Measurement of Mobility Comfort
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Our Vision for 2050

the ELECTROMOBILE CITY

Urban mobility is 100% electric
Our Roadmap

**TODAY:** Electromobility in LIVING LABS

**2020:** E-FLEET CITY

**2030:** INTERMODAL CITY
There are no more interfaces between the different modes of mobility

**2040:** JOINT CITY
What’s mine is yours

**2050:** ELECTROMOBILE CITY
Urban mobility is 100% electric
Intermodal Mobility

2030: INTERMODAL CITY

There are no more interfaces between the different modes of mobility.
BUT:
How to convince people to use intermodal solutions?

By law, rules and prohibitions?
Or by making it more comfortable?
Comfort of Mobility:

Well known in the AUTOMOTIVE INDUSTRY!
But how to measure influences on comfort in intermodal mobility?
What does comfort actually mean?

The absence of discomfort!
Our Idea

We measure the factors of discomfort
Factors of mobility discomfort are quite objective...
but of course there are cultural and personal differences
Data source 1: factors of discomfort
Data source 2: cultural/regional characteristics
Data source 3: "personal preferences"
Finally:

Correlating the factors
Empowering route guidance systems to show the most comfortable way.
Empowering mobility providers to make their products more comfortable!
Our Living Lab

STUTTGART
We invite you to develop the mobility comfort measuring system together with us

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