



## **User experience of passengers using the self-driving shuttles at Terhills**

*Paving the road for autonomous mobility, 29 March 2023*

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- 2 data collection efforts
  - In-vehicle data / at bus stop ( $N=389$ )
    - “Spontaneous” responses using QR-codes on board
    - Invited by interviewer
  - Terhills resort: invited by interviewer ( $N=166$ )



The poster features the Terhills logo at the top, which includes a stylized green and blue circular icon and the text 'TERHILLS FEEL THE HEARTBEAT OF NATURE'. Below the logo, the Dutch text 'Hoe vond u de rit?' is written in green, followed by 'Vertel het ons alstublieft' in black. A smaller line of text states 'Deze korte enquête neemt maximaal 5 minuten tijd in beslag'. In the center, a large green circle contains a white QR code. At the bottom, the English text 'How was your ride?' is written in green, followed by 'Please tell us' in black. A final line of text says 'This short survey will take a maximum of 5 minutes'. The bottom of the poster contains a row of logos for LRM, Flanders MAKE, RFFR, Viaanderen, the European Union flag, and Terhills.

TERHILLS  
FEEL THE HEARTBEAT OF NATURE

**Hoe vond u de rit?**  
Vertel het ons alstublieft

Deze korte enquête neemt  
maximaal 5 minuten tijd in beslag

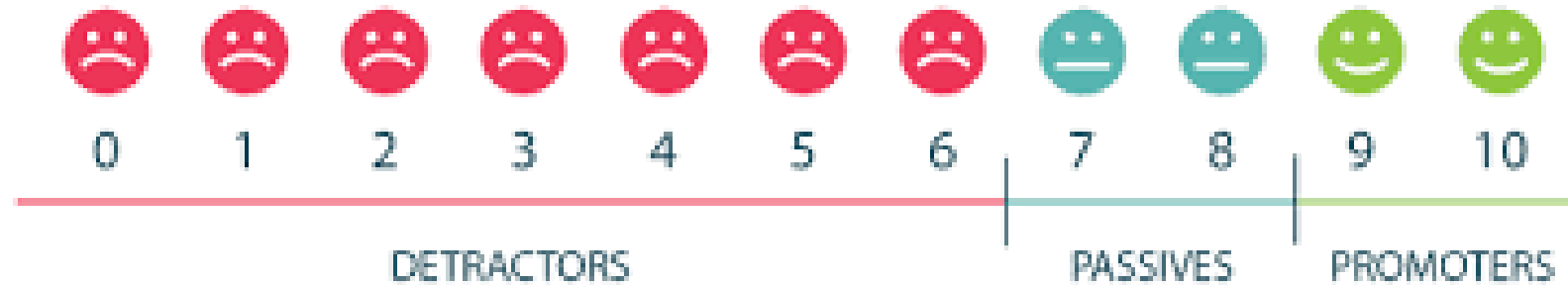


**How was your ride?**  
Please tell us

This short survey will take  
a maximum of 5 minutes

LRM  
FLANDERS  
MAKE  
RFFR  
Viaanderen  
EUROPEAN UNION  
TERHILLS

# Context: NPS



$$\text{😊 \%} - \text{😞 \%} = \text{NET PROMOTER SCORE}$$

Ranges from +100 (extremely positive) to -100 (extremely negative)

# NPS in daily travel behaviour in Belgium

NPS group recommendation of NMBS				
NMBS_NPS_CAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Detractor	148	46.84	148	46.84
Passive	130	41.14	278	87.97
Promotor	38	12.03	316	100.00

