The Future of Urban Mobility — User Testing

REFUELING GUESTS

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“From liminal to memorable space, what does the urban mobility space of the future look like?”

2050

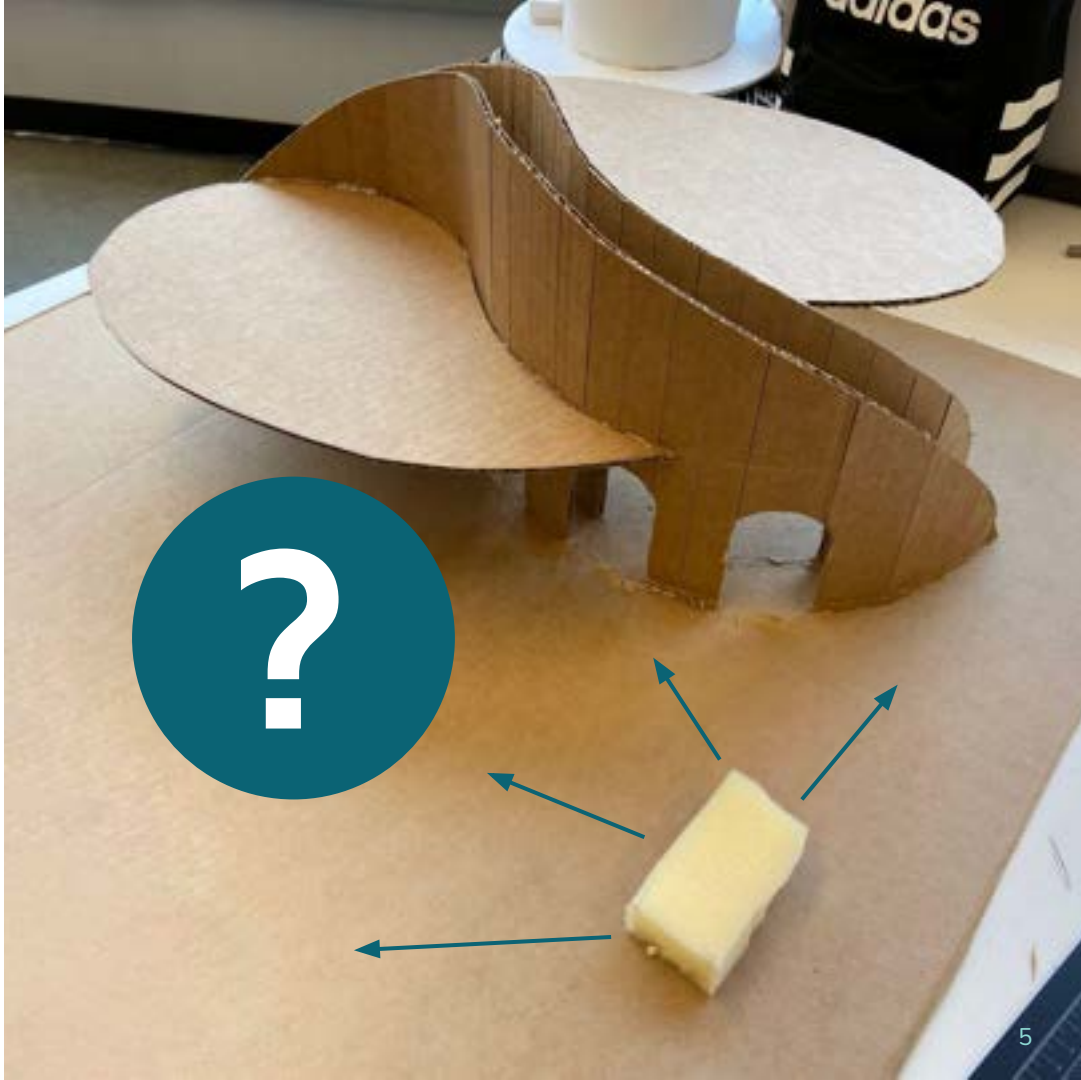

Floor Plan
Charging Process
Amenities
+ Future Tests

Floor Plan

Parking Flows

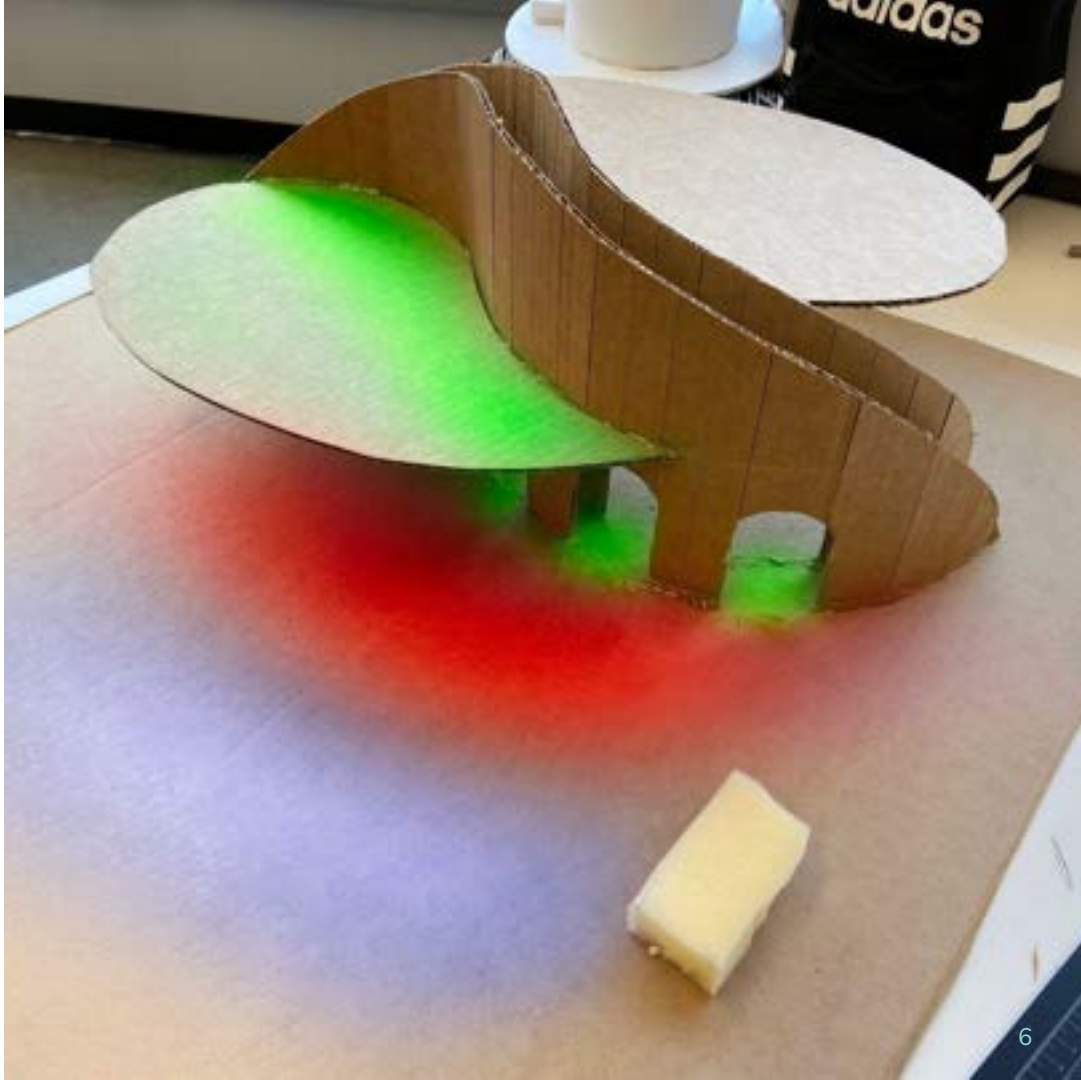
