



The Future of Urban Mobility — User Testing

REFUELING GUESTS

**“From liminal to memorable space, what does
the urban mobility space of the future look like?”**

2050



Floor Plan



Charging Process



Amenities

+ Future
Tests

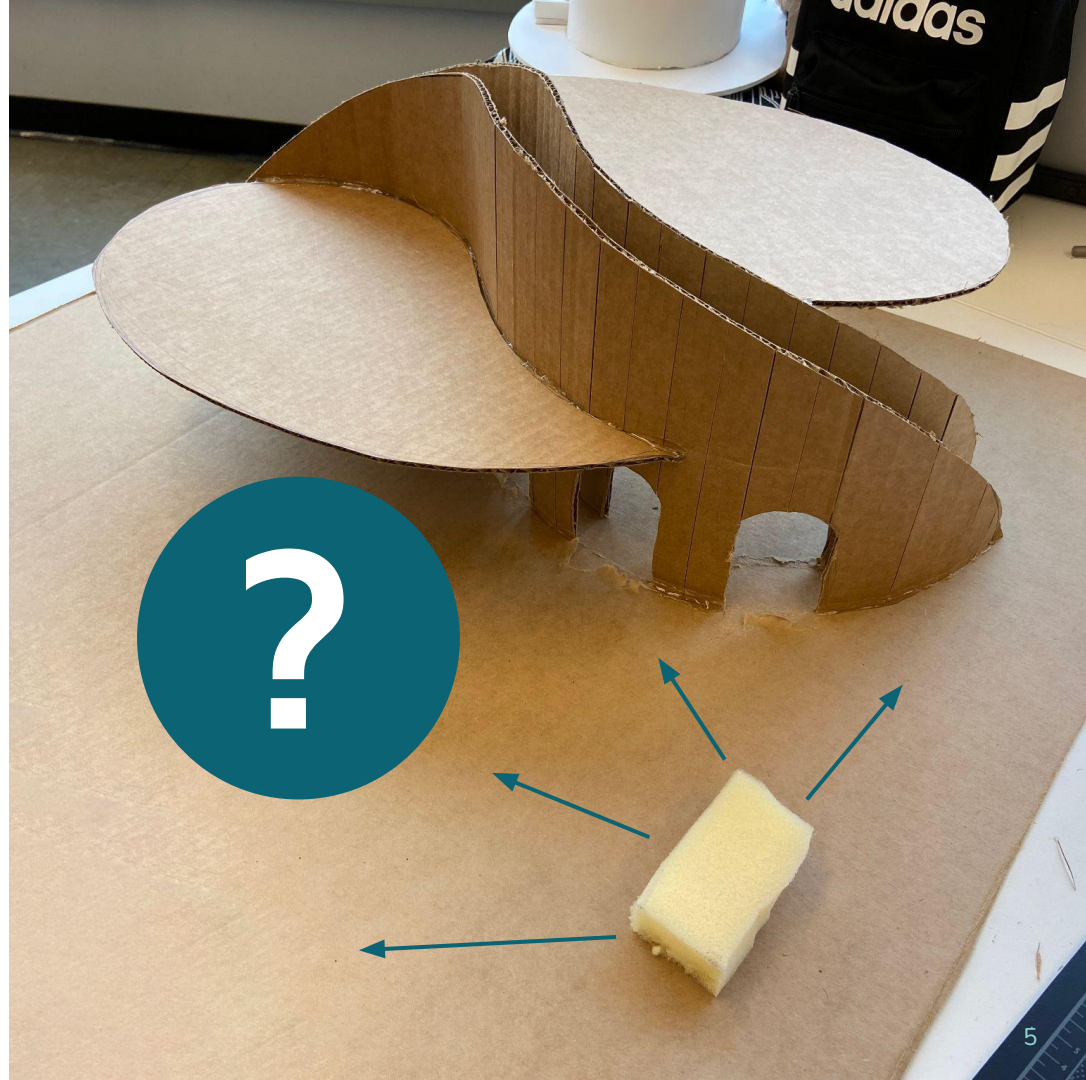
Floor Plan



Parking Flows

Users were instructed to **park cars** in our urban mobility space.

To ensure **freedom of placement**, we only informed them that this was a building they would spend a few hours at.



