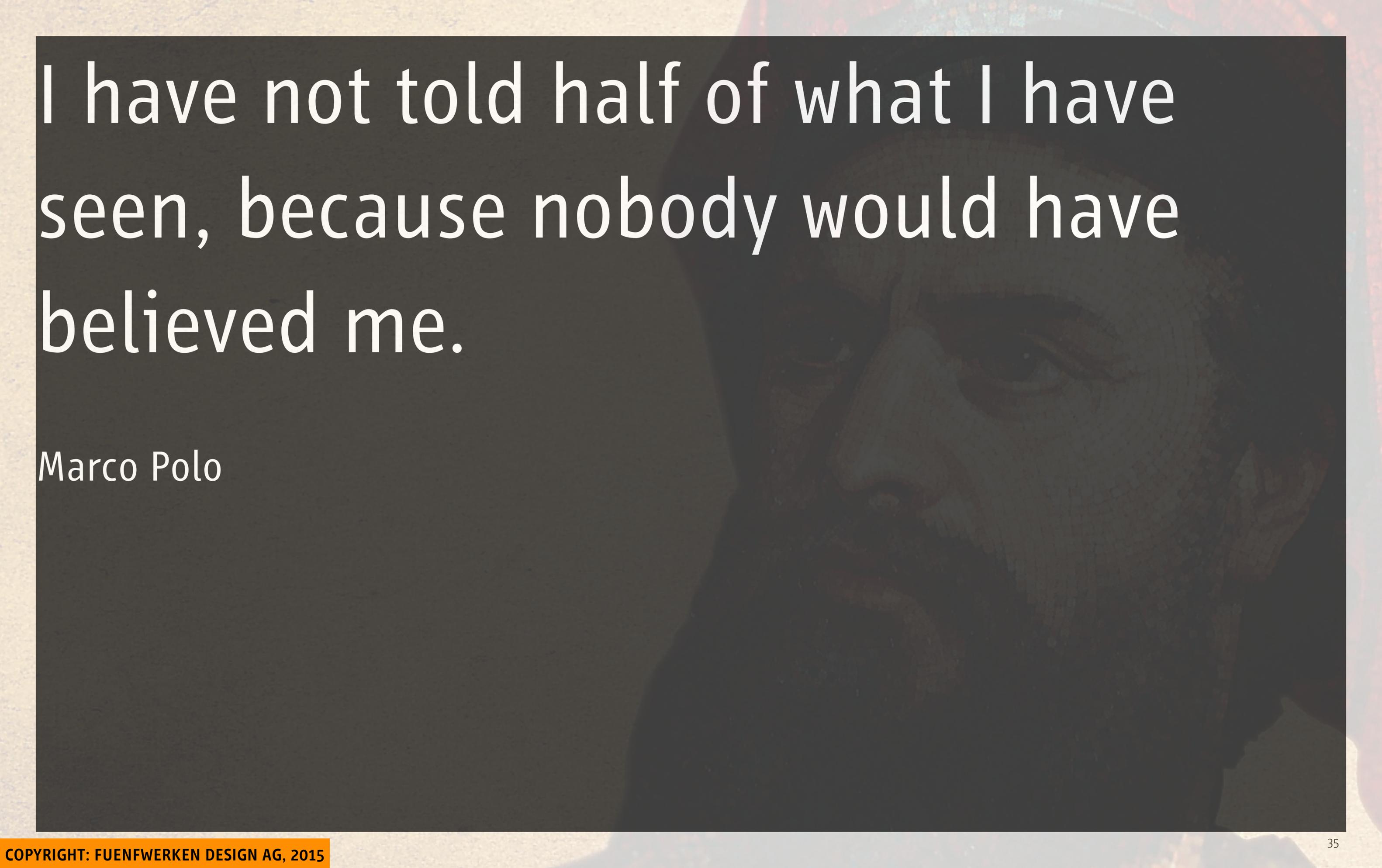


EIN BUCH VON TECHNIK. TAT
UND TRAUM



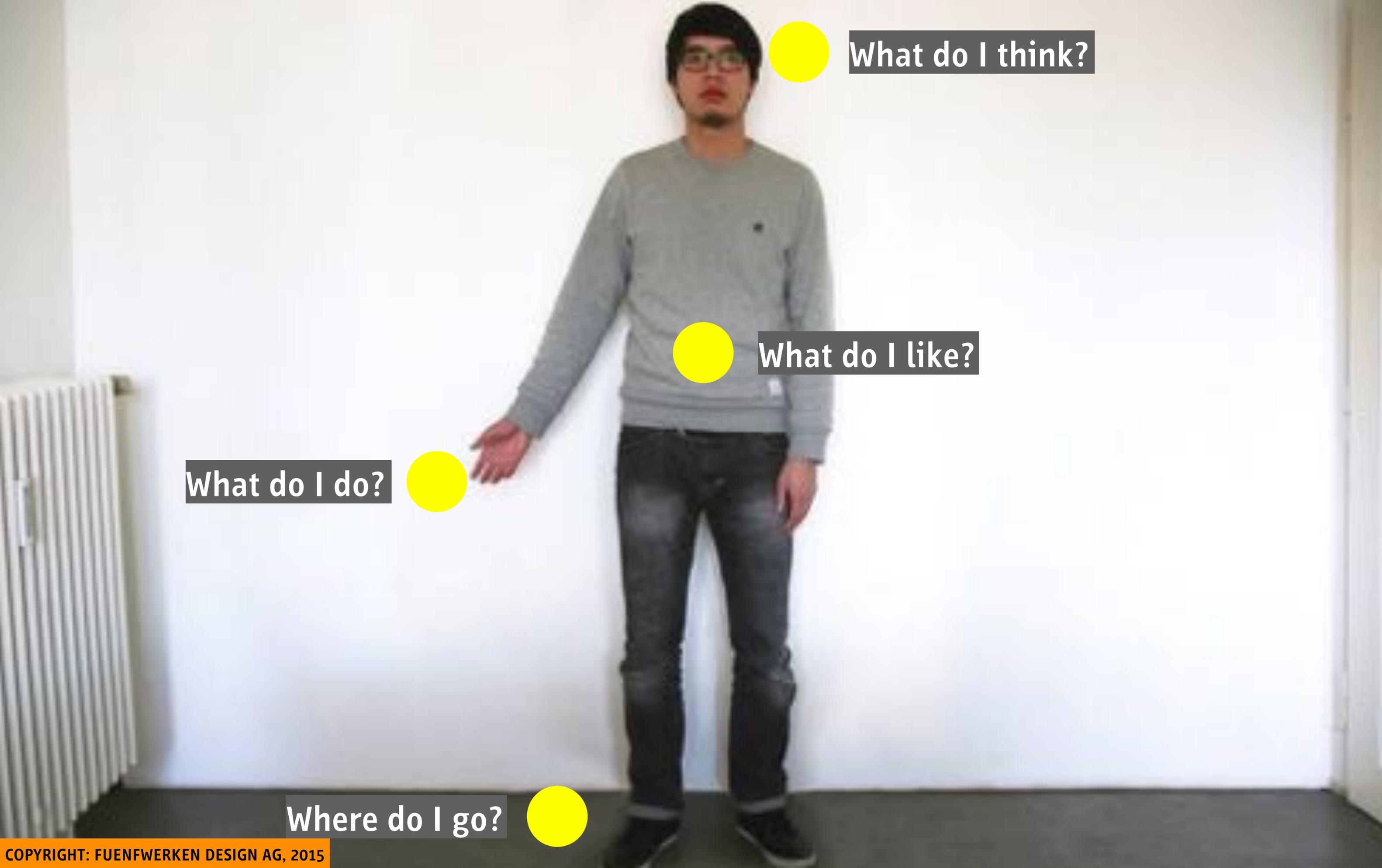
"Buchleser" im Wald.
(im Hintergrund der Baum)

competition is
for losers



I have not told half of what I have
seen, because nobody would have
believed me.