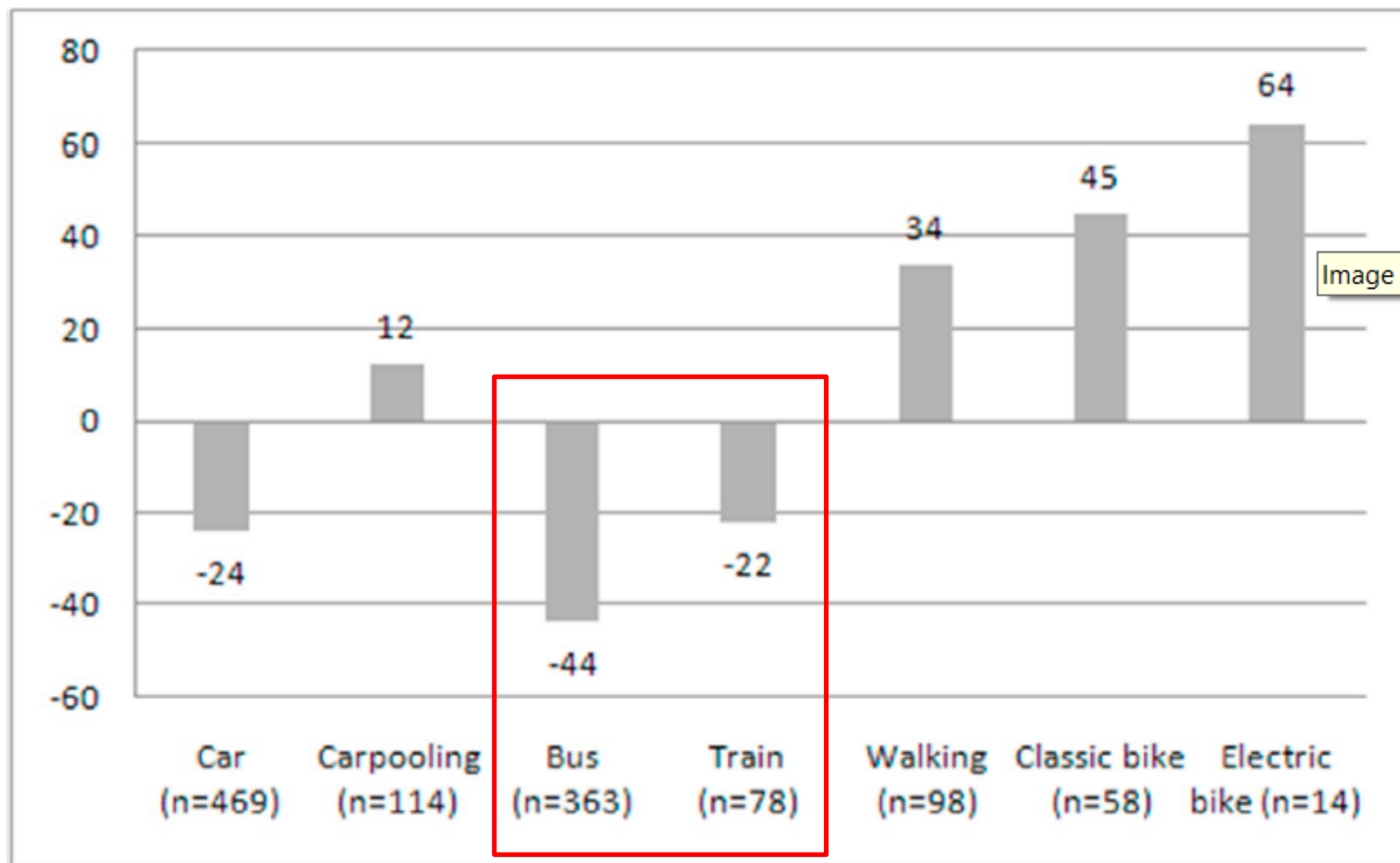
NPS ranges from -100 to +100

-34.81    -22

NPS group recommendation of De Lijn				
BUS_NPS_CAT	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Detractor	209	60.06	209	60.06
Passive	105	30.17	314	90.23
Promotor	34	9.77	348	100.00