Testing Results



Hot

- Popular parking area



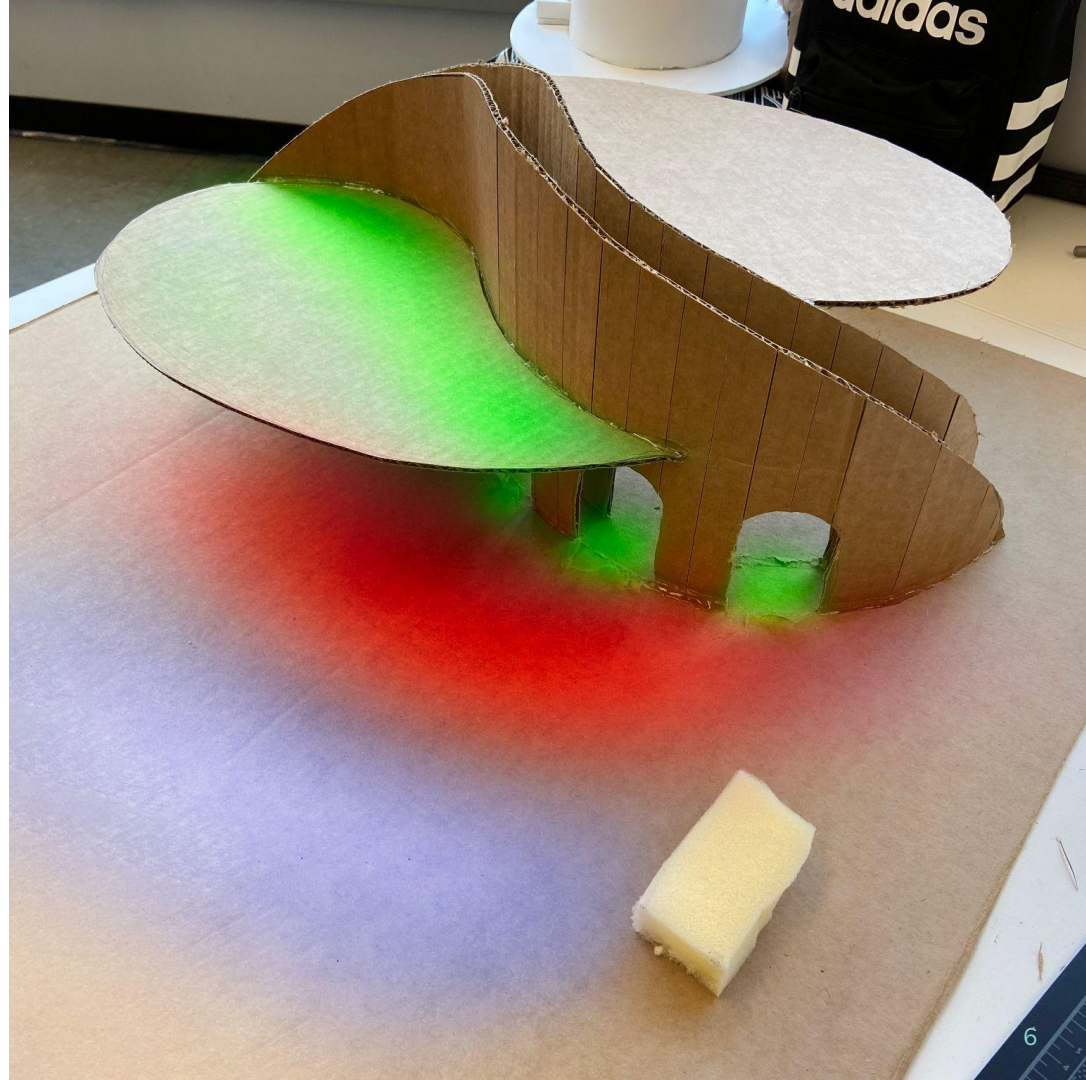
Cold

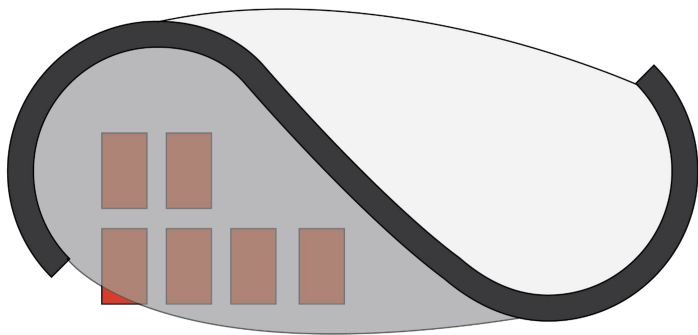
- Few parked here



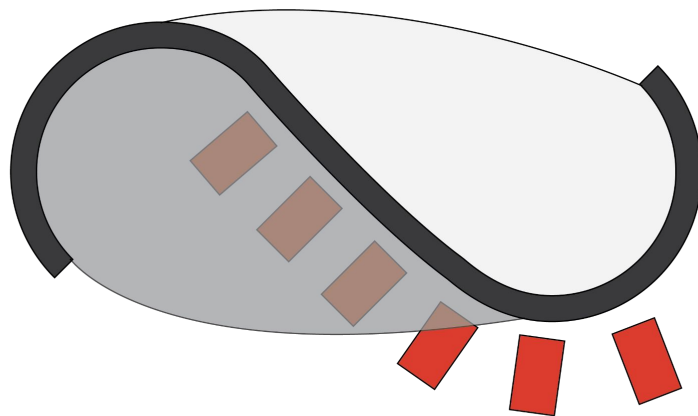
Unique

- Unintended parking

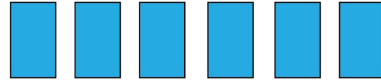
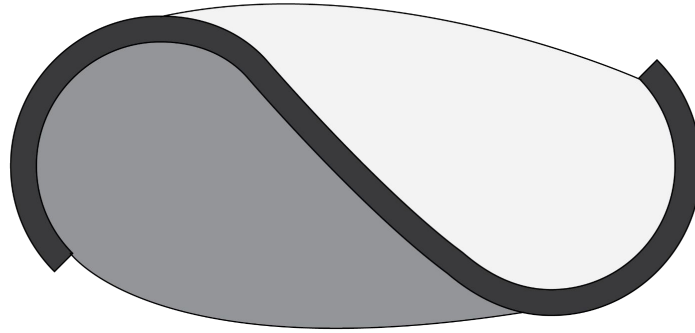




