



C-MOBILE

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City of Copenhagen

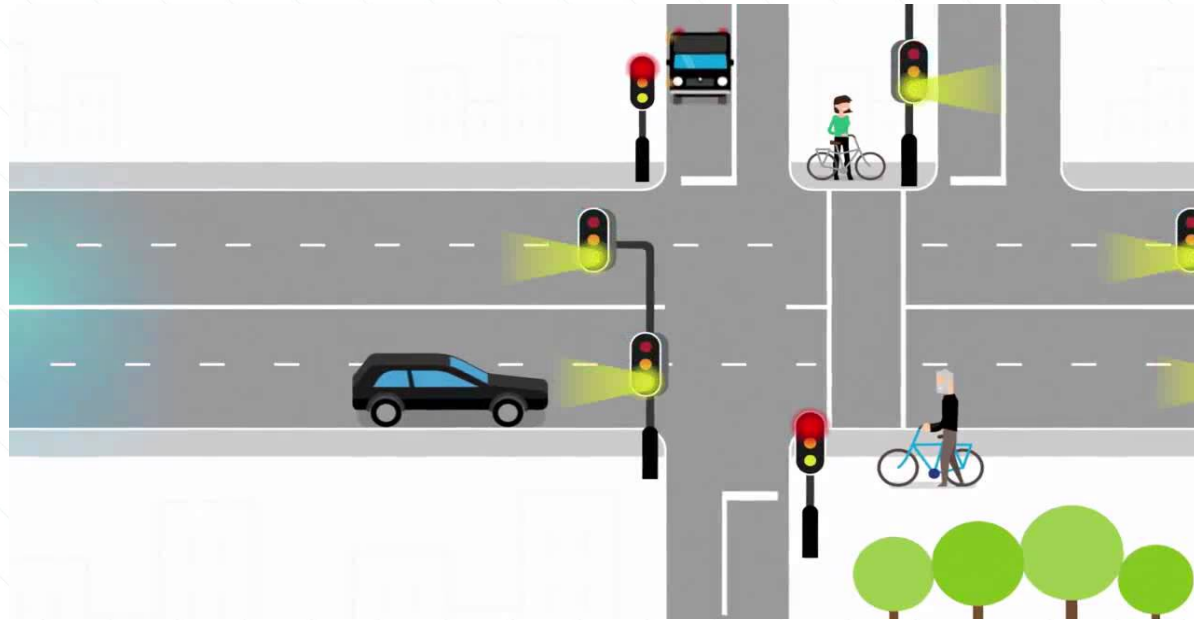


C-Mobile

Co-funded by
the European Union



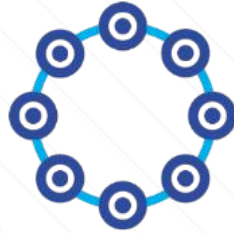
ACCELERATING C-ITS MOBILITY INNOVATION AND DEPLOYMENT IN EUROPE /



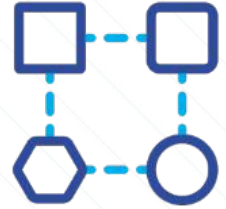
C-MOBILE SCOPE /



CONNECTIVITY



INTEROPERABILITY



DEPLOYMENT



IMPROVING ROAD TRANSPORT



INTEGRATING TECHNOLOGIES



SAFE & SECURITY



ECONOMIC

FACTS /

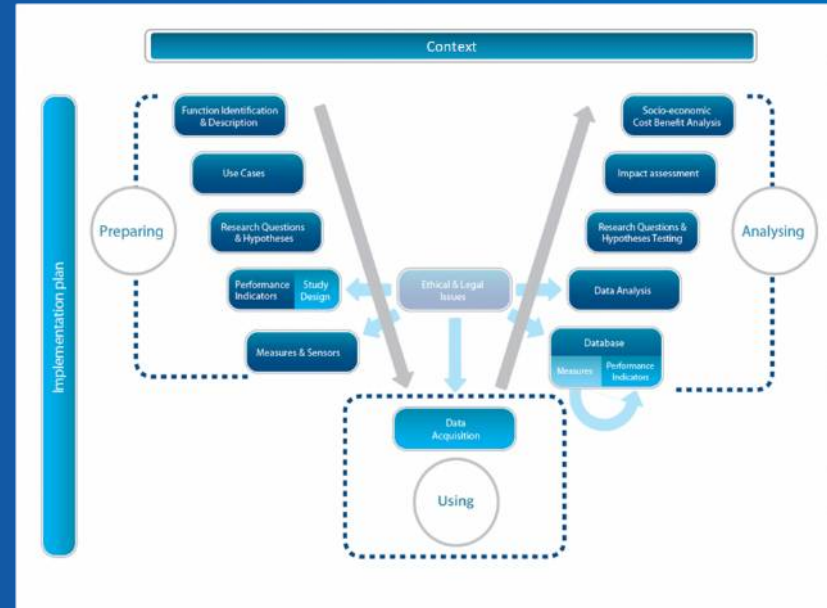
- / 37 partners from 9 European countries
- / General timing
 - > June 2017 – November 2020
- / Allocated total budget
 - > 15,059,453.42 €
- / Total funding
 - > 12,575,000.05 €



C-Mobile Evaluation Considerations

/ FESTA approach to overall C-Mobile evaluation:

