

PERSONA LUISA

Emilia Romagna pilot



Age: 76 y/o

Marital status: Widowed

Children: One daughter
(+ one grandchild)

Occupation: Retired

Location: Centre of
Monghidoro

Income: Medium

#KIND

#INDEPENDENT

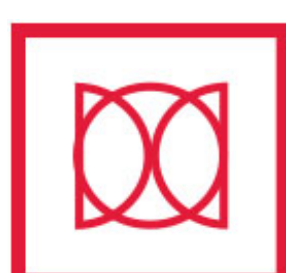
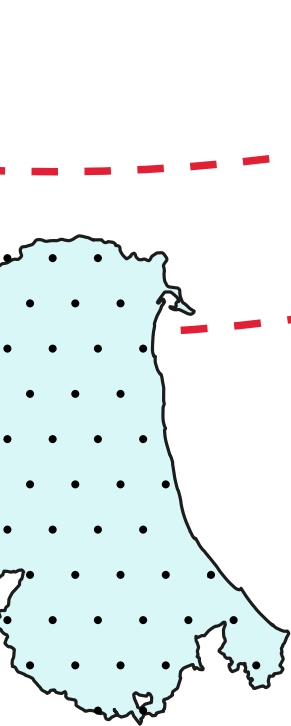
#WARY OF PEOPLE THAT ARE
NOT FROM MONGHIDORO

#LOVES TALKING

#LOOKS AFTER OTHERS

#CURIOUS (NOT ABOUT TECHNOLOGY)

#ENJOYS BEING WITH FRIENDS



INDIMO

INCLUSIVE DIGITAL MOBILITY SOLUTIONS

Luisa is a 76-year-old widowed woman living in Monghidoro,

where she grew up. She is retired, lives in the center of Monghidoro and has a daughter and a grandchild. Her husband passed away a few years ago. She went to school until she was 14 years old, but she had to leave school to go to work and support her family. She mainly wants to stay in touch with her relatives and her grandchild. That's why she received a smartphone from her daughter, however she does not use a lot of functions as she finds it quite difficult. She is inclined to (try to) use something if it is recommended by her family, like her smartphone. However, she lacks digital skills and requires help from others to (learn how to) use it. Other than that, she's active in her local community. Sometimes she received packages from family and friends.

GOALS / NEEDS



Goal #1

Enjoy retirement

Goal #2

Convenience

Goal #3

Avoid queus

Goal #4

Pay-bulletin

PAIN POINTS



- Digital world causes frustration
- Afraid of online fraud
- English language
- Concerned about ‘modern times’ when watching TV (e.g. “what have we come to”)
- Difficulties with digital technologies due to lack of digital skills: needs help and support from others
- Has a hard time self-studying apps (prefers someone shows her first)
- Has hard time asking for help as she’s quite independent: embarrassed when she’s ‘in need’ of help
- Trying to understand complex things about personal data (e.g. don’t understand need for terms and conditions): doesn’t know how to handle this

DIGITAL BEHAVIOUR



Motivation

- Be more autonomous, not need the help of family
- Privacy and confidentiality
- Flexible service adapted to her way of life
- Wants to be

Information Sources

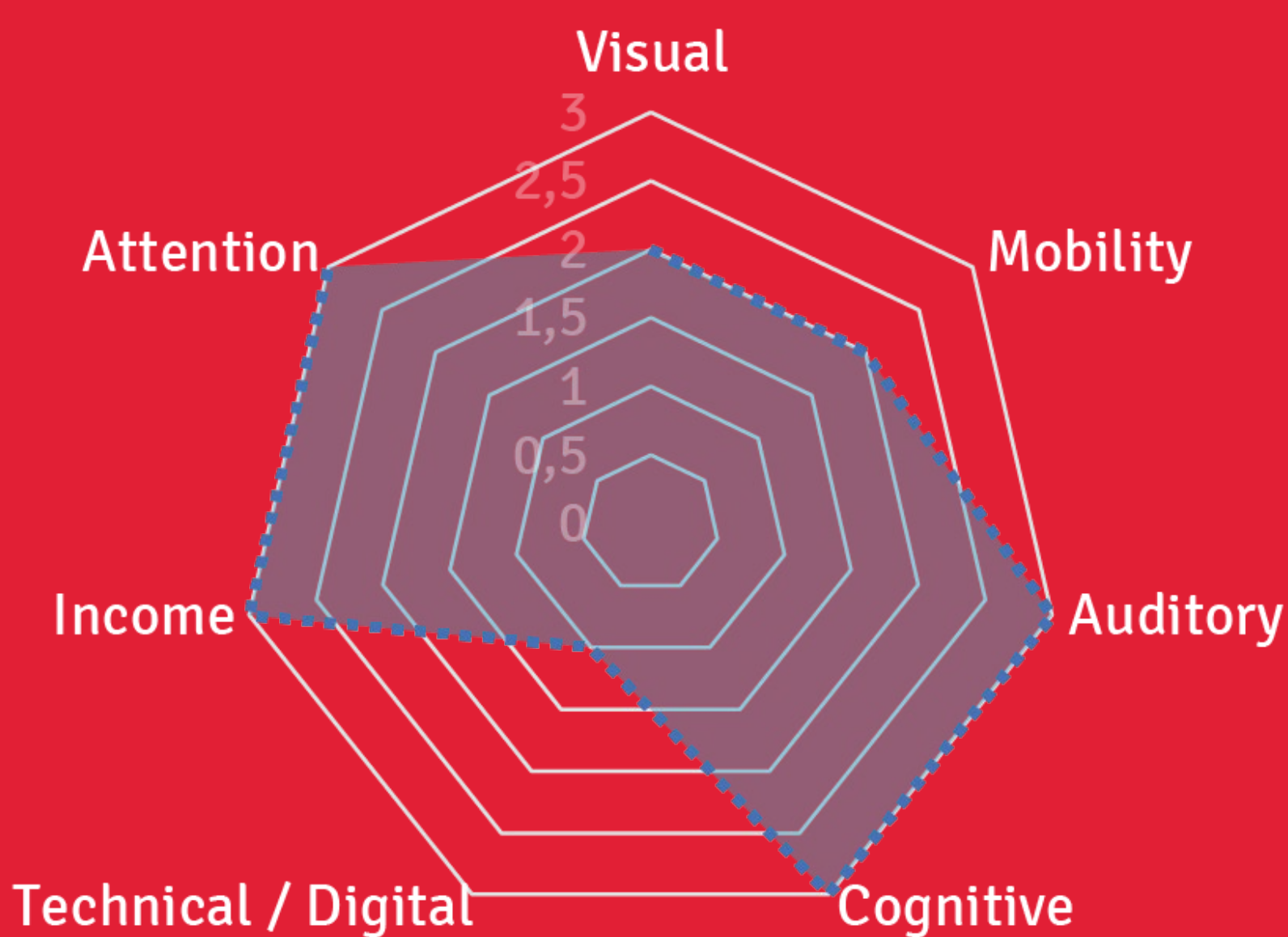
- Television programs
- Whatsapp group with friends about local information
- Relatives (daughter and grandchild)
- Sporadically reads the newspaper (buys it at the local newsstand)