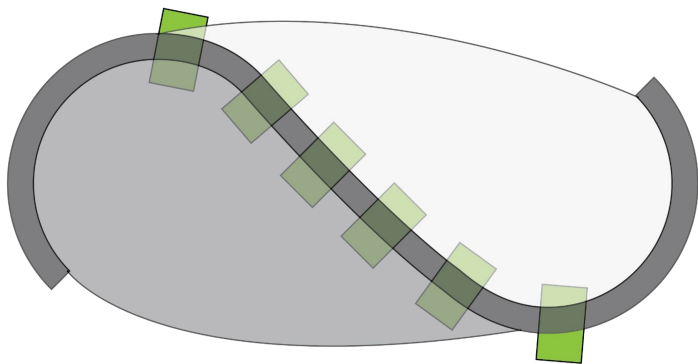
Parked under overhang



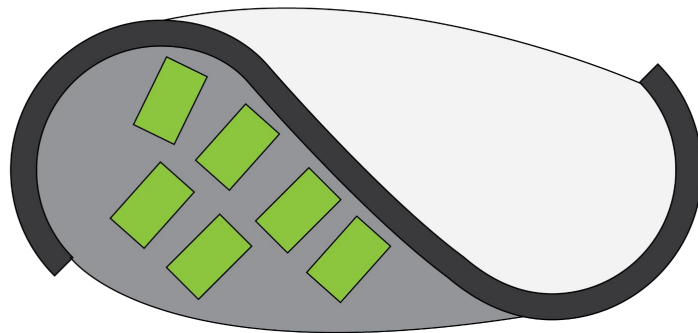
Followed building shape



Traditional lot

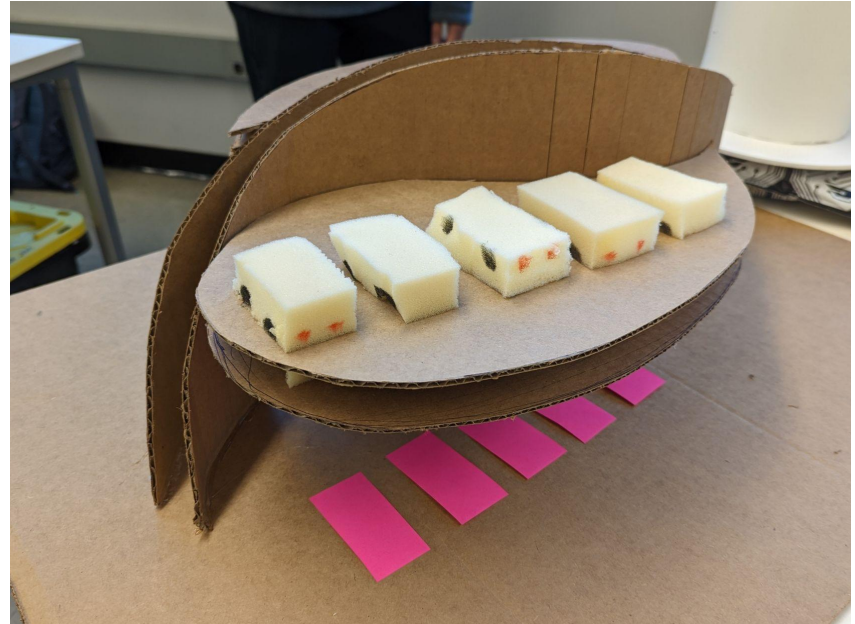
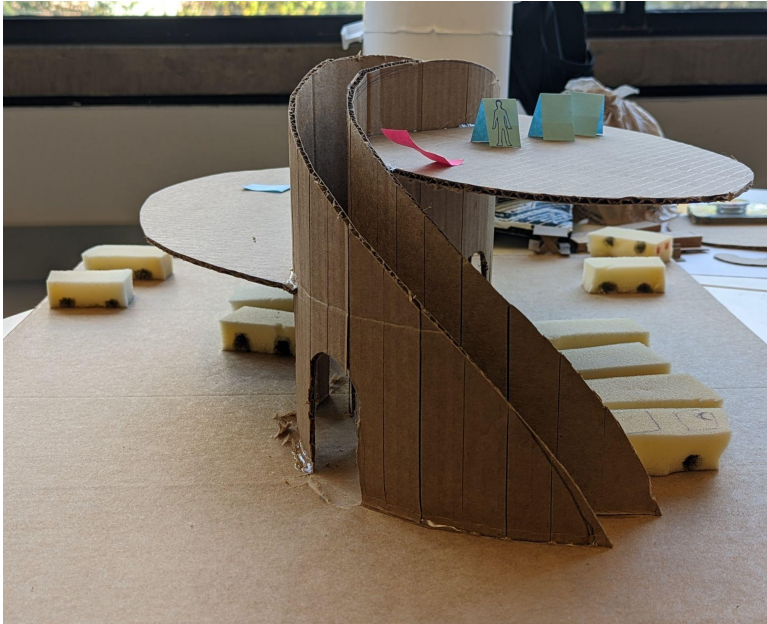


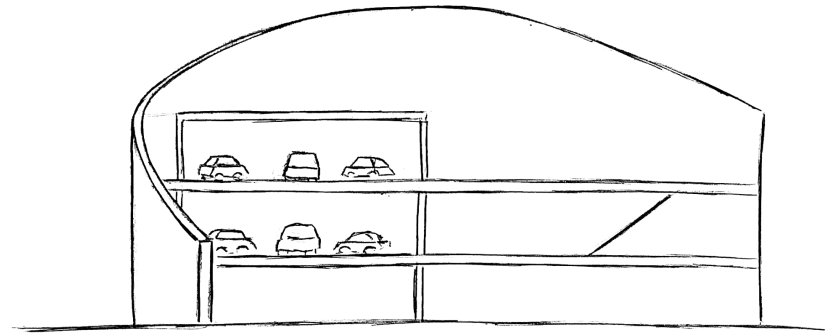
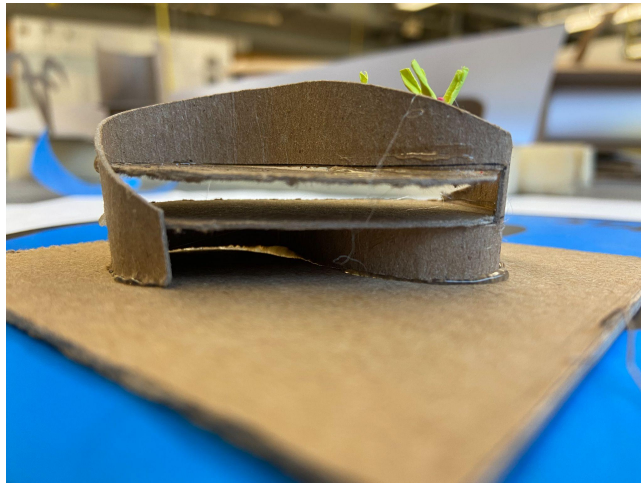
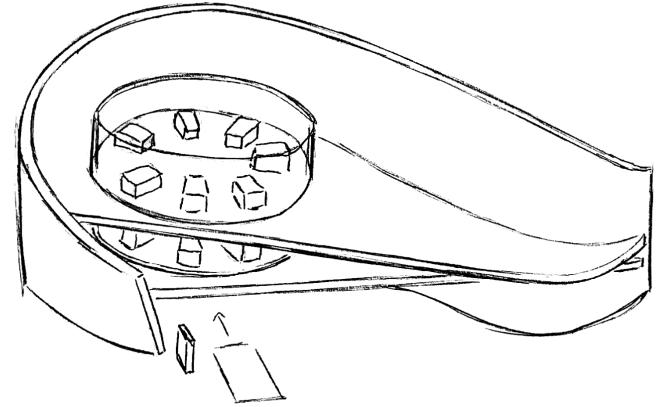
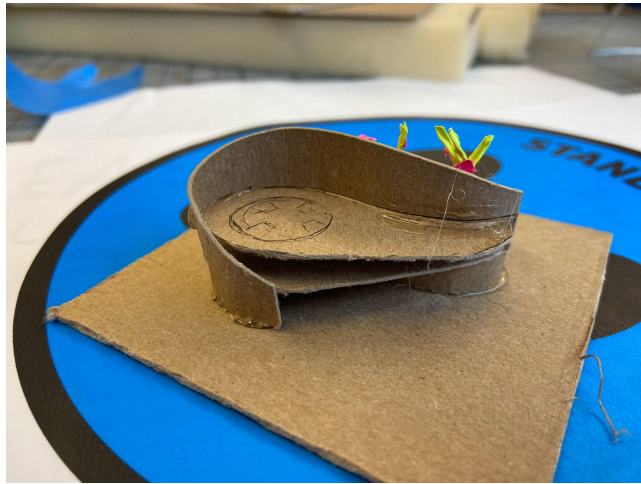
Parked through arches