Marco Polo

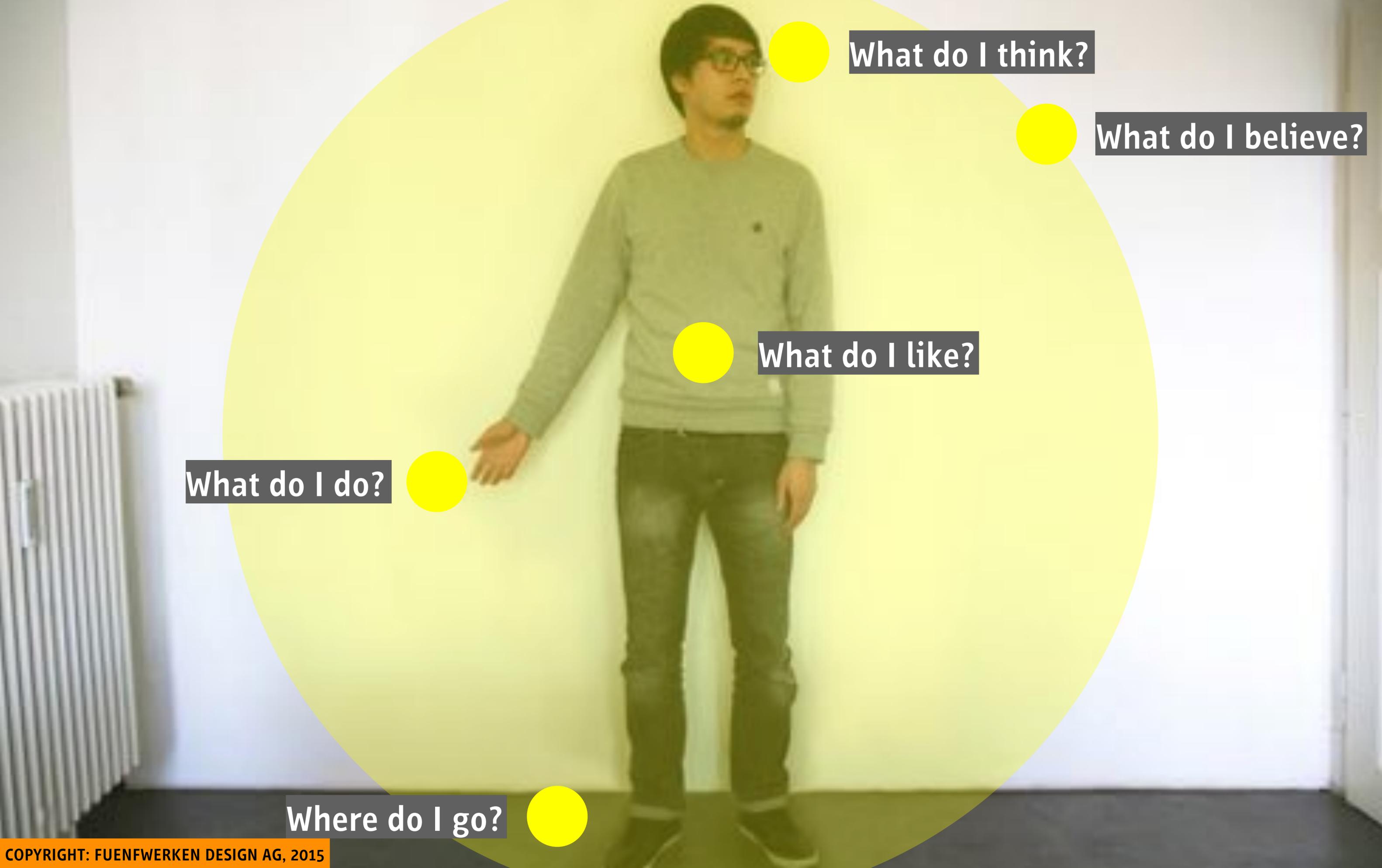


What do I think?

What do I like?

What do I do?

Where do I go?



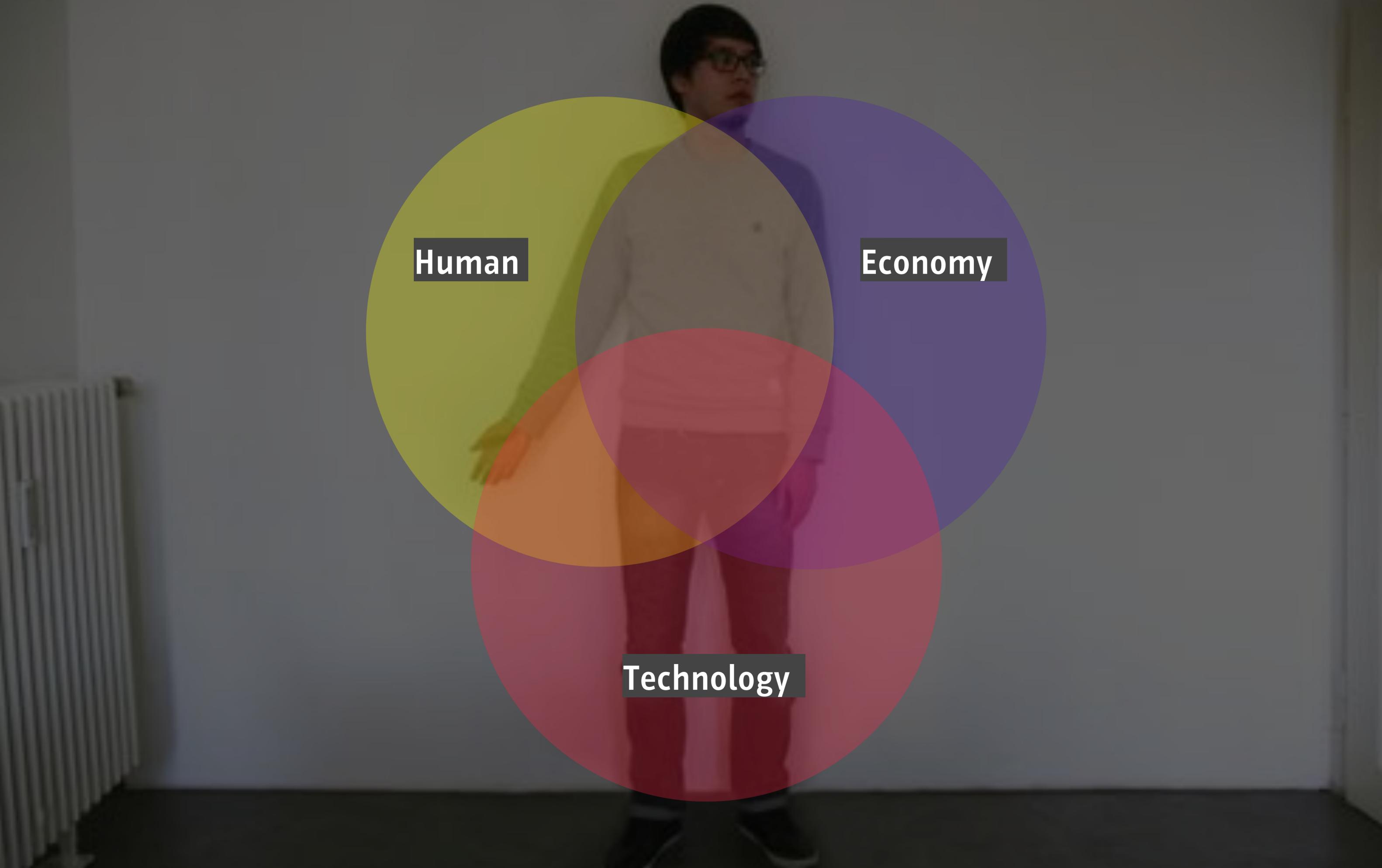
What do I think?

What do I believe?

What do I like?

What do I do?