Preferred Information

- If bills are paid correctly without losing money
- Hour, date and location of support training
- Clear, informative document about service (how it works, why, benefits)

PERSONA LUISA

Capability Limitations Graph



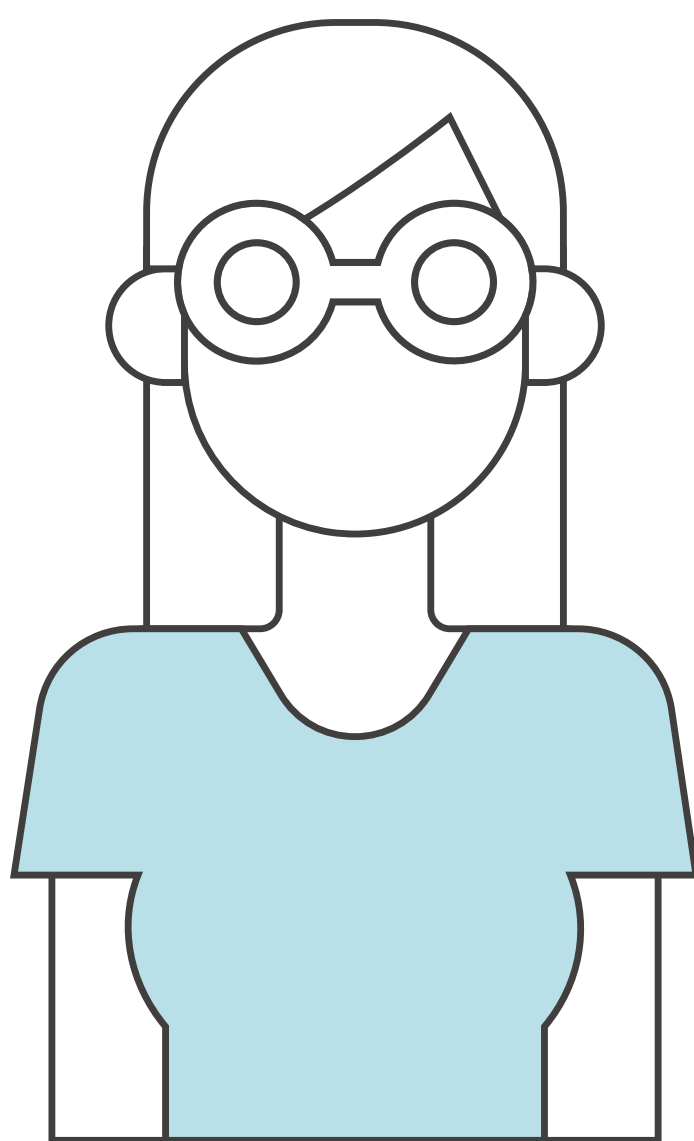
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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

PERSONA

JOHANNA

Antwerp pilot



Age: 40 y/o

Marital status: Single

Children: No children

Occupation: Public
service officer

Location: Antwerp

Income: Medium

#EXPLORATIVE

#CURIOUS

#ANALYTICAL

#DETERMINED

#VISUALLY IMPAIRED (BLIND)

**#WILL NOT USE COMPLEX
'SOLUTION' (E.G. A LOT OF
DIFFERENT BUTTONS)**



Johanna is a visually impaired woman of 40 years old.

She's single, lives in Antwerp and takes pride in her job as a public service officer. She is frustrated with the current traffic situation and is well aware of the current inconveniences in traffic. She has an active travel pattern as she has to get from home to work and back in a complex urban context.

She uses a combination of public transport and travel on foot. She practiced her routes with mobility supervisors/trainers and is unlikely to travel to unknown places / use unknown routes without assistance. She is not shy to ask for help when she needs it.

GOALS / NEEDS



Goal #1

Cross safely

Goal #2

Needs to go to the office during the week

Goal #3

Cross a busy street with traffic lights

Goal #4

Wants to cross in tranquility

Goal #5

Become traffic independent and less reliable on others

PAIN POINTS



- Traffic lights: difficult to know red or green
- Traffic lights: difficult to find activation button
- Length of time is too short
- Road is not accessible (e.g. edges)
- Roadworks in progress

DIGITAL BEHAVIOUR



Motivation

- Make crossing safer
- Make crossing more comfortable/less stressful
- Feedback mechanism of light
- Handsfree and requiring no specific actions

Information Sources

- Google Maps / Street view + Blindsquare
- Local facebook group of blind people with tips and tricks about local mobility
- Website municipality with information on roadworks

Preferred Information

- Know that it is (still) green
- Duration green light: how long left
- Extra information: street names, roadworks, tram tracks
- Information about light in operation or not; is it repaired or not