- > Objective Quantitative
- > Subjective Quantitative



IMPORTANCE OF SUBJECTIVE EVALUATION /

/ Insight into real world users

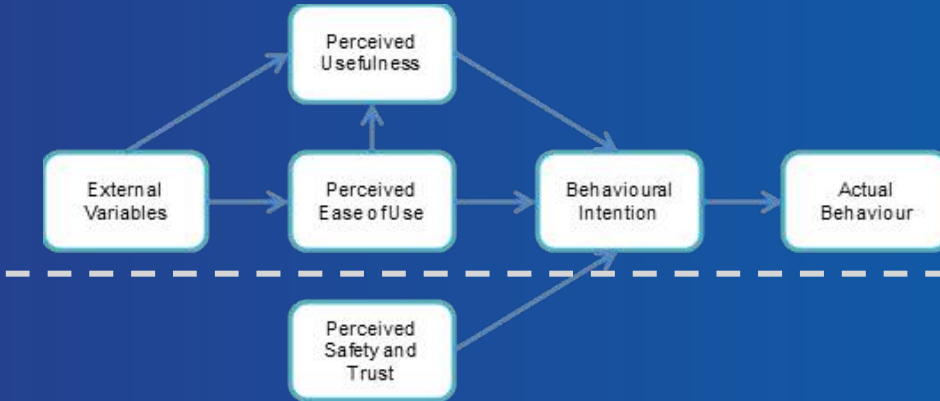
- > Improves strategies for adoption
- > Realization of unexpected benefits, issues, and unexplained behavior.
- > Early mitigation of issues
- > Improves control of narrative

Emerging best practice /

/ European Projects inspire each other

- > Intercore
- > DriveC2X
- > Co-Gistics
- > COMPASS4D

C-Mobile Evaluation Considerations



- / Technology Acceptance Model (TAM)
 - > External Variables – age, gender, experience etc.
 - > Perceived Usefulness
 - > Perceived Ease of Use
 - > Behavioral Intention
- / We added Perceived Safety and Trust, because some of the services where we believe trust is a big factor

Questionnaire /



/ Modalities

- > One separate questionnaire for each modality:
 - > Cyclists
 - > Private Drivers
 - > Professional Drivers

Hvor ofte cykler du?

- Mindre end 1 gang om måneden
- 1 til 3 dage om måneden
- 1 til 3 dage ugentligt
- 4 til 6 dage ugentligt
- Dagligt

Questionnaire /



> Timing

- > Before the test commences
- > After a short test period (2 - 3 weeks)
- > After 3 months

> Method

- > Via HMI/PID itself
- > Via social and traditional media
- > Via mail to user groups
- > On site

Questionnaire /

/ Design

- > Background variables
- > Transport behavior
- > TAM questions pr. service

Emphasis on short questionnaires!

The image shows a smartphone screen displaying a questionnaire. At the top is the C-MOBILE logo. The main heading is "Green Light Optimal Speed Advisory (GLOSA)". Below this, there is a paragraph of text explaining the service. The first question asks "How would you describe your experience as a Driver with this or a similar service?" with five radio button options: "never heard", "heard about", "familiar but never used", "used few times", and "regularly used". The second question asks "I think the service would be the following for my daily driving" with five radio button options: "very useless", "useless", "neither useful nor useless", "useful", and "very useful". The third question asks "I would use the service regularly if it were available to me" with five radio button options: "strongly disagree", "disagree", "neither agree nor disagree", "agree", and "strongly agree". A "Next" button is at the bottom.

The image shows a smartphone screen displaying a thank you message. At the top is the C-MOBILE logo. The text reads: "Dear Madam or Sir, thank you very much for participating in this survey conducted by the Institute of Transportation Systems of the German Aerospace Center. As a user of Intelligent Transport Systems in your home vicinity you became part of a much larger deployment of ITS across Europe incorporated in an EU-funded research project called C-MOBILE (Accelerating C-ITS Mobility Innovation and Deployment in Europe). Our aim is to improve road safety and personal mobility. We would strongly appreciate if you share your experiences and opinions with us. The survey will take approximately 5 - 10 minutes. There are no right or wrong answers in this questionnaire. Please try to answer all questions. If you are not sure choose the option that comes closest to your own opinion. The obtained data will be saved and processed anonymously. Any identification of individuals is neither intended nor feasible. Personal data will not be enquired or saved. Data logging solely serves for scientific research. Please tell us if you agree to logging and analysing your questionnaire data? yes, I agree no, I do not agree In order to enhance service quality and statistical reasoning, it is intended to connect your usage data with your opinions expressed in this questionnaire. Please tell us if you agree to match data? yes, I agree no, I do not agree" A "Next" button is at the bottom.

What about subjective qualitative evaluation?

/ Subjective qualitative (open ended) methods have been used before in e.g. COMPASS4D:

- > Deeper insight into attitudes
- > Narrative and social norm
- > Unexpected benefits
- > Marketing and communications benefits and optimization HMI with new features
- > But, requires more effort!

Focus Groups

Interviews

Observations

Etc.

SMARTCITY
EXPO WORLD CONGRESS

19-21 NOV 2019
BARCELONA



C-ITS City Pool Training & Workshop Barcelona, 21 Nov 2019, 9:30-11:30



Ajuntament de
Barcelona



C-MOBILE

Hosted by



CONCELLO
DE VIGO



TEST FEST

by

ERTICO

2-4 December 2019

Testing ITS

With the support of



More information on: c-mobile-project.eu/events



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Thank you

Jos van Vlerken, Copenhagen
Brussels, November 6th, 2019

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