



OSL_05: Adapt segmented demand responsive transport (DRT) solutions to a broader group

Activities towards demonstration

Preliminary works

A Serious Game and survey with current users of the age friendly service was conducted as part of the development.

Knowledge report with hypotheses for testing is available – (30/06/2024) listed as completion date in the measure development – and will be followed for the demonstration phase.

Deployment and integration

Ahead of the demonstration, we do not require any form of integration. The testing will take place within the existing interface and on board existing services. An integration of RuterBestilling into the Ruter app may be recommended at a later stage, based on the insights we gather from this initiative.

What we do need to plan for, however, is recruitment of test users. These will be existing users of the age-friendly transport service, in addition to externally recruited candidates through institutes.

Demonstration activities

Pilot testing

Planning and preparing testing onboard vehicles with our target group (67+). This could be either onboard self-driving vehicles with ULTIMO or onboard our recently launched fully digital booking service called "Hent." For this, we plan to recruit core users, as well as relatives and others in professions that work closely with the target group (employees at nursing homes, etc.).

Determine how realistic it is to get our users (67+) onto a fully digital service. We know that many will still need to be able to call the customer centre, but we want to get a more concrete figure on the proportion of people this applies to. This will significantly impact how the customer centre should be staffed and, not least, how and to what extent apps should be designed to meet their needs.

Data collection

Data collection will take place throughout the testing period until the end of the first half of 2025.

Measures and adjustments are planned to be revisited in 2026 to assess if, and how, recommendations have been incorporated into service adaptations.

