



Hochschule für
Wirtschaft und Umwelt
Nürtingen-Geislingen

Mobility Issues in Waiblingen

An app-based solution for work commuting

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Introduction

Methodology

Literature review

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Case Study

Focus Group

Conclusions

Further research

Agenda

Introduction

Why

How

What

Problem Definition

... the 'settlement sprawl' of 'hyper automobility'

(Freund and Martin, 1993 in Adey, 2017, p. 227)

- Population in 2018: 56.357
- The number of existing cars in the city of Waiblingen, per 1000 inhabitants: 589
- The number of work commuters for work into and out of the borders, as defined by the municipality, respectively: 20.370 and 17.189
- The number of employed persons who are residents of Waiblingen: 27.992
- The number of employed persons for whom Waiblingen is their workplace 21.575

Source: (Statistik-bw.de, 2017, 2019)

Research Question

How might companies reduce the usage of the private car for work commuting in Waiblingen by implementing an app-based solution?

Methodology

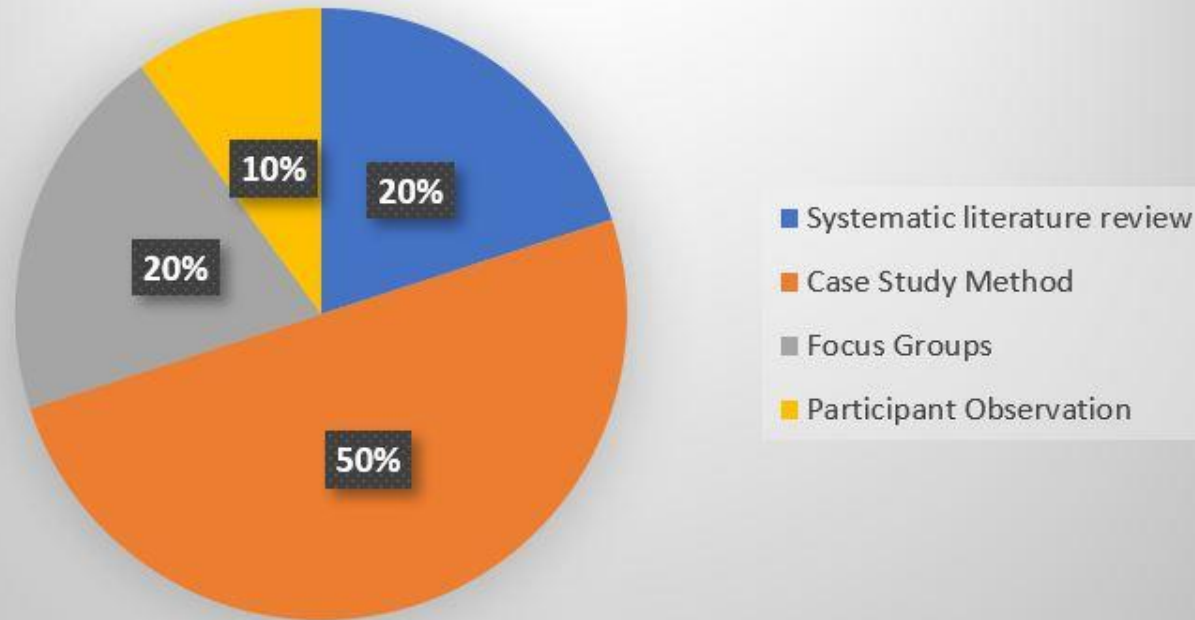
Case Study Method

Systematic literature review

Focus Group

Participant Observation

Weighting Methods



A research design is a plan that logically links the research questions with the evidence to be collected and then to be analyzed in a case study. (Yin, 2018, p.288)

