

## **6. Project file**

### **I/ Feedback**

As MOBYL was created by young professionals from different companies who all have a demanding job we have found it complicated to attend all the meetings organized by Extrême Défi or to go to the organized conferences. However, every time we have participated it was very rich. We did a collaboration with 4 students at ESTACA, who helped us cross-check the viability of our vehicle. We will start looking for a prototyping place, for example, we are already in contact with Hall32.

### **II/ First results**

MOBYL has conducted a survey in order to understand the views and wishes of generation z and y on the mobility of the future. The key findings are outlined below :

The survey was conducted on 1500 people, which were representative of the French population.

It comes at no surprise that the youth predominantly favor three primary modes of transportation: cars, walking, and public transit. In bustling urban centers, young individuals tend to embrace a more diverse array of options, with a significant quarter frequently opting for their personal bicycles in addition to the trio.

While speed understandably ranks as a paramount consideration in transport choice, it's not the sole factor at play. Price, flexibility, reliability, proximity, and simplicity all wield considerable influence in decision-making. For shorter distances, there's a preference for softer, more sustainable modes of travel. However, this doesn't entirely exclude car usage, especially for the one-third of young people residing within a 6-kilometer radius of their workplace or studies. Among this group, a notable majority both walk and utilize cars for their daily commuting needs.

The car, for the Youth, symbolizes freedom, albeit at a considerable financial cost, even for the most environmentally conscious individuals. This sentiment is particularly pronounced among those in rural areas, where car dependency is at its peak.

Encouragingly, a noteworthy one-fifth of the Youth expresses a readiness to embrace more eco-friendly practices, provided there is support from both governmental bodies and private enterprises. Hence, the impending challenge for the future of transportation lies in striking a harmonious balance between affordability, sustainability, and safety.

We further included some questions regarding our first concept in order to cross-check if our solution would be interesting to the French population. There was also a generic question about their perception of the difference between electric and thermic cars. To that question, we collected little to no answers, most participants believing there is no difference. The only positive point the participants highlighted is the absence of noise when using an electric car.

## **Feedback and Sentiment Analysis**

Out of the 1500 respondents, we received a total of 821 positive feedbacks, indicating a noteworthy level of interest and endorsement. Conversely, 853 respondents expressed reservations or provided negative feedback. This balanced feedback dichotomy is an invaluable source of insights for further refinement of the Segmoby.

### Positive Feedback Themes:

#### Design Excellence:

- Respondents resonated with the prototype's distinctive design, appreciating its originality and size. The integration of a segway component emerged as a particularly captivating feature, suggesting a novel and engaging user experience.

#### Environmental Stewardship:

- A standout positive attribute was the vehicle's environmentally-friendly profile. The fact that our solution operates on electric power and aligns with ecological principles garnered significant favor among respondents. This underscores a growing consciousness and preference for sustainable transportation options.

#### Ease of Use and Accessibility:

- A prevailing sentiment among respondents was that our offering embodies user-friendliness. This perception is rooted in both the vehicle's inherent design advantages, such as maneuverability and compactness, and its remarkably low cost. Such perceived accessibility can serve as a compelling catalyst for adoption.

### Negative Feedback Themes:

#### Security Concerns:

- Some respondents voiced apprehensions regarding the vehicle's size and design. They expressed reservations about its perceived lightness and raised concerns about potential accidents and impacts, particularly in the context of using the segway component.

#### Practicality Considerations:

- There were reservations about the vehicle's speed and size, with some respondents deeming it inadequate for specific uses, such as family transportation or for middle-distance journeys. This feedback underscores the need to consider alternative solutions for those scenarios, acknowledging that our design focus primarily caters to commuting travel from outside the city towards the city center.

These feedbacks will be taken into account, and will be used to upgrade our prototypes in the future.