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Human

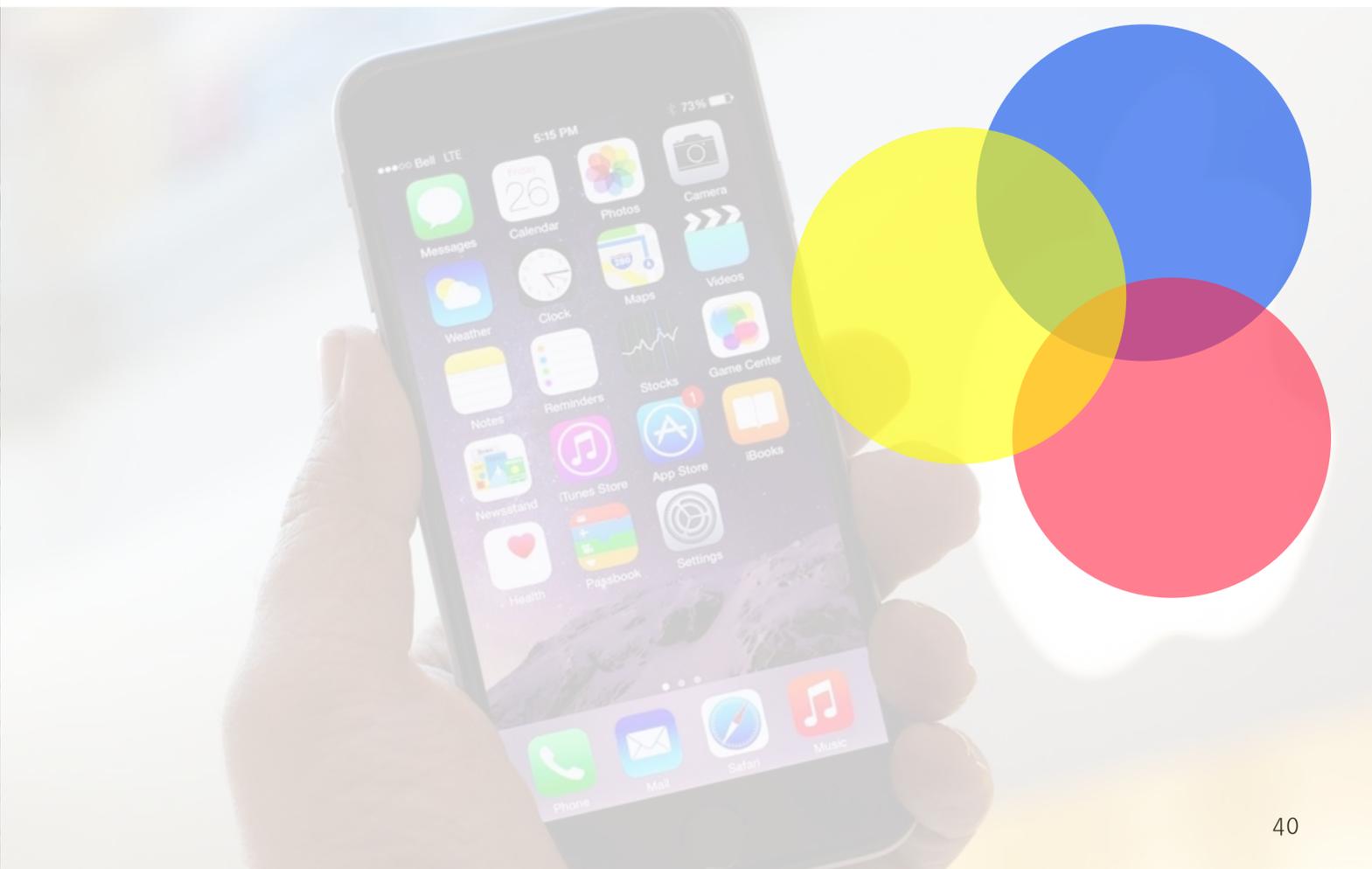
Economy

Technology

What is wished?
desirability

What is profitable?
viability

What is possible?
feasibility

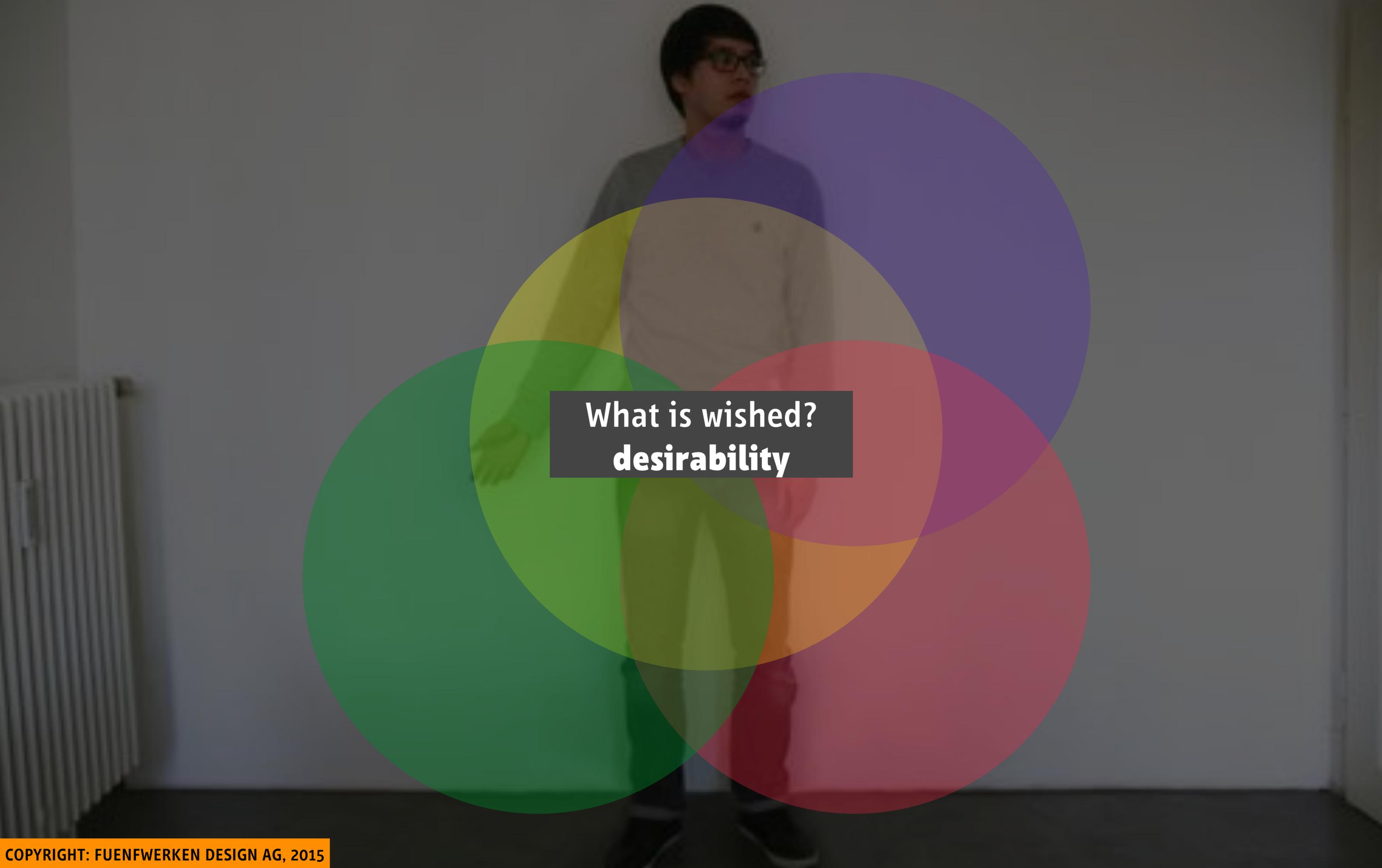


What is wished?
desirability

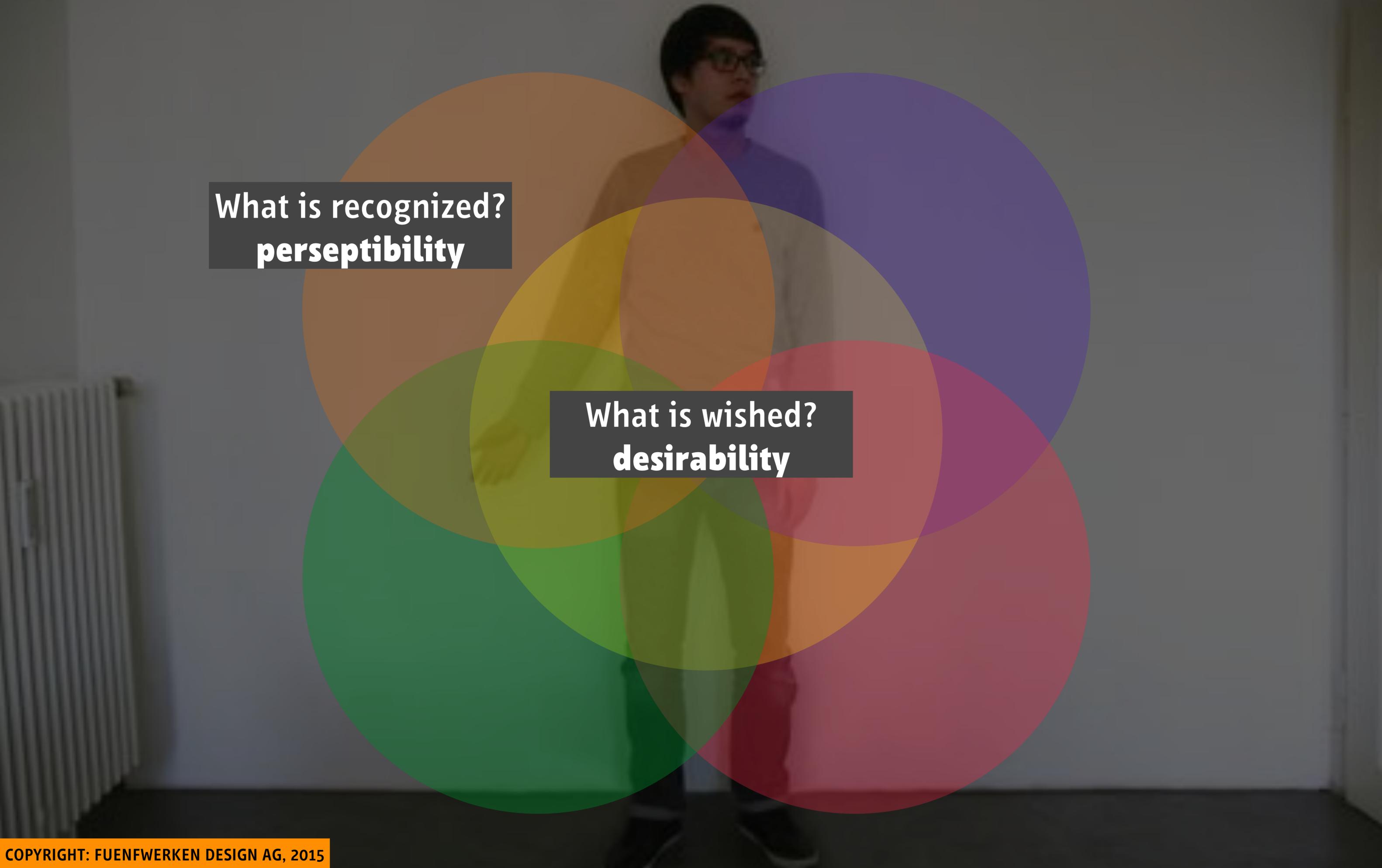
What is profitable?
viability

What is reasonable?
responsibility

What is possible?
feasibility



What is wished?
desirability



What is recognized?
perseptibility

What is wished?
desirability

Perceptibility of the future:
The recognition of changes, trends
and relevant movements in all fields
of life is vitally important for
companies in all industrie-fields.

