

Everything-as-a-Service



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Description

Consumers are shifting from owning products to hiring/using seamless and convenient services.

1. Digitisation of mobility

- In the past 6 years, the world has seen the huge expansion of several app-based mobility services such as e-hail, public on-demand transit service etc.
- E-hail applications such as Uber are experiencing phenomenal global expansion and redefining the mobility market
- Such apps provide 'information symmetry', improved allocation of resources and reduced transaction cost

2. Integrated mobility platforms

- Integrated mobility platforms (IMPs) combine several transport modes as well as additional services (e.g. parking payment, loyalty programs, trip planners) on one platform
- Several cities around the world are starting to develop IMPs
- Cities such as Barcelona, Helsinki and Dubai have already implemented such platforms and are aiming to further enhance them

3. Future evolution of Human-Machine Interface (HMI)

- Smartphone apps will no longer be needed as platforms for access to new mobility modes
- Intelligent voice-enabled virtual assistants will help us in every day tasks such as ordering a ride or finding the best route to work
- Intelligent virtual assistants will accompany people everywhere, including inside the car – the car will be a "computer"
- Eventually brain-machine interfaces will allow you to directly interact with virtual assistant or car without even having to speak

Tags

Future mobility

Key Trend

STEEP

- Social
- Technological

Links

INFORMATION

BBC - Future - The technology that could end traffic jams

The future of car ownership: Cars-as-a-service | TechCrunch

TRENDS

Transportation-as-a-Service Business Models

Projects

RTA Future Scanning - Information & Trends

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Importance	