JOSEF MAYERHOFER

UX on Board
The Case for a Human-Centered Mobility Strategy

Ξmpatic

**The Human
Experience Company**

We design
experiences.
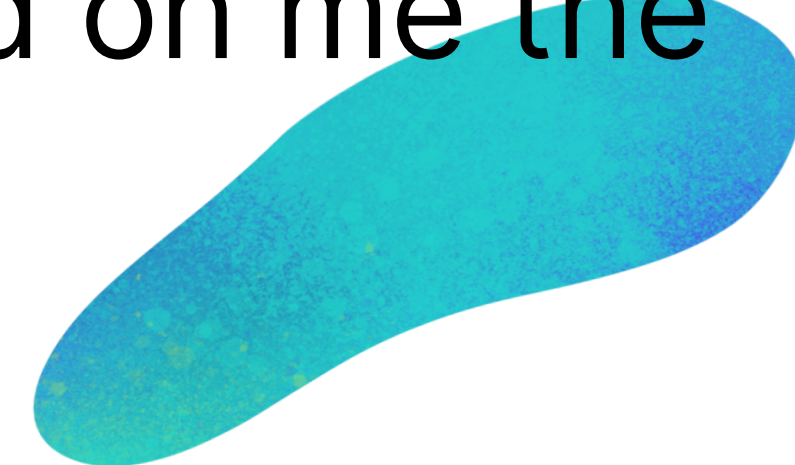
We identify business
opportunities.

We change
organizations.

"It took me 30 minutes to figure out which buttons to press to get this shared car open.

In the end, it took me longer than the bike ride would have.
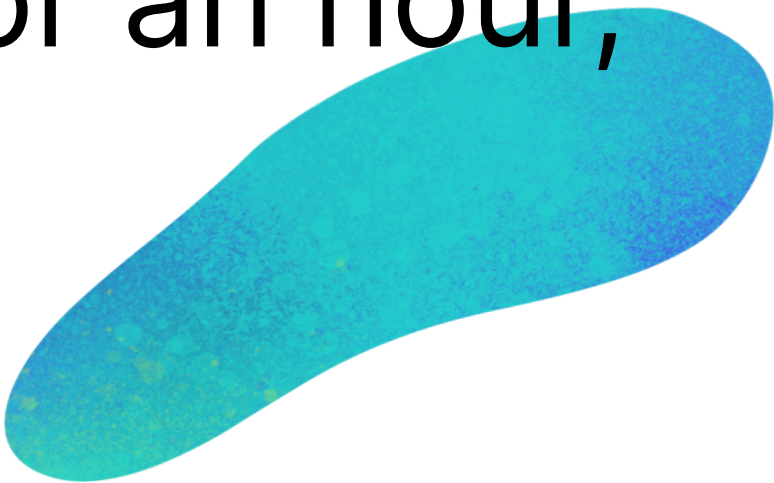
And did I mention that it rained on me the whole time?"

"And when the app crashed for the third time, this was the moment I decided I will dodge the fare.

I really did not care anymore!"

"As a field technician, it's very important that I find the broken device quickly.