Users were instructed to **park cars** in our urban mobility space.

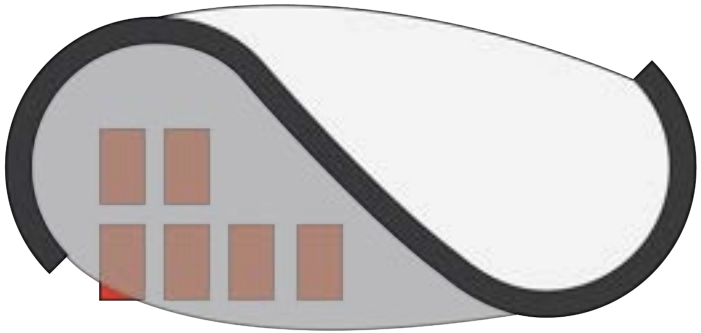
To ensure **freedom of placement**, we only informed them that this was a building they would spend a few hours at.



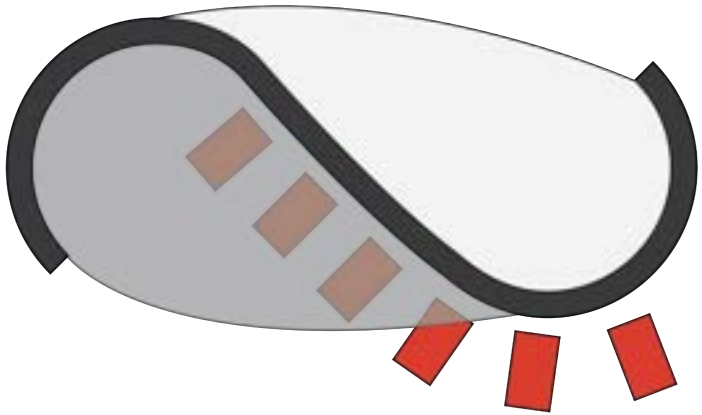
Testing Results

- **Hot**
  - Popular parking area
- **Cold**
  - Few parked here
- **Unique**
  - Unintended parking

