



Prototyping MaaS

A “Design Sprint” setup has been developed with Centre of Innovation in Aarhus. The Design Sprint took place from 15th to 19th of January 2018. The Sprint developed a first prototype of a Mobility as a Service solution through a structured design process. The prototype will serve as input to the requirement specification for the MaaS prototype that will be piloted in 2018 and 2019.

The Design Sprint is a condensed process for designing innovative solutions. Monday was used to define the question and the target group that the prototype (developed Thursday) would address.



The design challenge for the week was the following:

- **How might we** design a MaaS service which the citizens experiences as the most attractive offer in relations to everyday travel?

The **main target group** addressed are those who plan their daily travels and for whom it is a pain when breakdowns in everyday life happens.

The idea was to develop a prototype for MaaS taking the end users perspective and since the design sprint has the user in focus, the method fitted very well the purpose.

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TEKNIK OG MILJØ

Center for Byudvikling og Mobilitet
Aarhus Kommune

Mobilitet

Kalkværksvej 10
8000 Aarhus C

Telefon: 89 40 23 60
Direkte telefon: 41 85 93 63

E-mail:
byudviklingogmobilitet@aarhus.dk
Direkte e-mail:
guf@aarhus.dk
www.aarhus.dk

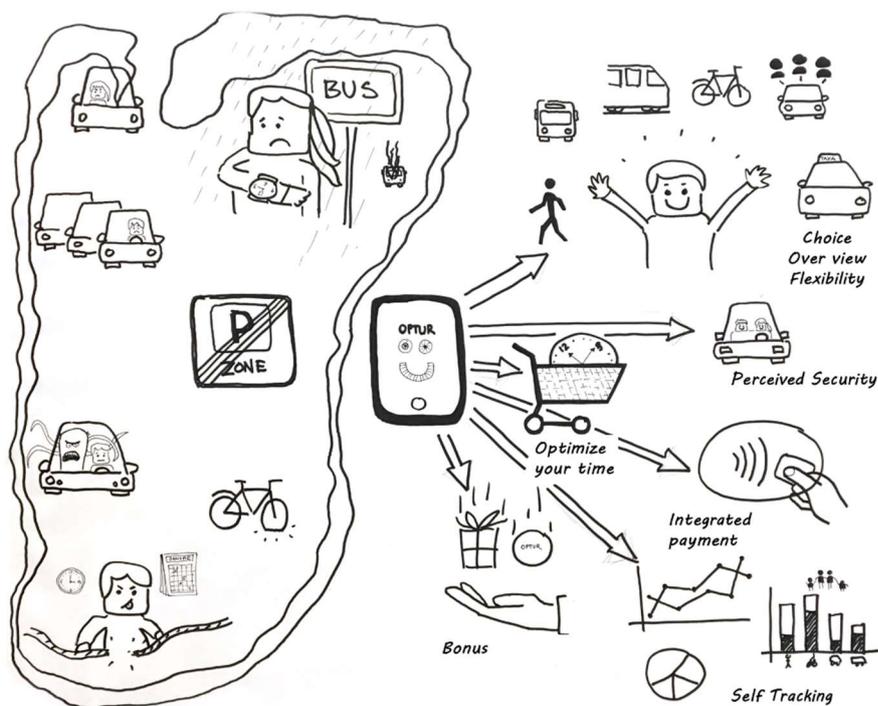
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Gustav Friis



To break down the complexity of the task we used a use-case for designing the prototype.

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The Storyboard has its origin in the domain of movies. It is a representation of a user scenario through a series of drawings or pictures collected in a story-line and visualises relations between the user and the service. In this specific case, it shows how the user is interacting with Mobility as a Service.



The visualisation above is a concept drawing of the Optur app and shows how it helps the user towards a well-functioning day.



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Instead of being another "Rejseplanen", the Optur app is design to other value propositions than getting smoothly from A to B. Its objective is to make the day easier with public transport and ridesharing as the main means of transportation, but supported by other services outside the domain of mobility.