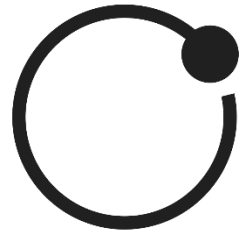


# We shape the future of urban mobility

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URBAN  
MOVE



**UrbanMove**

We shape the future of urban mobility

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*Information Logistics for a People-Mover Platform*

Martin Bremer, Jörg Hoffmann, Jacques Engländer, Laura Pannemann



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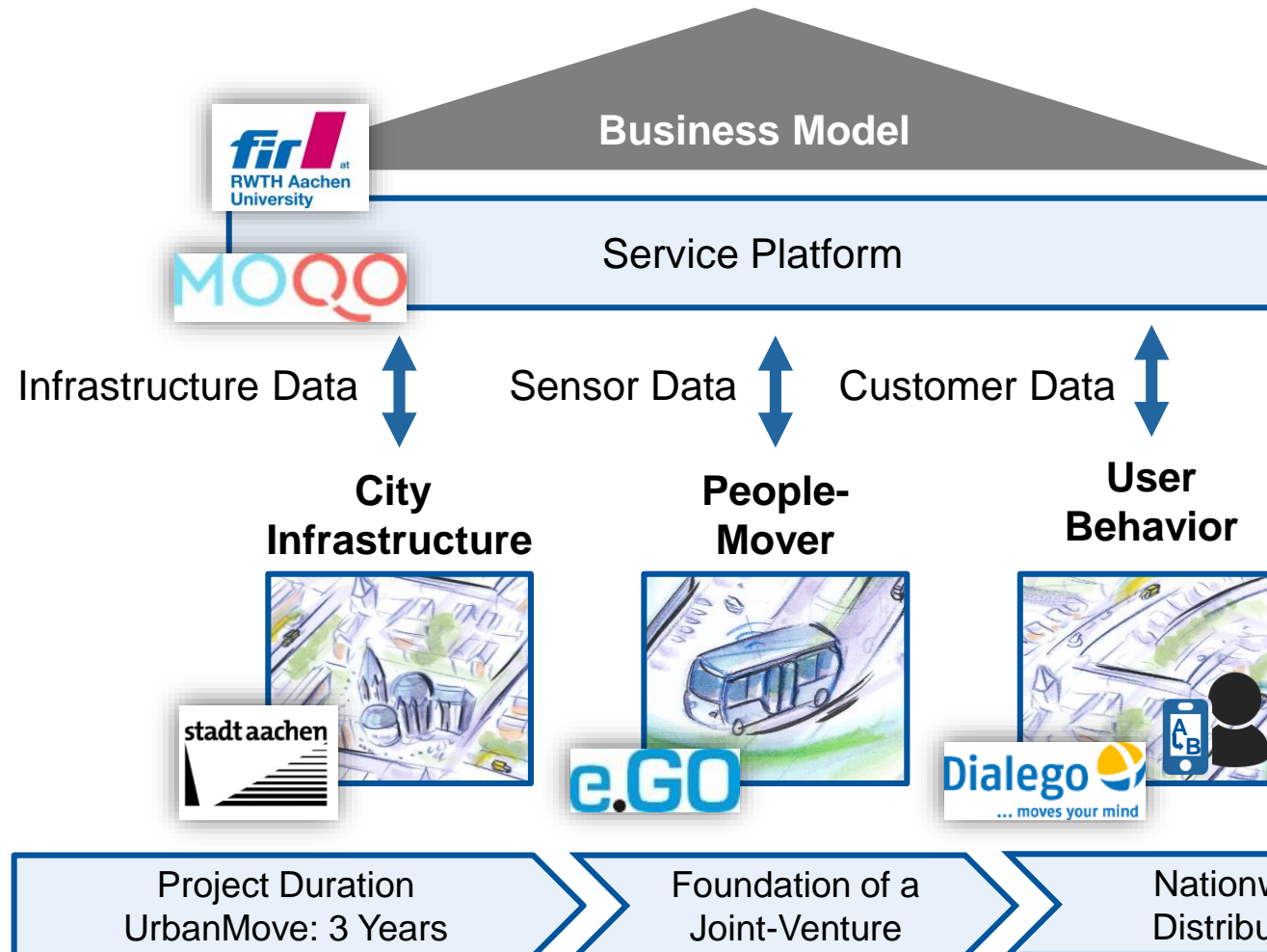
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on the basis of a decision  
by the German Bundestag