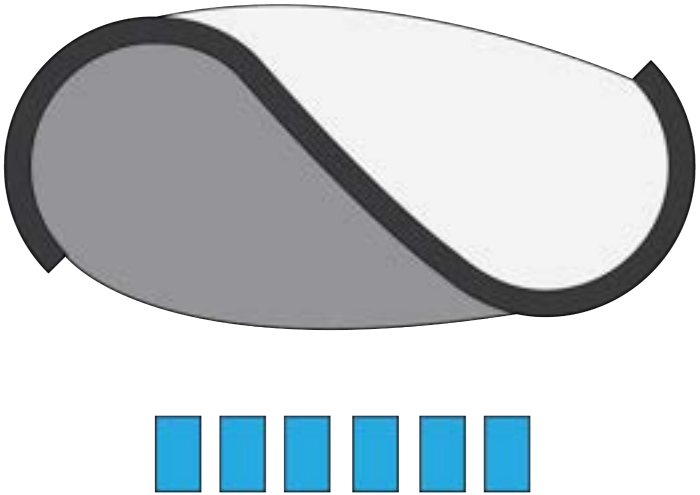




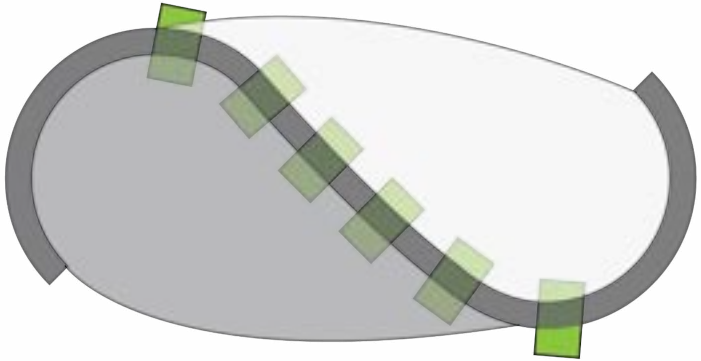
Parked under overhang



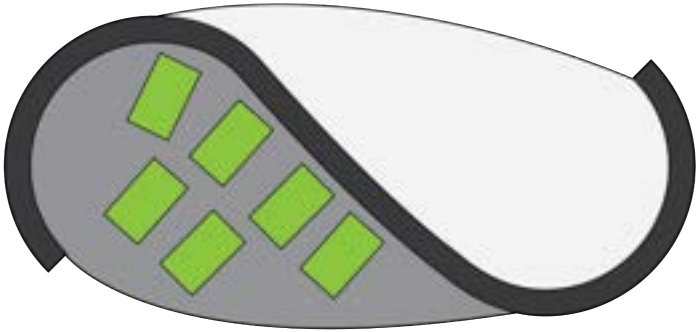
Followed building shape



Traditional lot

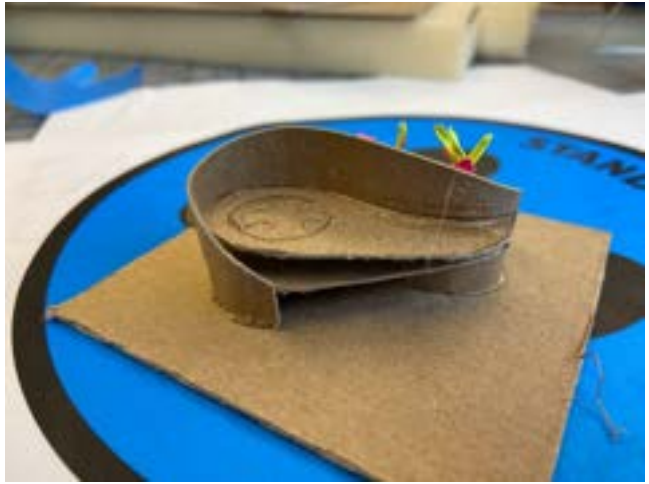


