Mobility as a Service - today and tomorrow
Fluidtime Symposium October 15 2015 Vienna
Susanne Katzler-Fuchs

BRIMATECH

Which MaaS would have brought me here?

- [ ] Convenience
- [ ] Flexibility
- [ ] Environmentally friendly
- [ ] Affordability
- [ ] Safety

Can Mobility be viewed as a service?

- [ ] Yes
- [ ] No

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Urban Mobility as a Service (MaaS)
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Which Maas would have brought me here?

Can Mobility be viewed as a service?

BRIMATECH
Who said style is nowhere?
Can Mobility be viewed as a service?

What is Mobility as a Service (Wikipedia):
“Mobility as a Service (MaaS) refers to combining all forms of personal transport together into seamless trip chains, with bookings and payments managed collectively for all legs of the trip.”
Today's Picture -
Market Research 2015

Total n= 500 | Vienna: 200 city + 50 semi-rural | Other: 200 city + 50 semi-rural
Socio-demographic distribution
Female: 49 %
Male: 51 %
18-24 years: 15 %
25-34 years: 22 %
35-44 years: 25 %
45-54 years: 20 %
55-65 years: 18 %
Mobility options used at least once per month

Ownership of season ticket
Private mobility expenses:
Inner-city mobility, Cost per month (excluding private car)

Business mobility expenses:
Inner-city mobility, Cost per month (excluding company car)
Media used for Information & Communication at least once per week

- Internet (PC or Mac)
- Mobile Internet (smartphone)
- Mobile applications (smartphone)

Payment methods used least once per week

- SMS (via mobile service provider)
- In-App purchase
- Credit card
- Online banking
- Debit
- PayPal
Mobility information services used least once per week

- Public transport operator: [Graph showing 60%]
- Mobility info provider (e.g., road works): [Graph showing 45%]
- Sharing operator (Car-/Bike-sharing): [Graph showing 30%]
- Taxi operator: [Graph showing 0%]

Mobility payment methods used at least once per week

- Public transport operator: [Graph showing 24%]
- Mobile App for parking: [Graph showing 18%]
- SMS for parking: [Graph showing 12%]
- Sharing operator (Car-/Bike-sharing): [Graph showing 6%]
- Taxi operator: [Graph showing 0%]
Web/mobile information service
Mobility offerings available
Static price information

Web/mobile payment service
Mobility offerings available
Option to pay mobility services
Which MaaS would have brought me here?

- Unlimited Public Transport within Vienna plus
- 1000 km per month on long distance trains plus
- 200 km Car Sharing plus
- advertising for bike sharing/bike shops?
- for 150 -200 €
- Payment via App or credit card
- Realtime information available via web/mobile web and apps
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