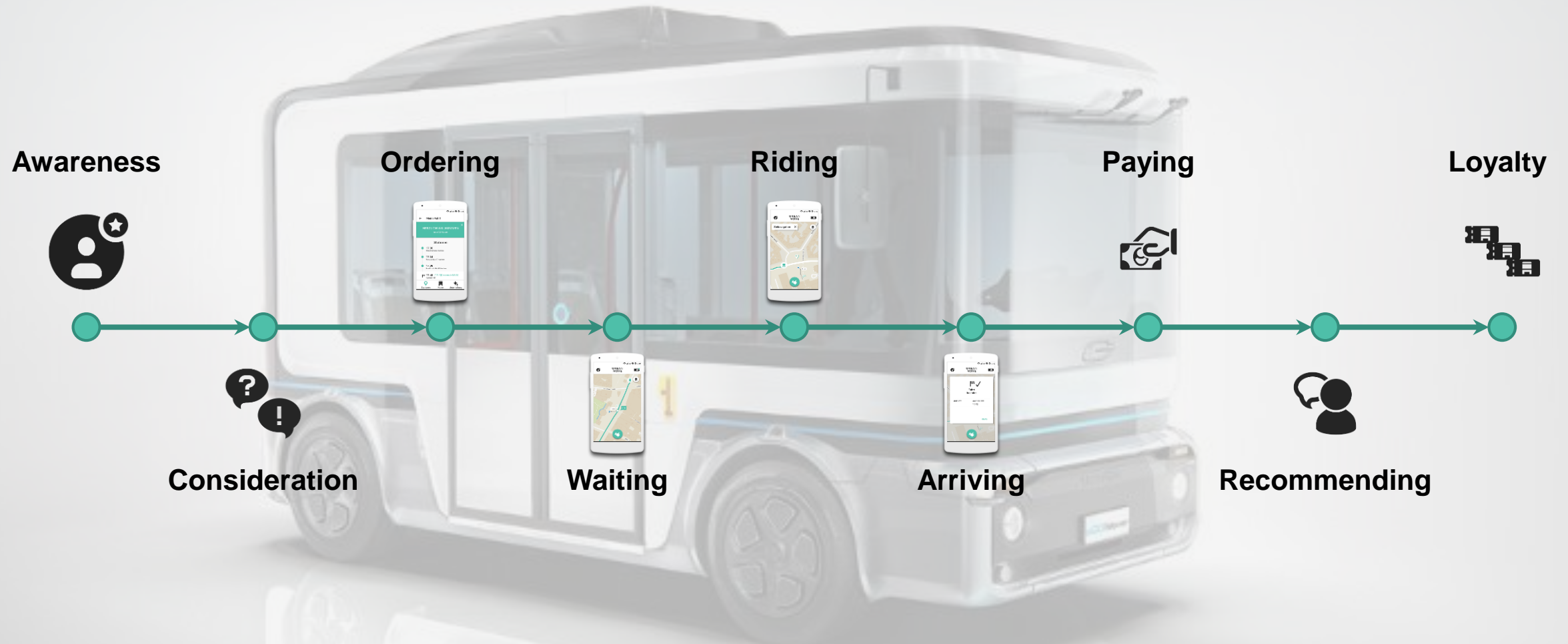
Vienna, January 11<sup>th</sup>, 2019

# UrbanMove Inner-city mobility platform based on autonomous People-Mover

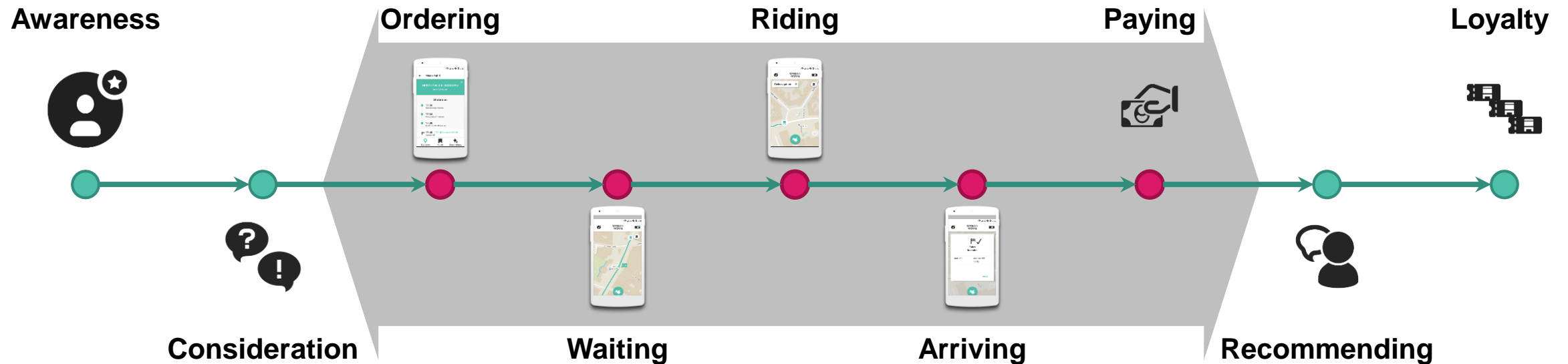


*“A lighthouse project for smart, low-emission, autonomous electric mobility in Aachen - entirely in line with the requirements and needs of the inhabitants of European city centers”*

# Definition of the Customer Journey



# Starting with a minimum viable platform the other steps in the customer journey are assessed and optimized to create a successful service



- **Ordering, Waiting, Riding, Arriving** and **Paying** are the central elements of the transport service
- **Awareness** and **Consideration** are critical to make customers start using the transportation service
- **Recommending** and **Loyalty** are important to gather more users for the platform

# Workshop I: The most important requirements



## Ordering



- Definition of the Customer Journey
- Location passenger
- Location Load Vehicle
- Payment dates