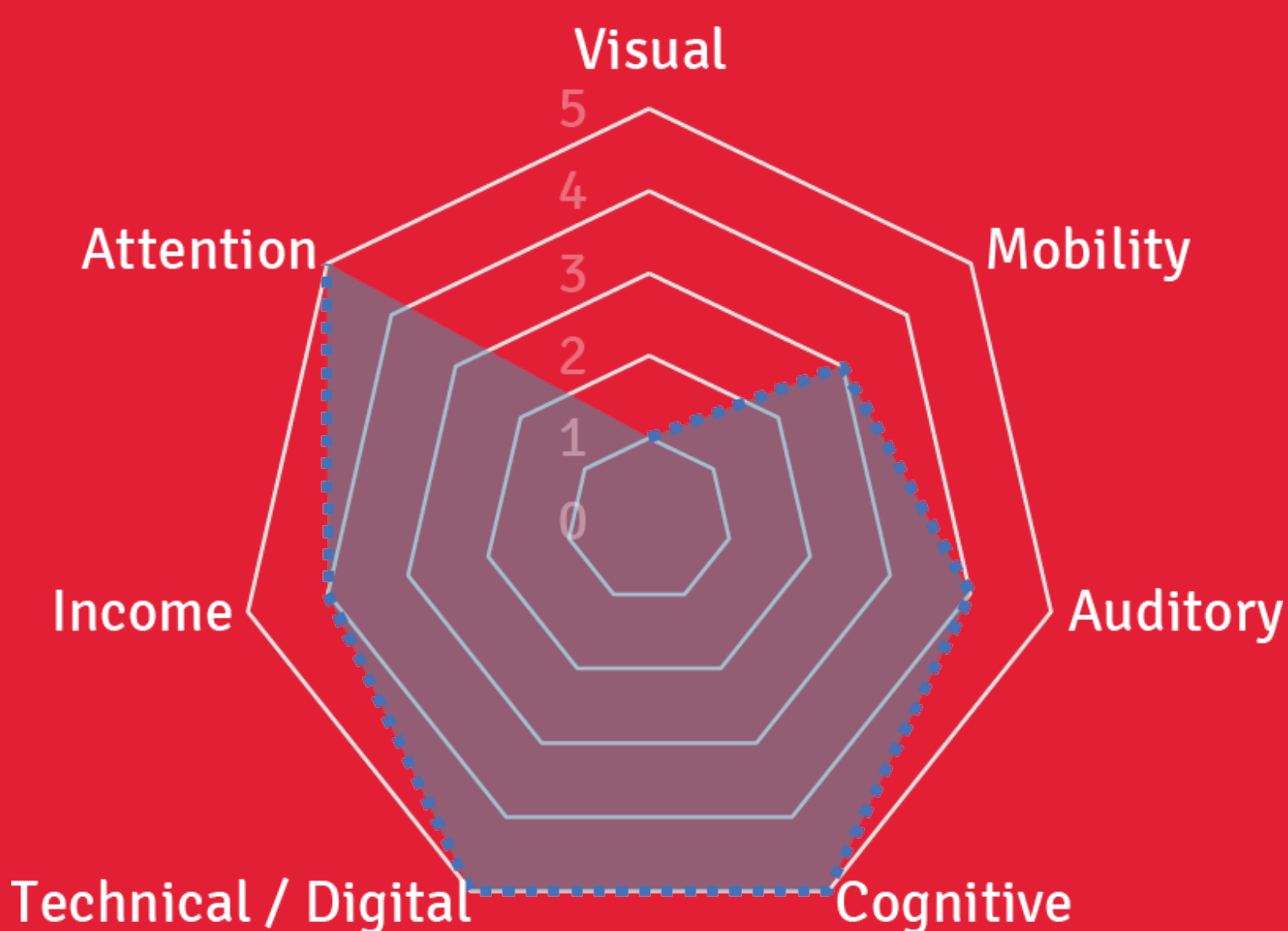
PERSONA

JOHANNA

Capability

Limitations

Graph



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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

PERSONA

MARIAM

Galilee

pilot



Age: 25 y/o

Marital status: Not married

Children: No children

Occupation: Parttime
saleswoman at grocery store;
Parttime university student

Location: Rural area/village

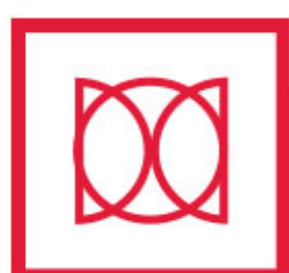
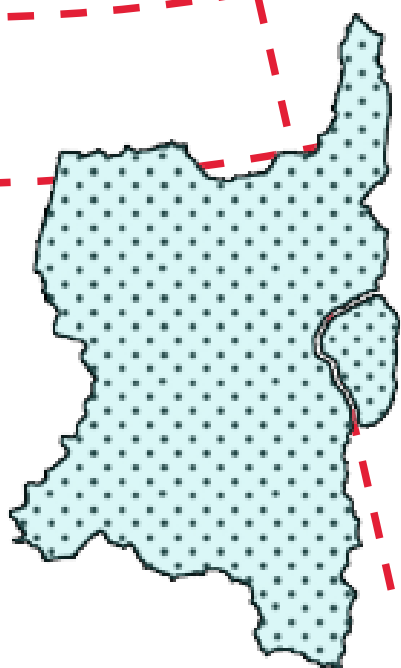
Income: Medium

**#OPEN TO MODERN LIFE,
MODERN TECHNOLOGY**

**#IN DIALOGUE WITH
CULTURAL TRADITIONS
AND MODERNITY:
COMBINATION CULTURE
AND TECHNOLOGY/
MODERN LIFE**

#RESPECTFUL OF CULTURE

#STRONG



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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

Mariam is a 25 year old woman who was born and raised in a village in the area of Galilee.

She is a parttime university student and combines this with a sales job at the grocery store outside her village. Before she stated studying and working, she spent most of her time in her village. She has digital know-how and uses multiple apps.

GOALS / NEEDS



Goal #1

Safety, reliable
and trustworthy

Goal #2

Go to school and
work more easily

Goal #3

Independence
and emancipation

PAIN POINTS



- Not easy to rely on family members as an alternative
- Relies on others car ownership
- Lack of PT
- Lack of functional PT (e.g. never on time)
- Location identification issue: no addresses/unclear mapping

DIGITAL BEHAVIOUR



Motivation

- Identification and location
- Able to get destinations more easily
- Safe service

Information Sources

- Exposed to all kind of sources, from tv to computer, to apps and web: no limitation
- Consent about the practice of ride-sharing: allowed to rideshare

Preferred Information

- Driver profile
- Vehicle profile
- Direct drive or picking up more people
- Authority support of app development; reliable source
- User experience
- Know price in advance
- Route that is followed