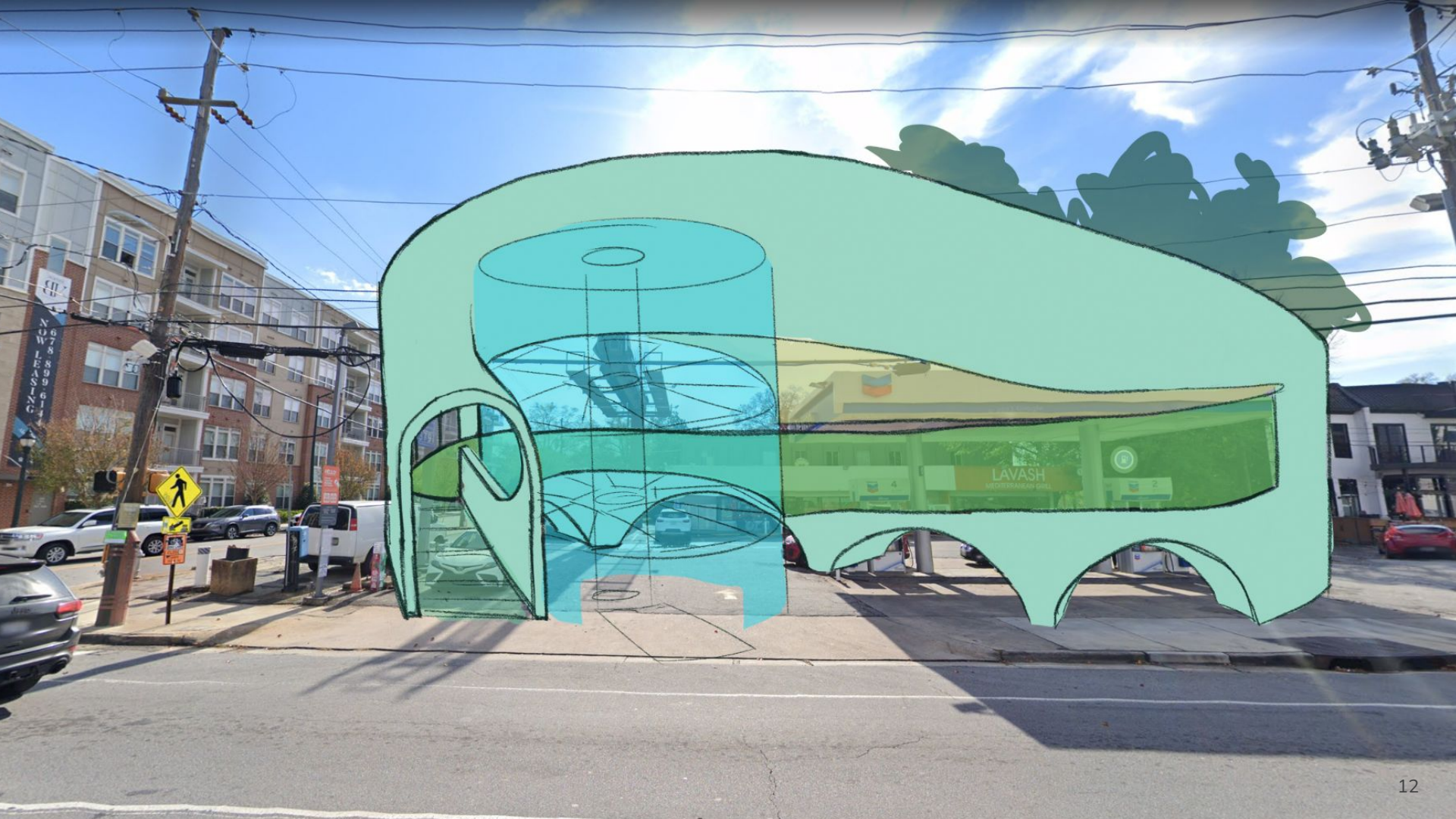


Elevated parking

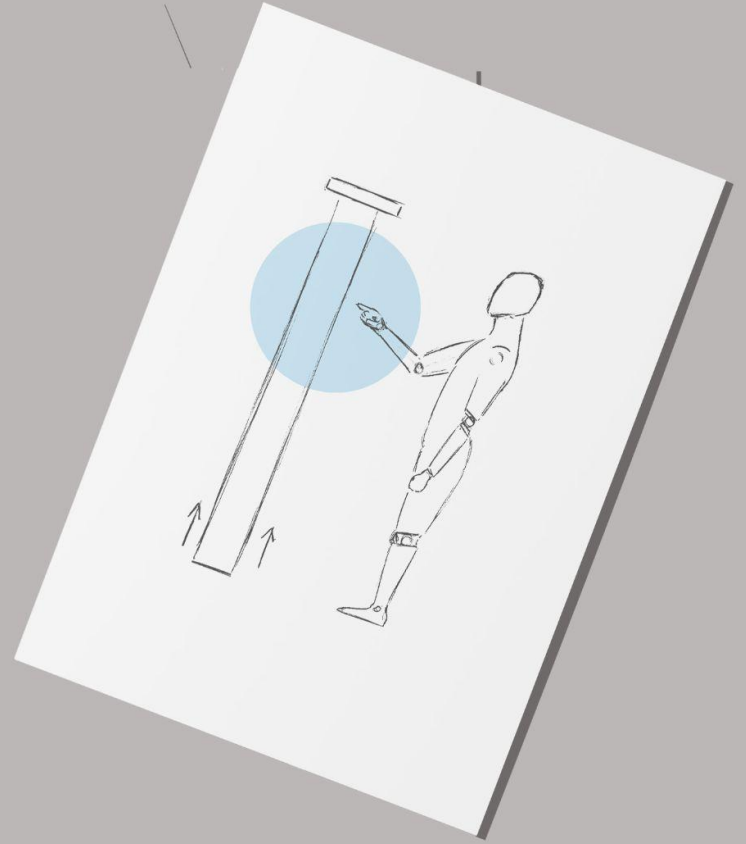
Adjusted Parking Model