What is recognized?
perceptibility

What is wished?
desirability

What is recognized?
perseptibility

What is profitable?
viability

What is wished?
desirability

What is reasonable?
responsibility

What is possible?
feasibility

Outside

What is recognized?
perseptibility

What is reasonable?
responsibility

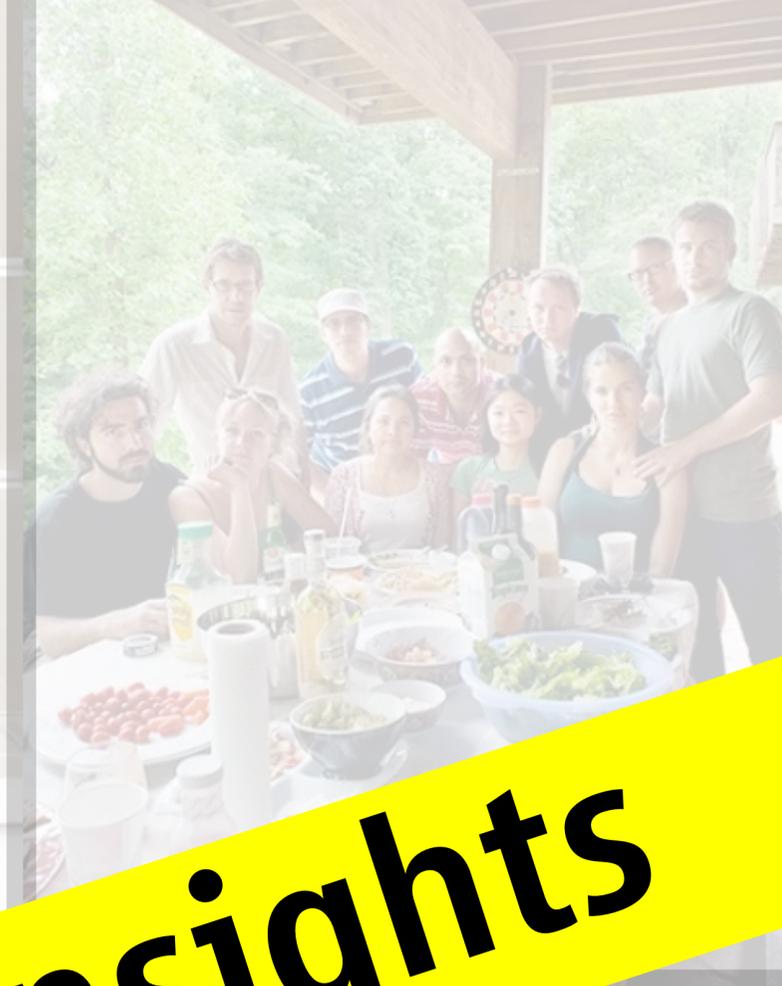
What is wished?
desirability

What is profitable?
viability

What is possible?
feasibility

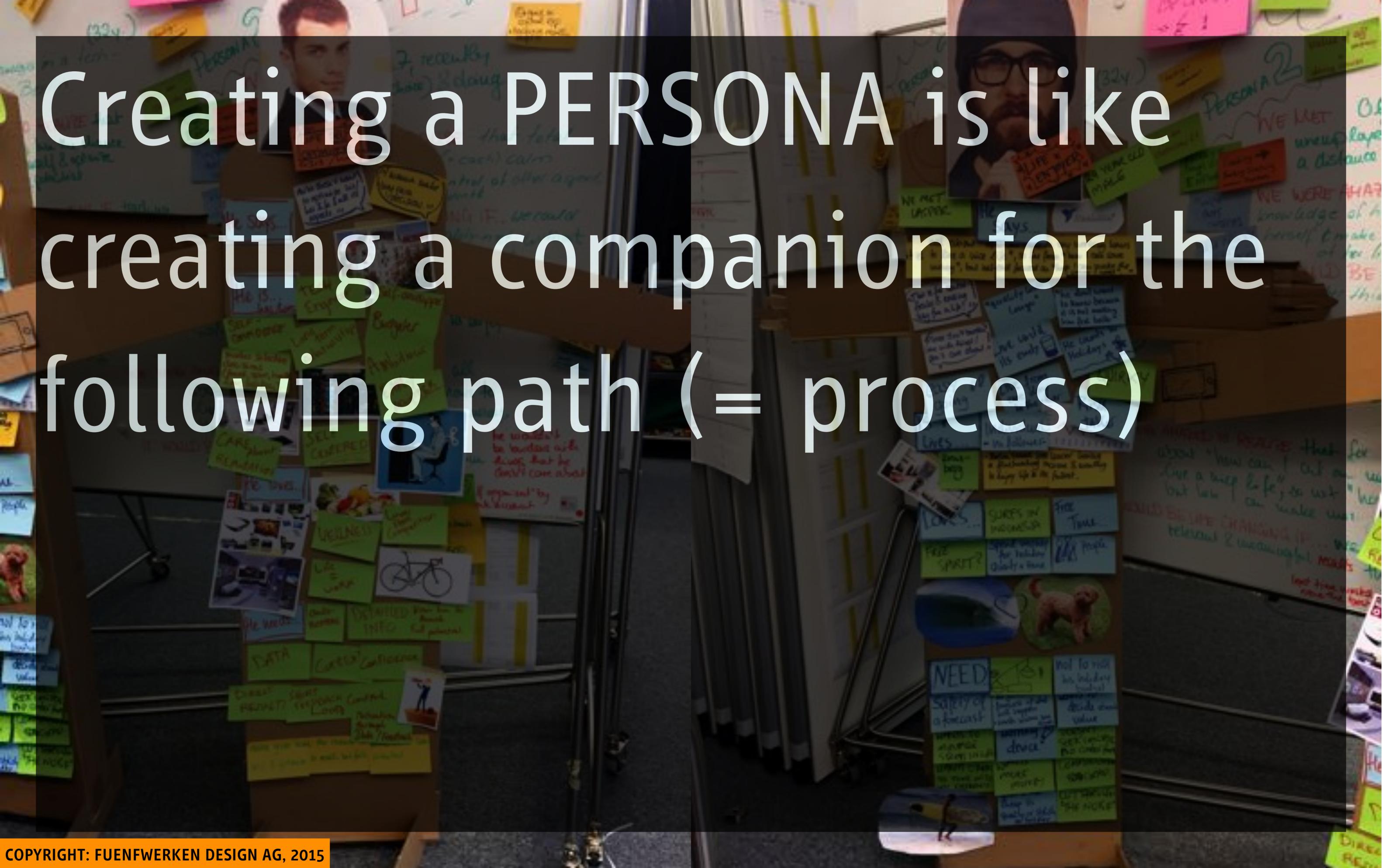
Inside





User insights





Creating a PERSONA is like
creating a companion for the
following path (= process)

flaneur

explorative interest
(open mind)

accompany! (seduce)

searcher

thematic interest