## Arriving



- Location Passenger
- Location Vehicle
- Drop off Yes/No

## Waiting



- Location Passenger
- Location Vehicle

## Vehicle



- Location
- Status Doors

## Riding



- Location Vehicle
- Load Vehicle
- Check-in Yes/No

## Loyalty



- Charging locations
- State of charge
- Access to charging

# Workshop II: The most important requirements



## Awareness



- No changing vehicles
- Door to Door transport
- No schedules: Flexibility

## Arriving



- Destination visible on the screen

## Ordering



- Planability and predictability
- Simple and intuitive

## Paying



- Various payment options

## Riding



- Real-time vehicle tracking

## Loyalty



- Subscriptions

# Workshop II: The most important requirements



## Awareness



- No changing vehicles
- Door to Door transport
- No schedules: Flexibility

## Arriving



- Destination visible on the screen

## Ordering



- Planability and predictability
- Simple and intuitive

## Paying



- Various payment options

## Riding



- Real-time vehicle tracking

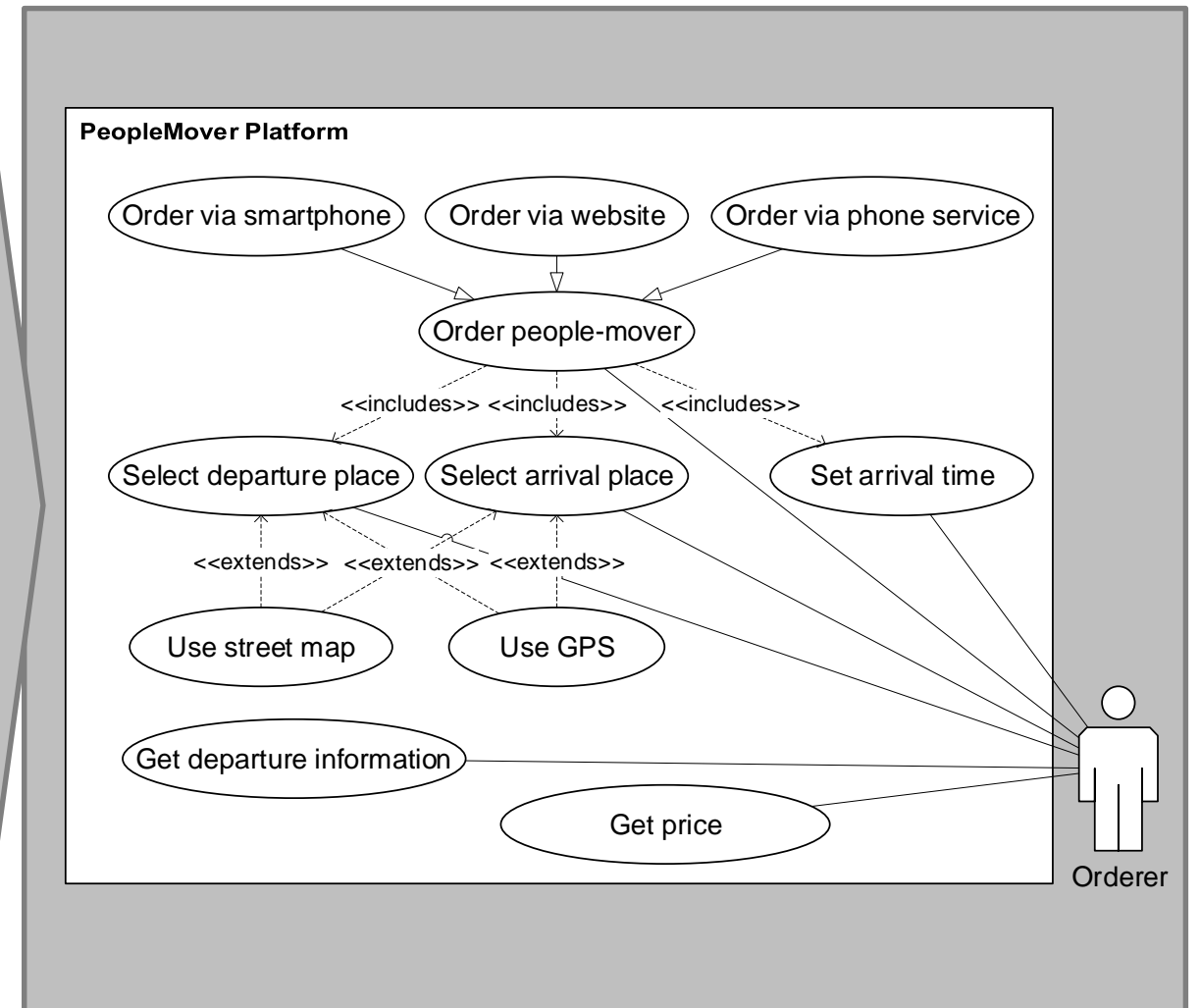
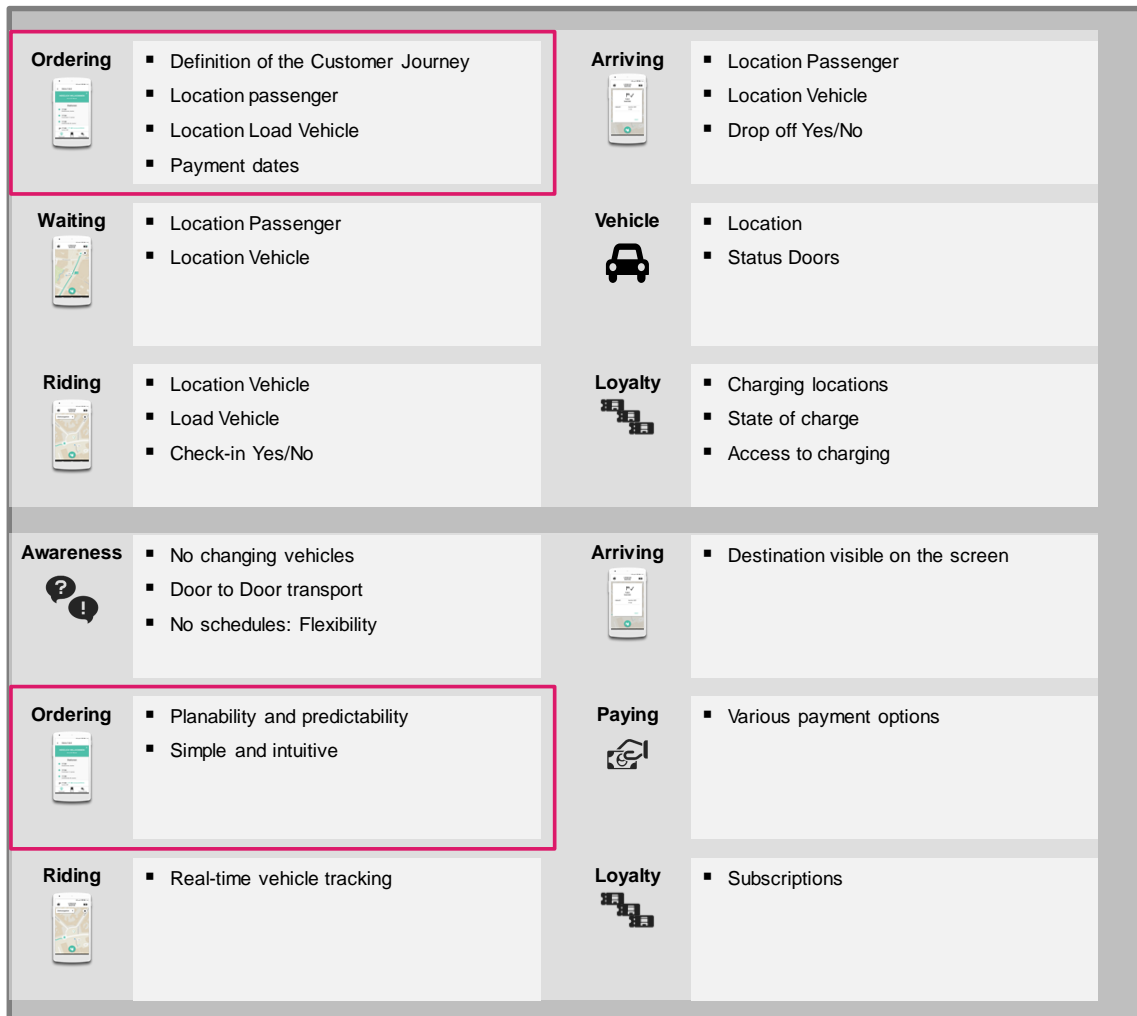
## Loyalty



