Smart Design

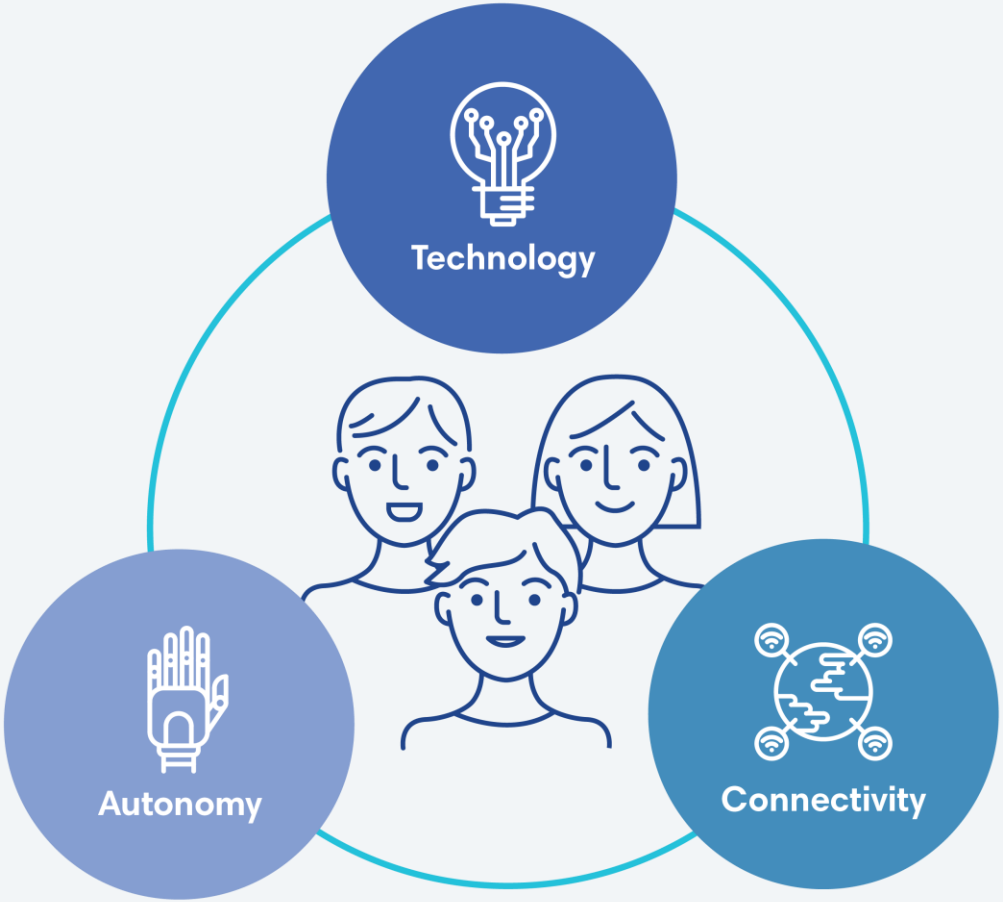
Your convenience is choking us

Anna Soisalo, Smart Design

“ A desk is a dangerous place from which to view the world.

wrote David Cornwell
(aka John LeCarre)

Look beyond the technology



Will our cities become a haven or hell?

Urbanisation is changing the construct of cities.

Predicted world population living in cities

2030 **61%**

2050 **75%**

As we move into cities, so does our travelling.

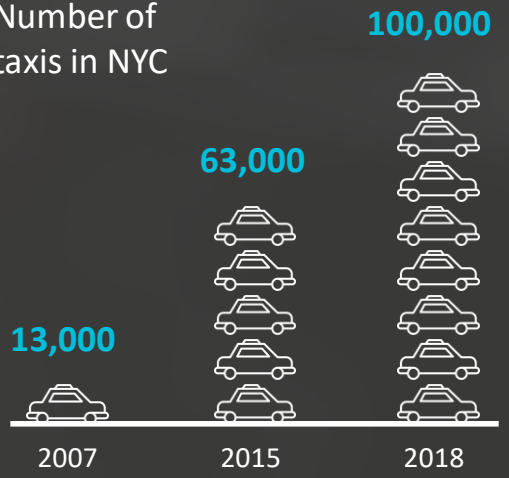


Image: Buck Ennis

Technology is enabling new behaviours.

eCommerce is worth over €600 billion in Europe, and by 2021 expected to increase by

95%

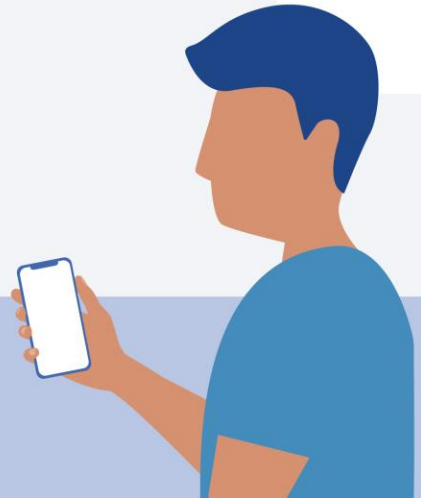
Image: Richard B. Levine

Our deliveries are clogging up cities, making them unhealthy.