-50.29    -44

# NPS in daily travel behaviour in Belgium



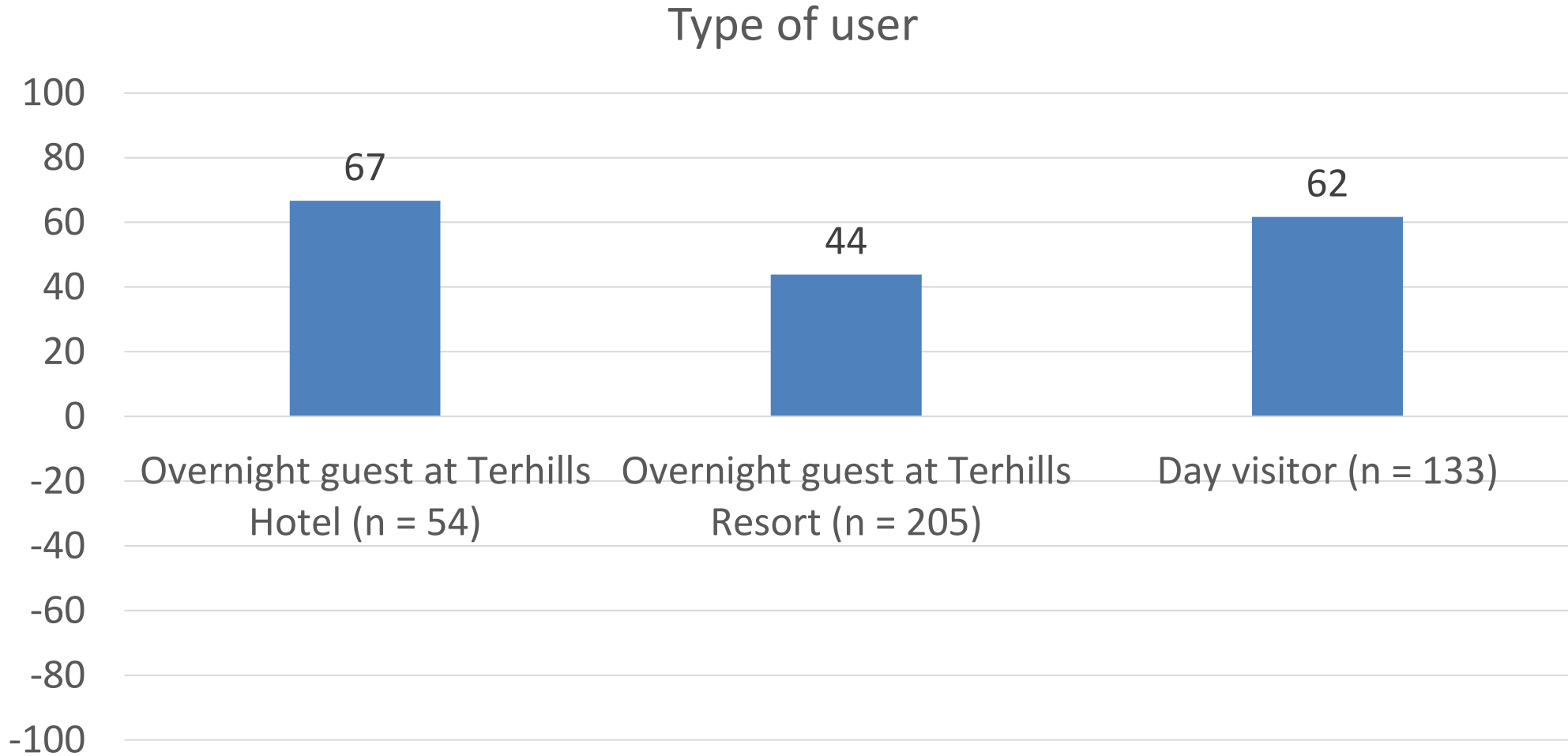
54



SMART  
MOBILITY  
TERHILLS

Terhills self-driving shuttles  
(n = 430)

