

The aim of this newsletter is to inform scientists, developers, experts working in the field of transport and the wider public about the achievements reached with the PEACOX project.

PEACOX – Persuasive Advisor for CO₂-reducing cross-modal trip planning

In this newsletter:

- PEACOX user groups and travelling contexts
- PEACOX questionnaire
- PEACOX user, stakeholder and technical requirements
- PEACOX first milestone reached

Project PEACOX has started at 1 October 2011. The project will run for 36 month finishing in September 2014.

Project partners:

1. CURE - Center for Usability Research and Engineering
2. FLUIDTIME Data Services GmbH
3. TMX - Telematix Software a.s.
4. ETHZ – Swiss Federal Institute of Technology Zurich
5. TCD – Trinity College Dublin
6. ICCS – National Technical University of Athens
7. ITS- ITS Vienna Region
8. TOMTOM INTERNATIONAL BV

“PEACOX – Persuasive Advisor for CO₂-reducing cross-model trip planning” is an international collaboration between eight organisations from six various countries and is supported by the EU under Framework Programme 7.

In our highly globalised world, mobility and transport are becoming increasingly important. This has a strong environmental impact, in particular in urban areas. A substantial part of emissions is related to traffic and mobility, and therefore it has become essential to support and guide users to behave in an ecologically responsible manner with regard to their travelling behaviour and decision making.

The project aims at:

- providing travellers with personalised tools that allow, help and persuade them to plan their travel in an environmentally friendly way
- supporting the users in making eco-friendly travel decisions and give them feedback
- considering the users situational and individual range of acceptable travel choices
- facilitating eco-friendly driving behaviour by providing real-time feedback and instructions about driving
- reducing of the carbon footprint without reducing quality of life and comfort for travellers

USER GROUPS AND CONTEXT ANALYSES

In order to get a detailed overview over user groups and travelling contexts a comprehensive literature review was carried out. Different typologies of user groups were collected, compared and analysed.

For a deeper understanding of travel behaviour, individual preferences and motivations of travellers an extensive questionnaire was set up. The questionnaire was sent out via internal mailing lists, forwarded to different selected institutions and persons for further distribution and posted in the internet (Peacox website, Facebook, different online platforms).

The specific interests of the questionnaire were: (1) To specify user groups and their requirements; (2) To learn about travel habits and preferences; (3) To learn about specific aspects of the users' needs in which Peacox can offer information and support; (4) To learn about environmental awareness of users.

We collected data from 366 participants. The mean age of participants was 37 years. The sample is overrepresented by high educated participants (about 80 % named A-Level, Bachelor's degree, Master's degree or PHD as highest completed education).

The usage of public transportation is much more important than the car to go to work (83 % don't use the car to go to work, but public transport, bike or walk). 64 % of the participants have a pass for public transport and most of the people (93 %) are convinced, that they are well informed about public transport.

Factors that influence travel mode:

Participants had to state which factors are mostly important for their trip mode choice. Cost, travel time, frequency of public transport, start and finish of the trip, number of transfers and comfort are the most important factors for trip mode choice from their point of view.

Influence of context on choice of travel mode:

Each participant was given three situations (Trip to work/school/university, trip for daily errands, Leisure trip). Participants had to rate different factors (frequency of public transport, cost, travel time, energy use, origin and destination, number of transfers) with regard to their influence on the trip mode choice in each special situation. The stated energy use and number of transfers as mostly important. The total travel time was estimated as less important than cost, and the origin and destination of trip.

PEACOX USER, STAKEHOLDER AND TECHNICAL REQUIREMENTS

Requirements for the Peacox project were analysed from all relevant perspectives (user, stakeholder and technical perspective). A detailed overview of the requirements you find in the **Deliverable D2.2 Requirements Document**.

User requirements

A detailed identification of user requirements for the PEACOX application was carried out. The results contain a description of the user requirements and expectations for the PEACOX application.

The main results of the identified user requirements in relation to needed information are summarised as follows:

- **Direct factors** which influence the user's trip mode choice are: Duration/time of trip, distance, comfort, availability, reliability, costs, changes, accessibility, environmental impact, weather. There is a lot of **information** wished by the users: Time and duration of trip, length of route, real-time-information and capacity (parking, sharing items), prices of tickets, route overview and details, emissions, weather forecast, routing information.
- **Emotional factors** have also an important influence on trip mode choice. The most important emotional factors are: Comfort, effectiveness, privacy, experience, autonomy, fitness, status, safety, personal history, environmental friendliness. **Information** needed includes: Amount of changes, weather forecast, purpose, duration, availability, time usage, usability, changes, occupancy, scenery of route, flexibility, calories burned, lifestyle, traffic, trip-recordings, cost, and amount of emissions.

Stakeholder and technological requirements

In order to analyse the (potential) stakeholders as well as their aspirations and expectations towards the Peacox application the following tasks have been performed:

- Assessment of the Peacox value network, involved stakeholders and their roles.
- Assessment of stakeholder aspirations

Stakeholders relevant for the provision of the Peacox application are Local Authority and Association, Linked Transport System, Data / Content Provider, Service Provider and Application Provider.

Additionally, the technological requirements for the overall project were analysed. By setting a common set of technical requirements, documenting the specific requirements for different functional components and assigning the responsibilities for each partner.

PROJECT PEACOX REACHES FIRST MILESTONE

The first project milestone, the definition of requirements (user, stakeholder and technical requirements) was finished! An important basic document for the analysis of requirements was the Deliverable **D2.1 Description of User Groups and Travelling Contexts**. The requirements have been collected and documented in the Deliverables **D2.2 Requirements Document** and **D2.3 Stakeholder and Technical Requirements**.

Contact to the Peacox project

For more information about the Peacox project take a look at the project website at <http://www.project-peacox.eu> or contact the project administrator.

Project administrator:

Johann Schrammel, E-mail: Schrammel@cure.at

CURE - Center for Usability Research & Engineering

Please do forward this newsletter to people that might be interested in the project!