

27-10-2017

# Hallå!





INTRODUCTION

Thank you for an incredible workshop in Stockholm!

This is a short capture of what we're planning to focus on in the next few weeks. As we move into the field we'll be speaking to people from all walks of life to learn about how and why they use different modes of transport. We will be focusing on the behaviours, mindsets, and needs that affect how people commute and what they care about. And, as the project develops, we'll use what we learn to design ways to move towards a zero carbon future.







APPROACH

We intend to learn as much as we can during our brief time in Sweden. We'll use a variety of tactics and approaches that'll give us both depth and breadth of coverage, and that we can adapt for use with different people in different contexts.

Our research is generative and qualitative. It's designed to allow us to uncover latent needs and patterns, and to help us create lots and lots of new ideas.

APPROACH

We'll be bringing a variety of provocations, tools, and materials for end users and challenge participants to react to. Our techniques in the field will include:

- In-depth interviews with officials and subject experts
- In-depth interviews with commuters and travelers, especially “extreme users”
- Intercepts (short, unscheduled conversations with members of the public)
- Group conversations
- Immersive and inspirational experiences, especially to ground our work in Sweden’s range of cultural norms, habits, and mindsets

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BURNING QUESTIONS

A few questions we're excited  
to investigate...

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BURNING QUESTIONS

What kinds of mental models do people bring to their decisions about mobility, from perceptions of safety to experiences of agency?





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BURNING QUESTIONS

How much do people's beliefs around mobility and transportation differ from their behaviour? Why?



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BURNING QUESTIONS

How do people experience transit  
in Sweden, both moment-to-moment  
and in reflection?



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BURNING QUESTIONS

What kind of levers might best influence individual, communal, and societal behaviour change around mobility in Sweden?





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BURNING QUESTIONS

What kind of challenge might most effectively align and harness the many, different stakeholders in Sweden?



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A QUESTION FOR YOU

When you think about the future of mobility in Sweden, what keeps you up at night?

Please send us your answer at [vaxla@ideo.com](mailto:vaxla@ideo.com)

Tack!