

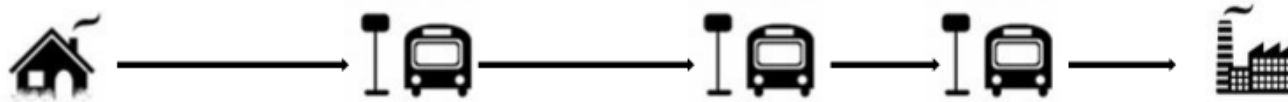
Challenges in multi-modal travel information

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www.ret.nl

RET
AARDIG ORDERWEG

Customer journey



Travel motive

Home - work

Home - study

Home - leisure

Home - shopping

Work - work

Home – family/
friends

Home - work

Frequency

Occasional

Frequent

Situation

Familiar with the environment

Unfamiliar with the environment

First mile

- Walk
- (e)Bike / Bike sharing
- Moped
- Motorcycle
- Car / Taxi / car sharing

Influencing factors

- Traffic
- Available P+R
- Available personal vehicles
- Family, friends, peers

Options/facilities

- Bicycle shed
- Car sharing
- OV-fiets
- Carpooling
- P+R

Information sources

- Greenwheels
- Traffic jam info
- Ovfiets.nl
- Carpooldate
- P+R info

Transit

- Bus
- BOB-bus
- Train
- Tram
- Metro
- Fast Ferry
- Local bus
- Taxi

Influencing factors

- Availability
- Travel distance
- Travel time
- Arrival time
- Weather
- Disruptions
- Comfort (seat, wifi)
- Number of passengers
- Safety
- Sustainability (CO²)
- Travel motive
- Accessibility (wheelchair, trolley)
- Occasional/Routine
- Distance to stop
- Departure time
- Date / time
- Traffic
- Price/costs

Information sources

- RET website / app / Public transit apps
- Narrowcasting in stations/vehicles
- Travelplanner / Routeplanners / Navigation
- Traffic updates
- Google maps
- Weather info
- Price of fuel
- CICO
- CO² calculators
- Air quality (sensors)

On the road/transfer

- Stop /abri
- Metro station
- Train station
- Taxi stand

Influencing factors

- Waiting period
- Comfort
- Walking distance
- Safety
- Facilities
- Accessibility
- Travel/transfer information
- Weather
- Flow of travellers / bustle

Options/facilities

- Abri / shelter
- Seat
- OV-fiets
- Transit information/Drim
- Food/Retail/Toilet
- Wifi

Information sources

- RET website / apps
- Narrowcasting
- Travelplanner / Routeplanners
- Network map
- Weather info

Last mile

- Walk
- (e)Bike / Bike sharing
- Moped
- Motorcycle
- Car / Taxi / Car sharing

Influencing factors

- Traffic
- Available P+R
- Available vehicles
- Family, friends, peers

Options/facilities

- Bicycle shed
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- OV-fiets
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- P+R

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