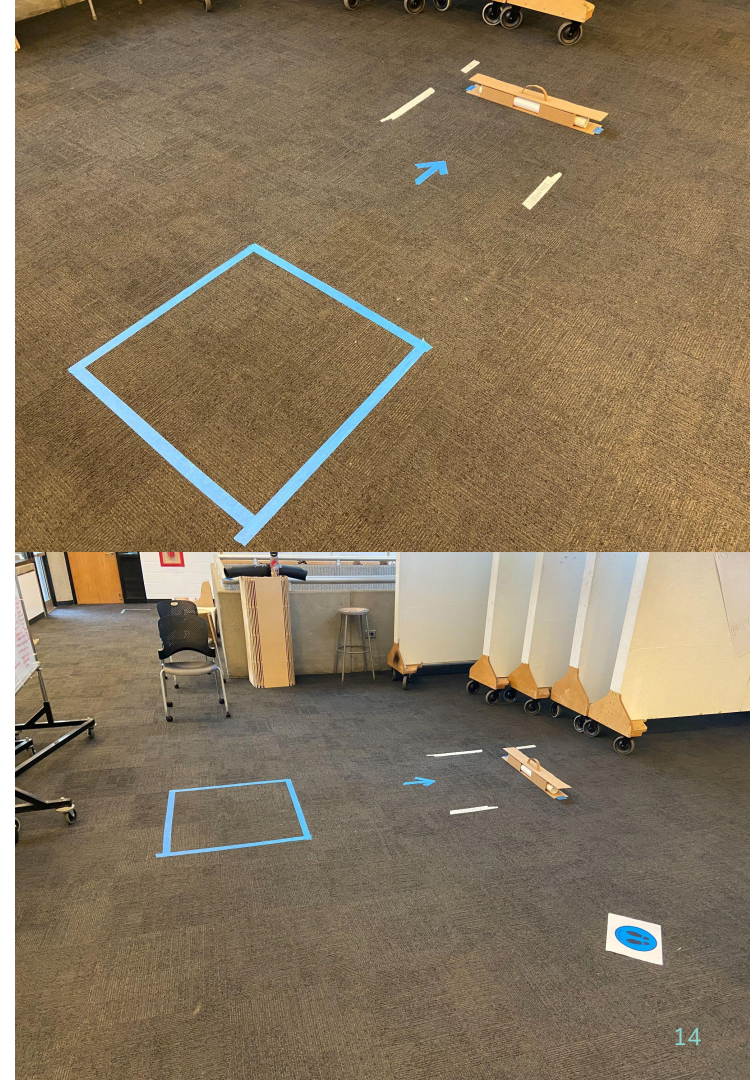
Charging Process

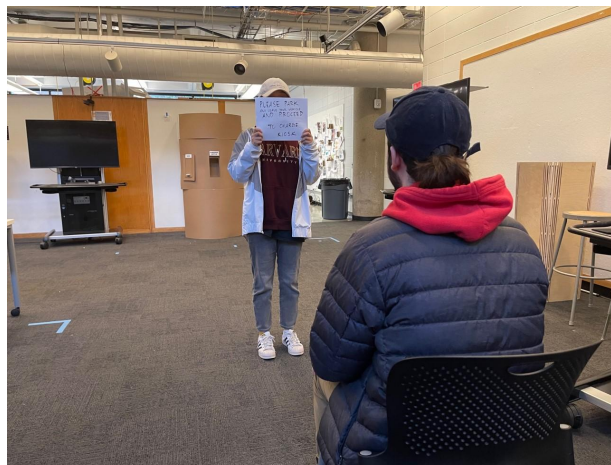
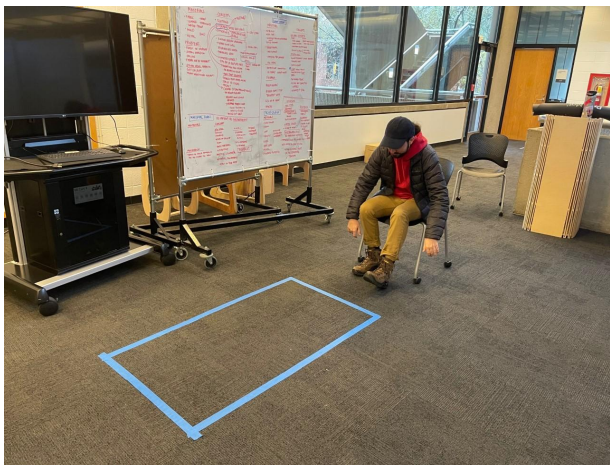


