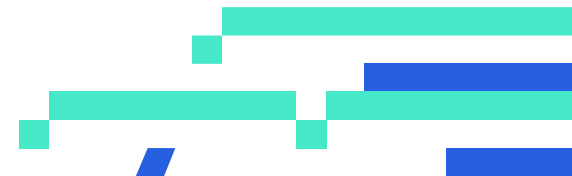


RESTART

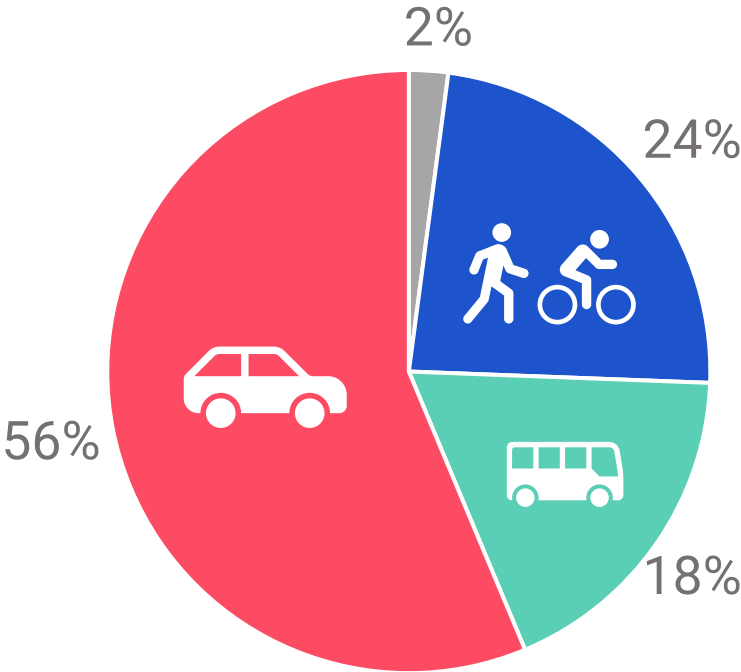
A CO-CREATION PROCESS FOR THE FUTURE MULTIMODAL MOBILITY HUBS IN LISBON

RESTART - Masterplan for Lisbon's Multimodal Mobility Hubs

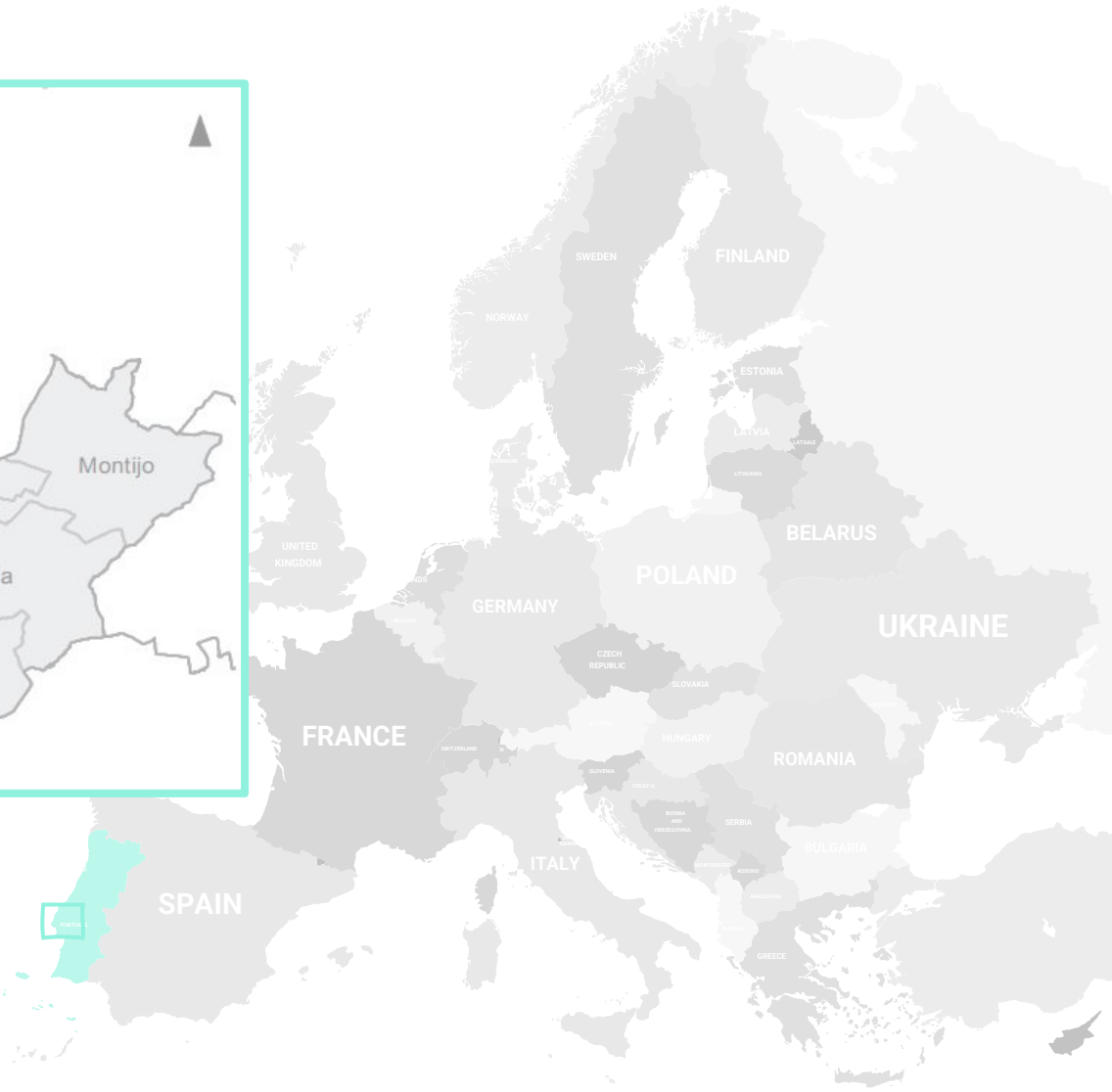
Sofia Taborda
Director of Innovation & Mobility Solutions



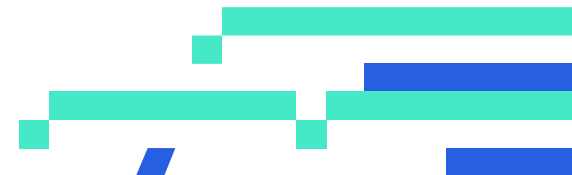
THE BACKGROUND



Modal share, weekdays
Data source: IMOB, 2018



MAIN MOBILITY HUBS













Rede Expressos

TERMINAL
RODOVIÁRIO

ELEVADOR / ELEVATOR



OUR GOAL WITH **RESTART**

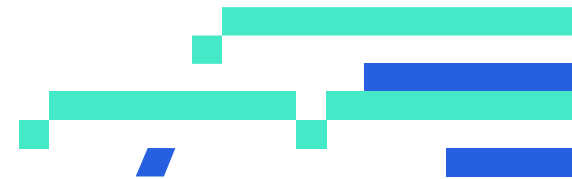


1

co-create the concept of a mobility hub for Lisbon

2

inform investment choices for the retrofitting of 5 mobility hubs



OUR JOURNEY



**ESTABLISHING THE
MOBILITY HUB
CONCEPT**



**BUSINESS AND
OPERATING MODELS**



**RETROFITTING
NEEDS**



BUSINESS CASE





What should these spaces be to better meet the needs of citizens and become “inviting” places of connectivity?