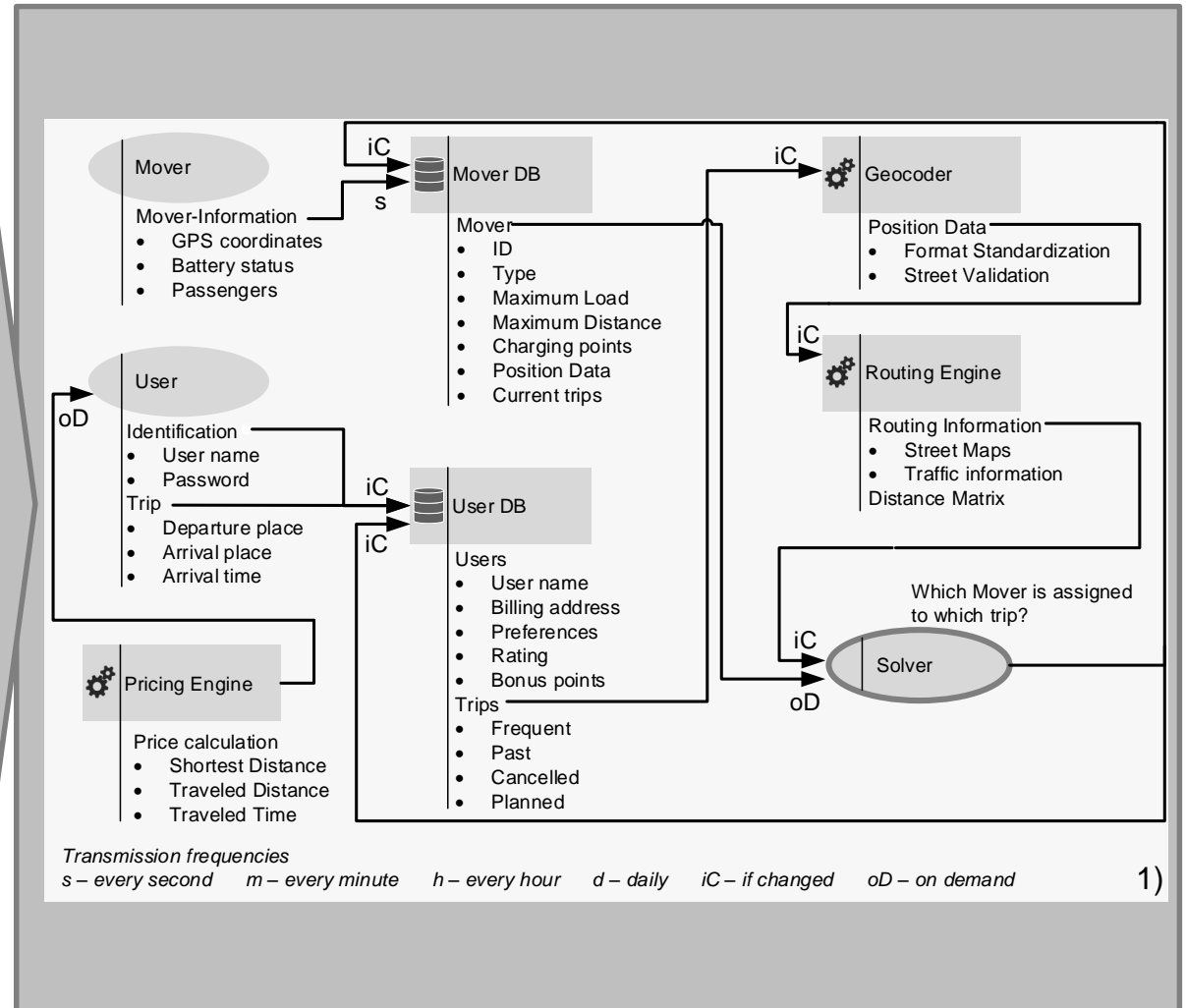