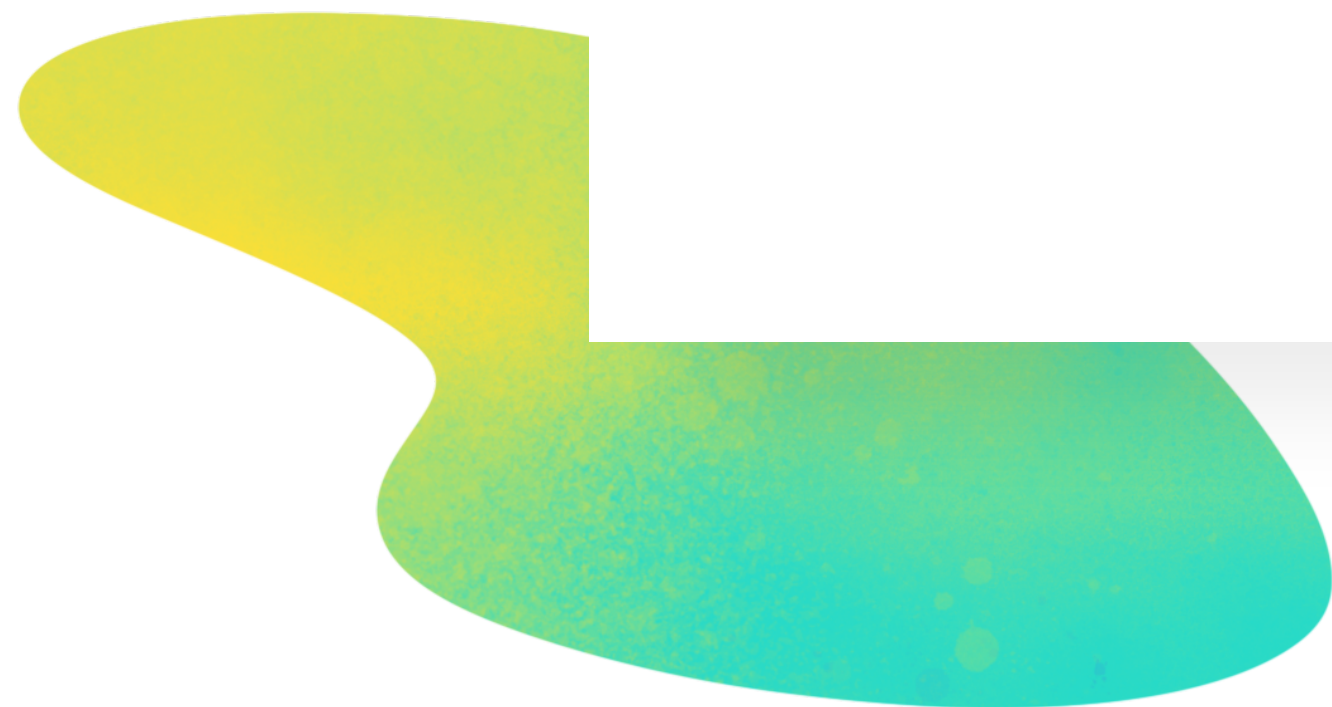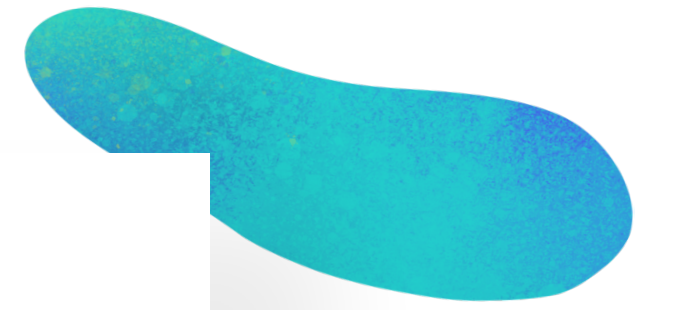But with our current app I'm stranded on the parking lot, often searching for an hour, before I can do something."
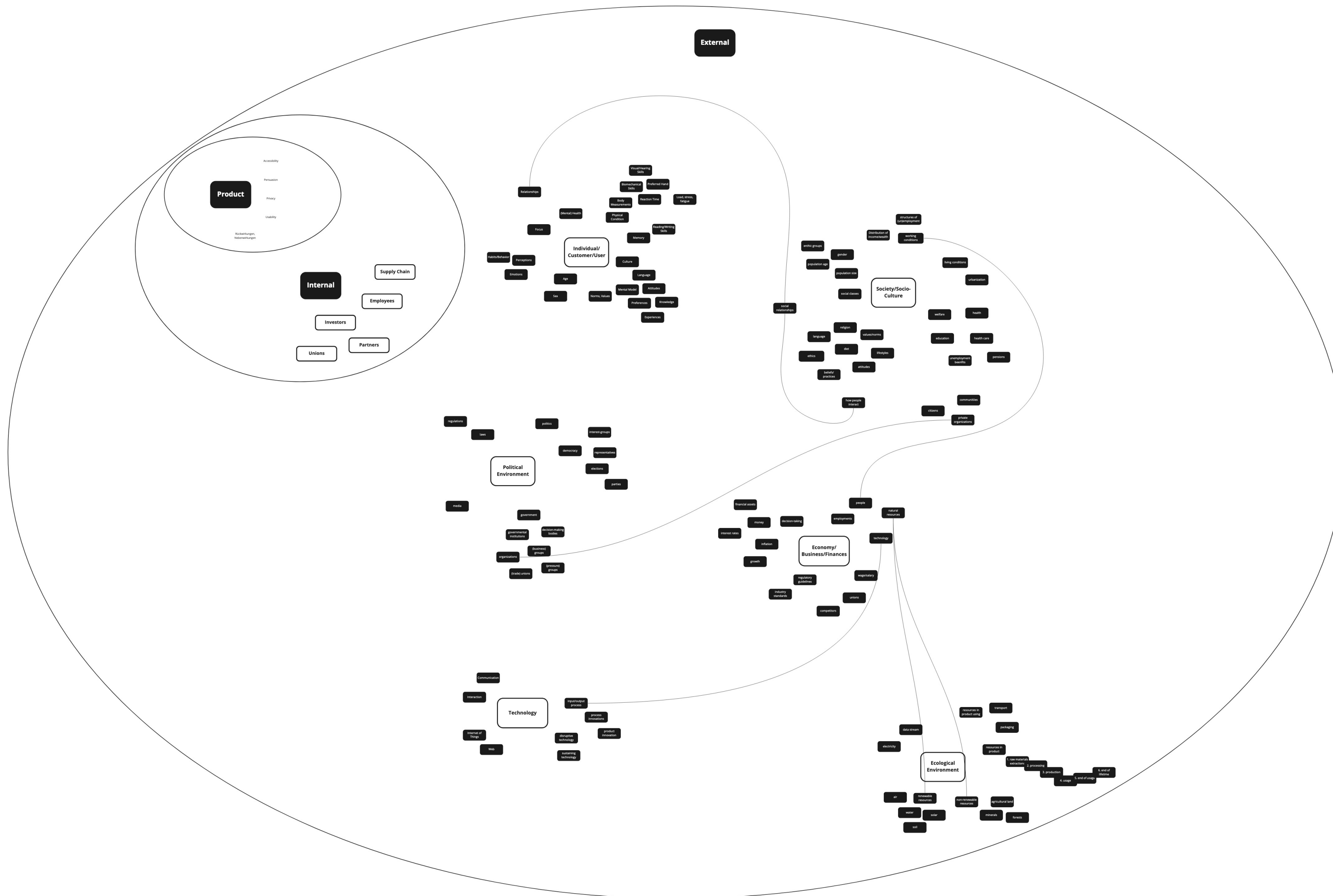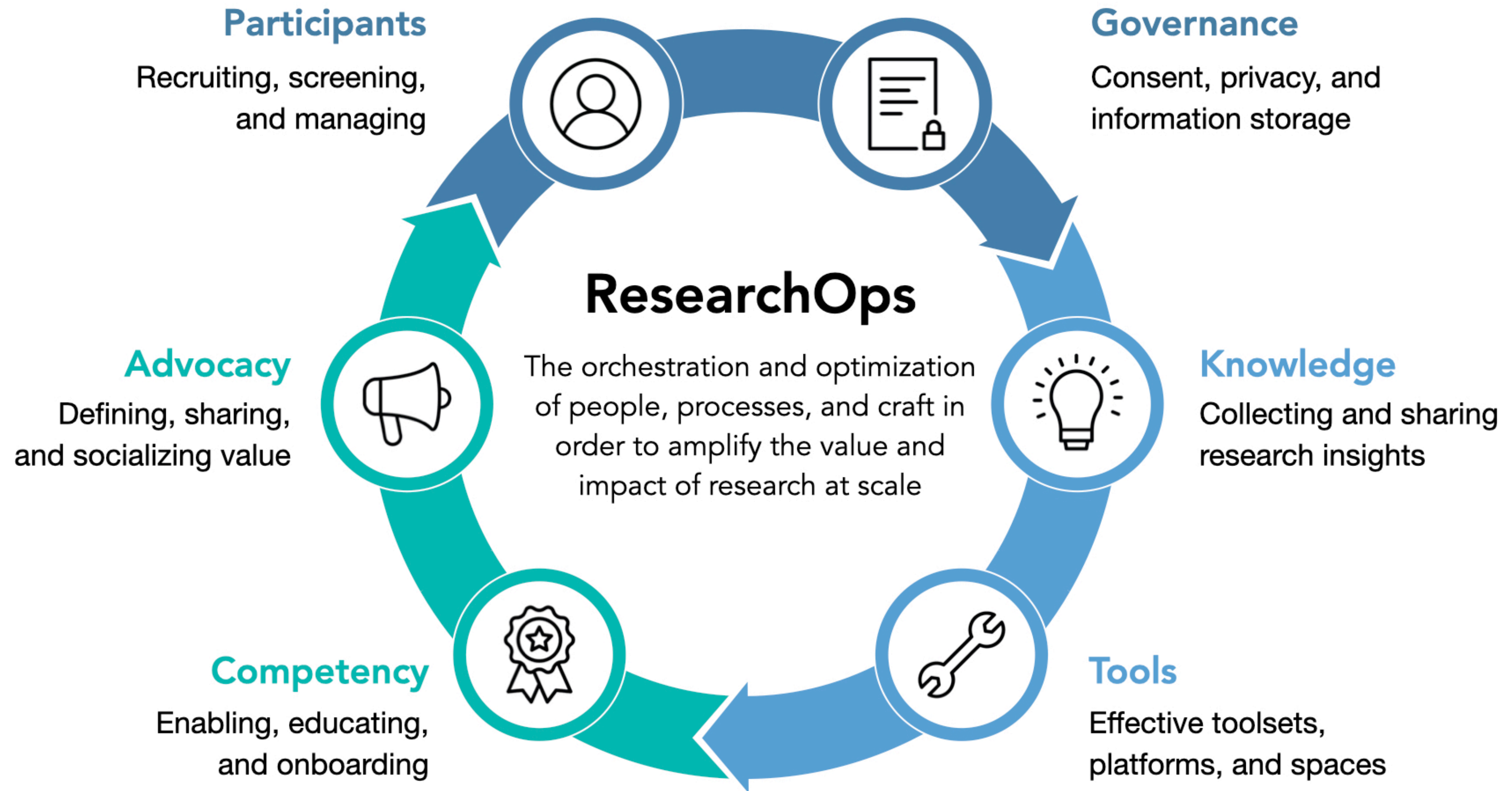
1. Human-Centered Design

2. Business Ecosystem Design

Eco System Map - Example

3. Attitudinal Organizational Change

ResearchOps

The orchestration and optimization of people, processes, and craft in order to amplify the value and impact of research at scale

Participants
Recruiting, screening, and managing

Governance
Consent, privacy, and information storage

Advocacy
Defining, sharing, and socializing value

Knowledge
Collecting and sharing research insights

Competency
Enabling, educating, and onboarding

Tools
Effective toolsets, platforms, and spaces

The human experience company

IMAGE: NN/G NNGROUP.COM

Human-centered design creates value, experience, impact, growth & revenue.

Human-Centered Design

We put people in the center, and we can only understand people by talking to them and developing empathy.

Business Ecosystem Design

Designing and participating in ecosystems opens up new growth opportunities, allowing us to become much more meaningful to customers.

Attitudinal Organizational Change

A cultural shift is needed within companies. Every employee in every department should be inspired to work in a human-centric way, by practicing it together.

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