(clear topic)

advise! (guide)

expert

immediate interest
(clear question)

answer! (direct)

Radical

Resonant

Relevant

Market potential

Radical

Resonant

Relevant

= Success potential

Radical

Resonant

Relevant

= Risk potential

passiv

aktiv

interaktiv

permaaktiv

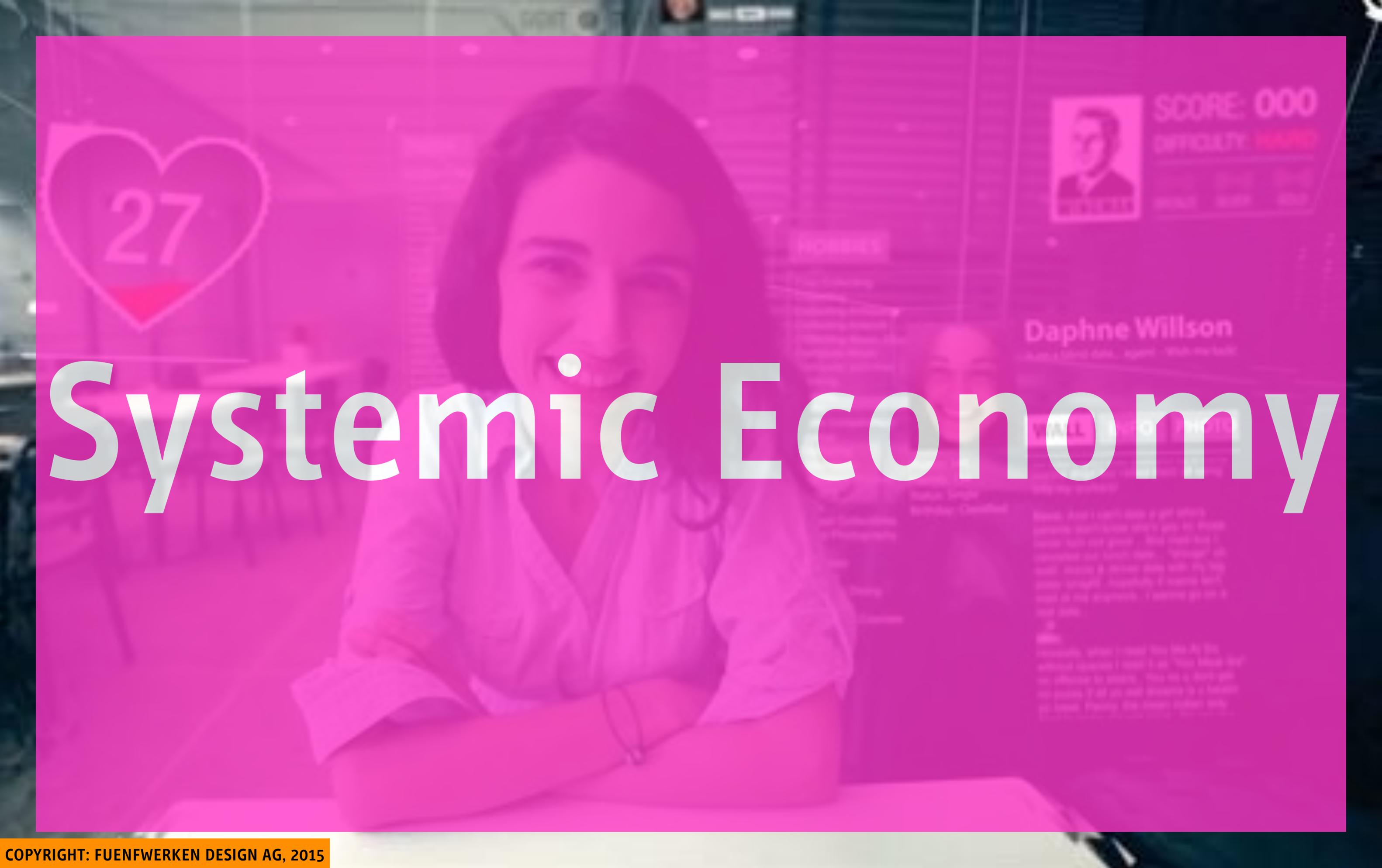


SCORE: 000

DIFFICULTY: **VERY**

Daphne Willson

WALL INFO PHOTO

A woman with dark hair is smiling and looking at a computer monitor. The monitor displays a game interface with a heart icon containing the number 27, a score of 000, and a difficulty level of HARD. The name Daphne Willson is visible on the screen. The background is a blurred office setting.

