

# **Korea-EU Horizon Europe Researchers Networking Forum on Energy & Advanced Mobility**

## **• Dr. Suzanne Hiemstra-van Mastrigt**

- Assistant profesor**
- Director Seamless Personal Mobility Lab**

- TU Delft Industrial Design Engineering**

- Human-centred design**
- Multi-modal travel**



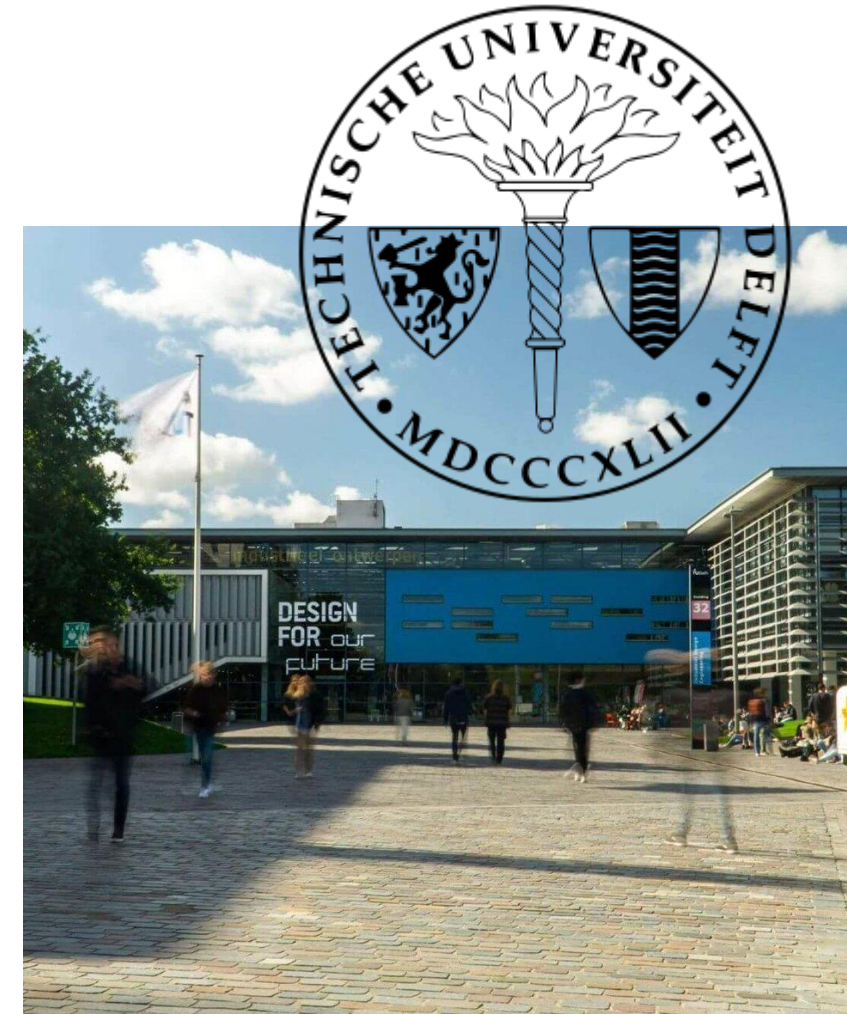
# 1. Short Introduction of your Organization

## DELFT UNIVERSITY OF TECHNOLOGY (TU DELFT)

- Oldest and largest Dutch public technical university, specializing in engineering, technology, computing, **design**, and natural sciences.
- Ranks 1<sup>st</sup> in the Netherlands and 5<sup>th</sup> in Europe for Engineering and Technology (Times Higher Education (THE) Ranking)

