

Solving the daily commute madness with Mobility Hubs and MaaS

Traffic Hammers

**Dutch Mobility
Hackathon**









Insights

- “Mood during commute is lower after a **long working day**”
- “Mood is lower when traveling alone than when **traveling together**, in particular when using public transportation on a medium distance”
- “The strongest positive effect on **satisfaction with travel** is **talking to others** during the journey”

Source

https://personal.eur.nl/veenhoven/Pub2010s/CommuteHappiness_SpecialTransportationResearch_version9.pdf

**How does an employee like René
solve this problem on his daily
commute?**



TrafficHammers App

- Connects different types of travellers and their individual needs
 - Can be integrated in existing apps & web services
- ### Onboarding Assistant
- Travelers define their travel habits



Let's start with you...

I am a



Commuter



Occasional
Traveler



Tourist

Usually traveling by



Public
Transport



Car

Next



You are commuting by car?



Be a game changer, join the commuting community!

- Park at accessible travel hubs
- Reach your final destination with public transport and shared mobility.
- Take people and earn travel credits.
- Contribute to less traffic jam resulti

Next

Raising awareness for car commuters




Many car commuters are not aware of the actual potential of taking additional passengers.

Additional awareness can be generated through traffic jam-targeted advertising

Tell the app, when and where you are available

- Manual selection in calendar view
- Import your work calendar
- Add home and office addresses

traffichammers.app





TrafficHammers

Settings

What are your office times?

S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30






Home Address

Office Address

Next

traffichammers.app



TrafficHammers

Settings

All set ! Your closest hubs are

P
START


Den Haag - Laan van NOI
Collect passengers here


Driving 37 Minutes


P
FINISH


Amsterdam RAI
Leave your car and passengers here

Walking 2 Minutes

 ABC Consulting N.V.
Last mile options for you:

 About 5 mins

 About 7 mins

 About 3 mins

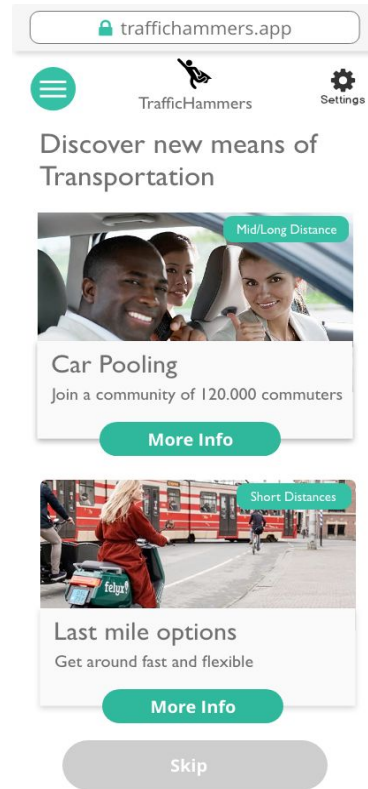
Next

Smart matching with closest hubs (e.g. NS P&R parking lots)

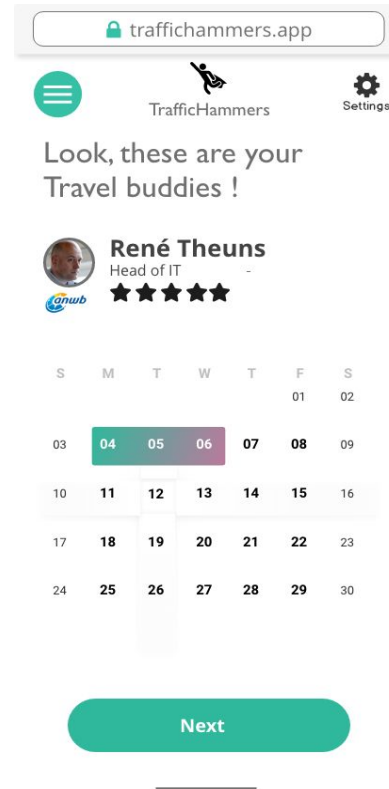
- No hassle with the arrangement of meeting points
- Involvement of last mile carriers (HTM, RET) even for otherwise car - only commuters



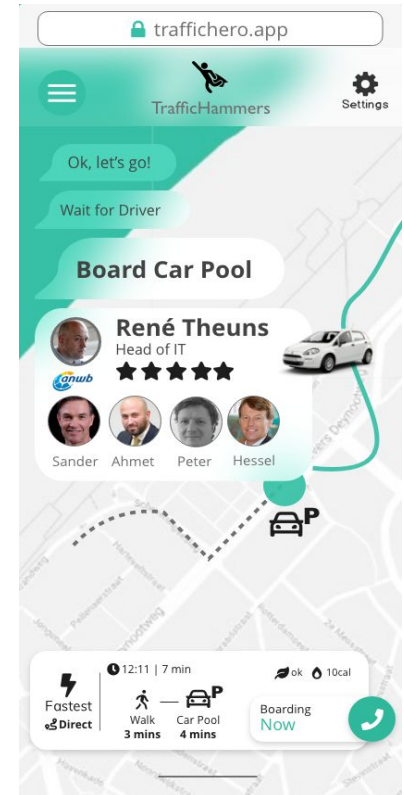
Import the customer's calendar



More customer awareness for new travel options



Calendar-based matching with driver



Conversational car boarding process

Why would you and your customers consider?

ANWB

- Club member badge
- **Special insurances** for car poolers
- Less traffic during peak hours

NS

- Profit from a **commission fee**
- Trains **less busy in peak hours**

HTM / RET

- Profit from a **commission fee**
- Act as last mile carrier



René, the provider

- Earns **travel credits** through offering rides (spend on his last mile / family trips / ...)
- Has more entertaining rides and knows where to park



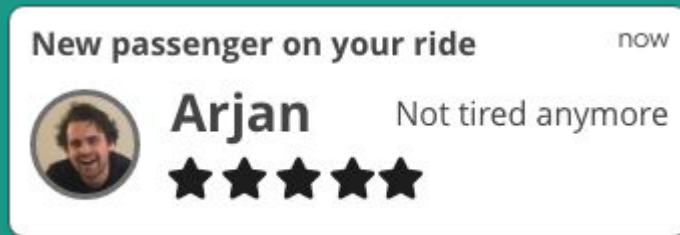
Ahmet, the user

- More means of transport to choose from
- Combine it with travel allowance

Commute.
Connect.
Collaborate?



The app is ready - are you?



A project by

Fleur Bakker, Amar Doekhie, Atul Hari, Alan Fraczek, Milena Mandic,
Arjan Welleweerd, Phil Wornath

Contact us today for a technical product demo (Web / Android)