APPROACH



1. Stakeholder mapping



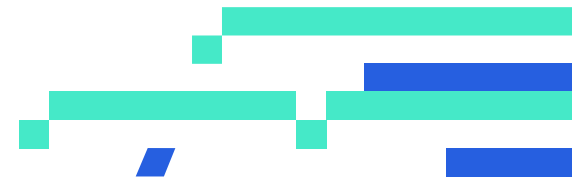
2. Survey



3. In-depth interviews

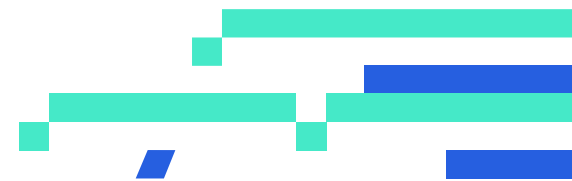
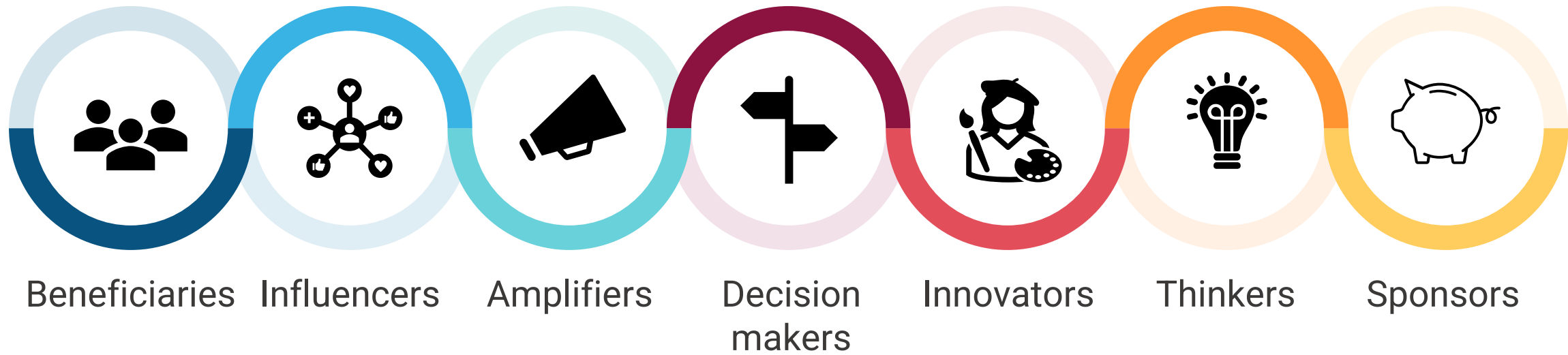


4. Co-creation





STAKEHOLDERS





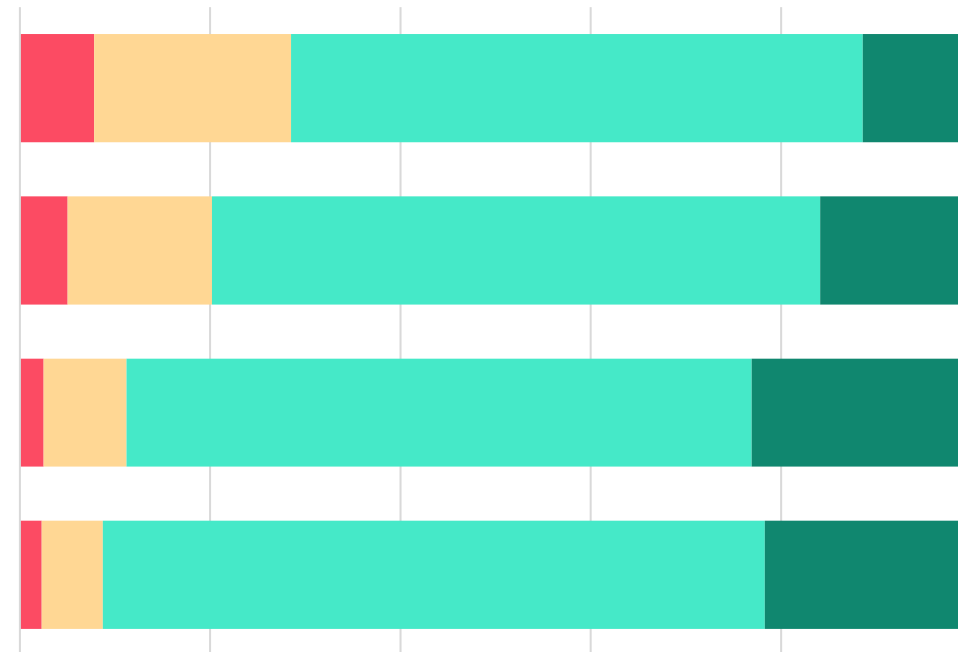
USER EXPERIENCE AND SENTIMENT



Strongly Disagree Disagree Agree Agree Very Much

Regarding arrival or departure from the terminal:

- I have information at the arrival/departure of the terminal to know where I am going
- I feel safe arriving/leaving the terminal
- It is easy to get to/leave the terminal
- I arrive/leave the terminal taking my preferred mode of transport (e.g.: by metro; by taxi; etc.)

