

Familiarity:
Friend and Foe to the New Mobility

Avik Basu
University of Michigan





If we build it,
will they come?



EXIT DOOR

EXIT DOOR

796-0400

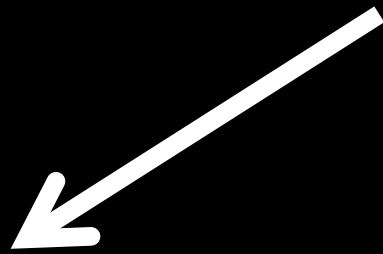


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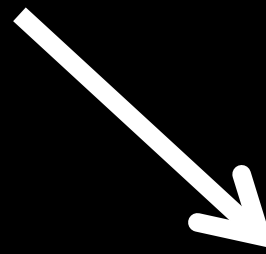


If we build it,
why wouldn't they come?

Availability



Physical,
Social



Cognitive
= Familiar

Old Mobility is familiar

New Mobility is not

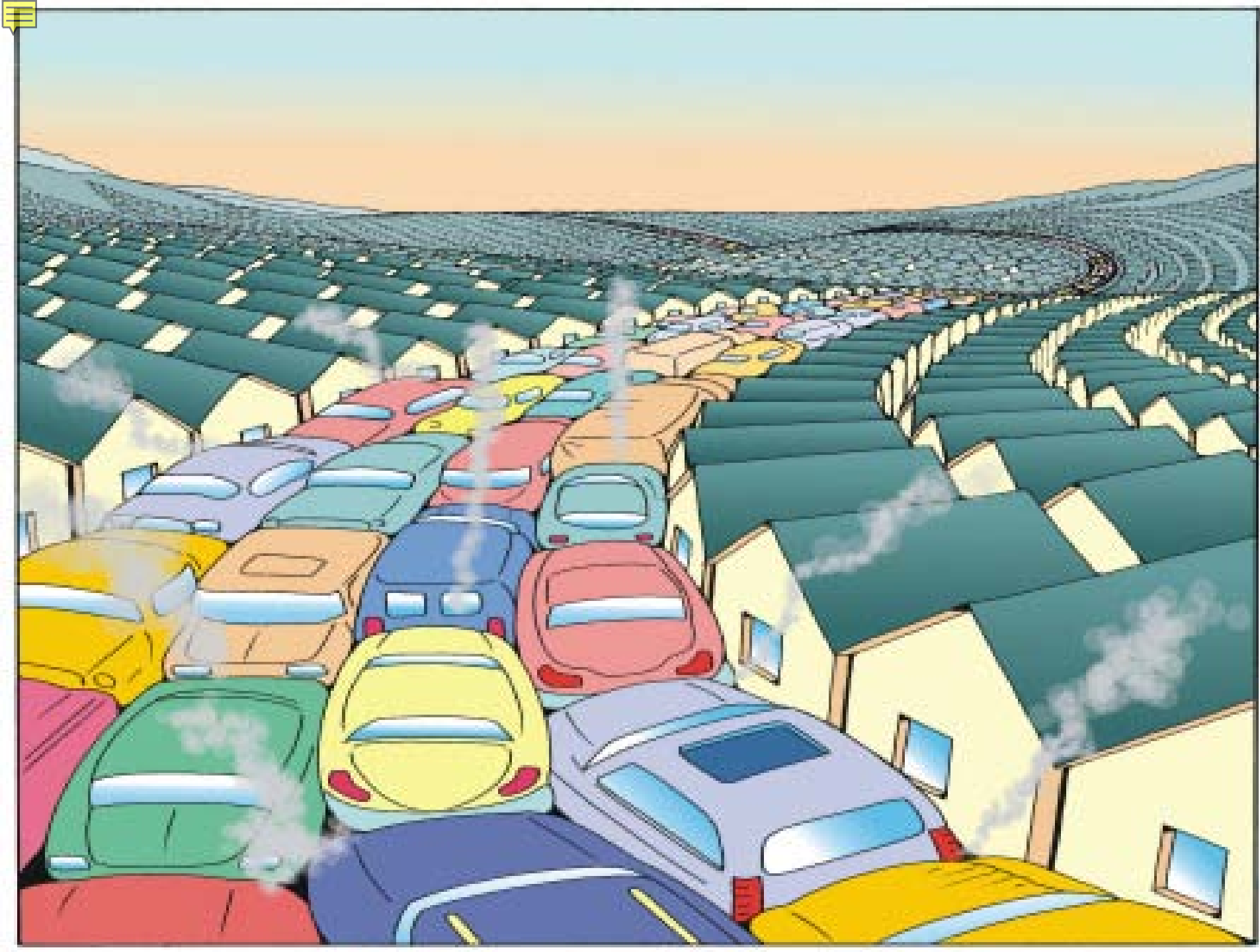


Old Mobility is familiar

New Mobility is not (yet)

Familiarity with Old Mobility

- Convenience
- Comfort
- Independence
- Affordability (for now)





**GET OUT OF THE
FAST LANE,
MORON!**





ROAD WORK

NEXT 5 MILES



TOM'S SHELL

*Self
Serve*

*Cash or
Credit*

Regular

ARM 9

Plus

LEG 9

Premium

**First 9
Born**



GOOD LUCK

45
M.P.H.



Familiarities with Old Mobility

- Desirable
 - Convenience
 - Comfort
 - Independence
 - Affordability
(sometimes)
- Undesirable
 - Traffic jams
 - Road rage
 - Endless construction
 - Bad directions
 - High gas prices
 - Parking
 - Wasted time

How to foster familiarity in its absence

- People friendly designs
 - More is not always better
- Small experiments
- Stories and culture



If we build it,
will they come?