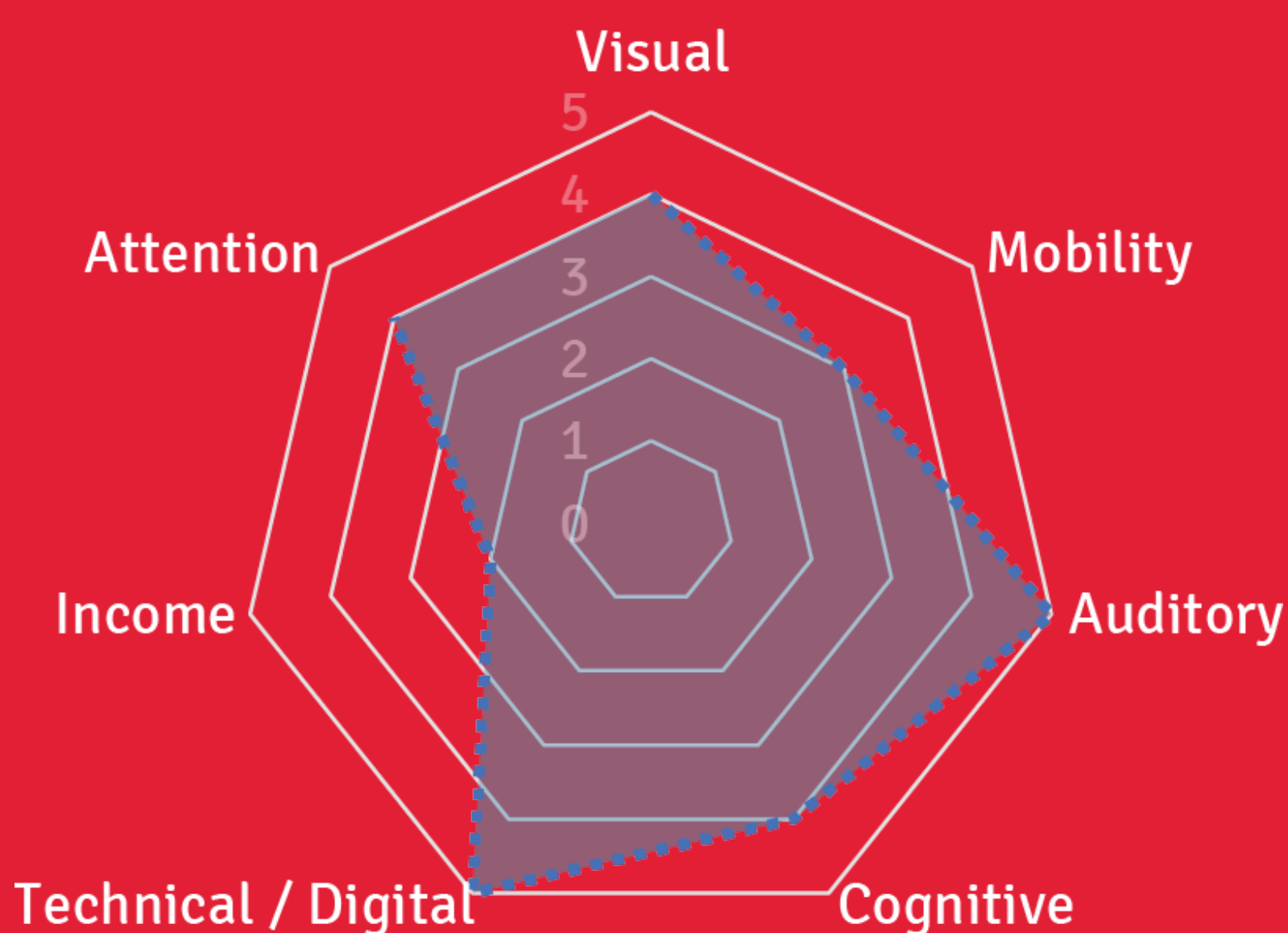
PERSONA

MARIAM

Capability

Limitations

Graph



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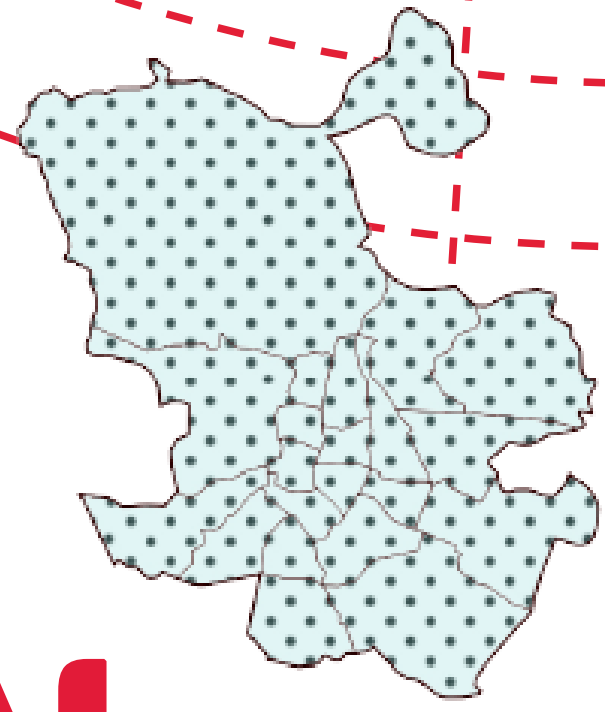
INCLUSIVE DIGITAL MOBILITY SOLUTIONS

PERSONA

MARIA

CARMEN

Madrid pilot



Age: 60 y/o

Marital status: Widowed

Children: Two children,
live on outskirts of city

Occupation: Unemployed;
support from government
and family

Location: Madrid

Income: Low

**#ASHAMED OF SITUATION: IN NEED OF
SUPPORT FOR EVERYDAY EXPENSES**

**#DISILLUSIONED AND SCEPTICAL
OF GREAT STORIES**

#NOT CURIOUS: FIXED DAILY ROUTINE

#NEEDS SECURITY

**#TRUSTS INFORMATION FROM PEOPLE
CLOSE TO HER: WILL CHANGE ROUTINE
IF SHE TRUSTS THE 'HOW TO'**

**#SOCIALY AWARE (E.G. KEEPS IN
MIND THE ENVIRONMENT)**



Maria Carmen is a widowed woman of 60 years old.

She lives in her apartment in the centre of Madrid. Her two children live on the outskirts of the city. She receives financial support from both the state and her children for everyday expenses like groceries. She's socially isolated from her family and from other people. She is very socially aware and sensitive to these kinds of topics. Because of this she's not very commercially inclined as she wants to know what the social impact of things are and she does not want to be an accessory.

Maria Carmen has basic digital skills, meaning she can use whatsapp to try and stay in touch with relatives and friends.

GOALS / NEEDS



Goal #1

Being able to offer
the meal themselves

Goal #2

Not having to cook for
a special occasion

Goal #3

Solution to COVID-19 /
general crises

Goal #4

Taking pride in doing
something different

Goal #5

Pleasure of eating
in; 'homely'

PAIN POINTS



- Lack of direct contact channel (e.g. providing details)
- Mobile applications are too complex (preference for websites)
- Digitisation of world: hard to keep up, courses on digital literacy are not sufficient
- Lack of clear interface: where to order what / which platform to use for what
- Does not own proper equipment for app (e.g. battery)

DIGITAL BEHAVIOUR



Motivation

- Environmental impact
- Social project behind service: not from the big platforms
- Clear, easy platform to use different from routine
- Allows for social contact
- Have a restaurant meal while complying with COVID rules (e.g. lockdown)
- Access to healthy food
- Be aware app is meant for them
- Send parcel to friend or relative (e.g. gift)

