Solving the daily commute madness with Mobility Hubs and MaaS

Traffic Hammers | Dutch Mobility Hackathon

TIRED

96.30
TUNE/SEEK
AUTO P
SCAN

Microsoft Excel
Microsoft Excel has stopped working
Windows is checking for a solution to the problem...
Cancel

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

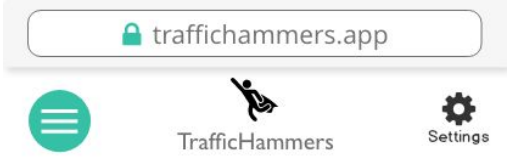
How does an employee like René solve this problem on his daily commute?

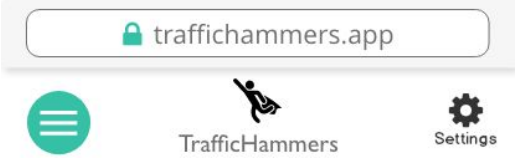
TrafficHammers App

- Connects different types of travellers and their individual needs
- Can be integrated in existing apps & web services

Onboarding Assistant

- Travelers define their travel habits





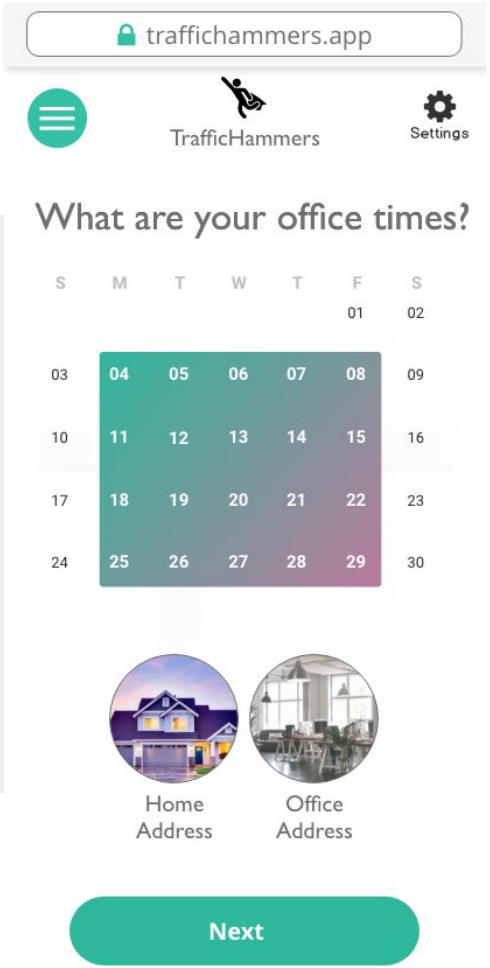
Raising awareness for car commuters

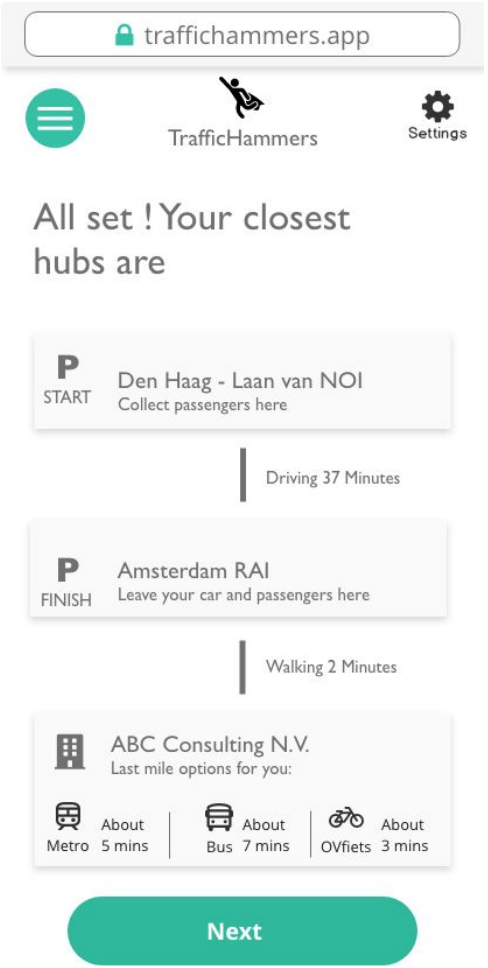
Many car commuters are not aware of the actual potential of taking additional passengers.