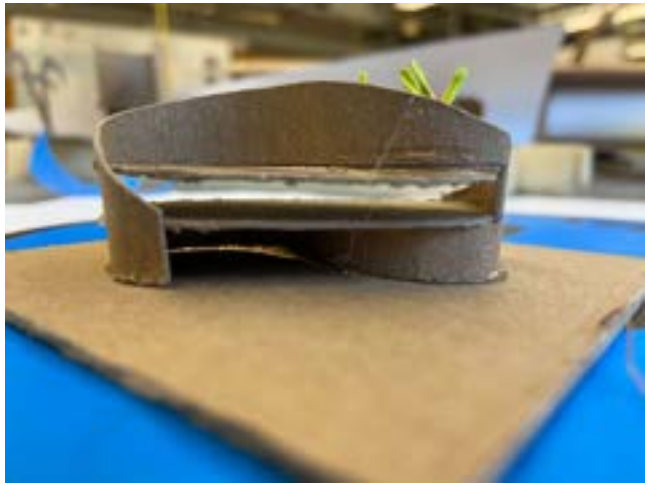
Parked through arches

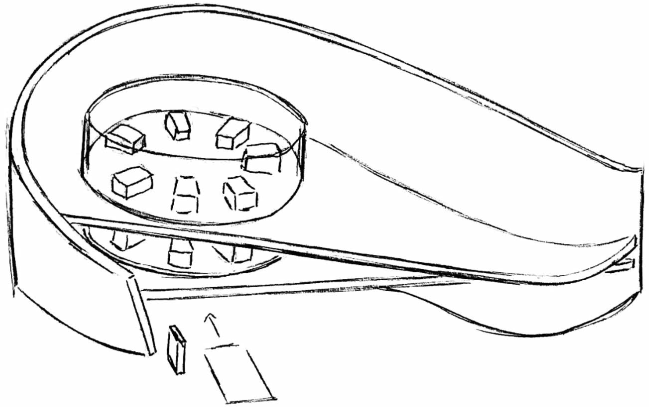


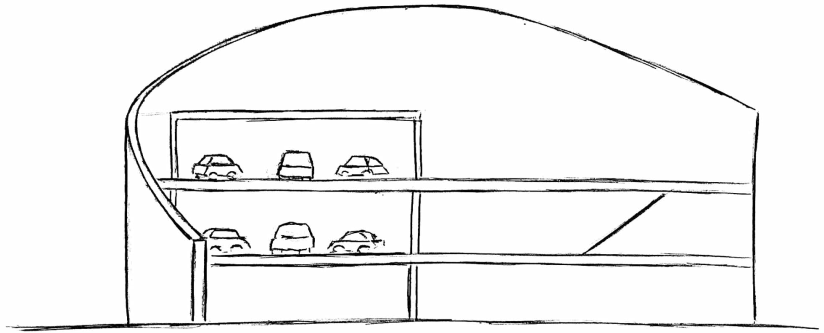
Elevated parking

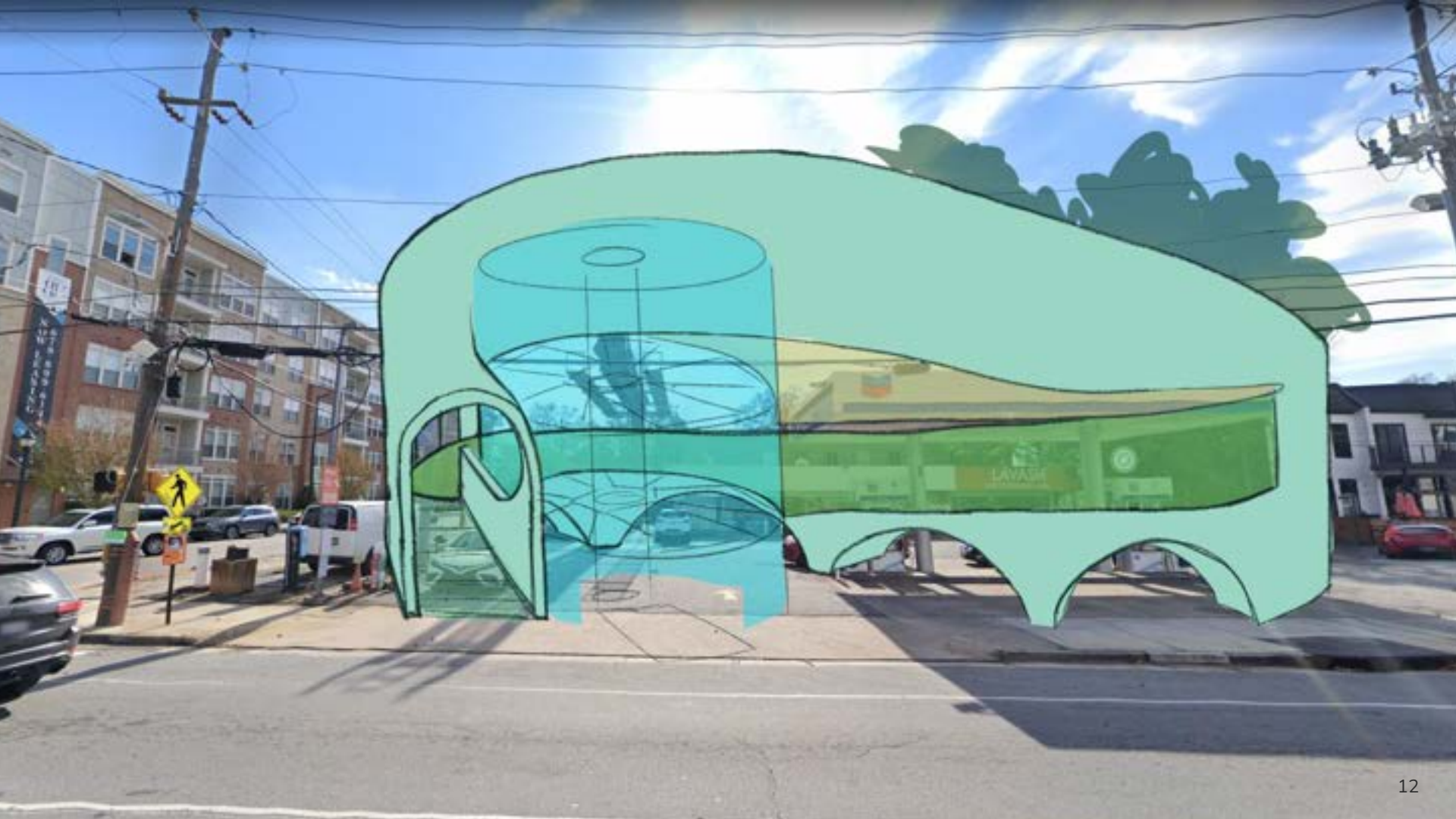
Adjusted Parking Model









