User needs and public acceptance

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 815008

15.06.2021
What are user needs and public acceptance?
User needs

• The degree to which users’ mobility needs (e.g., access to shops, work, deliveries, etc.) are met

• And the *necessary* transportation of people and goods (although not necessarily all wished for trips in the desired mode)
Public acceptance

• The demonstrable willingness to use a system or measure for the task for which it was designed.
The acceptance curve
Why is this important?
Key aspects and principles

- Transparency
- Diversity of users
- Different UVARs, different solutions
- Communicating the UVAR
- Fairness and equity
Transparency
Diversity and UVARs
Different UVARs
different roads to acceptance

6/15/2021
Communicating the UVAR
Fairness and equity
Things to keep in mind

• Tackle a known problem
• Design your UVAR well
• Know your users
• Involve your stakeholders
• Understand the impacts
• Monitor and assess
More details in the related ReVeAL Guidance Documents

www.civitas-reveal.eu/resources-overview/publications/guidances

Thank you for your attention

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