

# Future of Mobility

## Sustainable equity through equalisation and mobilisation of socio-economic centres

Design a meaningful product (- service system) that enables, facilitates or improves personal mobility, in the Netherlands, by 2035.

### Vision statement

#### In a world where...

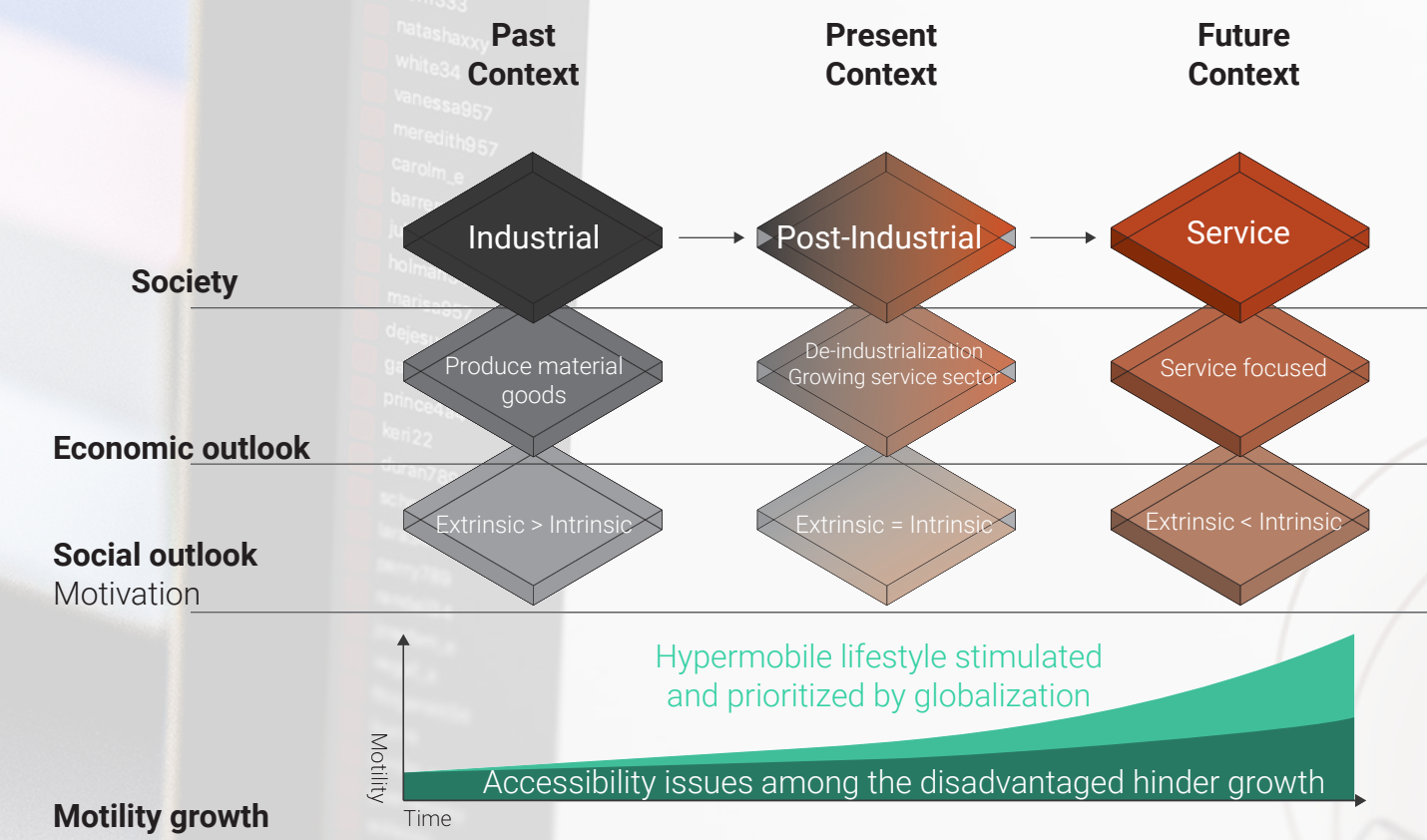
Socio-economic inequality, due to new (global) external factors, disables people to take personal responsibility to effectively use their mobility to grow their prosperity or that of others.

#### PwC wants...

People to responsibly use their short-term mobility to create a better self. Essential is that the success of it depends on the increase and/or improvement in short- and long-term socio-economic prospects for themselves and others too. Moreover, these perspectives should honor the creation of a better world for flora and fauna.

#### By...

Creating with people's mobility surplus personal interdependencies, between people's short- and long-term socio-economic prospects.