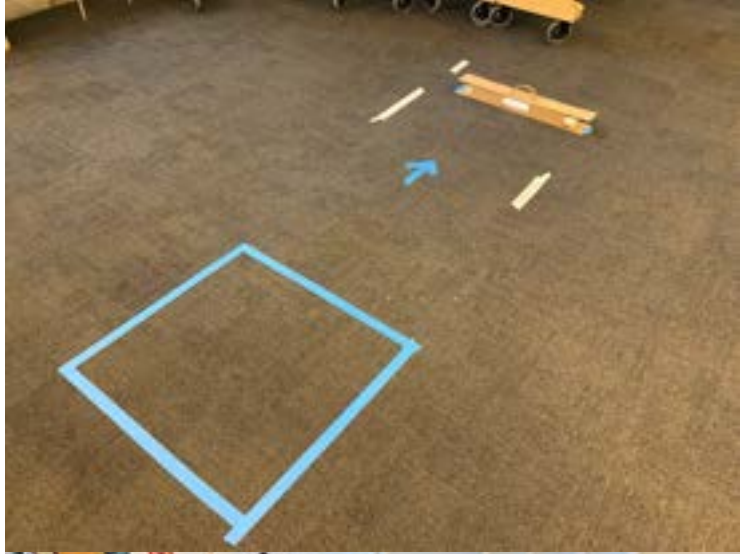


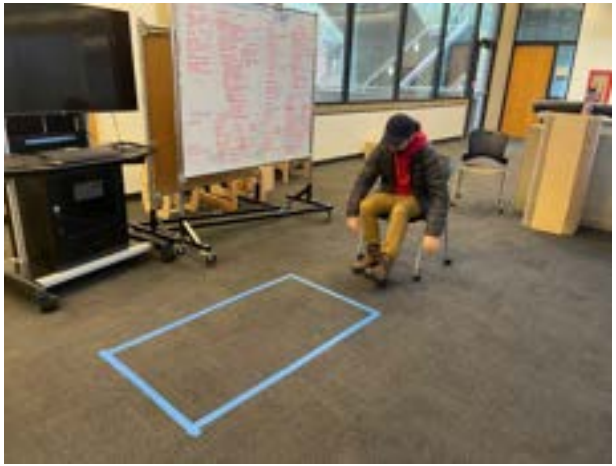
Charging Process

Testing Strategy

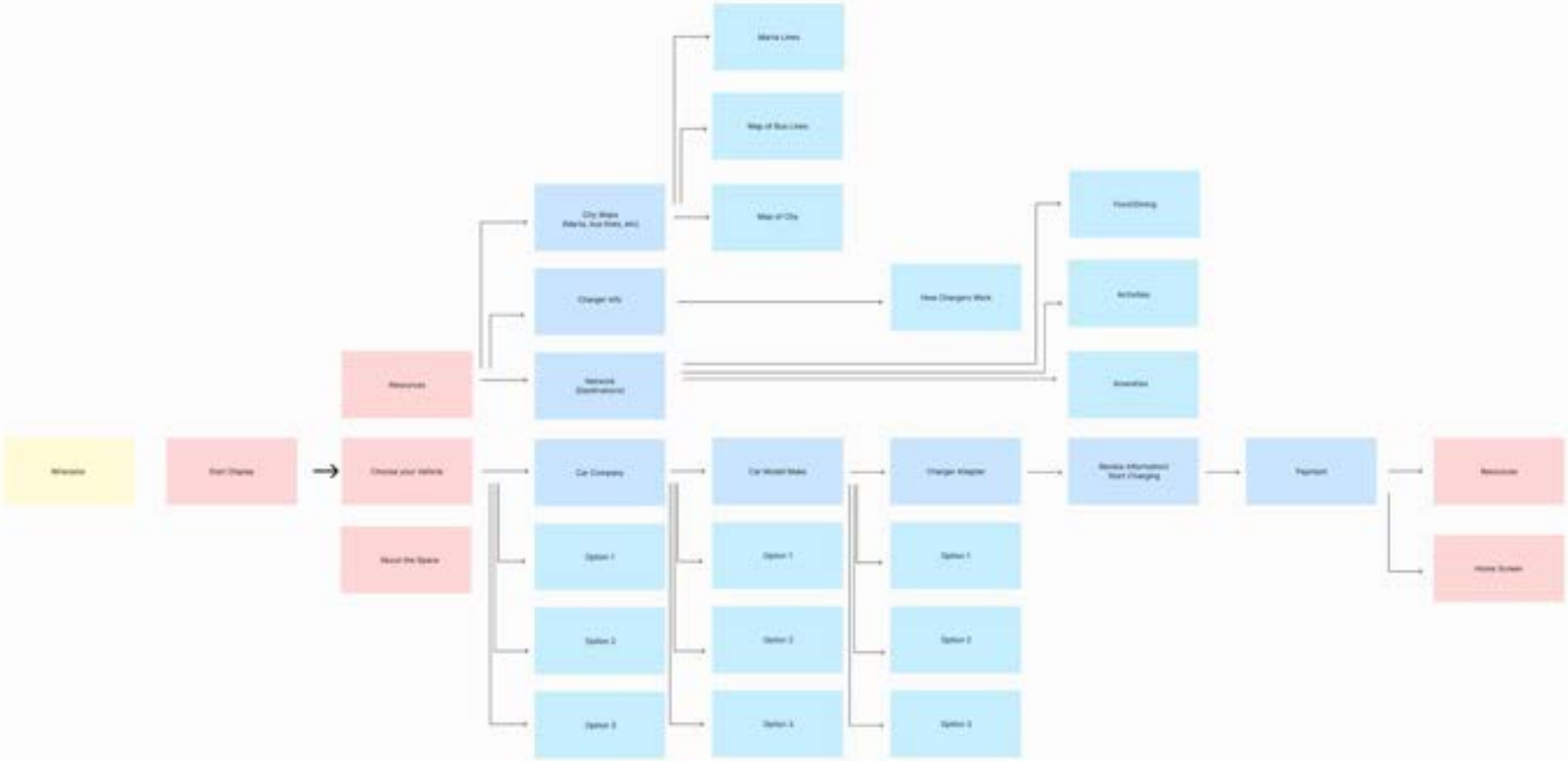
Looking for speed bumps in **elevator parking** and **charger preparation.**

