The Last Mile

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Abstract

Especially in the year 2020, when traveling options were limited, an increased volume of tourists could be observed in the Bavarian alpine region, resulting in jammed roads, increased noise and a corresponding high CO_2 emission.

The confusing, user-unfriendly provision or non-existence of public transport alternatives causes visitors to rely on their own cars. “The Last Mile” is an issue for hikers who want to travel by public transport. Very often, they get quite close to the starting point of their tour but do not match it. The remaining distance between the closest train station and the trailhead is in many cases too far to walk.

The app "The Last Mile" aims to minimize this problem. The developed prototype illustrates how an integrated overview of different mobility alternatives can be displayed to visitors which they can use to comfortably get to the starting point of their tour. The app provides an intuitive, clear and easy way of finding public mobility options. The main function of the app is that users can enter their departure and a preferred tour starting location into a search mask. The app searches for a suitable train connection, which directs the user to a train station near the starting point of their tour. If the station is not within walking distance, the app uses data from a wide range of mobility providers to help visitors to cover their last mile. The mobility alternatives are: bus, taxi, car sharing, bike rental, e-scooter, and a chat to find carpool options.

As side functions the app provides a weather forecast in the chosen destination, a display of the time users may save by not using the car, a loyalty point system, a CO_2-saving- tracker and the option to recall already selected connections at any time.