40%

of air pollution and noise emissions in urban areas is caused by the transportation of goods.

Will we lure people into giving up some convenience?



The right solution isn’t always the best. **Equity equals inefficiency**.

Ride-hailing services solve *a* problem.

vs

Image: Ford Smart Mobility

But, it's only the first step in our mobility evolution.

Next up

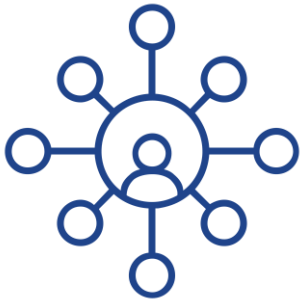
Balancing convenience with community.

For solutions to work in cities they need to cater for a spectrum that goes beyond an urban – suburban dualism.

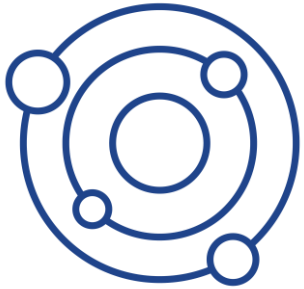
Let the kids get their own car,
so we can sleep.

No longer the ’family chauffeur’.

Three ways autonomous vehicles will impact families



1 **From drivers to orchestrators**



2 **The circle of independence**

3 **Parenting in connected mobility**

Will we be quick enough to sort out our deliveries?

Image: udn.com

Cities are developing clearer visions and strategies for passenger mobility.

Similar strategic views for delivery are less prevalent.

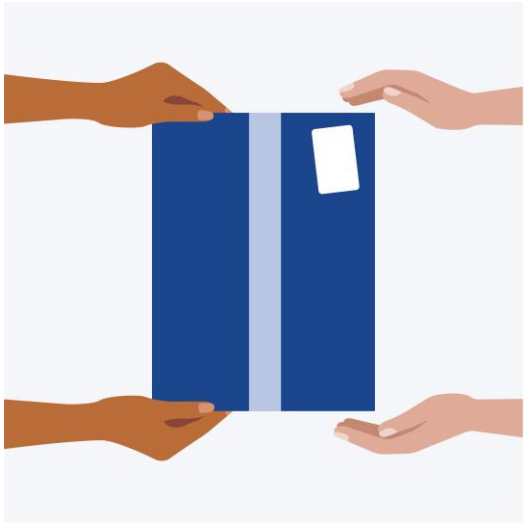
Some cities are working out fixes – ranging from quiet logistics, to logistics and retail zones.

Image: EURIST e.V.

Image: Groupe Renault

Multi-modality connects modes of transport to live journey maps and tools for collaboration.

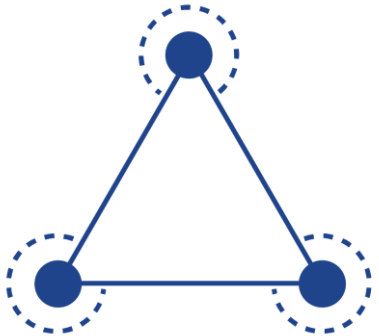
Better collaboration across modes is a total win-win-win.



Addressing the consequence of convenience.

1 Acceptable trade-offs

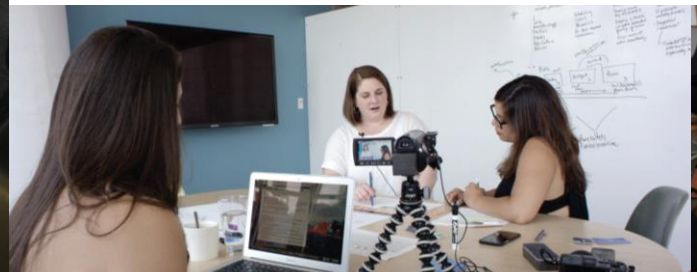
2 Coopetition is the future



3 Balancing the trio

Find the human story behind your innovation.

This makes better design. And better business.



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Thank you

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