Design for Acceptance

Chances of Digitalization and Automation for User-Friendly Public Transportation

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Technological Progress
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DLR.de • Chart

IAV – Project HEAT

Autonomous Shuttles

BVG – Emily

"Under absolutely no circumstances!"

"Under which circumstances would you ask your < 6-year-old child to use an autonomous shuttle?"
Technological Progress

Digitalization

Automation

Autonomous Shuttles

IAV – Project HEAT

BVG – Emily

„Under which circumstances would you ask your 6-year old child to use an autonomous shuttle?“

„Under absolutely no circumstances!“

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Technological Progress

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IAV

–

Project HEAT

Autonomous Shuttles

BVG

–

Emily

"Under absolutely no circumstances!"

"Under which circumstances would you ask your 6-year-old child to use an autonomous shuttle?"

Automation Digitalization
Fundamental physiological needs

Safety needs

Social needs

Cognitive needs

Self-realization

Maslow (1971)
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Self-realization

Cognitive needs

Social needs

Safety needs

Fundamental physiological needs

Maslow (1971)

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Maslow (1971)
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„Under absolutely no circumstances!“

Autonomous Shuttles

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Maslow (1971)

Self-realization
Cognitive needs
Social needs
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Fundamental physiological needs

Maslow (1971)
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How can we help you?

Grippenko vene et al. (2018)
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„Under which circumstances would you ask your 6-year old child to use an autonomous shuttle?

„Under absolutely no circumstances!“

Autonomous Shuttle

IAV – HEAT

BVG – Emily

Under absolutely no circumstances!
Yes, technology can…

…if human needs are considered!
Thank you for your attention!

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