



Assessment of the factors affecting the acceptance of on-demand mobility systems

Scientific Responsible
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The overarching goal of the project is to investigate the factors that influence the acceptance of demand-based mobility systems. This project extends state-of-the-art research in the field of On-demand mobility, as it aims to categorize users in a way that the results are tailored to the specific needs of each group (for example, sensitive street users such as the elderly). The result of the project is the creation of utility models capable of describing the characteristics of potential users, the attributes of the trip as well as the characteristics of the system itself that will increase the attractiveness of innovative on-demand Mobility Services.