Systemic Economy

The ,old industry‘ (e.g. automotive) tries very hard not to appear as being ,old‘.

The problem is:

They have a dedicated product.

They build cars.

That is what people trust in.

The ‚new industry‘ (e.g. digital) does not have ONE product.

They say: we do EVERYTHING.

We can do EVERYTHING.

Nobody questions that really.

Imagine a company like Daimler would make that statement.

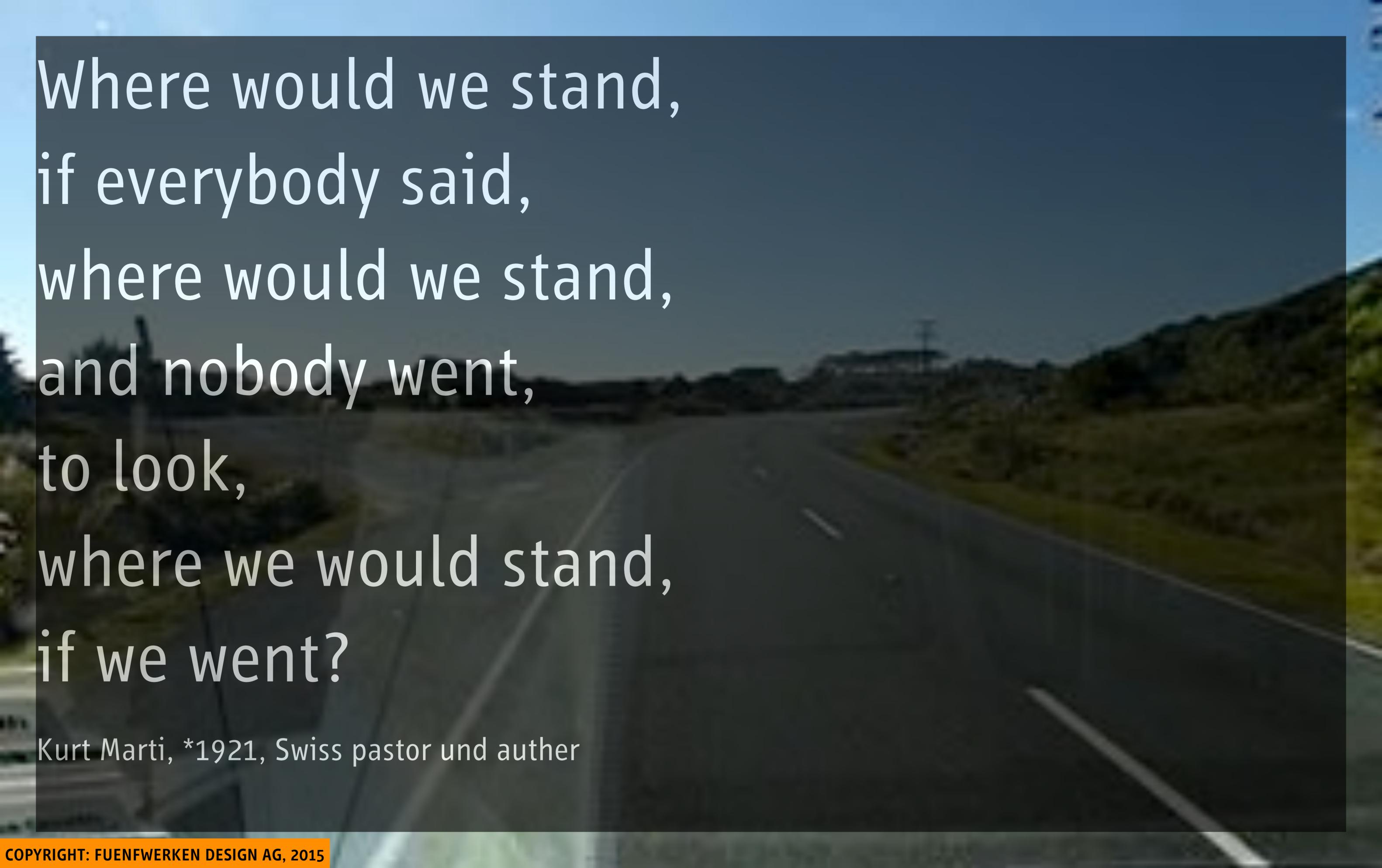
„We don't know always why we do things.
Sometimes it just feels the right thing to do.“



1970: bernard sadow (patent 1972)

But when is the
right time to do
something?





Where would we stand,
if everybody said,
where would we stand,
and nobody went,
to look,
where we would stand,
if we went?

Kurt Marti, *1921, Swiss pastor und auther

**vielen dank und auf ein
inspirierendes symposium**
carl frech und helmut ness
fuenfwerken.com

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