Information Sources

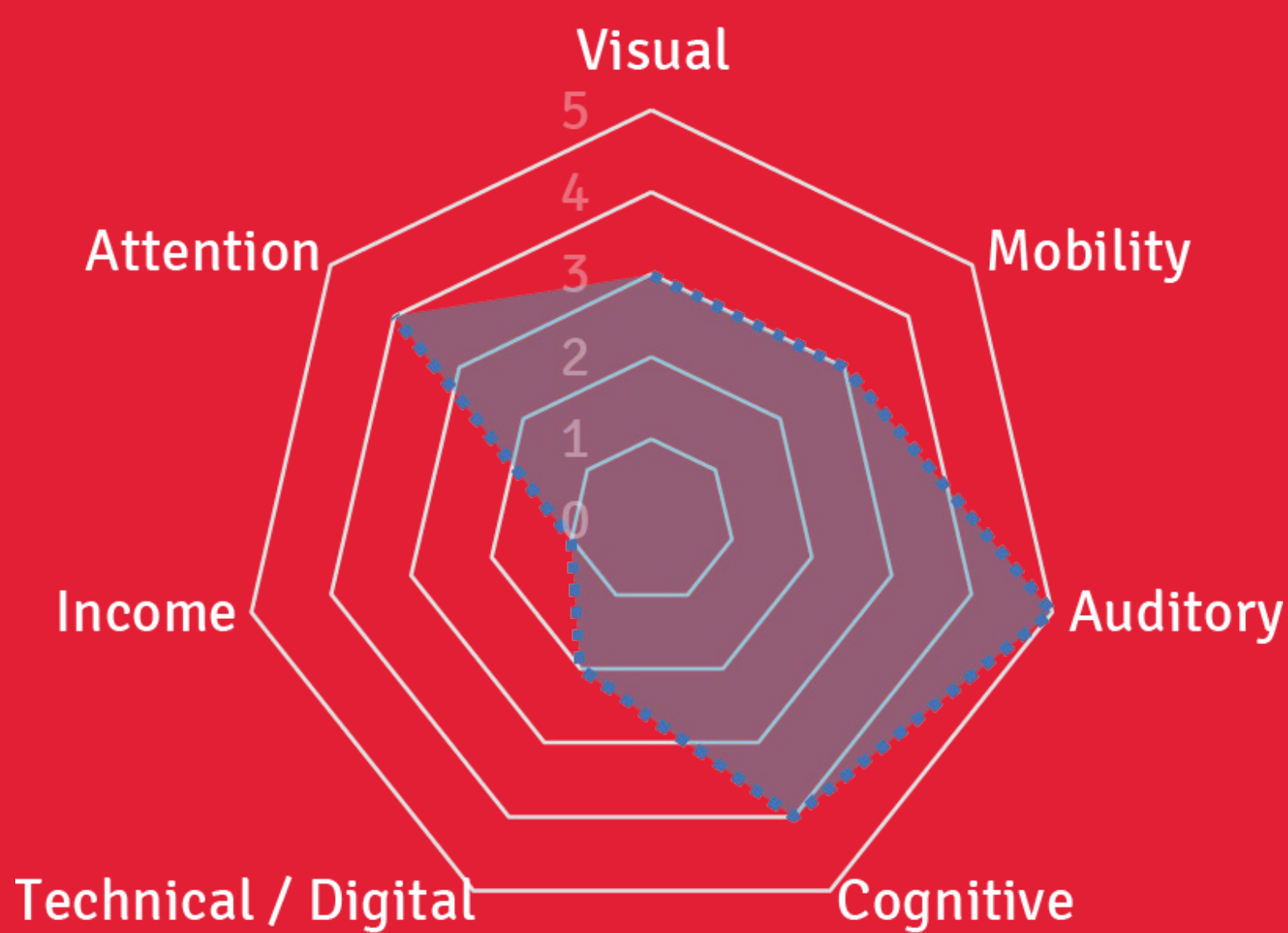
- Word of mouth from trusted persons (e.g. children)
- Trusted source(s): direct recommendation, not from social networks or internet
- Whatsapp number to contact for help
- Whatsapp number of delivery person (e.g. leave parcel there)

Preferred Information

- If bills are paid correctly without losing money
- Hour, date and location of support training
- Clear, informative document about service (how it works, why, benefits)

PERSONA MARIA CARMEN

Capability Limitations Graph



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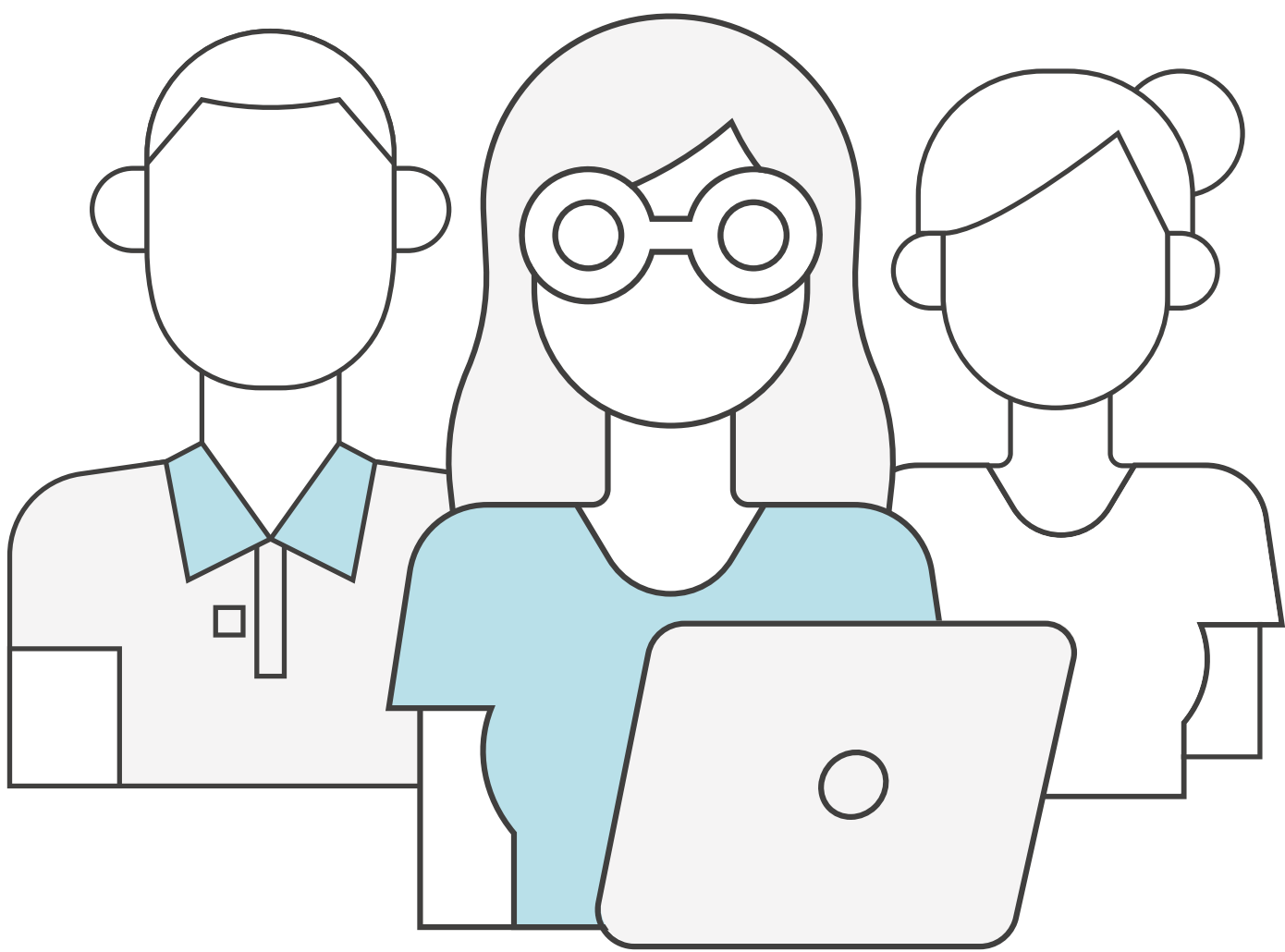
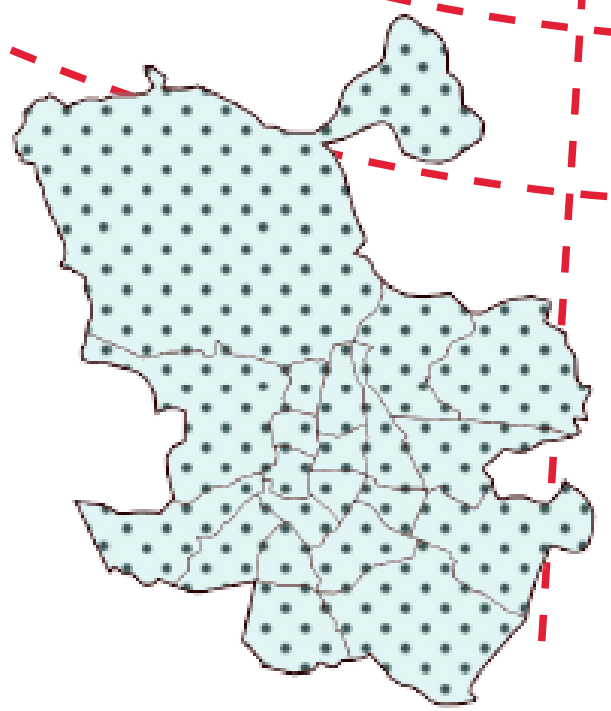
INCLUSIVE DIGITAL MOBILITY SOLUTIONS

