

Mobi: the service that encourages sustainable mobility for everyone.

Mobi is designed to encourage residents in and around urban areas to become more sustainable. Mobi will provide informative and behavioural-changing insights during daily travel. Translating the complex emissions in mobility to a manageable battery to show your sustainability score. The battery score will charge when using active transport and drains when using passive transport. Raising awareness of how different vehicles have an impact on the environment. Motivating the user while traveling and afterwards to use the bike or walk instead of going by car and moped.

To provide the fullest possible insight, journeys will be tracked using the smartphone. Mobi will be present when needed for the user. Challenging you to cycle more and further to achieve your daily set goals. Offering in-car advice on more sustainable alternatives. Using public transport, it will be used to check in. Finally, the overview provides insights and tips on how to become more sustainable.

Car
Supporting the user after riding in the car to become more sustainable. Providing the user with more sustainable alternatives and giving feedback when improvement is made

Alternative route

- 0,8 kWh savings
- +3:00 duration
- 265 kcal burned
- +9% Mobi

Bike
Supporting the user while cycling to reach their destination as sustainably as possible. Informing their progress and helping to achieve a greener battery

22 km/h

- 2:03 duration
- 0,3 km trip
- 9:41 time
- 87% battery
- +4,3 kWh savings



19:02

My battery

68%

Monthly average 58%

Good job buddy, you are up +10% from last month

Monthly stats 22 July

- 10/12 goals completed
- 98 driven active km's
- 4,3 kWh savings from last month
- 4738 burned kcal

Battery
Charge the battery through active transport and get insight into your progress to become more sustainable

Overview
Supporting the user with insights into their daily mobility consumption. Supporting the user with their progress on their battery score and helping to become even more sustainable

Try it out

1. Download the Figma app
2. Scan the QR-code
3. Click View prototype
4. Switch between different flows

Mitchel Trap
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Committee Dr. ir. Hiemstra-van Mastrigt, S.
Ir. Kraaijeveld, P.A.
Dhr. J. Schelling (Advier, Delft)
Company Advier