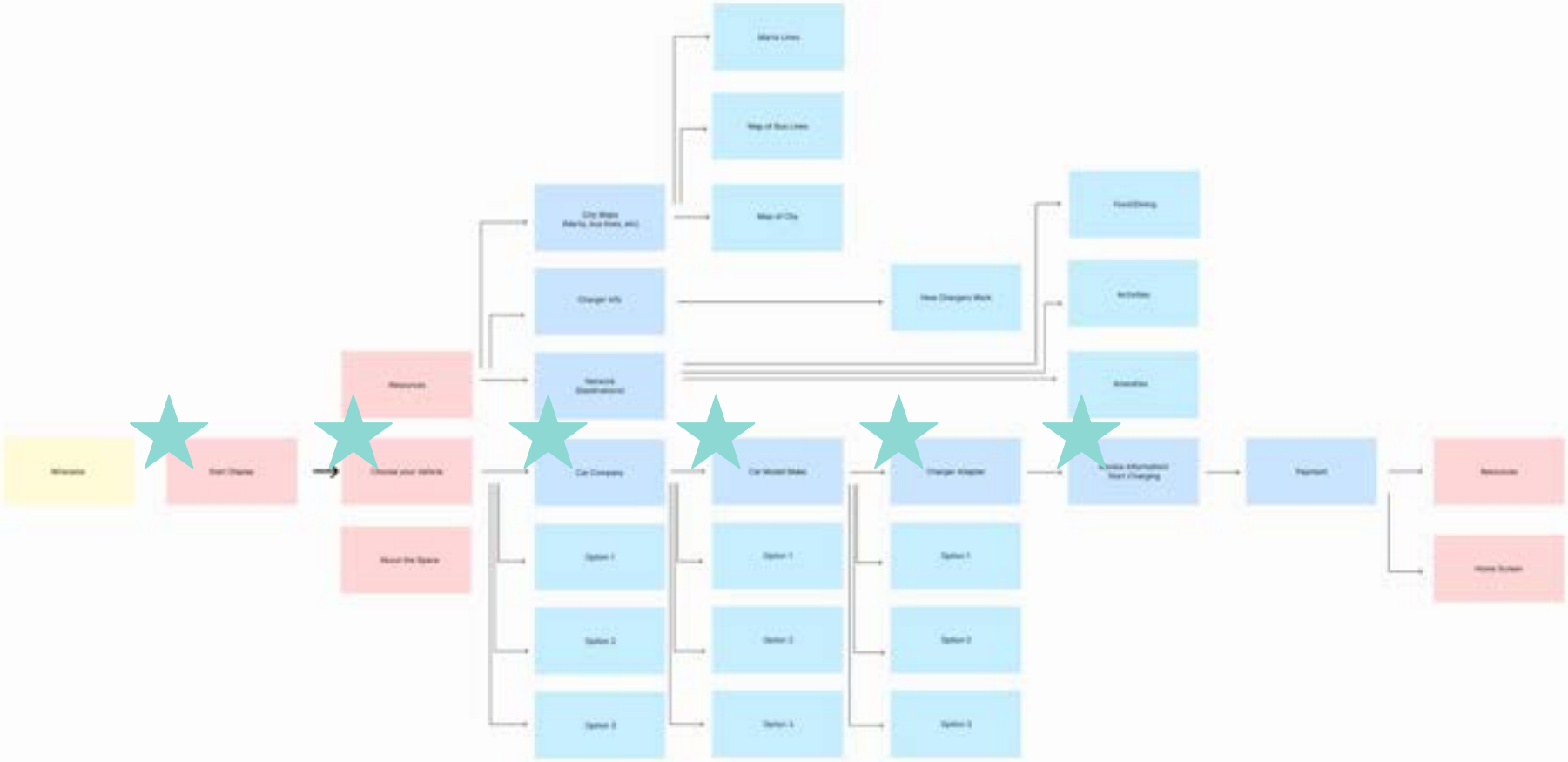
We had people park their car in a designated parking spot, navigate through our **car elevator system** and interact with the **Charger Kiosk UI.**