PERSONA

SARA

Madrid

pilot



Age: 26 y/o

Marital status: Not married

Children: No children

Occupation: Works at
sheltered workshop

Location: Madrid

Income: Low

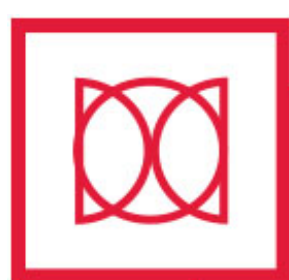
#FIXED ROUTINE

#VERY CURIOUS

**#NO PROBLEM WITH USING
(EASY) TECHNOLOGIES**

**#LIVES “INDEPENDENTLY” IN A
COMMUNITY (PARTLY W/ GUARDIAN,
PARTLY BY THEMSELVES)**

**#TRUST THEMSELVES, BUT NOT
CAPABILITY TO REACT: IN NEED OF
SAFE ENVIRONMENT**



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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

Sara is a young woman of 26 years old.

She has Down syndrome and partly lives independently in a community, partly with her guardian. She is technologically and digitally savvy, which means she has a high level of digital literacy. She knows she's different, but she trusts herself. She is in need of a safe environment as she does not have the capability to react to certain situations. Sara is in need of an easy to understand and follow interface which only requires one decision at a time, as she might get frustrated, angry or panicked. It's important that if she gets lost, someone can easily guide them. She needs to restrict her calorie intake due to heart disease and the lack of feeling satiated when eating.

GOALS / NEEDS



Goal #1

Search for autonomy

Goal #2

Feeling of independence

Goal #3

Option in time of general crisis (pandemic)

Goal #4

Achieve everyday needs in a simple way

Goal #5

Have a normal life like other people

PAIN POINTS



- Electronic payment systems (skills + anger guardian because of excessive spending)
- Not sensitive to measures: don't have skills to regulate food patterns (people will point this out/is mad)
- Get frustrated/angry when information overload e.g. metro

DIGITAL BEHAVIOUR



Motivation

- All relevant info on one place and approach
- Option of cash payment
- Coupled account / oversight
- Easy to understand and follow interface: if they get lost, you need to be able to guide them
- Instagram-like interface (one step at a time-approach)

Information Sources

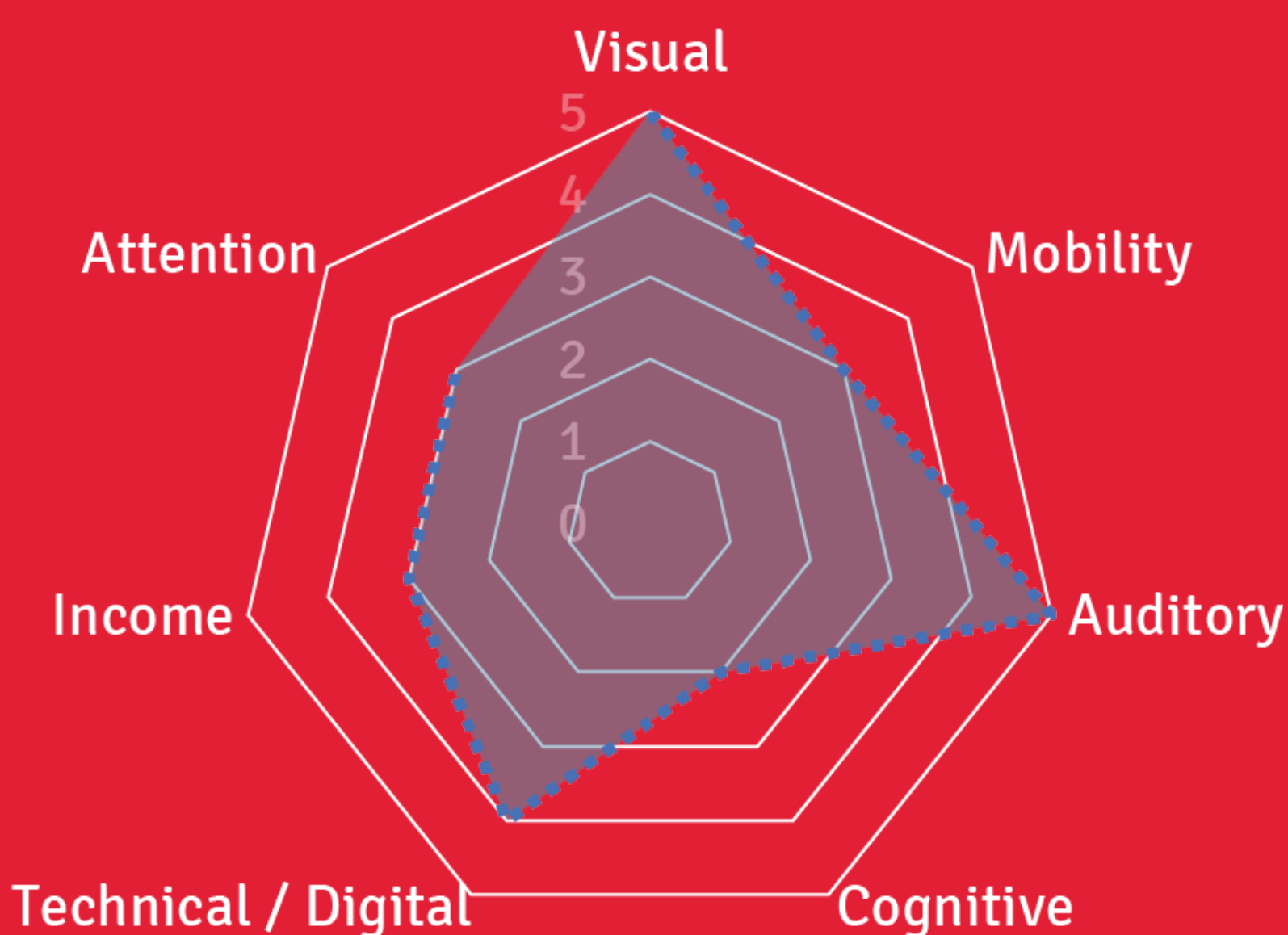
- Use the internet (web)
- Parents want them to be digitally literate