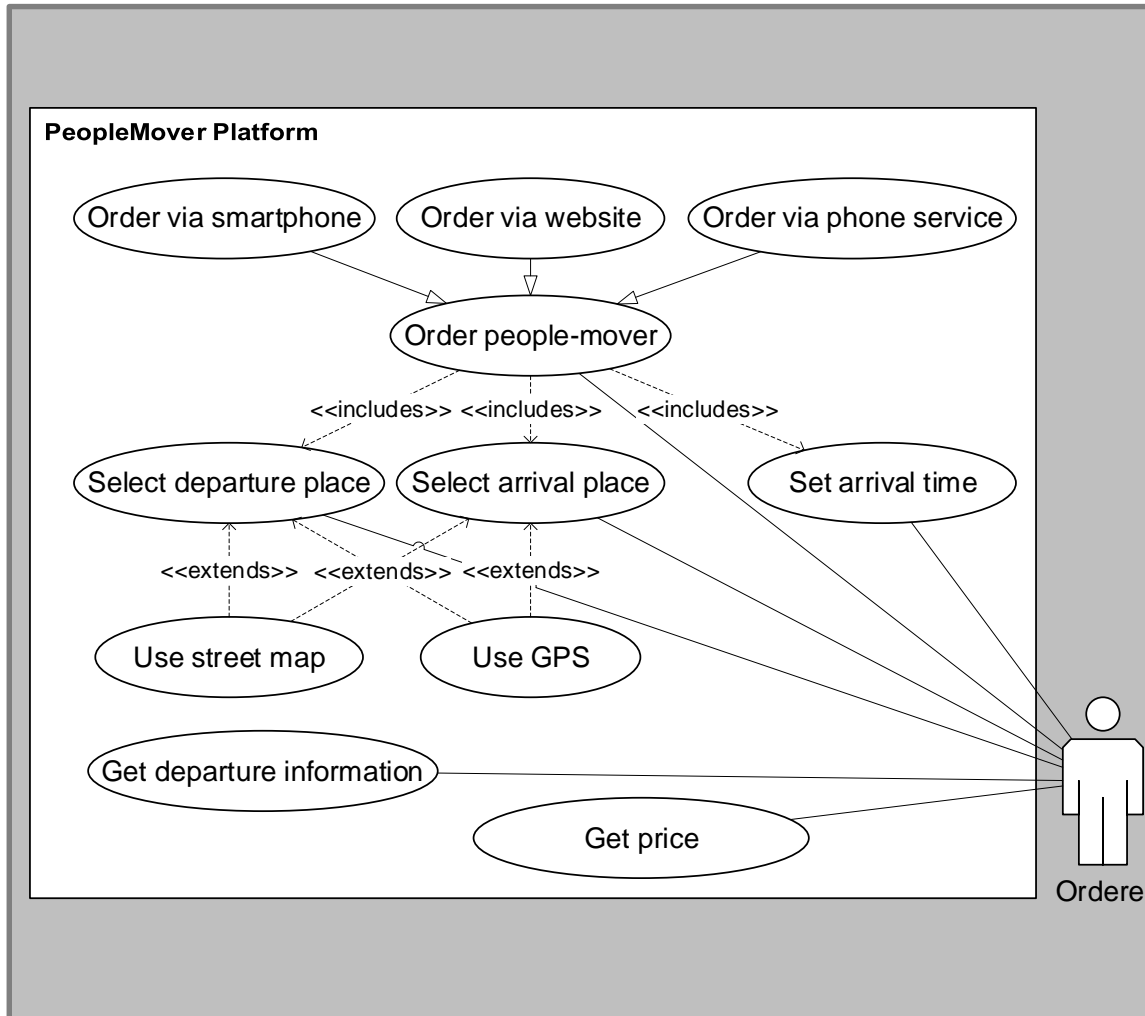
- Subscriptions



