V: Which mobility PSS have you used during the last 6 months? #00:00:16-3#

F: Yeah, ShareNow. Maybe OV-fiets. #00:00:34-3#

V: How often are you using them? #00:00:51-4#

F: ShareNow weekly and OV-fiets occasionally, I think a couple of times per year. #00:00:54-1#

V: For how long have you been using these services? #00:01:11-4#

F: OV-fiets I think since it exists, so like 6-7 years. So since it was connected to NS. And ShareNow since I live in Amsterdam, so 4 years now. #00:01:28-8#

V: What contributed to a good or bad service experience? #00:01:38-4#

F: When they are working. So, a good experience with ShareNow is it is super easy, it is not super expensive. I am usually using it when I don’t want to cycle; so when it rains or the distance is super long or when I have to bring a lot of stuff with me. So it is super convenient and it makes my life a lot easier. And now that I have used the accessibility of the cars… you can leave them wherever you want so the spots change all the time. So, it is possible that at some point there is a hole in the map so that there is no car available with 1 or 2 kilometres from your location so that sucks. So yeah, I moved to a place where a lot of people are using it so the cars are parked next to my house so that is very convenient too. So yeah, mostly convenient and easy I guess. It’s great because my boyfriend also uses it so we can use it together. So, for example when we go somewhere you are not allowed to reserve the car twice so we can do it both and actually reserve it twice. These kind of things make it super easy. #00:03:24-3# So it works like this, you can reserve the same car only for 20 minutes. For example, we usually use it for groceries. And imagine you are taking 22 minutes from getting out of the car and getting back into the car - somebody else can take your car. So that way you can reserve it twice because otherwise somebody else gets your car and you can still not get your groceries home. Yeah, these kind of things happened. These are the sucky parts, you want to take the car and you are usually going back and forth by car and there is a lot of uncertainty whether you are gonna get a car. So for example from Amsterdam Zuid from that station there are often no cars at all so you have to walk a long way. But still you can arrive with your car, park your car there and not have somebody else park another car so that you can… #00:05:00-2#

So if you are looking at the app, I am super happy with the app but sometimes it doesn’t work. When it blocks or there is a big bug you’re locked out of the car and you can’t get home. #00:05:27-6#

V: Did that happen to you? #00:05:27-6#

F: Yeah, so we were doing the groceries and we had all the groceries in our hands and we were getting back to the car and we couldn’t get back into the car. The car was in the parking lot, so you also have to pay for being in the parking lot and we couldn’t access the car again and both of our mobile phones were not connecting. We just thought that it was a national issue and we just were ’nooooo, I just want to get home please’. What you sometimes also have is that it doesn’t want to lock the car. I had that a couple of times in the 4 years but it is like you just get out of the car and you are just like ‘ok dude, I am paying, I am paying per minute, you need to close, you need to close as soon as possible cause you are costing me money by not doing anything’ and that was super frustrating but that happens very rarely. What they currently do when you are out of the car and everything is closed, because they have all these sensors, then they lock it automatically so that is also a nice thing. #00:06:58-1#

