

Travel demand management app

Smart solution 10 & 11

Smart Traffic Management & alternative fuel driven vehicles for decarbonizing and better air quality

Measured impacts

1114

trips logged in application

87

users



Stockholm

Technical partners

KTH

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City contact

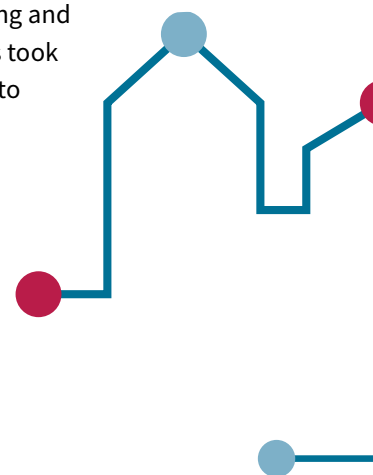
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What is it?

A smartphone app to help users plan journeys with reduced environmental impact, and to help drivers locate alternative fuel stations and electric vehicle charging points. Data gathered via the app can also help authorities to follow up changes in travel behaviour in a way that is more effective and has a greater response rate than traditional travel surveys.

What did GrowSmarter do?

The project funded development, testing and demonstration of the app. This process took significantly longer than expected due to technical problems related to the GPS functionality in the app, which rapidly drained the smartphones' batteries. Once this was resolved and the visual identity of the app was finalised, the app was made public and has subsequently been used by individuals in the Årsta area of Stockholm and organisations such as KTH – Royal Institute of Technology



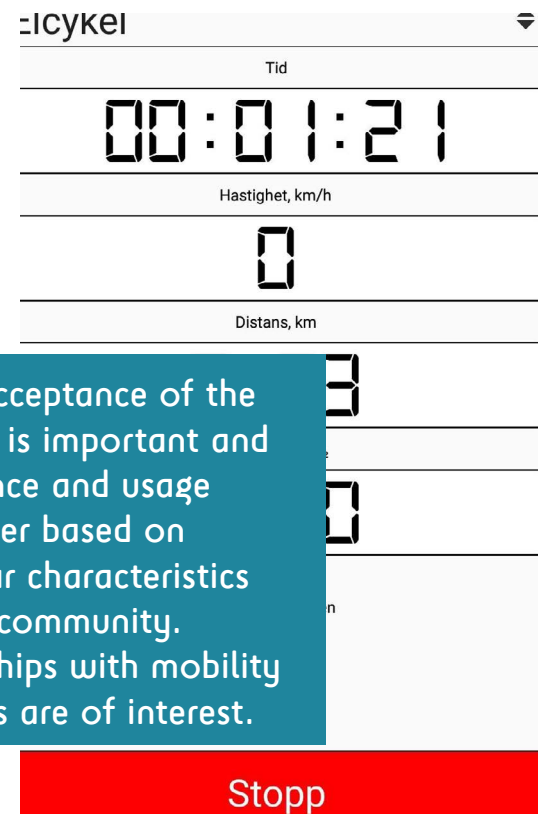
and different municipalities.

Lessons learnt

When developing such an application, it is important to have a clear idea of which market niche and target group(s) it will serve and what business models and communication actions are appropriate to ensure market adoption.

Adjusting the app is time-consuming and rival products emerge on a regular basis, meaning it may be necessary to rethink and redesign applications on a repeated basis. It is easy to underestimate the technical complexity and costs of app development. Issues such as data ownership and management should be considered. A clear and user-centric demonstration plan, involving particular actions to reach “challenging” target groups (e.g. elderly residents who do not use smartphones) forms a critical component of a demonstration project and should be developed early.

Social acceptance of the measure is important and acceptance and usage may differ based on particular characteristics of each community. Partnerships with mobility providers are of interest.



Upscaling & replication potential

Cities and organisations welcome tools that “nudge” citizens towards more informed, conscious decisions about their travel, but need to ensure such services represent value-for-money in respect to other alternatives. Solutions such as this can be replicated in other contexts, although their actual impact on user behaviour is unclear. Linking so-called enabling services to appropriate local or national incentive systems can support nudging towards sustainable travel choices.

How did the measure work?

Technical feasibility

The measure is technically feasible, but the real challenge is in attracting customers when the app is introduced to real users addressing their everyday mobility needs

Economic feasibility

Highest costs related to software development. Partnerships with different mobility service providers could potentially secure revenue streams.

Replication potential

Possible to replicate in other cities and contexts but adaptations to local needs may be necessary.