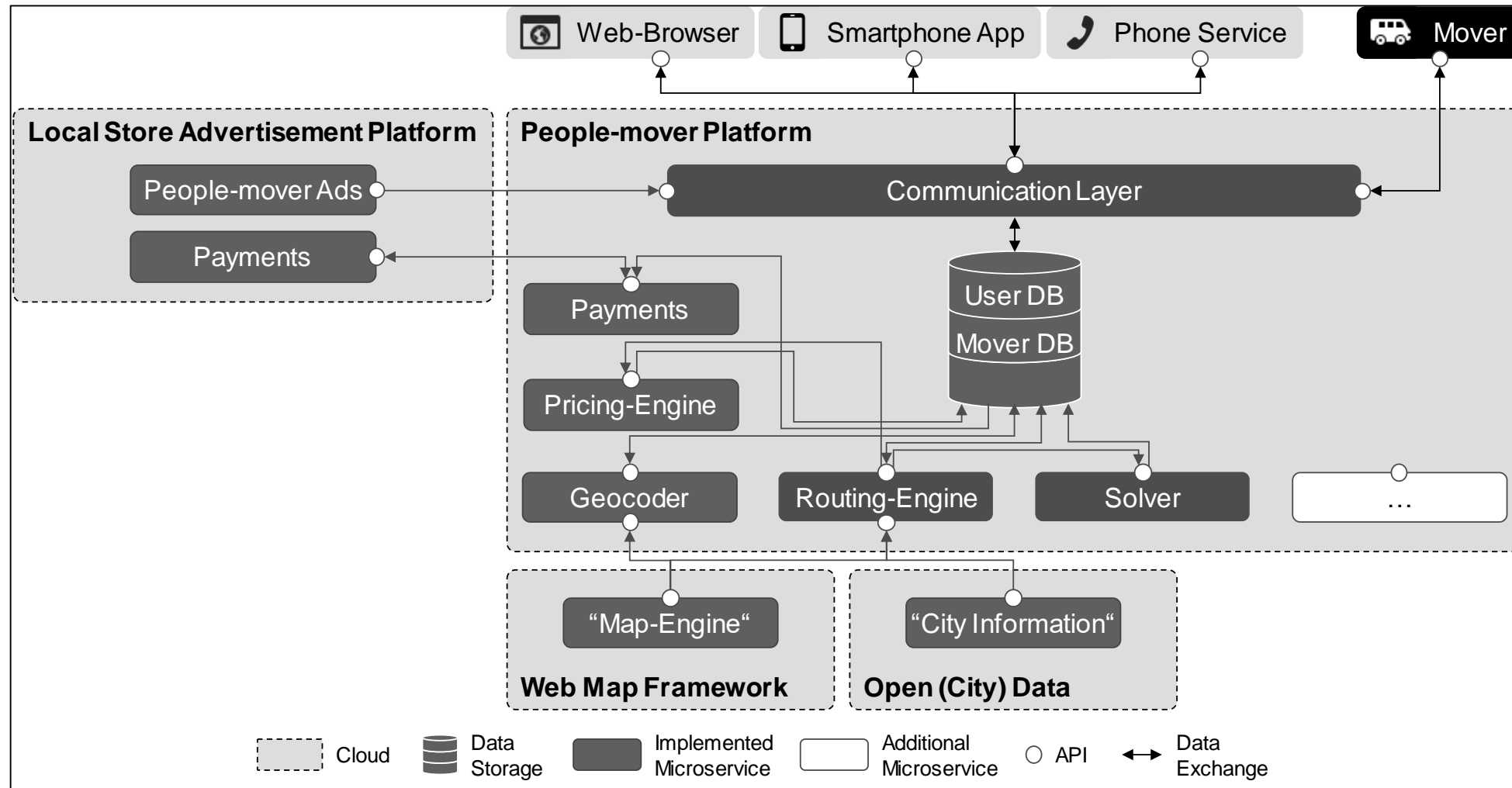
# The workshop results are used to create user stories and use-case diagrams