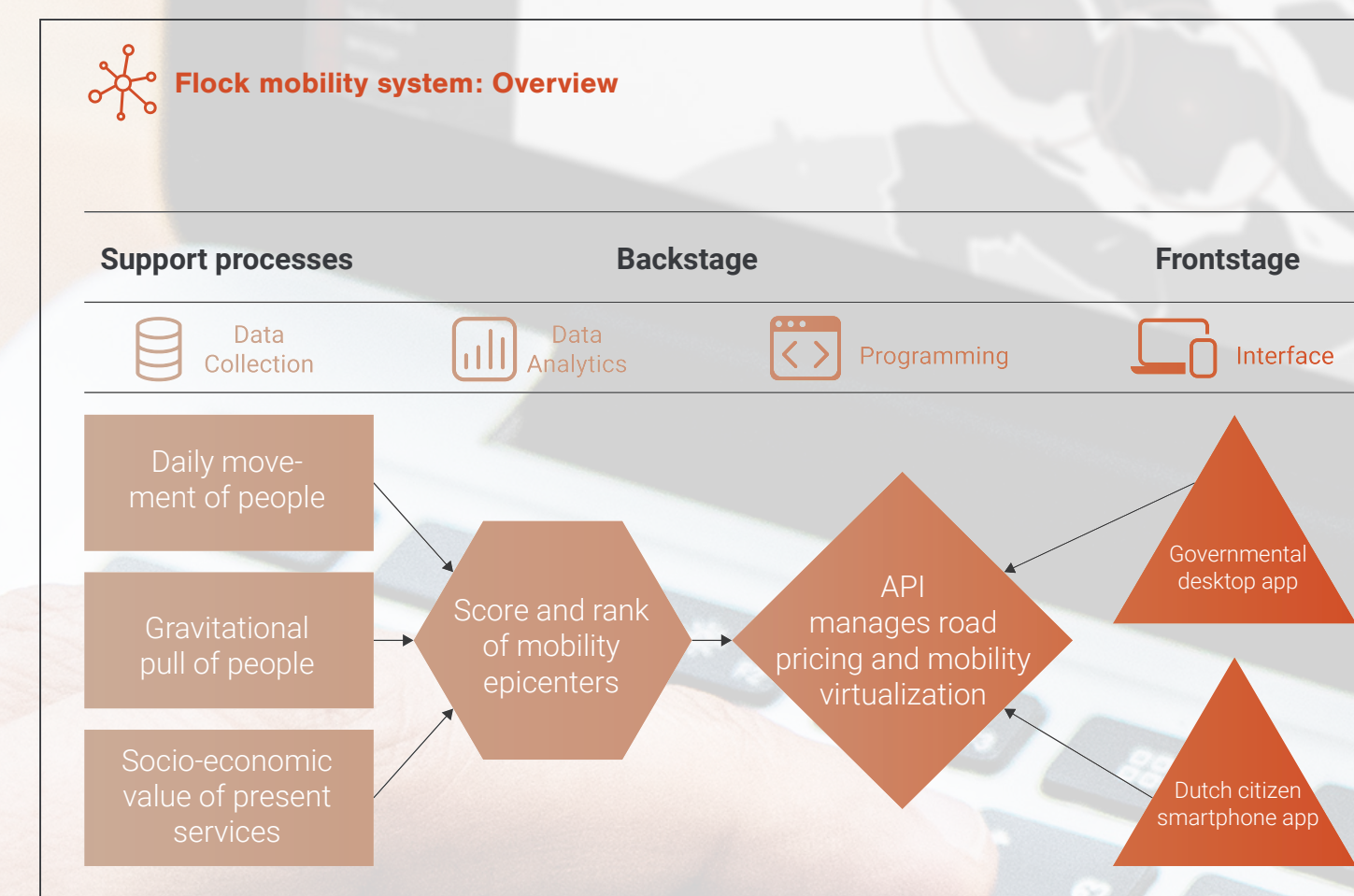


A visual representation of the past, present and future context in relation to the motility growth. Hypermobility is the ability to move in many different ways, both in person and remotely (digitally). Motility is about to what extent the individual able is to be hypermobile. People are unable to take personal responsibility for their motility growth in the future context. It is because of new (global) factors that have an effect on society. This prevents them from creating favorable conditions in which they and others are able to create a better self.

### Result

Flock is a mobility system, owned by the Dutch government, which uses road pricing to charge users based on their departure and arrival location of their journey. Users traveling from a geographical area, which is valuable for society, to another area which is less valuable will be charged less than vice versa. Flock calls these geographical 'mobility epicenters'. This leads to more socio-economic equality which is more uniformly spread in the Netherlands on the long-term. Additionally, Flock offers people the ability to participate in

a nation-wide de-centralized mobility network. People participate by investing in it with a privately-owned product that is capable of providing mobility. This is called 'mobility virtualization'. If done successfully, the user will be granted access to means that are invested by others in the network that provide mobility. This can be in the same or different mobility epicenters. The government is in possession of a desktop application and the user, mostly Dutch citizens, are in possession of a smartphone app to interact with the mobility system.



A schematic representation of the Flock mobility system. Collected data is analyzed. This results in 'mobility epicenters' receiving a score and a rank. An API uses this information to determine road pricing per 'mobility epicentre'. Besides that, the

API also manages 'mobility virtualization' of all participating users. The systems can be accessed by the government, system owner, and all Dutch citizens, users, through an app and desktop (web) application.



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