## INDUSTRIAL DESIGN ENGINEERING (IDE) FACULTY

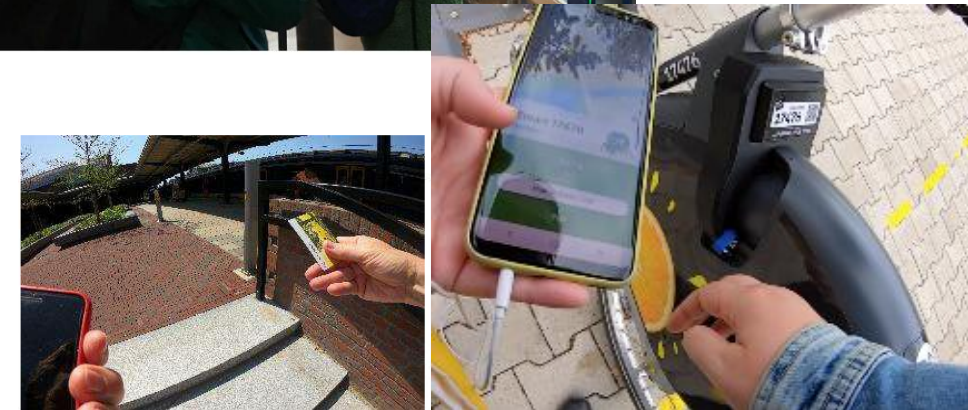
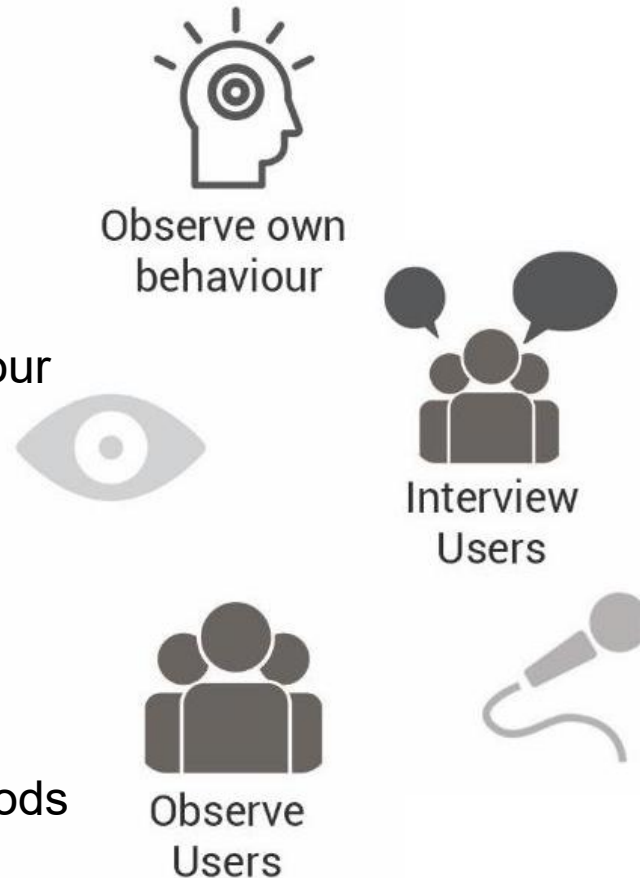
- One the world's top Art & Design schools (11<sup>th</sup> place in QS World University Subjects Ranking 2025)
- 350+ scientific staff and 2000+ design students



## 2. Expertise

### KEYWORDS

- User-centric design
- Multi-modal travel
- Sustainable travel behaviour
- Shared mobility
- Mobility services
- Inclusive design
- Participatory design
- Qualitative research methods



## 3. Your Project Idea

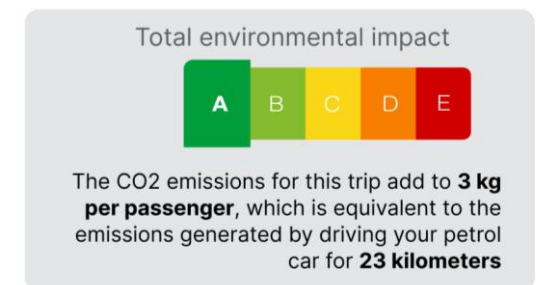
### **CALL: HORIZON-CL5-2027-06-D6-08:**

Enhancing Mobility for All: affordable, reliable, and accessible multimodal transport for inclusive rural and urban connectivity – *Societal Readiness pilot*

- Use **qualitative research methods** to understand the motives, needs and wishes of diverse social groups, such as interviews, focus groups and observations
- Use **co-creation workshops with citizens** to design seamless multi-modal travel experiences
- Increase ease of use to **increase user adoption** (uptake) for all (including *non-digital travellers*)
- **Design and test interventions** (e.g., nudges) to **change travel behaviour** towards healthier, safer and more sustainable choices



*Example: sustainability label for multi-modal travel platform (TULIPS, 2025)*

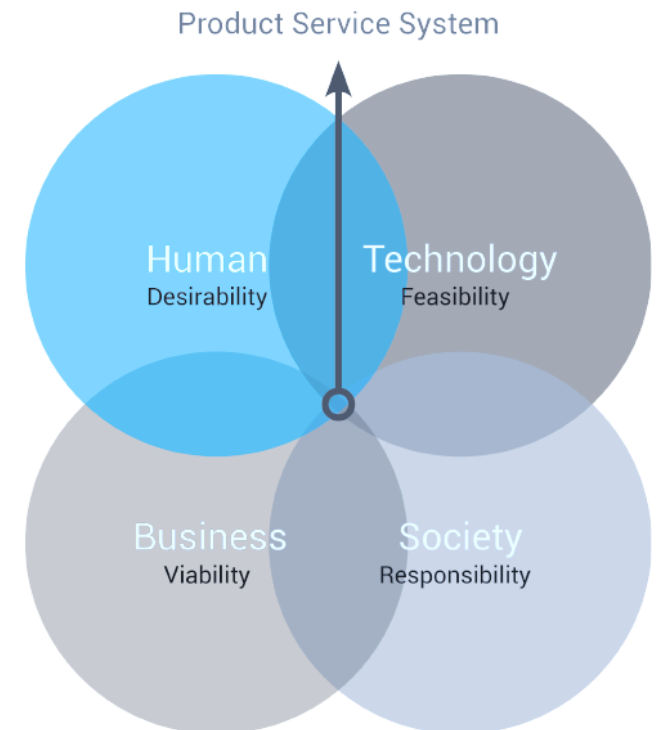


## 4. Profile You are Seeking and Why

### INTERESTED IN JOINING A CONSORTIUM

*Consisting of:*

- Public authority / municipality
- Transport authority
- Transport provider / operator
- Technology provider, ...



- ... that wants to apply ***user-centred, design research, participatory approach***



## 5. Contact Details

### THANK YOU!



### MORE INFORMATION & CONTACT

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