Towards Mobility as a Service

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Towards MaaS – Mobility data
MaaS : Challenges

- Acceptability - adoptability
- User-centered
- Scalability
- Digital transformation
- Compatibility and interoperability
- Synchronicity
Universal accessibility

- Assisted Nav system
- Reduced Mobility
- Data from users - city
- Interactivity
Design thinking

- Espace
- Processus et outils
- Équipe multidisciplinaire
Design Thinking
Citizens as « social » sensors

- Bring adaptability to the city and its services
- Get a sense of the city’s Mood
- Early warnings in traffic management
- Citizens as receivers and sensors
- Smart Apps and Decision dashboards
Applied AI
Québec – Laboratoire urbain

Quebec – Urban lab
Towards MaaS

- Involve Citizens in the thinking and development process
- Design thinking with all stakeholders and key actors
- Cities: Large vs. Small
- From data to intelligence
- From Campus to urban lab
- Incentives