Preferred Information

- Specific information on type of food
- Use of visuals
- Nudging -> menu -> type of food -> structure/orientation
- Healthy options first

PERSONA SARA

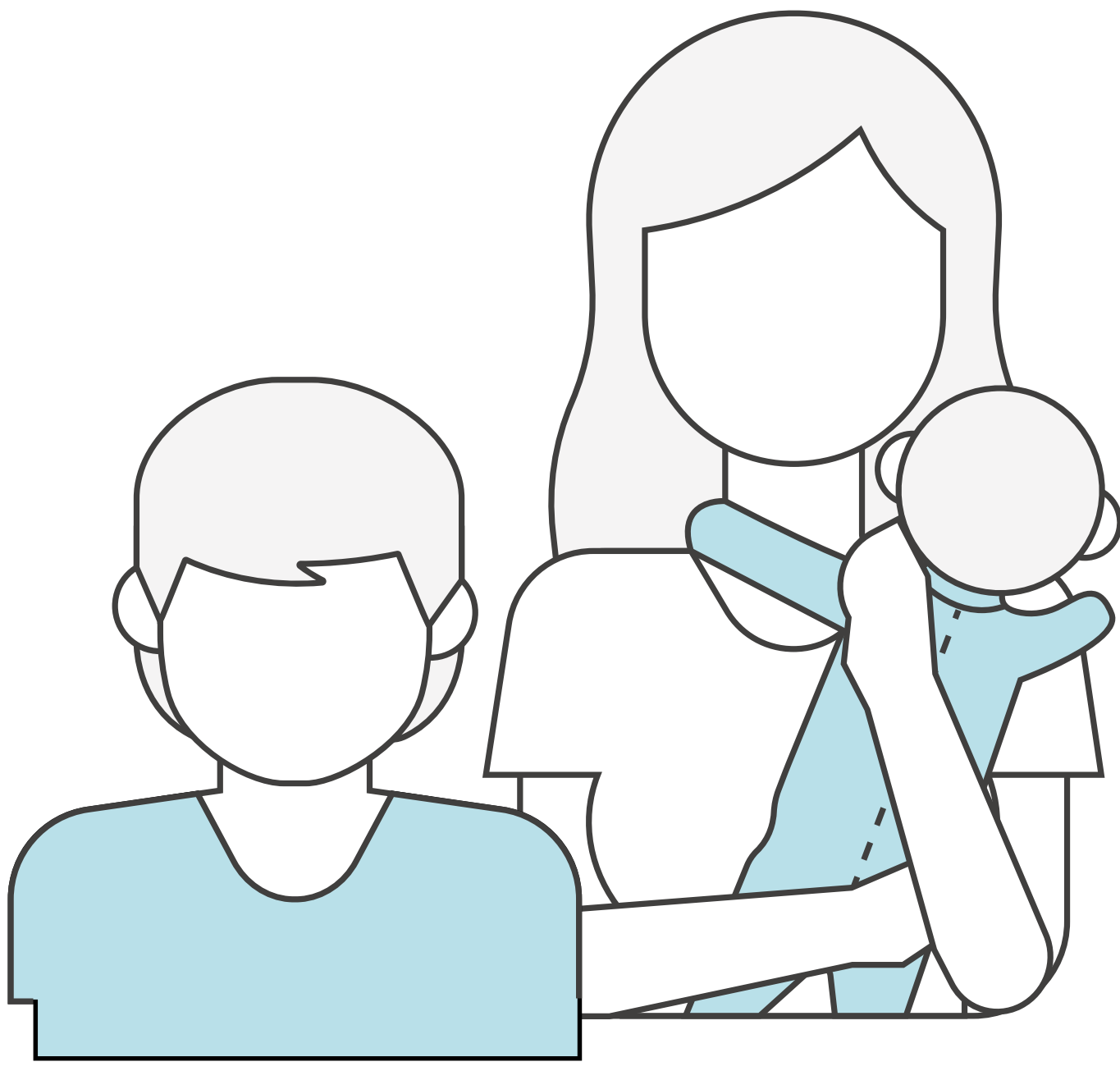
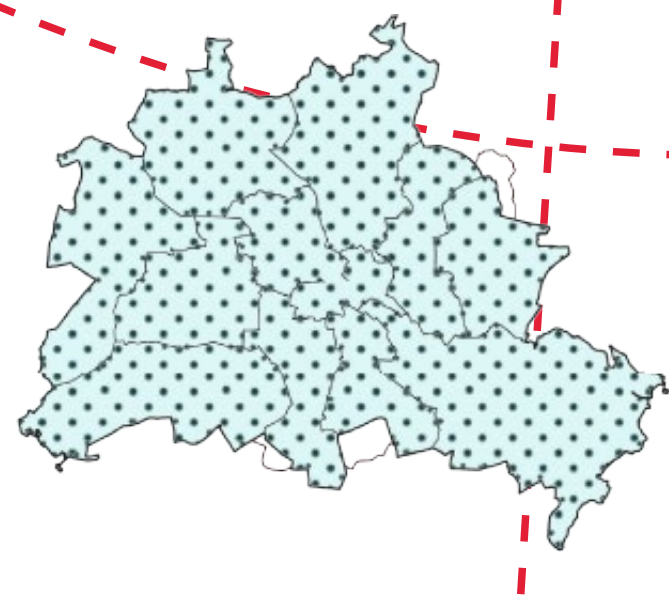
Capability Limitations Graph



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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

PERSONA **MARIE** Berlin pilot



Age: 30 y/o

Marital status: Married

Children: Two children
(just gave birth)

Occupation: Maternity leave

Location: Peri-urban
location of Berlin

Income: Medium

#OPEN-MINDED

#OPEN TO STRANGERS/OTHERS

#OPEN TO NEW TECHNOLOGIES

**#MORE PASSIVE AND
BUSY WITH OTHER THINGS:
LACKS TIME / VERY BUSY**

**#NOT EXPLORATIVE AND
RELIES ON OTHERS TO
DISCOVER SOLUTIONS
(NOT FINDING NEW
THINGS BY HERSELF)**



Marie is a 30 year old woman. She is married, has two children, one toddler and one baby.