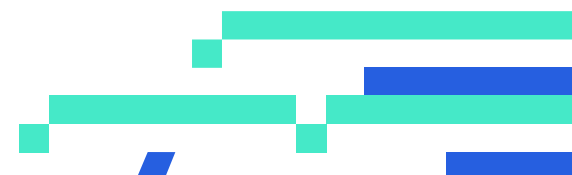


1.092 (56%)



858 (44%)

T = 1.950 (: 1.204; : 746)





USER EXPERIENCE AND SENTIMENT



■ Strongly Disagree ■ Disagree ■ Agree ■ Agree Very Much

Regarding comfort in the terminal:

The terminal has services and shops that I like and that are useful to me



The terminal has spaces where I can wait comfortably



The ambience of the terminal is pleasant

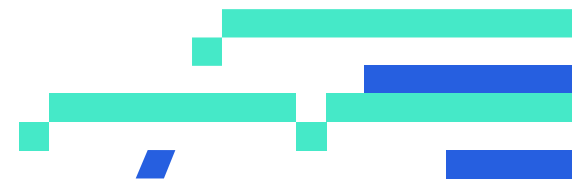


1.092 (56%)



858 (44%)

T = 1.950 (📝 : 1.204; 💻 : 746)



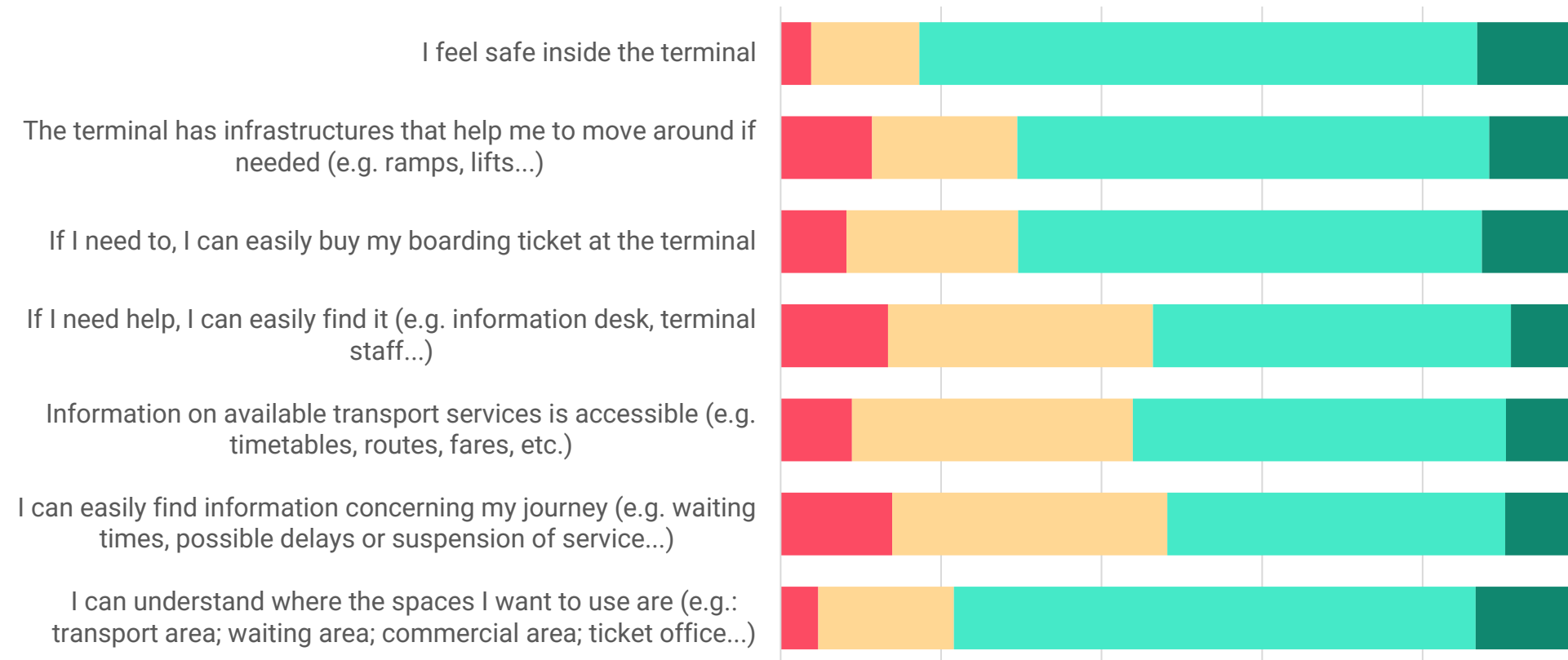


USER EXPERIENCE AND SENTIMENT



■ Strongly Disagree ■ Disagree ■ Agree ■ Agree Very Much

Regarding travel in the terminal:

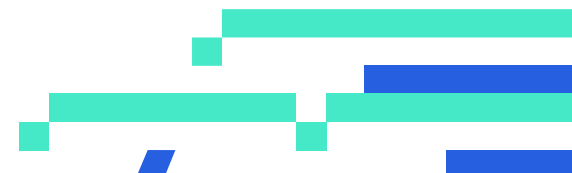


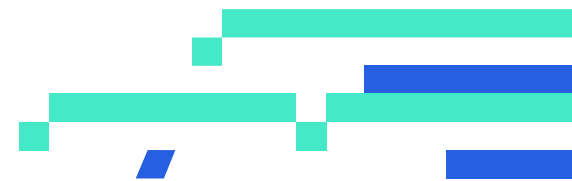
1.092 (56%)



858 (44%)

T = 1.950 (📄: 1.204; 🌐: 746)