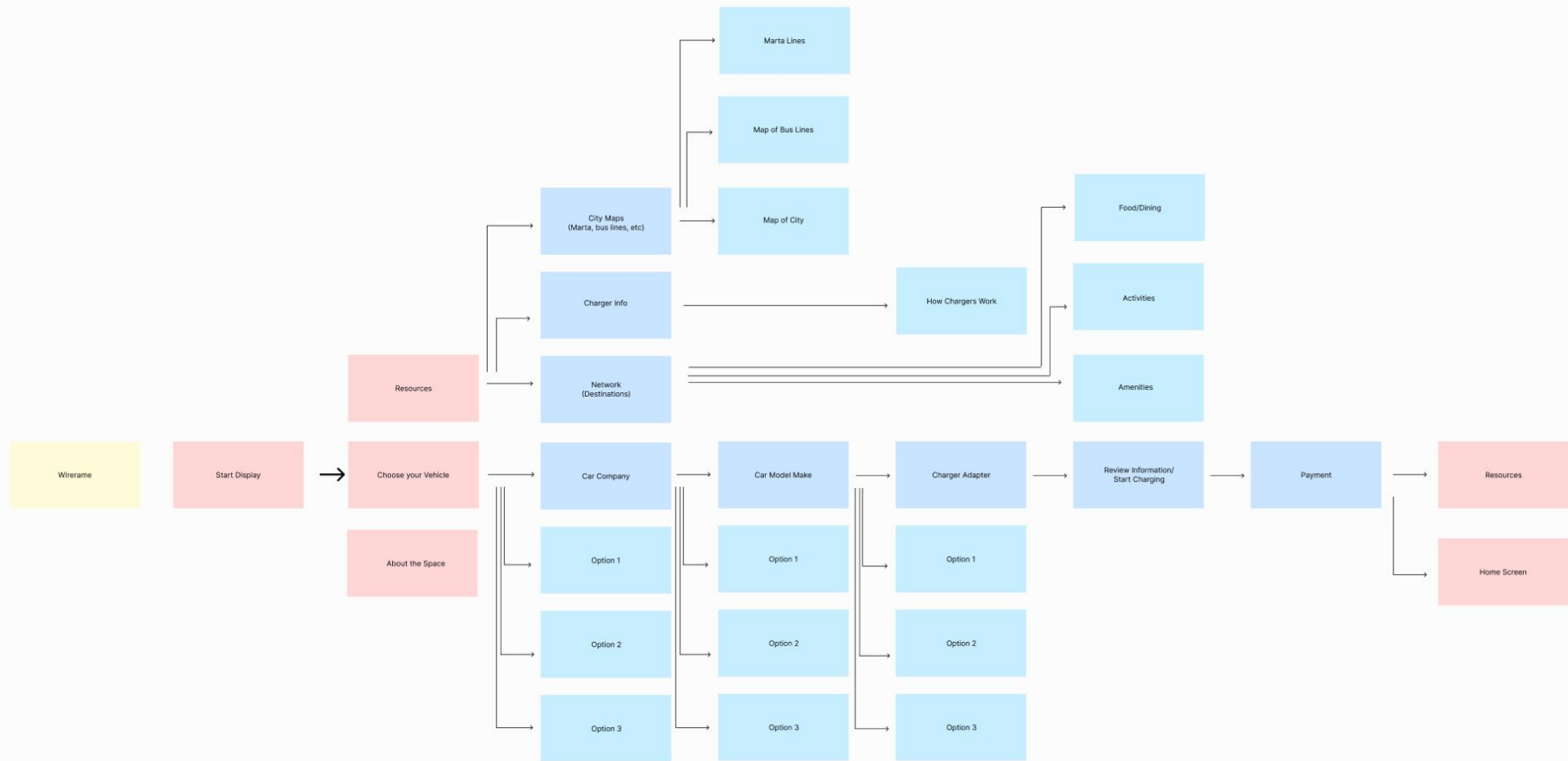
Testing Strategy

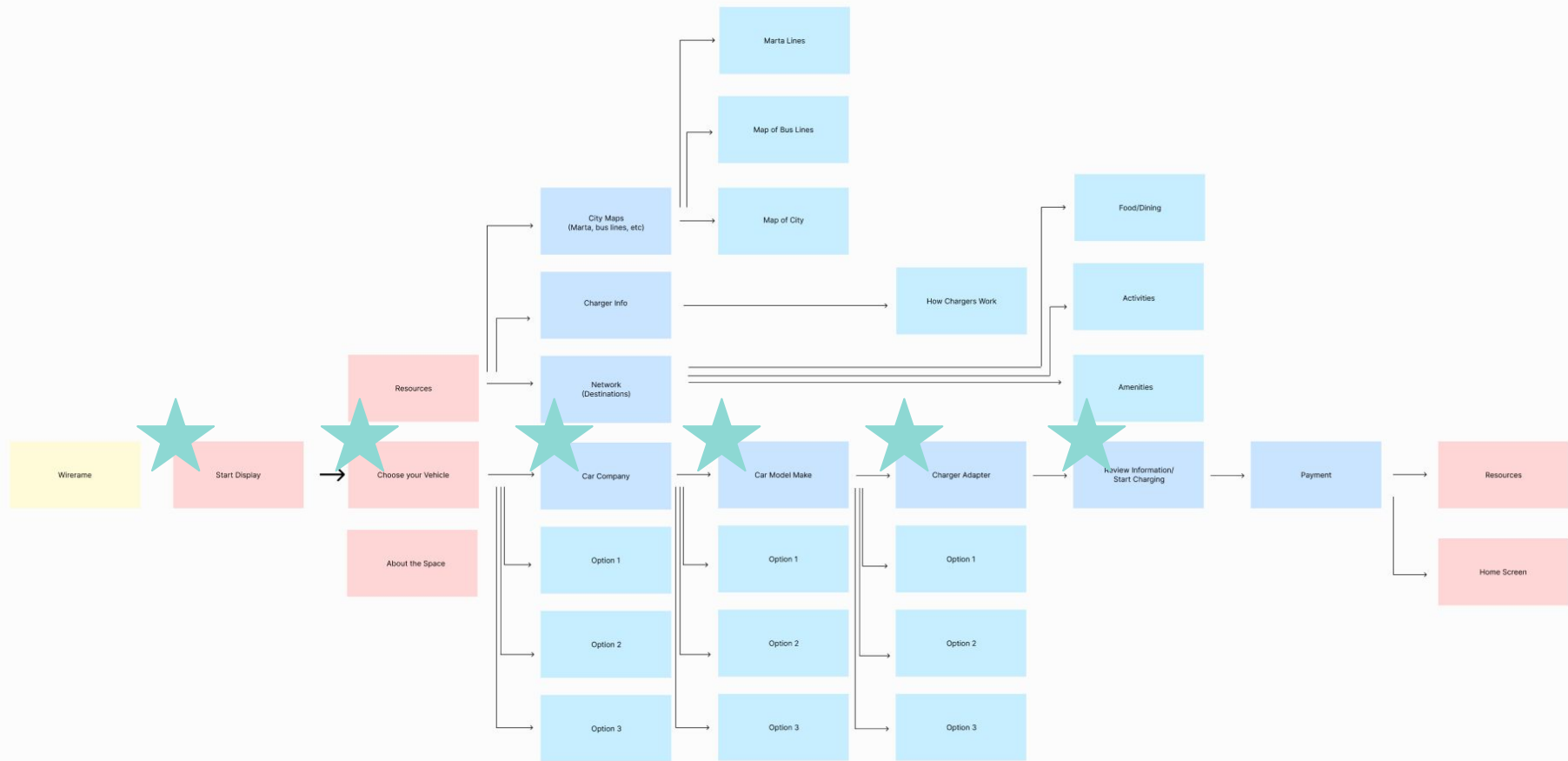
Looking for speed bumps in **elevator parking** and **charger preparation**.