She usually works parttime, however she's now on maternity leave. She lives in the peri-urban location of Berlin with her husband, who needs the car to get to work. Her husband is very busy and her parents live an hour away, so she has little support from others to take care of her child and the household.

There are only limited public transport options in her neighbourhood, so it is more convenient to use the ridesharing option as she wants to bring her children along. She is already a user of the ride sharing service, as it helps her get her everyday tasks done more swiftly and with less frustrations, as the public transport is inadequate. She is now able to plan her trips to the grocery store, doctor, school et cetera without too much hassle.

She's an open-minded woman who does not mind ride sharing with people she does not know and she is not afraid to try out new technologies. However, she's not an explorative person and will not actively look for certain things as she is quite busy, she relies on information from others.

GOALS / NEEDS



Goal #1

Switching between different activities/needs of children (e.g. doctor, hobby)

Goal #2

Efficient, on time, reliable and affordable service

Goal #3

Reach destination in a safe way

Goal #4

Flexible (spontaneous)

PAIN POINTS



- Lack of (flexible) public transport services
- Lack of accessibility at PT hubs
- Distance from pick-up point
- PT is uncomfortable
- Have to carry a lot of things (e.g. stroller, grocery bags)
- Difficult to organise chaintripping
- No good connection between the different transport methods (e.g. train, metro)
- Not much important information available about presence of child seat, space for car and groceries, type of car

DIGITAL BEHAVIOUR



Motivation

- Car adapted to needs
- Child-friendly on board facilities (e.g. child seat)
- Punctual
- Affordable: less than using a taxi
- Quality of the service and drivers
- Flexible and comfortable solution
- Trust in actors service: registered and reviewed
- Drivers are very friendly, helpful and child-oriented

Information Sources

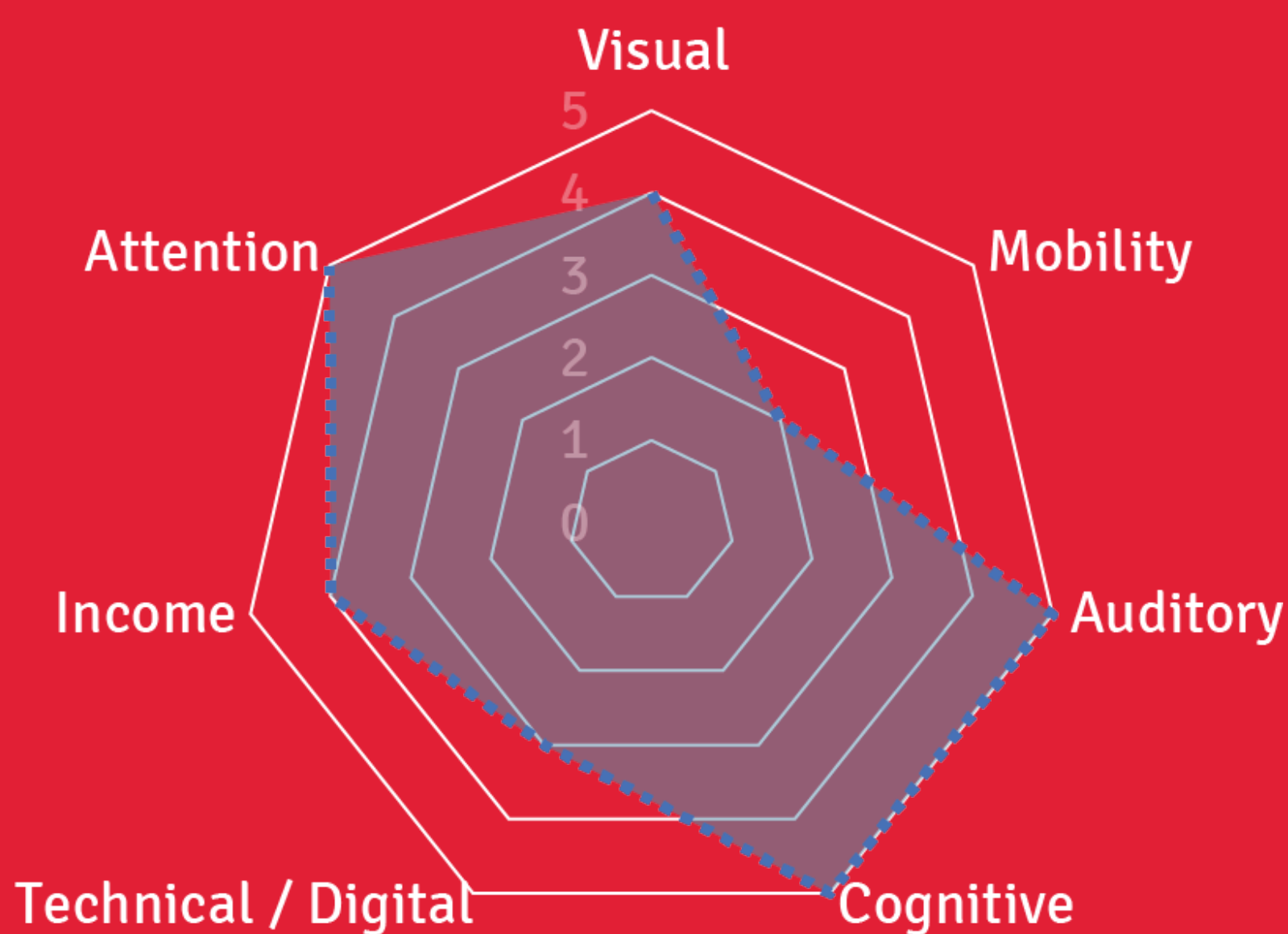
- Website public transport
- Thematical website services
- Current taxi services
- Word of mouth
- Leaflet at the doctor

Preferred Information

- Type of car (e.g. colour, model, space)
- Number of available seats / equipment of the car
- Enough space in the car for everything
- Distance pick up point from location
- Safety of pick up and drop off point
- Transparant pricing
- Support from driver
- Automatic system to determine needs by age (e.g. child seat)
- Trustworthiness of driver and service (e.g. reviews)
- Connection with PT

PERSONA MARIE

Capability Limitations Graph



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INCLUSIVE DIGITAL MOBILITY SOLUTIONS