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WORLD PASSENGER FESTIVAL



SPEAKER INTERVIEW

Interview with:

Kristina Andersen

Associate Professor at the Future Everyday Cluster
of the Department of Industrial Design
Eindhoven University of Technology



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**An Interview With:
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Associate Professor at the Future Everyday Cluster of the
Department of Industrial Design
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Kristina Andersen is an associate professor at the Future Everyday cluster of the Department of Industrial Design at TU/e. Her work is focussed on how we may collaborate with each other, but also systems, things, and machines. This work is often conducted in the context of digital craftsmanship and applied material practices. At the center lies the challenge of how we can conduct Research through Design in times of complex change and upheaval. How can we re-frame our methodologies to include the cultural, political, and personal aspects of everyday life? And how may we include the voices and timelines of each other? Andersen is on the Product Design jury for Dutch Design Awards, and she is coordinator and work package leader of the EU-funded H2020 project, TRIPS and the CLICKNL-funded Fabric4Masks.

Can you introduce the TRIPS project & your work on it?

The TRIPS project is an EU-funded research project to design a method for helping disabled travelers to play a central role in the design of inclusive mobility solutions. We propose that co-designing mobility solutions with disabled transport users as equal partners, will allow us to imagine more holistic solutions to transport and mobility together. The project brings together pan-European networks of disabled users (ENIL), transport organisations (UITP), assistive technology experts (AAATE) and municipalities to engage in open innovation and co-design of mobility solutions. This work is supported by design methodology experts (TUE), systems integration experts (TB) and privacy experts (TRI). The project delivers a co-design method developed with and by local disabled stake holders and transport providers in Lisbon, Zagreb, Bologna, Cagliari, Brussels, Sofia, and Stockholm.

Why is accessibility so important for public transportation?

Eighty million European citizens face long-term physical, mental, intellectual or sensory impairments, and as a consequence, they are disabled from accessing job opportunities, education, social and leisure activities. This not only limits lifestyle choices and reinforces exclusion from local communities, but ultimately blocks them from participating in society as full and independent citizens. To address this, the TRIPS project brings together disabled users and transport experts to develop ways to identify and address institutional barriers, innovation priorities, policy challenges and to ultimately co-develop an innovation roadmap and priorities.

What are the greatest challenges to creating accessible and autonomous journeys on public transport?

The greatest challenge in creating autonomous journeys is to ensure end-to-end accessibility from door-to-door. You might have an accessible train, but the station itself might be inaccessible or the connecting bus system might make a transfer impossible. This is complex - a classic example is the humble bus stop, where the systems of road design, vehicle design, architectural features, timetabling, signage, digital travel planners and various types of mobility devices clash. We propose that by including disabled travel users in the design processes, these issues will come to the forefront, and this perspective can be used to bring the different players together to find practical and scalable solutions.

What advice would you give to a public transport operator looking to make their service more accessible?

Our main advice would be to open up the design and planning processes to include disabled travelers. Persons with disabilities are uniquely qualified and willing to collaborate with transport and urban design to help co-design accessible solutions for smart mobility and living. The TRIPS consortium is working to provide a set of practical tools and approaches for such collaborations and co-designs across a wide range of interests, timeframes and concerns.

What is one factor that you think underpins accessible public transportation?

We are increasingly seeing requests for accurate and reliable live information for accessible travel. Having all the relevant information available will allow travelers to reassure themselves that they will indeed make it all the way to their destination from their home. This single improvement would greatly improve people's mobility and willingness to travel not just for disabled users, but for all travelers.



Taking place in Amsterdam this November, The World Passenger Festival is for global public transport leaders who are driving forward the strategy, tech and innovations shaping the future of sustainable transport and mobility.

Covering Sustainability, Customer Experience, Commercial Strategy, Digital Transformation, Distribution and Ticketing, this is where the commercial ecosystem meets.

Kristina Andersen will be joining us at the World Passenger Festival this November to share her insights on how we can make public transport more accessible.

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