# The information logistics concept for a people-mover platform is mainly derived from the use-case diagrams



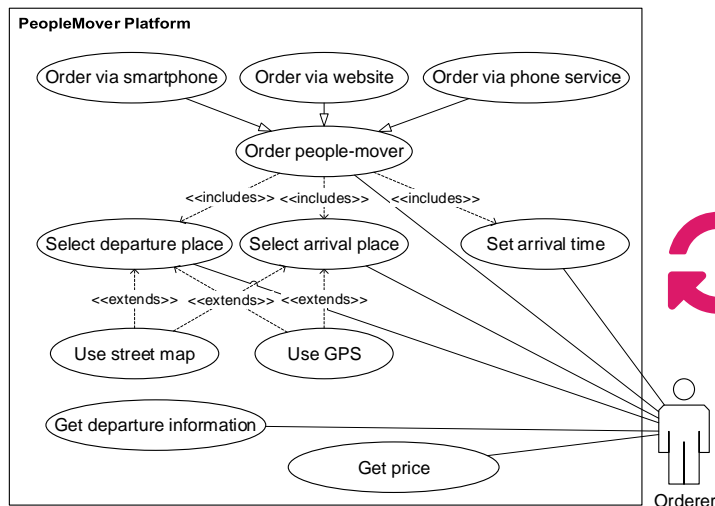
# The information-logistics-concept is then transferred into a microservice platform architecture



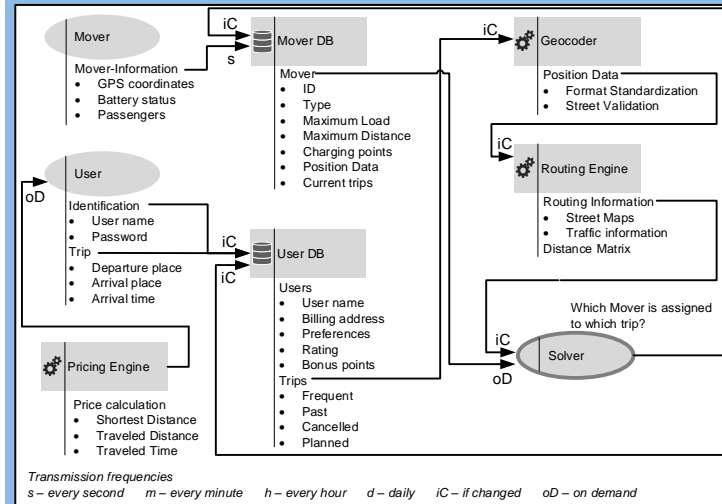
# In conclusion: Our approach benefited the research's rapid progress



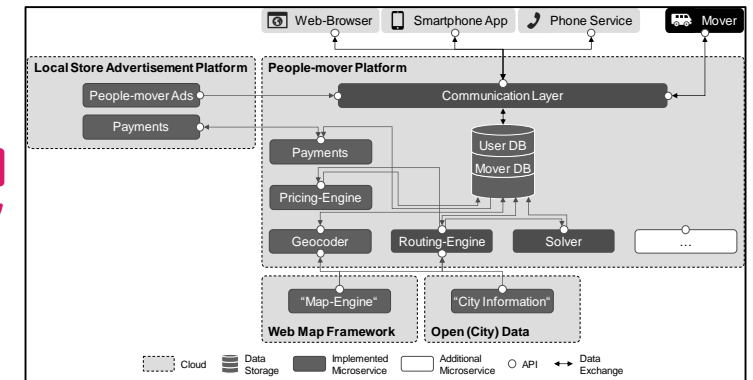
I



II



III



Central element for the rapid progress of the research project



**Thank you for your attention!**

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