“Everything that is inconvenient will change”
Why do people sit in traffic jams?
User Appeal

Spontaneity

Convenience (door to door)

Price (at the point of use)

Comfort

Privacy & Security
User Appeal

Better
Transport everywhere, for everyone ….. as accessible and affordable as running water
The definition of an advanced society is not that even the poor have cars ........... it is that even the affluent use public transport.
“Whatever’s most convenient will win”