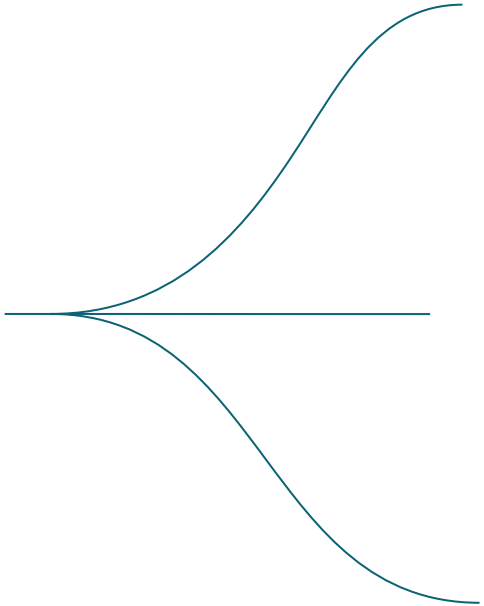
Testing Results

- Car Elevator Safety
- Parking System Navigation
- Charger Kiosk UI
- Human Aspects

Amenities

Third Place Habits Survey

52 responses

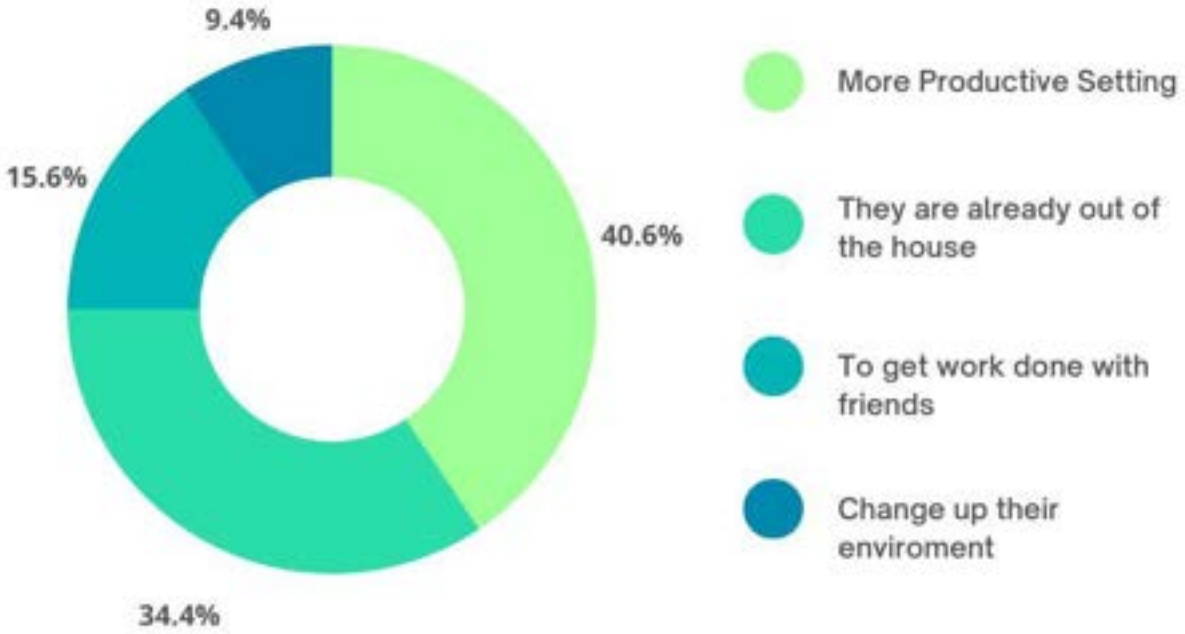


65% seek out local foods and vendors

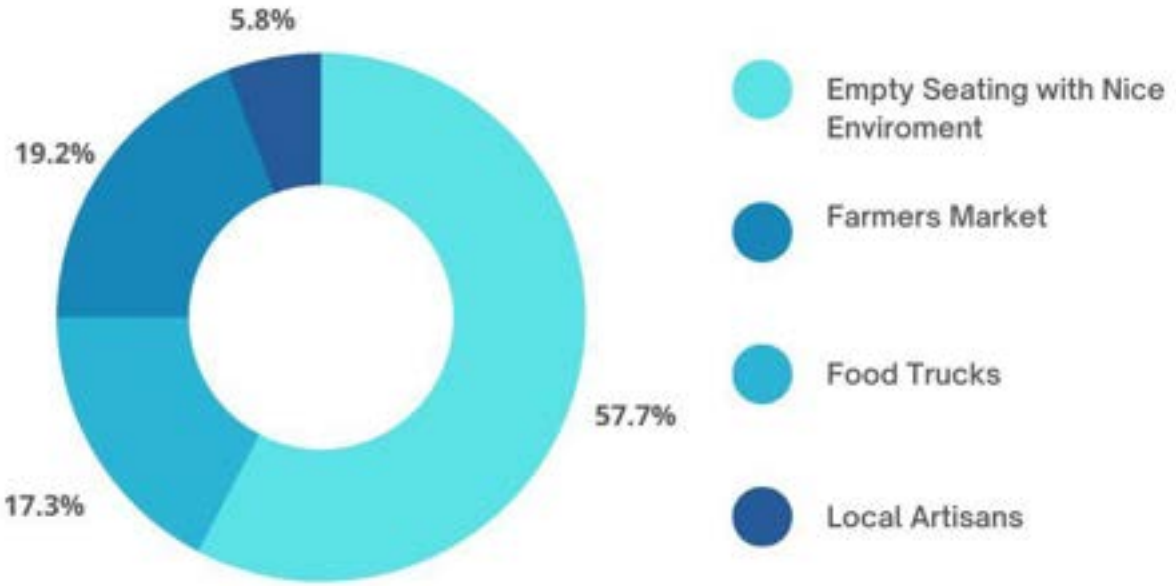
85% work in public once a month or less

60% would work more in public if it fit their errands

Why do you choose to get work done in public settings?



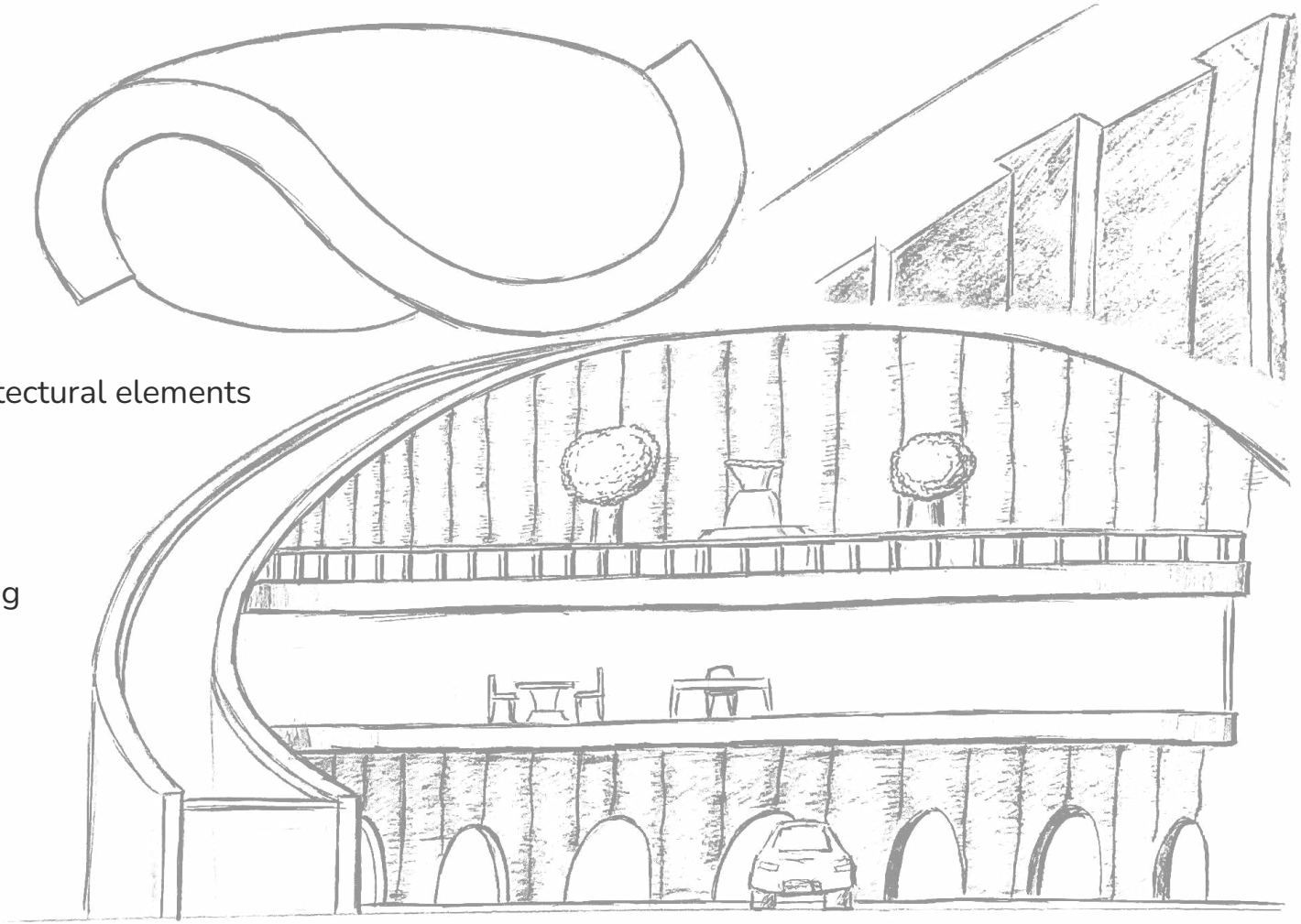
Which would most likely draw you to an area?



86% would attend multiple times a month

Future Testing

- Select Atlanta architectural elements
- Safety logistics
- User interface testing



THANK YOU