We had people park their car in a designated parking spot, navigate through our **car elevator system** and interact with the **Charger Kiosk UI**.



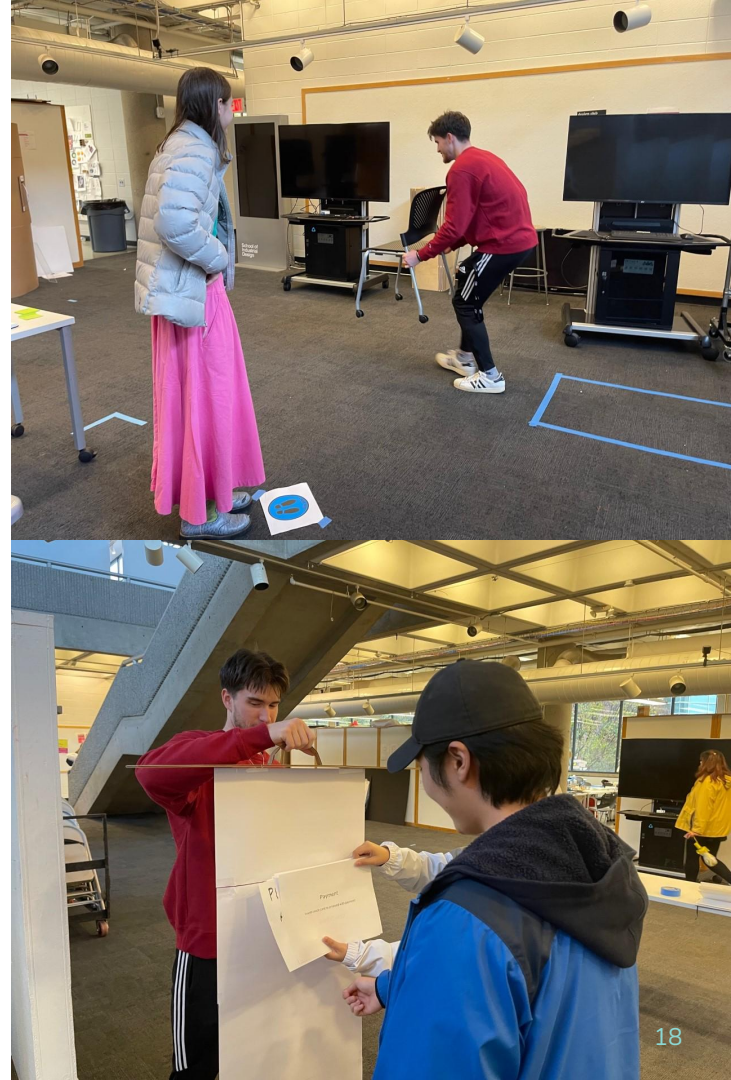






Testing Results

- Car Elevator Safety
- Parking System Navigation
- Charger Kiosk UI
- Human Aspects

