**User personas**

**User Persona 1: Maria Gonzalez, nurse**

**Description:** A busy nurse who works at a local hospital and needs a reliable and affordable way to commute to work. She is interested in the platform’s mobility credits system, as it allows her to save money and access discounts or incentives from local businesses. She also likes the idea of sharing rides with other members of her community, as it helps her reduce her environmental impact and meet new people.

**Demographics:** 32 years old, female, lives in Madrid, Spain, has a medium income level.

**Motivations:** Wants to save money, time, and energy on transportation. Wants to support local businesses and the environment. Wants to connect with other people who share her values and interests.

**Frustrations:** Hates wasting time and money on traffic jams, parking fees, and gas. Doesn’t want to depend on public transportation schedules and delays. Worries about the effects of pollution and climate change on her health and the planet.

**Goals:** She needs a platform that can help her find and book shared rides to her destination easily and quickly. She wants to earn and redeem mobility credits by using sustainable transportation or sharing trips. She wants to engage with local businesses that offer discounts or benefits to members who use their services sustainably.

* **User Persona 2: David Smith, teacher**

**Description:** A passionate teacher who works at a nearby school and loves to travel and explore new places. He is interested in the platform’s community ride-sharing feature, as it allows him to share his vehicles with other users and earn money. He also likes the idea of accessing data-driven insights and reports on the positive impact of his actions on the environment and society.

**Demographics:** 28 years old, male, lives in London, UK, has a low income level.

**Motivations:** Wants to make money, travel, and learn new things. Wants to contribute to the social and environmental causes he cares about. Wants to see the results and benefits of his actions.

**Frustrations:** Struggles with paying his bills and saving for his trips. Doesn’t want to leave his vehicles unused or underutilized. Feels frustrated and powerless about the global issues he faces.

**Goals:** He needs a platform that can help him list and manage his vehicles, such as cars, bikes, or scooters, on the platform. He wants to set the availability, price, and location of his vehicles, and accept or decline requests from other users. He wants to access data-driven insights and reports on the positive impact of his actions on the environment and society.

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**Market Insights**

The global shared mobility market size is projected to reach US$1.43 trillion in 2023, growing at a Compound Annual Growth Rate (CAGR) of 15.8% from 2022 to 2030.

The market’s largest segment is the Shared Vehicles market, which includes car-sharing, bike-sharing, e-scooter sharing, trains, buses, public transportation, and flights. This segment is expected to generate US$1.00 trillion in 2023, accounting for 70% of the total market revenue1.

The market’s fastest-growing segment is the Shared Rides market, which includes ride-hailing, ride-sharing, and car-pooling services. This segment is expected to grow at a CAGR of 19.6% from 2022 to 2030, reaching US$433.31 billion in 2023.

The market’s key drivers are the increasing consumer demand for convenient, cost-effective, and sustainable modes of travel in urban areas, the widespread adoption of mobile apps and online platforms, the adoption of electric and autonomous vehicles, and the involvement of local stakeholders and communities.

The market’s key challenges are the impact of the COVID-19 pandemic, the regulatory and technological barriers, the competition from online competitors, and the public trust and acceptance issues.

The market’s key regions are China, the U.S., India, Germany, and Saudi Arabia, which together account for more than 60% of the global market revenue in 2023.

**Sources**

[Shared Mobility - Worldwide | Statista Market Forecast](https://www.statista.com/outlook/mmo/shared-mobility/worldwide)

[Shared Mobility Market Size, Share & Growth Report, 2030 (grandviewresearch.com)](https://www.grandviewresearch.com/industry-analysis/shared-mobility-market)

**Spain**

The Shared Mobility market in Spain is projected to reach US$24.96 billion in 2023, growing at a Compound Annual Growth Rate (CAGR) of 1.46% from 2023 to 2027, resulting in a market volume of US$26.45 billion by 2027.

The market’s largest segment is Shared Vehicles, which includes car-sharing, bike-sharing, e-scooter sharing, trains, buses, public transportation, and flights. This segment is expected to generate US$20.37 billion in 2023, accounting for 70% of the total market revenue.

The market’s fastest-growing segment is Shared Rides, which includes ride-hailing, ride-sharing, and car-pooling services. This segment is expected to grow at a CAGR of 1.40% from 2023 to 2027, reaching US$4.85 billion in 2027.