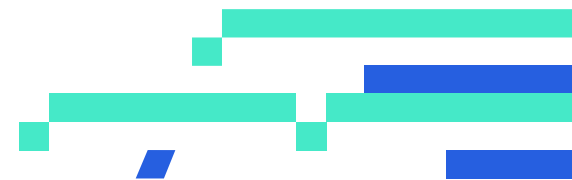
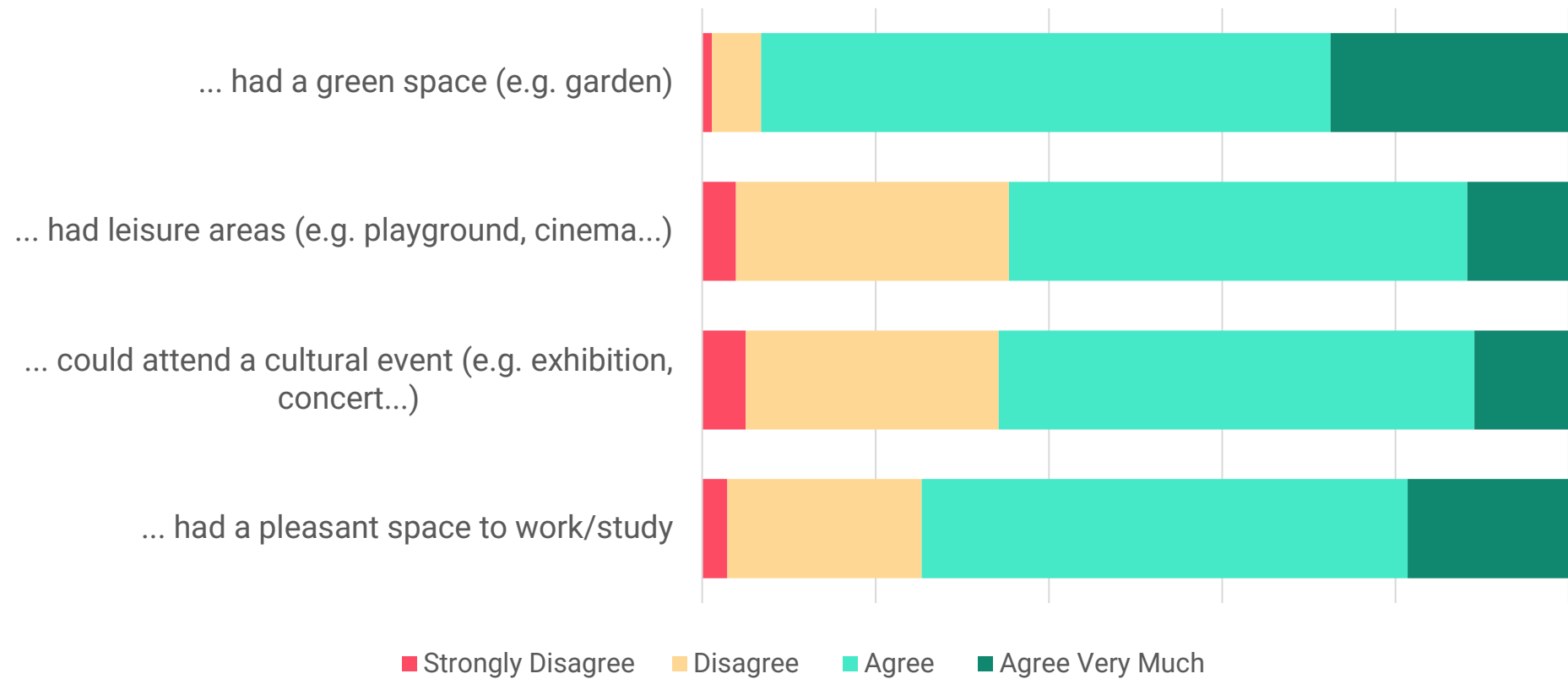
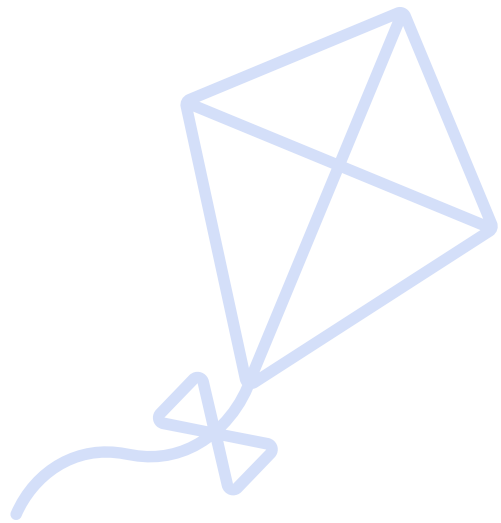




WHAT WOULD IMPROVE USER EXPERIENCE?

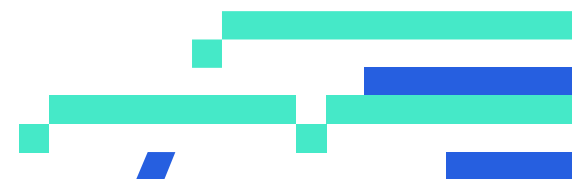


My experience with this terminal would improve if...