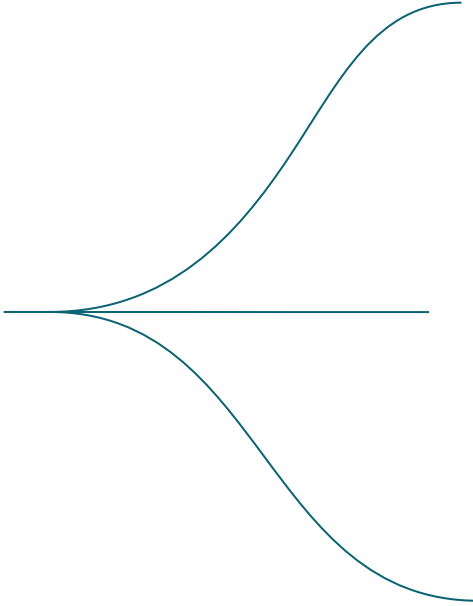


Amenities



Third Place Habits Survey

52 responses

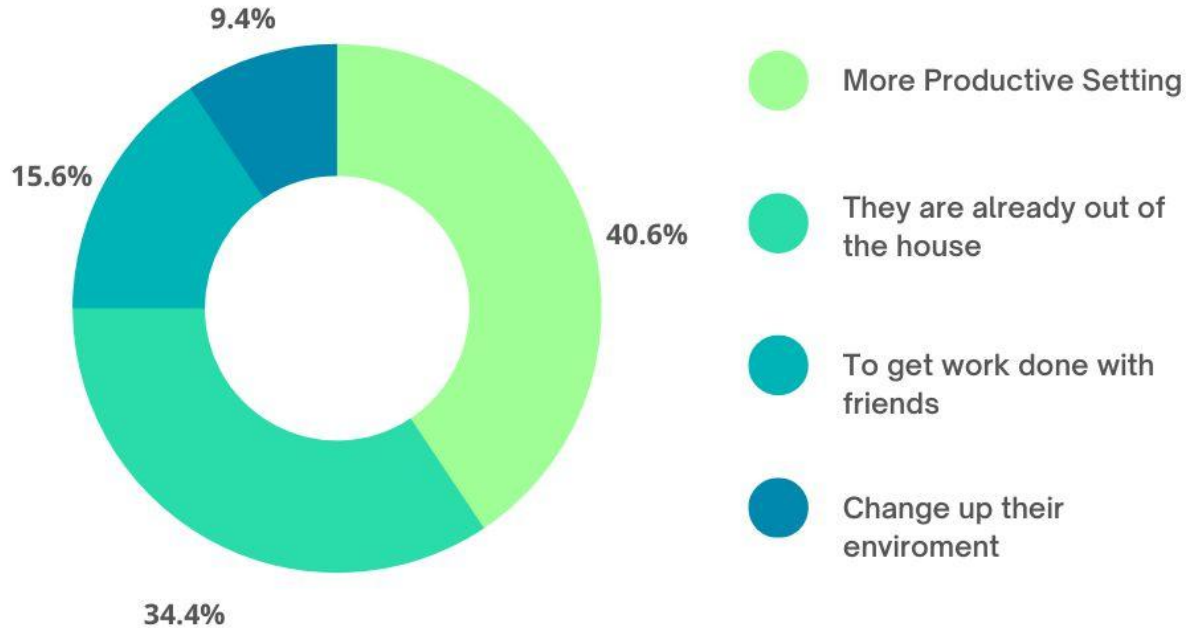


65% seek out local
foods and vendors

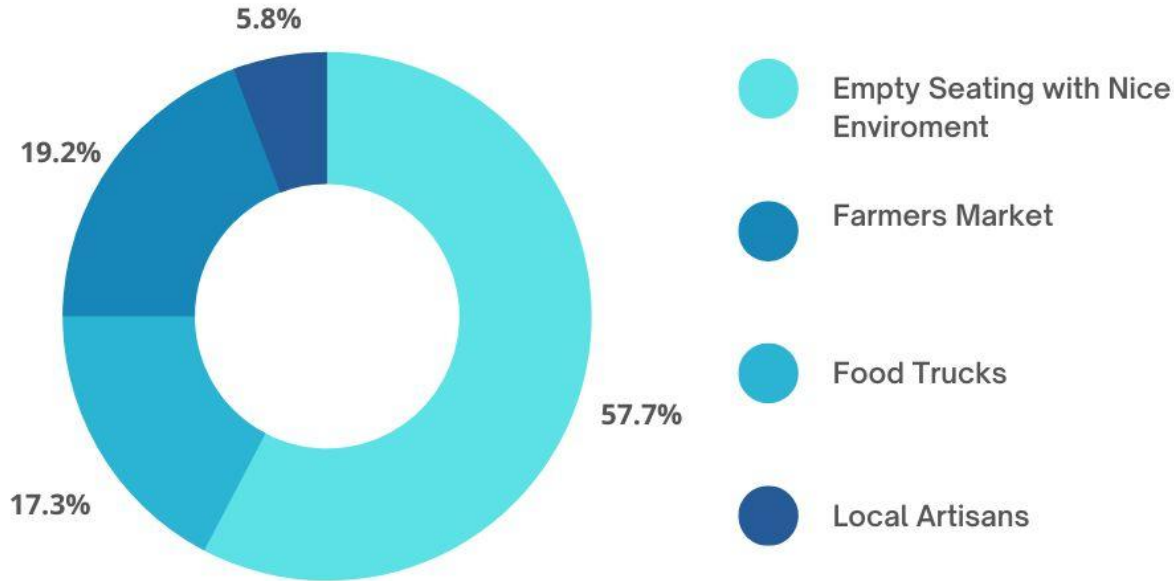
85% work in public
once a month or less

60% would work more in
public if it fit their errands

Why do you choose to get work done in public settings?



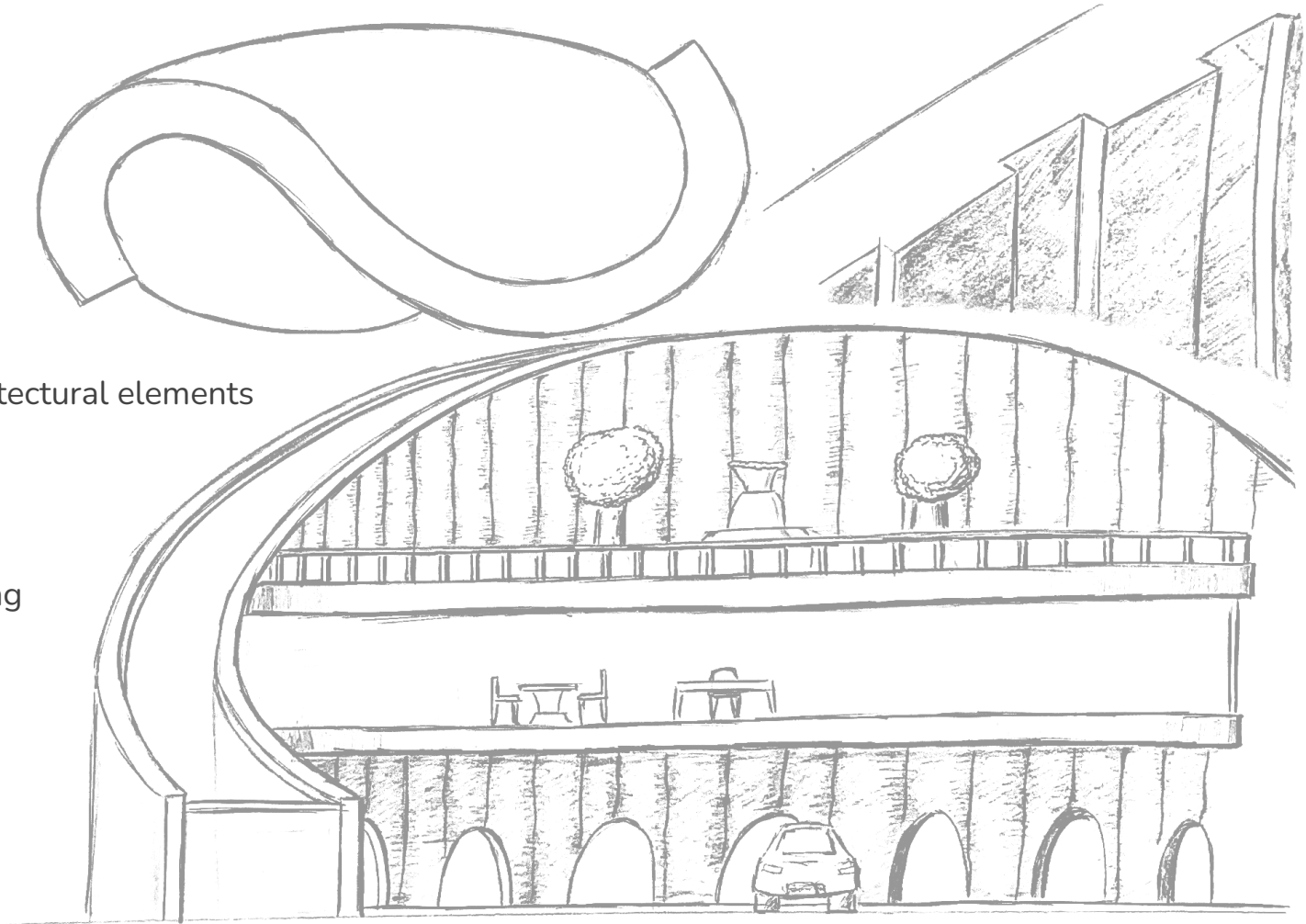
Which would most likely draw you to an area?



86% would attend multiple times a month

Future Testing

- Select Atlanta architectural elements
- Safety logistics
- User interface testing



THANK YOU