Participant Observations

The analysis of the first observation





The analysis of the second observation



The comparison of first and second observation

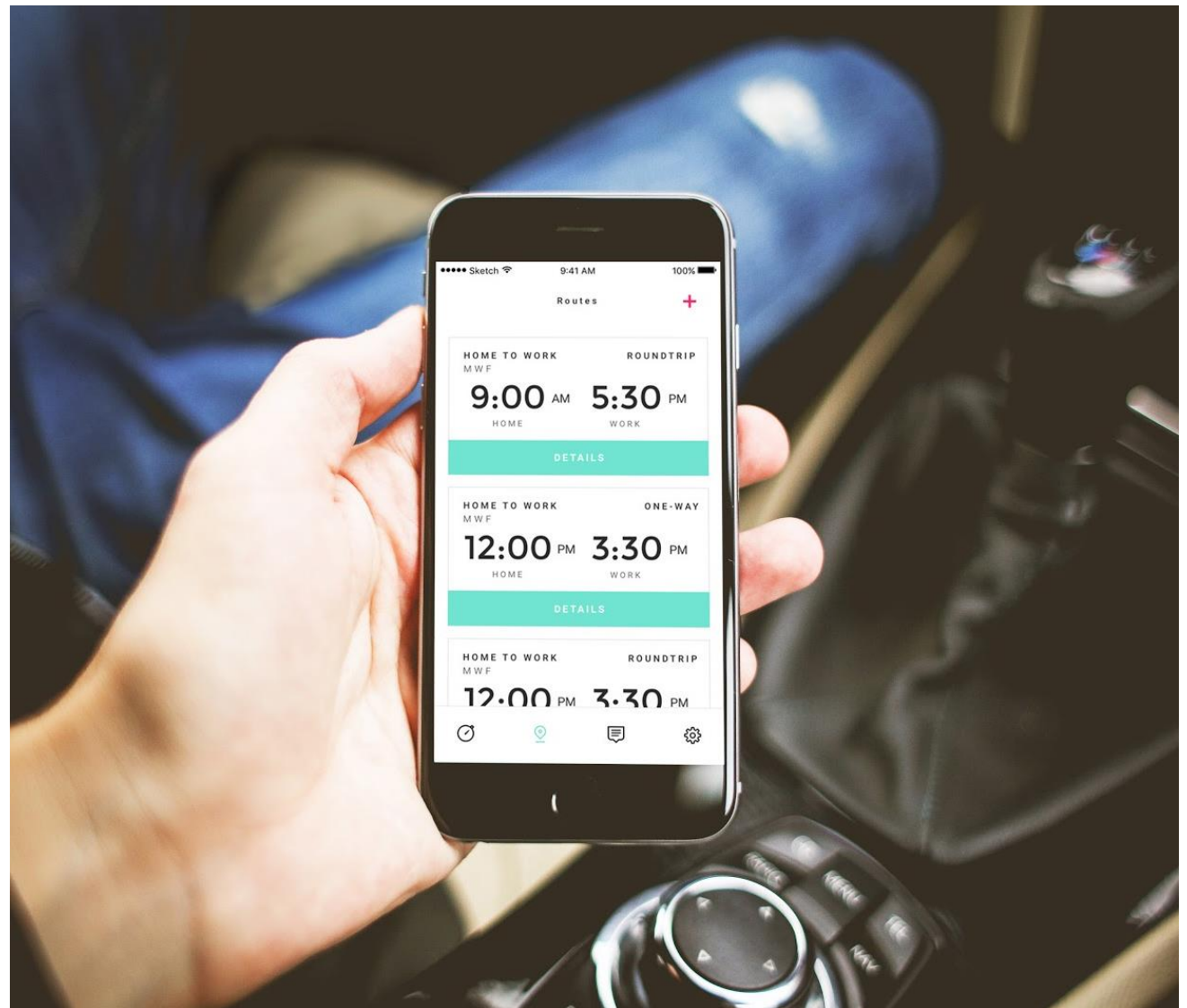


Case Study

Splitting fares Inc (SPLT) a Detroit based United States start up corporation which was founded by Anya Babbitt in 2014.

A smart phone-based platform that lets companies, universities and municipal authorities offer ride sharing services to their employees or students.

SPLT claims to have 140,000 users in the United States, Mexico, and Germany in 2018





Focus Group

Focus group with selected experts

8 participants; one and half hour

Open/Closed Interview

Work commuters, different modes of commuting

Insight in lived and experienced everyday mobility


Problems regarding mobility

Gesprächsleitfaden

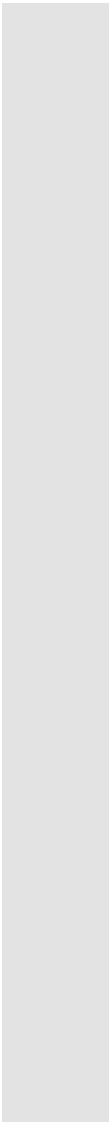
Fokusgruppe am 25.06.2019 von 19:00h-20:30h

- Ziel der Befragung: Mobilität in Waiblingen – Wie gestaltet sich Berufspendeln für Berufstätige am Stan

