AUTOPIA

SITE/VEHICLE MATCHING PROCESS

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Suggested framework for a site/vehicle matching process between autonomous vehicles and intended public transport route initiatives.

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AUTOPIA

PERCEPTOR

1ˢᵗ phase

Customer needs
The initial phase will identify customer needs.

2ⁿᵈ phase

Shortlist
A site shortlist will be composed based on identified needs.

Context analyses
Road/vehicle assessment, along with financing and regulation analysis.

3ʳᵈ phase

Initiative rating
All shortlisted initiatives will be rated based on findings from analyses.

Matching
Site/vehicle matching based on rating model.
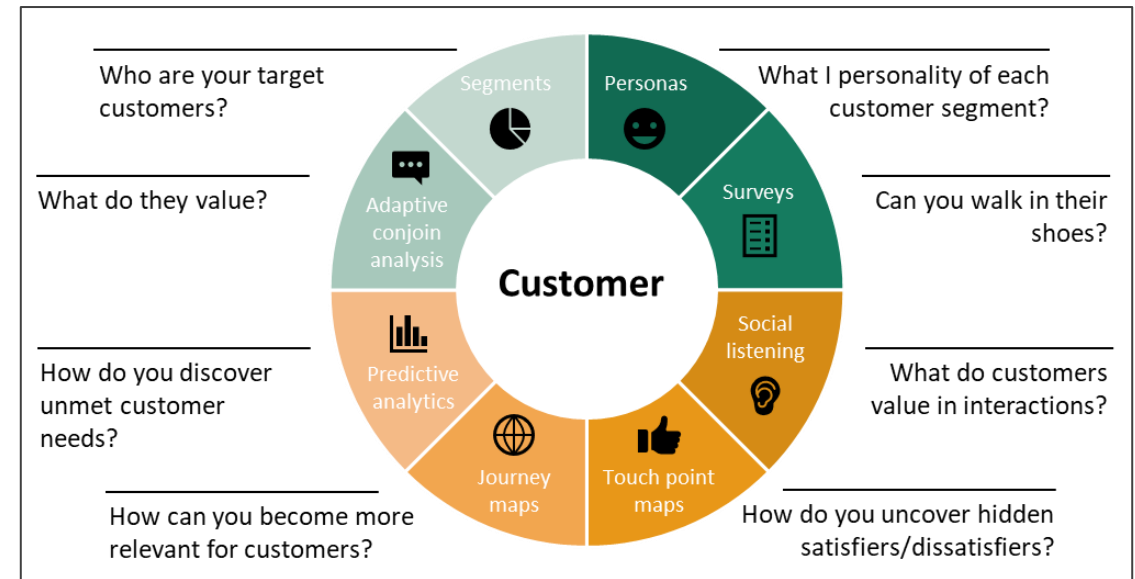
Phase 1 - Customer needs and market potential

Ruter method

- Public transport customer satisfaction
- Public transport market share

Alternative methods

- Market segmentation process
- Costumer needs analyses

Who are your target customers?

What do they value?

How do you discover unmet customer needs?

How can you become more relevant for customers?

What I personality of each customer segment?

Can you walk in their shoes?

What do customers value in interactions?

How do you uncover hidden satisfiers/dissatisfiers?

