

What Users want from FOT

Users organisations involvement in FOTs and expectations

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Outline

1. Consumer needs
2. Example: road pricing in Amsterdam
3. Guidelines to user involvement
4. Specific questions



Consumer needs

- Ask not what FOT's mean to consumers
- Ask what consumers mean to FOT's

Road pricing in Amsterdam (I)

Description of 'service'

- Installing vehicle equipment
- Building back office
- Transmitting data to back office
- Processing data and making it available
- Billing
- Claiming fees participants
- Building a website for participants
- Helpdesk

Where is the user?

Road pricing in Amsterdam (II)

Goals of the test

- Achieving real results: changing the behaviour of drivers, improved accessibility, better air quality.
- Learning: better insight to behaviour of drivers, better insight to the effect of road pricing on travel time AND insight to those factors that influence the working of the system (success / fail)
- Influencing image of road pricing

Guidelines to involving users

- Early consultation
- Usability
- Privacy
- Voluntary participation
- Reward
- Communication
- “Psychology”

Why are FOT results interesting to the users associations?

- Informing potential users
- Following developments
- Influencing government

Will results be used to promote technologies?

- Yes.
- IF it works; and
- IF guidelines have been followed

Other Questions?