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

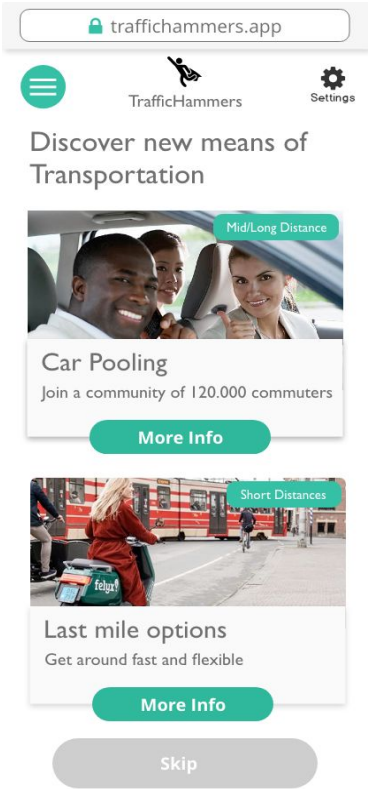




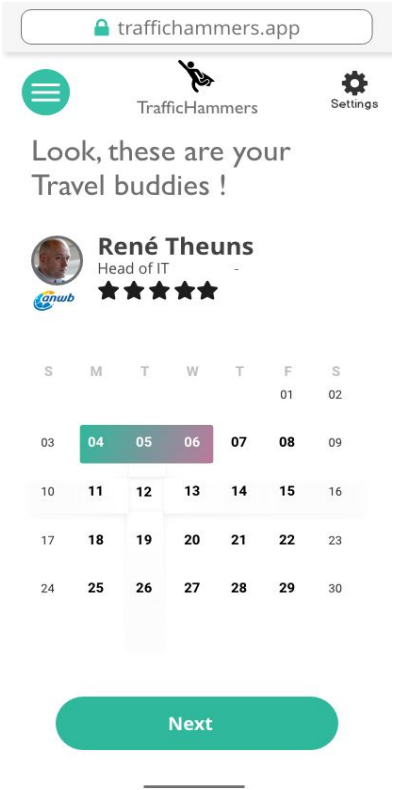
Smart matching with closest hubs (e.g. NS P&R parking lots)

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

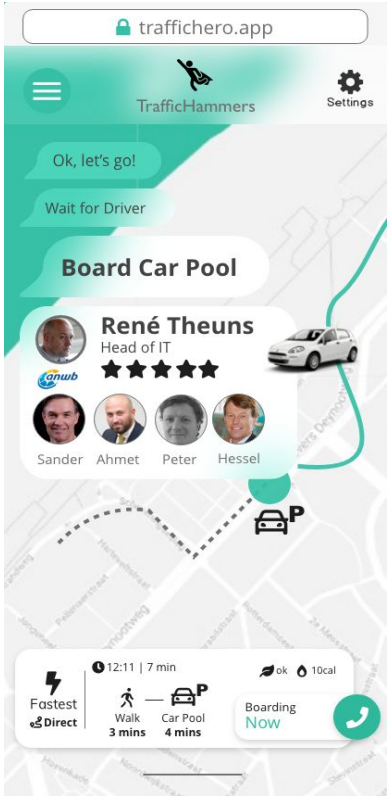
Import the customer's calendar



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

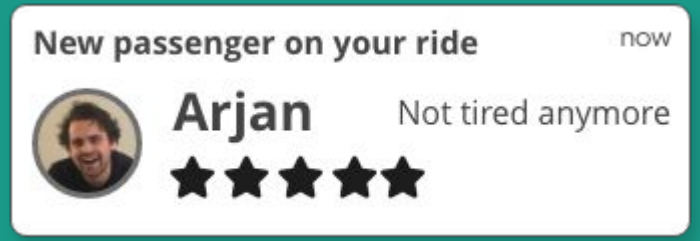
- Earns **travel credits** through offering rides (spend on his last mile / family trips / …)
- Has more entertaining rides and knows where to park

Ahmet, the user

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

Commute.
Connect.
Collaborate?

The app is ready - are you?



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