From A to BE. Designing the mobility of the future

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Abstract

Today, inclusivity means more than just overcoming physical barriers, it is about removing the barriers that create undue effort and separation, so to enable everyone to participate equally, confidently and independently in everyday activities.
Co-designing an inclusive e-Mobility scenario means to emphasize the contribution that understanding user diversity makes, to inform these decisions, and thus to include as many people as possible. User diversity covers physical, conceptual, economic, cultural and social aspects.
By utilizing collaborative tools, the attendees will experience the benefits of an inclusive design approach to design services that should be adopted by the majority of people.

KEYWORDS: mobility, speculative design, service design, user-centered design

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