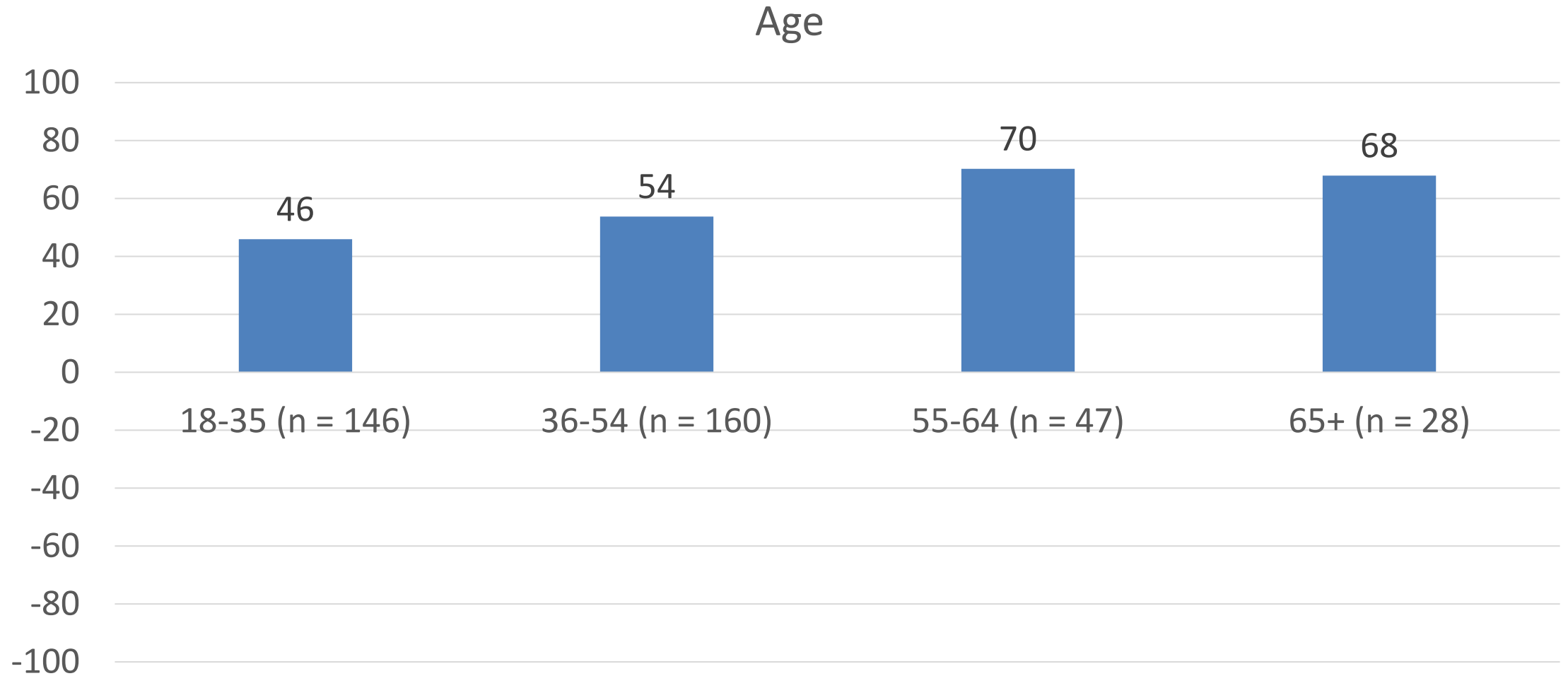
# Initial exploratory results