The market’s key drivers are the increasing consumer demand for convenient, cost-effective, and sustainable modes of travel in urban areas, the widespread adoption of mobile apps and online platforms, the adoption of electric and autonomous vehicles, and the involvement of local stakeholders and communities.

The market’s key challenges are the impact of the COVID-19 pandemic, the regulatory and technological barriers, the competition from online competitors, and the public trust and acceptance issues.

The market’s key regions are Madrid, Barcelona, Valencia, Seville, and Bilbao, which together account for more than 50% of the national market revenue in 2023.

**Source**

[Shared Mobility - Spain | Statista Market Forecast](https://www.statista.com/outlook/mmo/shared-mobility/spain)

[Shared Rides - Spain | Statista Market Forecast](https://www.statista.com/outlook/mmo/shared-mobility/shared-rides/spain)

[Shared Mobility in Europe: An Overview of Spain and Portugal (movmi.net)](https://movmi.net/blog/shared-mobility-spain-portugal-2023/)

**Understanding each market:**

* **Shared Rides:** This market includes ride-hailing, ride-sharing, and car-pooling services that allow users to book a ride on demand or in advance, either individually or with other passengers. The market size of Shared Rides in Spain is projected to reach US$4.59 billion in 2023, growing at a CAGR of 1.40% from 2023 to 2027. The market’s key players are Uber and Cabify, which offer both ride-hailing and ride-sharing options, as well as Bolt, a European ride-hailing platform that has expanded its operations in Portugal since 2021. The market’s key drivers are the increasing consumer demand for convenient, cost-effective, and sustainable modes of travel in urban areas, the widespread adoption of mobile apps and online platforms, the adoption of electric and autonomous vehicles, and the involvement of local stakeholders and communities. The market’s key challenges are the impact of the COVID-19 pandemic, the regulatory and technological barriers, the competition from online competitors, and the public trust and acceptance issues.
* **Shared Vehicles:** This market includes car-sharing, bike-sharing, e-scooter sharing, trains, buses, public transportation, and flights that allow users to access a vehicle or a mode of transportation for a short period of time, either by renting, leasing, or subscribing. The market size of Shared Vehicles in Spain is projected to reach US$20.37 billion in 2023, accounting for 70% of the total market revenue1. The market’s key players are Bicing, a bike-sharing service operated by the Barcelona City Council, Reby, an e-scooter sharing service that operates in several Spanish cities, and Zity, a car-sharing service that offers electric vehicles in Madrid and Paris. The market’s key drivers are the increasing consumer demand for convenient, cost-effective, and sustainable modes of travel in urban areas, the widespread adoption of mobile apps and online platforms, the adoption of electric and autonomous vehicles, and the involvement of local stakeholders and communities. The market’s key challenges are the impact of the COVID-19 pandemic, the regulatory and technological barriers, the competition from online competitors, and the public trust and acceptance issues.
* **Carpooling:** This market includes services that allow users to share a ride with other people who are traveling in the same direction, either for a fee or for free. The market size of Carpooling in Spain is not available, but it is estimated to be a small fraction of the Shared Rides market. The market’s key players are BlaBlaCar, a long-distance carpooling platform that connects drivers and passengers across Europe, and Amovens, a short-distance carpooling platform that operates in Spain and Portugal5. The market’s key drivers are the increasing consumer demand for convenient, cost-effective, and sustainable modes of travel in urban areas, the widespread adoption of mobile apps and online platforms, the adoption of electric and autonomous vehicles, and the involvement of local stakeholders and communities. The market’s key challenges are the impact of the COVID-19 pandemic, the regulatory and technological barriers, the competition from online competitors, and the public trust and acceptance issues.

**Sources**

[Shared Mobility - Spain | Statista Market Forecast](https://www.statista.com/outlook/mmo/shared-mobility/spain)

[Shared Mobility in Europe: An Overview of Spain and Portugal (movmi.net)](https://movmi.net/blog/shared-mobility-spain-portugal-2023/)

[Spain Shared Mobility Market: Market Size, Share & Growth [2028] (lucintel.com)](https://www.lucintel.com/spain/opportunities-for-the-shared-mobility.aspx)