Segments

Personas

Surveys

Social listening

Touch point maps

Journey maps

Predictive analytics

Adaptive conjoin analysis

Customer

Phase 2 – Shortlist & Context analysis

Shortlist is based on prior phase – focus will be on context analysis

Road/vehicle assessment

- Road and AV capabilities assessment
- Non-AV attributes assessment
- Risk analysis
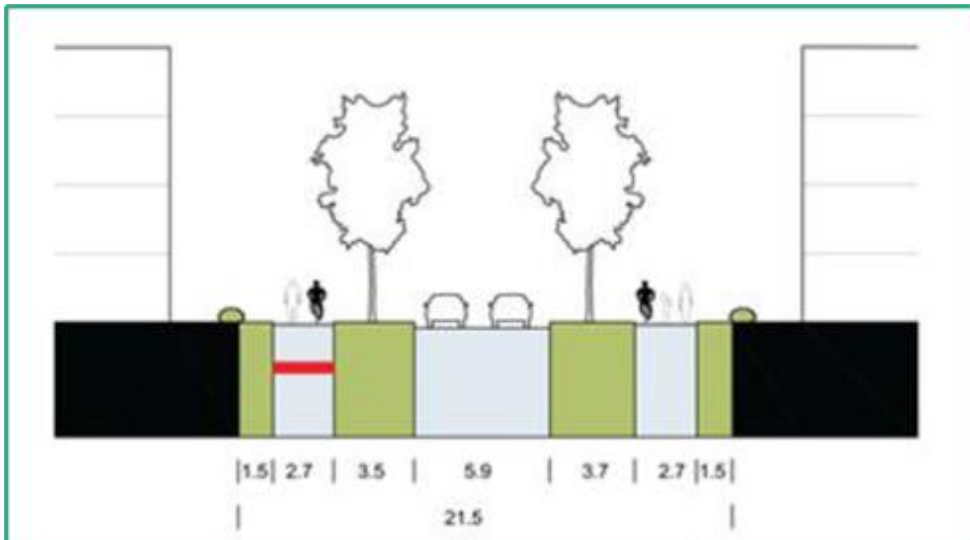
Financial, regulatory, and publicity feasibility analysis

- Total cost of ownership (TCO)
- Revenue model
- Long-term financial sustainability
- Regulations
- Publicity

Phase 3 – Initiative rating & Matching

Initiative Rating Model

- Priorities shortlist
- Factors weighted according to priority

Initiative Rating Model (Draft example)				
	Weight	Area X	Area Y	Area Z
Customer value -> customer satisfaction, market share, market potential	25 %	8	7	9
Technical feasibility -> AV and non-AV capabilities, risk evaluation	25 %	5	6	1
Financial feasibility -> TCO, revenue model	15 %	8	5	8
Regulatory feasibility -> Challenges and opportunities	10 %	4	6	5
Publicity -> Media awareness, WoM	10 %	3	7	9
Long-term potential -> Scalability and growth opportunities	15 %	9	5	2
Weighted total	100 %	6,5	6,05	5,4

Matching

- New initiatives must be integrated to allow for scaling later on.
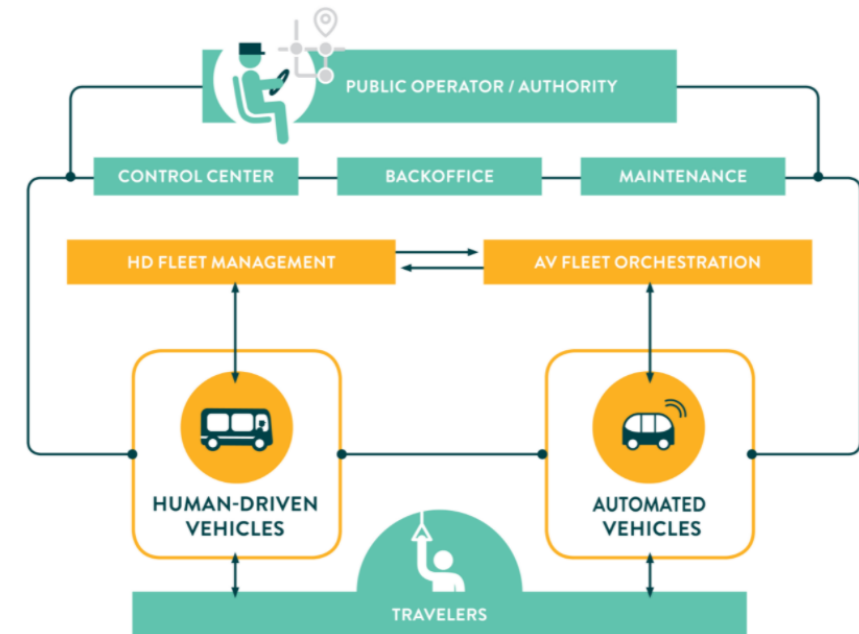
Site/vehicle matching process
A visualisation of each phase and step in the process

1ˢᵗ phase

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2ⁿᵈ phase

Shortlist	A site shortlist will be composed based on identified needs.	**Context analyses**	Road/vehicle assessment, along with financing and regulation analysis.

3ʳᵈ phase

Initiative rating	All shortlisted initiatives will be rated based on findings from analyses.	**Matching**	Site/vehicle matching based on rating model.