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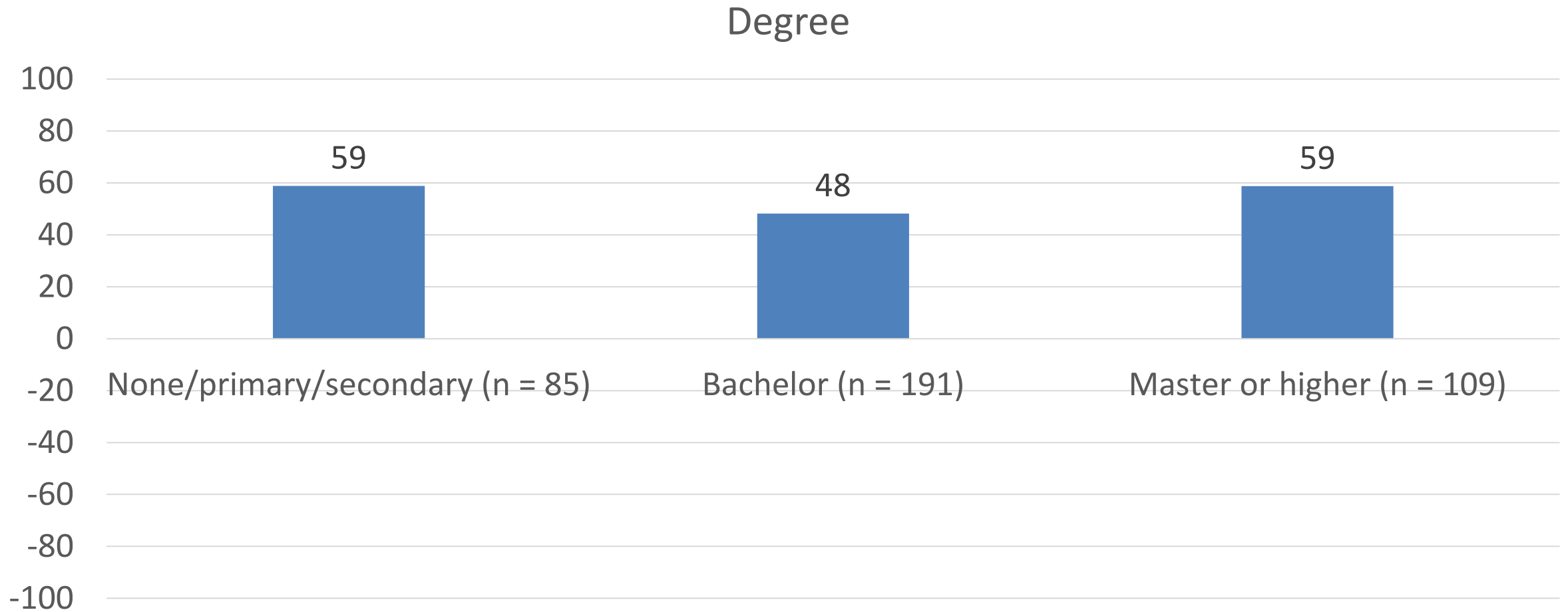