IN-DEPTH INTERVIEWS

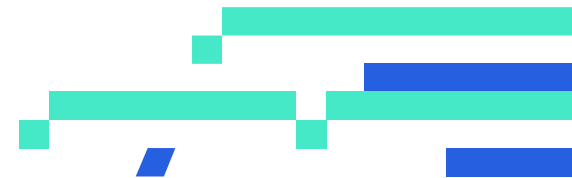




IN-DEPTH INTERVIEWS

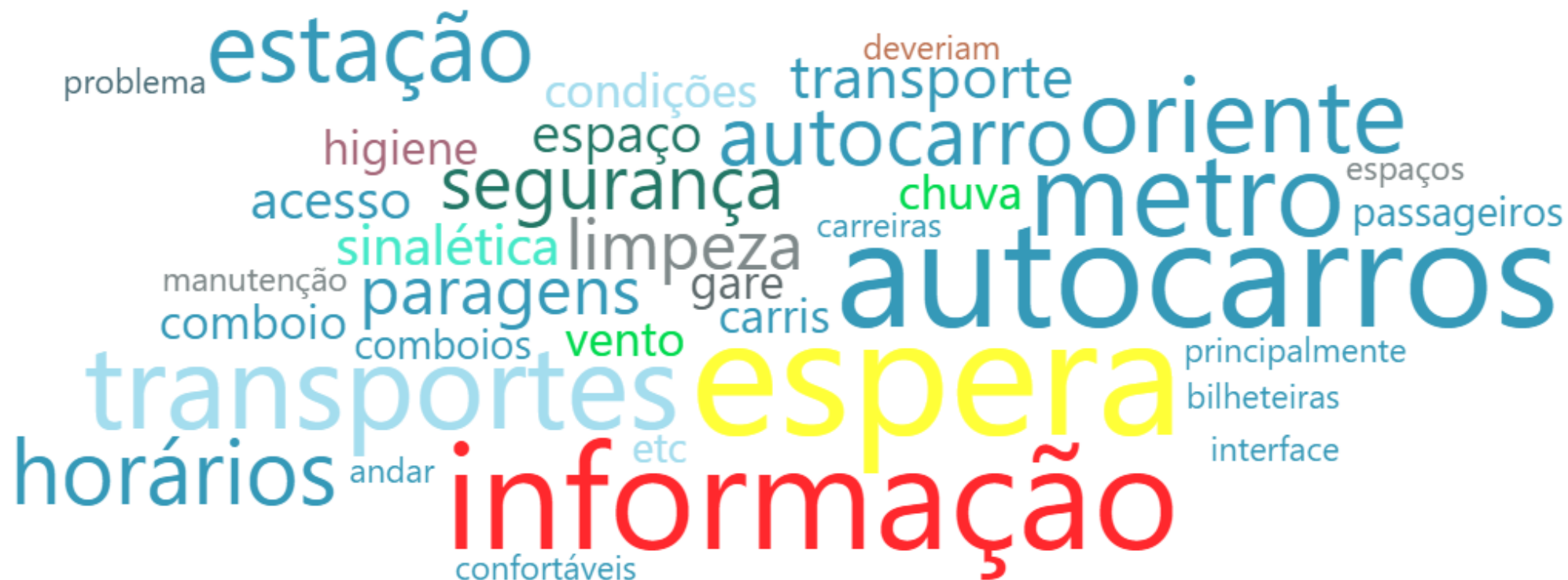


chuva limpeza
autocarros
segurança



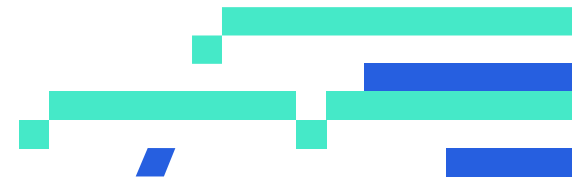


IN-DEPTH INTERVIEWS





IN-DEPTH INTERVIEWS

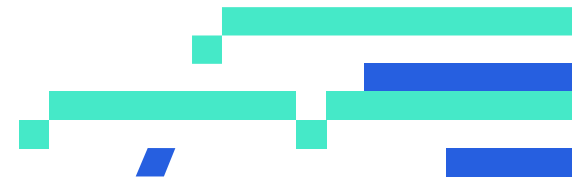




CO-CREATING (AT LEAST) 3 DIFFERENT SPACES IN 1

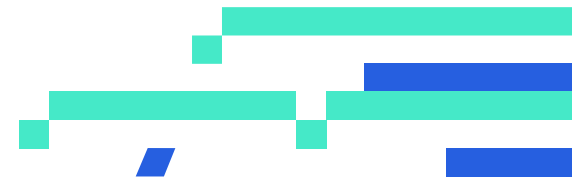


- ... for **passengers**, current terminals are just a point for entry/exiting the city or country... they are a **non-place**
- ... for **terminal staff** its their **workplace**
- ... however, for **drivers** its a **resting place**



2.016

(and counting)



Any insights or ideas you'd like to share with us?

Sofia Taborda

 [@s_taborda](https://twitter.com/s_taborda)



Co-financed by the Connecting Europe
Facility of the European Union