Zeit	Thema	Methode
5 min.	1. Einführung & Organisatorisches <ul style="list-style-type: none"> • Danke und Willkommen • Charakteristik von Fokusgruppen: informell, offen, vielschichtig (viele Wege), ausdehnbar, alle Sichtweisen, verschiedene Meinungen werden akzeptiert. • Es gibt keine richtigen oder falschen Antworten Ziele: <ul style="list-style-type: none"> • 3 Studentengruppen HfWU, Master Sustainable Mob.: Modul: Problembasiertes Forschungsprojekt: Mobilität (Probleme) in Waiblingen -> Lösungsansatz (Seminararbeit), Fokusgruppe: Sicht von „Experten“ Gibt es Fragen, Anmerkungen, Bedenken?	Vortrag Moderator
10 min.	2. Vorstellung und Warm-Up? <ul style="list-style-type: none"> • Stellen Sie sich doch bitte in der Runde kurz vor: <ul style="list-style-type: none"> - Vorname, Name, Wohnort, Arbeitsort (Firma) - Bevorzugte Art des Pendelns, Mode - Meist benutzte Art des Pendelns Unterschiede? Warum?	Fragen stehen zur Orientierung auf dem Flipchart
20 min	3. Erlebte Mobilität (Waiblingen, Pendeln) <ul style="list-style-type: none"> - Beschreiben Sie wie Sie persönlich Mobilität (in Waiblingen, Pendeln) erleben? - Welche persönlichen und allgemeinen Probleme / Schwierigkeiten / Auffälligkeiten fallen Ihnen auf im Bezug auf Mobilität / Verkehr / Infrastruktur? Warum...? Evtl. Gründe - Wie könnten diese Probleme verbessert oder behoben werden? - Vorschläge, Ideen, ... 	Explorativ



Possible Outcomes Hypothesis Creation

- Enhance Companies Reputation
 - Employees Benefits
 - Possible Reduction of number of cars on street
 - Economic Factors
 - Benefits To Other Stakeholders
 - Environmental
- 

Conclusion



HYPOTHESIS CREATION



**COMBINATION OF VARIETY
OF SOLUTIONS AND
APPROACHES –
INTERLINKING**



**THE SOLUTION IS THE MOST EFFECTIVE
WHEN IMPLEMENTED ALONG WITH OTHER
SOLUTIONS**

Future Research

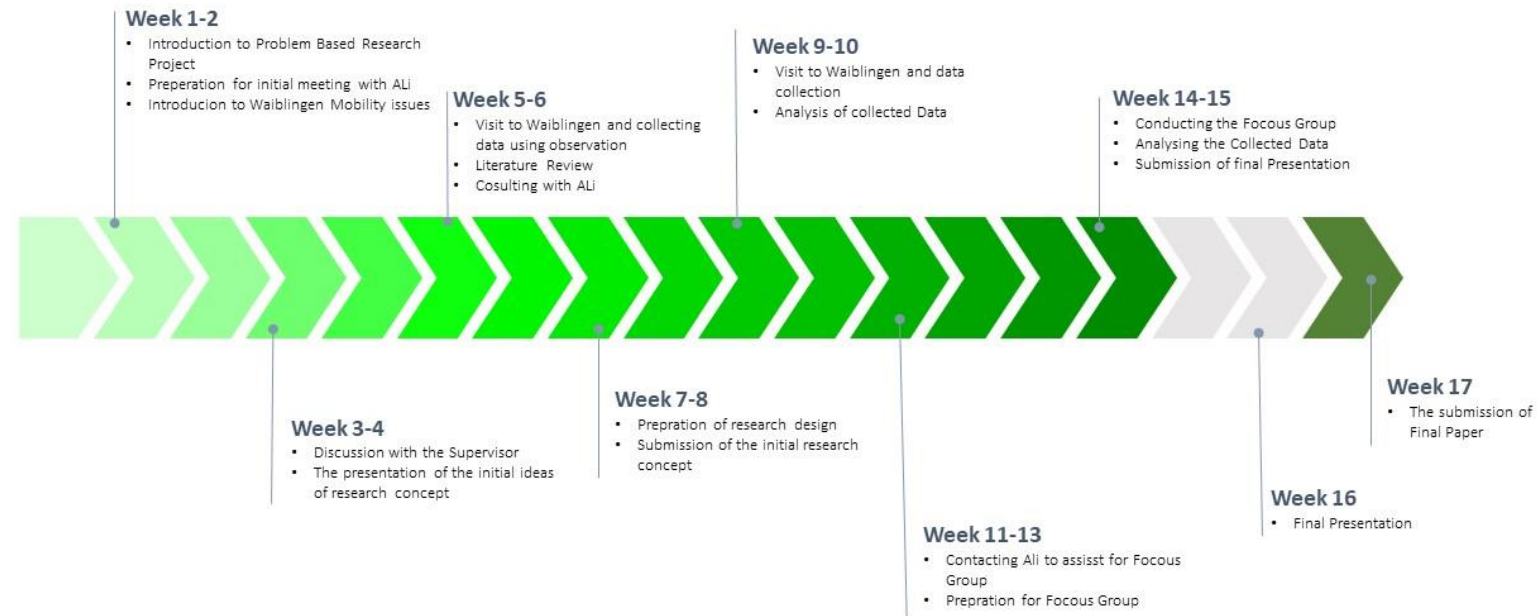
Masters Thesis – hypothesis testing

How effective the app could be in decreasing number of cars if the solution is implemented in real world?

Investigation of critical mass of users of the app



Work plan and packages



29.06.2019

Source: Authors

Work plan and packages



Thank you!