# Initial exploratory results

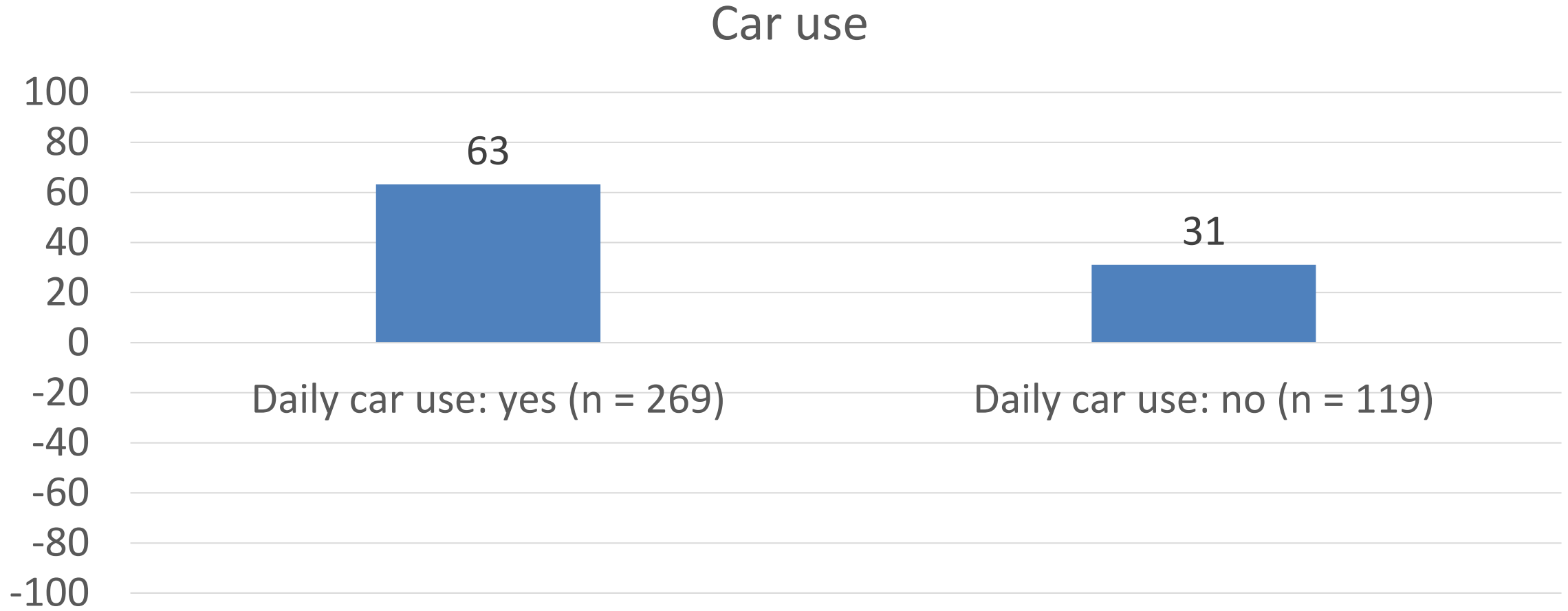




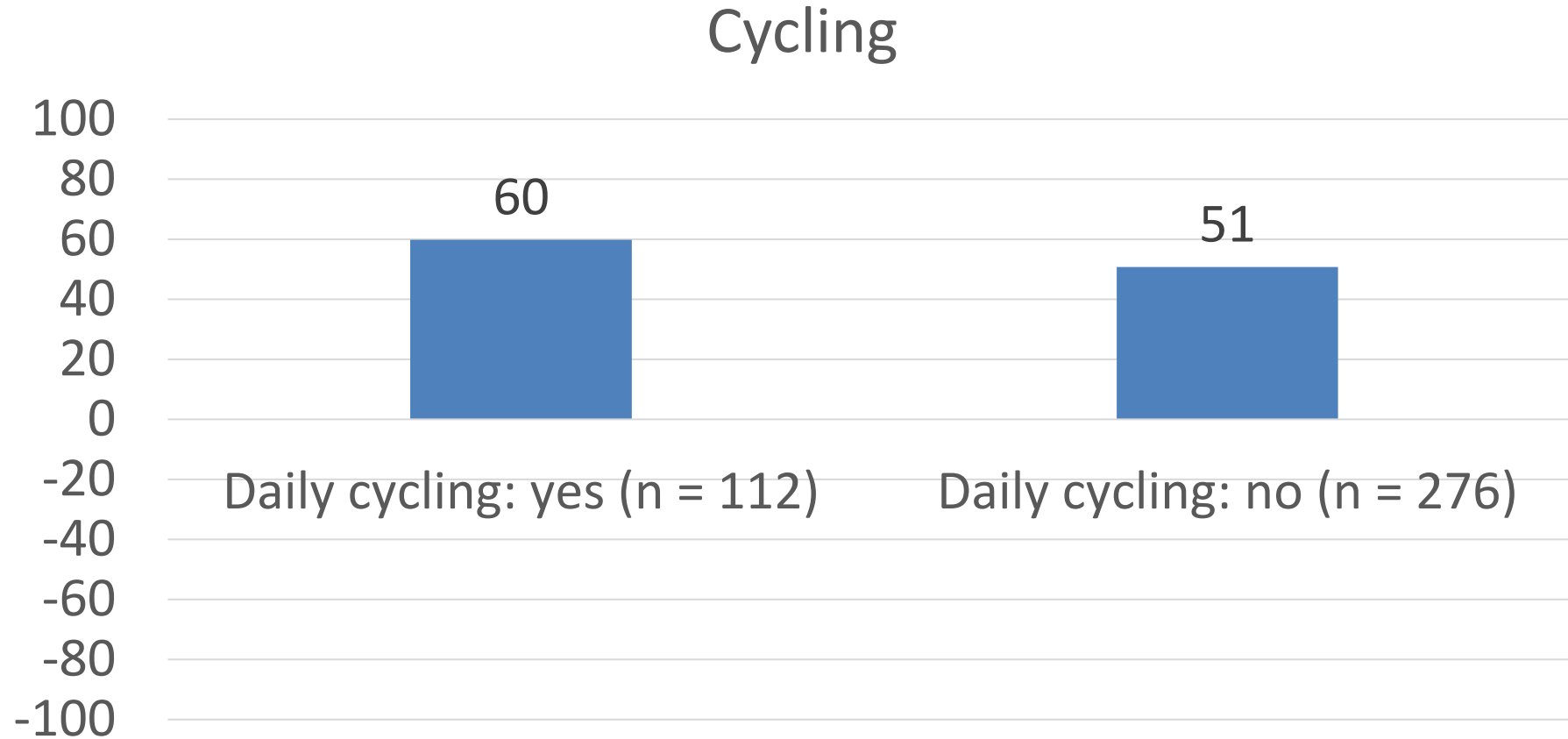
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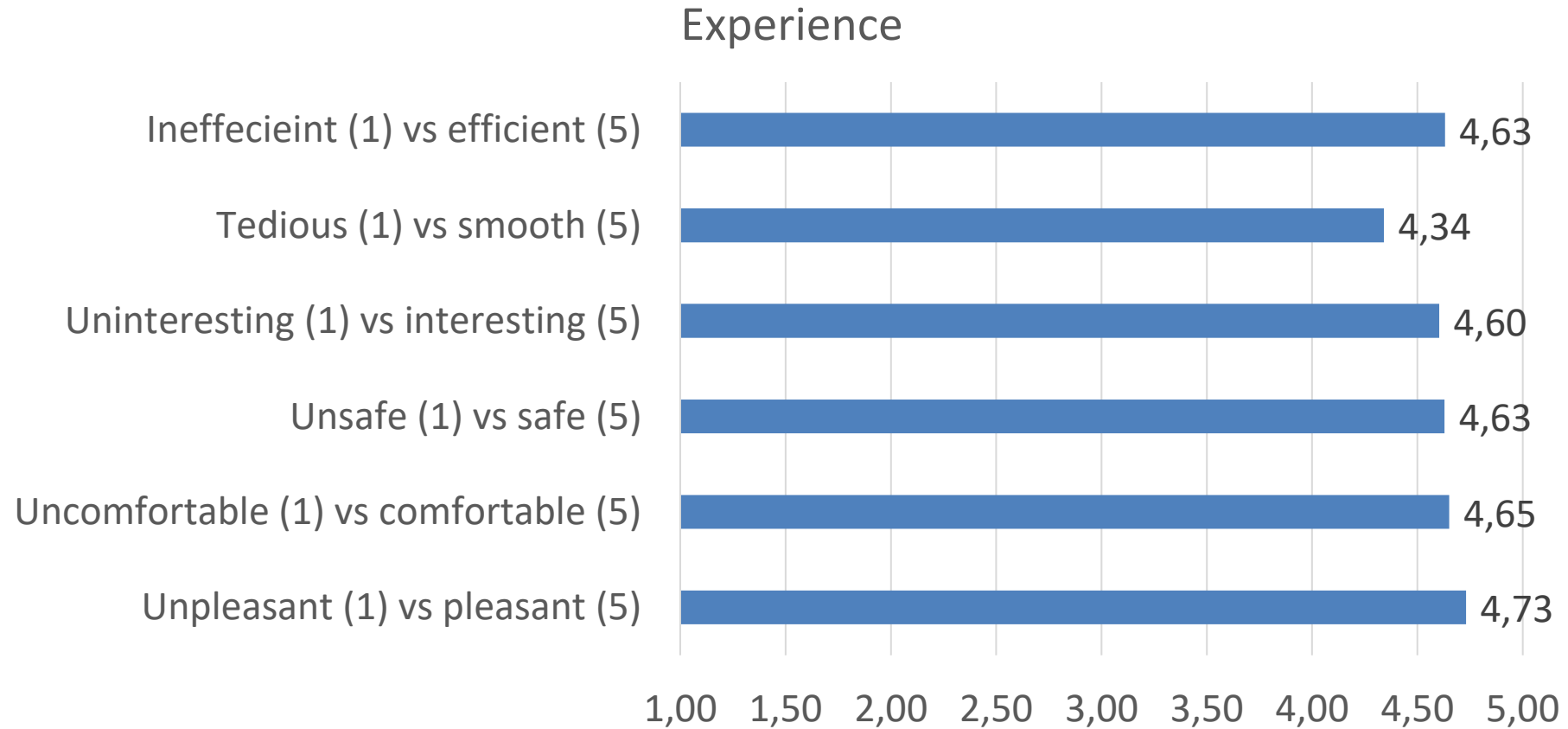
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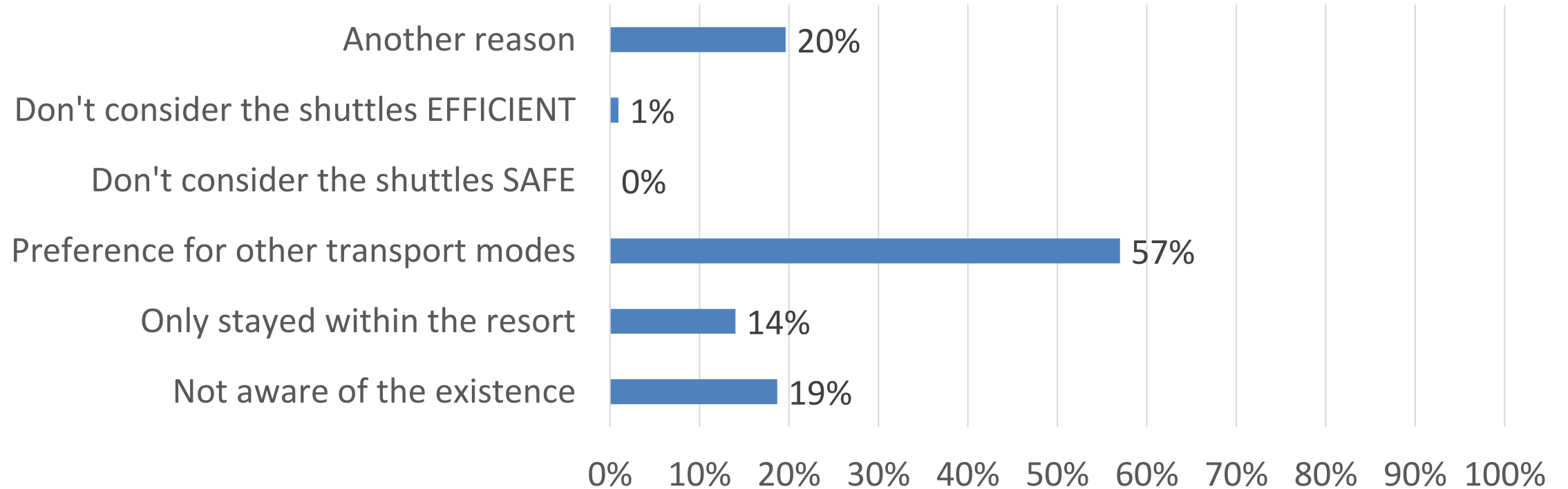
- Current analyses show little to no effect of
  - Country of residence
  - Daily use of other transport modes (e.g. BTM, walking)

# Dimensionality of the experience



# Why are some residents of Terhills resort not using the shuttles?

## Why are some residents of Terhills resort not using the shuttles?



# Next steps

- Data collection and analysis continues to be able to monitor the transition towards a stewardless system.

# Takeaway

- Extremely positive user experience of the system
- People consider the system very safe, pleasant, ...
- Some surprising results that deserve further investigation:
  - E.g.; Older and female respondents have a more positive view



# Partners



## PROMOTOR



## PROJECTPARTNERS



## MET STEUN VAN



AGENTSCHAP  
INNOVEREN &  
ONDERNEMEN



EFRO  
EUROPEES FONDS  
VOOR REGIONALE  
ONTWIKKELING



Vlaanderen  
is mobiliteit



Europese Unie



# Questions and answers?

- Thank you for your attention!
- Questions?
- Let's connect:

