

Seminar on Electric mobility system in different scenarios: individual user, car sharing and fleet

11 October 2013

Four Points Sheraton München Olympiapark, Munich, Germany



The DECOMOBIL project (user centred Design for ECO-multimodal MOBILity), aims to develop and widely disseminate knowledge in the area of human centred design of ICT for sustainable transport. Through the organisation of scientific seminars and international conferences, the project objectives are to contribute to the acceptability and usability of ICT for cleaner and safer mobility. The identification, discussion and dissemination of updated knowledge and know-how in HMI and Human-Centred Design areas towards the ITS community at a European and international level are the main developed activities.

The aim of the seminar on electric mobility system in different scenarios was to promote the discussion on electric mobility systems, focusing on the user interaction with these systems, and taking into account different challenges in different usage scenarios.

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The seminar topics included: user acceptance, perceived suitability for everyday mobility and environmental utility; specific needs for fleets (car sharing, company fleets, service fleets) according to specific use context and particular constraints; information needs of users (individual user, car sharing and fleet) for promoting the electric mobility systems usage; and mobility-based ITS functionalities.

After the introduction by Prof. Josef Krems from TUC, a first keynote speech was given by Andreas Keinath (BMW) on User-centered design of electric vehicles: from customer requirements to HMI refinement. The following presentations were on the The user perspective on electric vehicle range by Thomas Franke (TUC), Integrating the driver into the energy management of an electric vehicle by Marcus Schmitz (WIVW), Modelling the take-up of electro-mobility incorporating user needs by Alan Stevens (TRL), Adoption by design: shaping user-vehicle interaction to enhance comprehension by Helena Strömberg (CHALMERS), Supporting driver for a safe and efficient electric mobility by Corinne Brusque (IFSTTAR), Adapting to electric vehicles by Mark Burgess, Margaret Harris & Sarah Mansbridge (Oxford Brookes University), Silent driving in urban traffic – long-term experiences of electric vehicle drivers by Peter Cocron (TUC), and An analysis of electric vehicle driving and recharging behaviour from the North East of England SwitchEV trial by Myriam Neaimeh (Newcastle University).

The outcomes of this seminar have been gathered in the DECOMOBIL project deliverable 3.5, available on the project website: <http://decomobil.humanist-vce.eu>.

Project News

- A paper on "Human Centred Design for ecomobility: the DECOMOBIL project" was accepted for TRA conference to be held in Paris, France from 14 to 17 April 2014.
- DECOMOBIL partners were represented by the Secretariat at TRB Annual Meeting in Washington from 12 to 16 January 2014, leaflets will distributed.
- Next DECOMOBIL seminar will be on sustainable mobility within a resilient road transport systems in Lisbon, Portugal. Date is to be announced very soon!
- Registrations for the Human centred design for ITS conference are opened! Connect to the conference website to register now!

Save the date!

Next conference on
Human centred design for ITS
will be held in Vienna, Austria on
5 & 6 June 2014.
More information
at: <http://conference2014.humanist-vce.eu>

Visit of the BMW Factory & Welt for electric mobility in different scenarios participants

After the presentations and the following discussion in the DECOMOBIL seminar the participants visited the BMW Welt.

Jens Ramsbrock from BMW gave an overview of BMW's approach to electromobility. He showed the charging facilities, gave an introduction to specific value-added services and explained what materials are used to produce for example the i3. The participants were given the opportunity to ask questions and to have a closer look at BMW's i3 and i8.

After the tour at BMW Welt, participants took a guided tour through the BMW factory. A guide from BMW showed the participants the facilities and gave an insight into state-of-the-art automobile manufacture. Participants could have a closer look at different stages of production: the Press Shop, Body Shop, Paint Shop, Engine Shop, the Production of Interior Equipment and Seats, as well as Assembly.



BMW i3



Charging facilities

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