



Service Design for Internal Sustainable Mobility

Designing Internal Sustainable Mobility Solutions for employees at a Swedish Automotive Industry

The challenge was to design an internal mobility service for Scania in Södertälje, or improve the existing one for making the mobility of its employees time and cost efficient as well as sustainable in the same time.

Methodology and Process

Service Design approach was chosen to carry out the project, in order to explore the needs of the users, and discover the reason of their behaviour, as well as being able to design a mobility system which meets the actual needs. Three loops of iteration was used each started with an interview session, and ended with concept generation or development.



The walking concept was designed to incite Scania employees to walk more. For this, safety needs to be ensured with **repainted zebra crossings**, installed **street lights**, and **speed limit reduction** on the major roads. In order to make the walking a pleasant activity, **greenery** was suggested to be implemented along the walkways. **Covered pathlanes** were designed to protect people from the weather. For making the walk a quicker mode of mobility more shortcuts need to be facilitated. Direction signs are proposed to be installed showing time and distance to different destinations.

The biking concept proposes the implementation of **Scania shared bikes**, which would be a fleet of bikes provided for employees to share at Scania. In order to facilitate **safe bike storages**, common bike storages for both personal and shared bikes would be implemented at major spots. Biker friendly **infrastructure** around Södertälje including Scania campus is also required to make safe biking possible at Scania. Installation of **bike mounts on Scania Job Express busses** is recommended, so employees could bring their own bikes to Scania to use internally.



	7:00	10:00	13:00	17:00
On schedule every 10 min				
On demand upon request				

On-demand service requires the **Rundtursbus to depart in 10 minutes frequency** during peak hours. Between 10:00-13:00 the Rundtursbus would belong to the fleet of the on-demand service, which can be called real-time. The **service operation would be extended from 7:00 to 17:00**. Online pre-booking and real-time **booking of Komfortcabs** would be available through the application called Scania Move. **Online tracking system** is provided for tracking each car.

The **Scania Move map-based application** would be able to calculate the time and distance between different destinations at Scania. Using this app, employees would be able to see and compare the time and distance in case of different transport modes and chose according to their actual needs. Scania Move would provide **navigation for walking and biking**. It would show the **locations of bike stations at Scania**, provide information about the **availability of the Scania shared bikes**, and would enable employees to **book a bike mount on Scania Job Express bus**. It would **show the routes and timetable for Rundtursbus**. Pre-booking and real-time **booking of Komfortcabs** would be possible using the app.



An Autonomous vehicle would eliminate human drivers as a resource, and it would also provide opportunities for higher flexibility, safety and an overall efficient mobility system which is all in all future proof. The first operation would take place inside the fenced area, to test how the service works. The routes would be guided by GPS. By the time, the autonomous service would replace On demand service completely.



Master of Science Thesis by Vishal Baid and Irén Seres
 +46729491799, +46762801441
 vishalbaid2707@gmail.com, iren.seres@gmail.com
 The project was provided by Scania CV AB, Sweden.