V: What are the steps you need to do until you can start driving? #00:07:11-8#

F: If I take the usual scenario, on Saturday I am going to the grocery shop because I need food. I need to get there, we are going to get a week worth of food and I don’t want to cycle. Let’s take a car, you have 20 minutes from when you reserve it to get in. You usually check on the map where cars are available near your location, so you always hope that they are closer to your house. On the app you can see their operational zone so where you can park the car and get the car, so if you want to go somewhere outside the zone you are fucked because you have to pay for the car as long as you have the car, you cannot park it there. #00:08:46-3# Uh, and one other thing that doesn’t work is that there are usually a lot of available cars in this space [pointing on the map in the app] but that is actually the space where the depot is. So when a car is wrongly parked they bring it there and it is not accessible because they are behind a gate but it still shows that. #00:09:25-4# Clint, so my boyfriend, he walked there once so now we know. If no car is available in walking distance you can put a radar with a radius like I don’t want to walk further than X amount of metres and then they send you a notification when one is available. So you reserve and then the 20 minutes are counting down, I have now also set a notification so that when 5 or 10 minutes left it send me a notification, because otherwise they don’t send it to you. So now the car that I reserved disappeared from the system so somebody else is not able to use it. Ah here, you can only reserve the same car once in 2 hours. So if you are not there within the 20 minutes somebody else can get it, and then get your car before you are actually there, so that sucks. So when you want to start you click ‘start’ and then you can chose between different rates, I usually just do the super basic one per minute but you can do packages. Oh, and for me it is extra cheap because I am in a zone where they want to stimulate more moving of the cars there. #00:12:35-4# Meh, that is also a stupid part of this app. These are the charging spots and they are visualise it which is nice when you are in the car but you are not gonna have your mobile phone while you are driving, so put that on the fucking map in the car not on this app. I don’t care when I am reserving the car where the charging things are - I am sure there are charging stations somewhere in Amsterdam. What I also check usually, if I have the option to chose between different cars, I check what the battery level is. Because when I go to the supermarket it is not really that far but if I don’t want to cycle 45 minutes I take the car then it would be nice that I am not on the highway and that the car says “No, I am gonna stop here, bye.” Usually I check but the system is pretty good because when a car battery is at 30 or 40% you get a discount when you charge it so they are really trying to incentivise it. If you want to start it they have a list of the damages so you do your round for the insurance, you check what the damages are, and report extra damages in the app. They changed it completely, they made it super simple because before it was like right, left side and you were “yeah, from what angle? Like when I am in the car?” So now the made it exterior, interior and drivers side or the passenger side - so it is really straight forward and it is super fast. I remember a long long long time ago I had to call them and say “Hey yo, this is broken.” So that was really a barrier to actually using the car because I just thought this is gonna take too much time, goodbye. #00:15:27-0# Now I just put in everything, before I was like yeah “Is it bad enough, should I call them?” So maybe now they are overloaded now with “There is a little scratch here…” but you are supposed to report scratches and dents so when you continue clicking these are the options you can click. #00:16:07-6#

To start you need to enter your code and then there is a number coming on the screen in the front of the car, there is a super small screen in the right of the windscreen and in the middle the navigating screen. #00:18:38-0# At the start I used their navigation but it is horrible and they have a walking navigation to get to the cars. Then there is also an onboard screen where you can see your sustainability score or whatever it’s called - so how good you are driving and that kind of thing so that is sometimes funny to look at. #00:21:52-8#

V: How did digitalisation change this type of services? #00:22:10-1#

F: I interviewed somebody about Car2Go and they used to have a card to open the car and it transitioned into you just using your phone. I don’t know maybe they were looking at their website to see where the cars where because otherwise how would you know where a car is. #00:23:03-0# What I forgot to say, when I go somewhere else you never know whether it is in the operating space or not so you need to check beforehand on the map whether or not it is actually gonna work. For example, when I train on the other side of Amsterdam it is exactly out of their operating space and it is actually not even in working distance. I mean I am not going to walk 20 minutes with my gear on so it makes no sense for me to use the car at that point. #00:23:42-1# And what I said about the damages you would have been calling them so okay you would be talking to a human being which is nice but you still had that barrier ‘oh I need to talk to people’ and that kind of thing and now it is super easy and super-fast. #00:24:11-9#

V: Have any other digital components evolved since you started using the service? #00:24:35-2#

F: So, they added the discount thing to incentivise people in my area to use the cars. For the onboard system I don’t know, I haven’t used it in a really long time. You don’t need to use it and it is so slow and it gives the wrong route or the slowest route. So yeah, it wasn’t really helpful and the interface isn’t pretty. #00:25:45-7#

V: Where do you see potential for digital components to better support this service? #00:25:57-9#

F: What I wished for is that there should be an incentive to spread the cars better. Like places where people are going. Like IKEA, you are going to take more than 20 minutes in the IKEA. And you are there with your car because you know you are going to get a big thing that is still going to fit into the Smart. And then it passes the time and somebody else is takes your car because they also need stuff from IKEA and then you don’t have a car. So it would be nice if there were more cars in gaps in the maps. I’ve had this discussion a hundred times with my boyfriend, like they need to do things differently but I don’t really know… Like maybe they would have an extra discount because at the moment they have a discount if you take the car out of the certain zone it would be nice to get a discount when you putting it back into zone if there is nothing in a radius of X metres so that would be really helpful. I don’t know whether that is the digital part or more like the business model part. #00:27:37-3# It would be a helpful thing if they send you a notification like ‘Hello, if you park there…” So when you charge the car then it gives you credit so it is already built in so you can easily use it for something else I think. #00:28:15-6#

V: Let’s try to remember when you started using this service 4 years ago, when did you first think about using it and how did you find out about it? #00:28:27-7#

F: I mean I knew of Greenwheels. You can see them (ShareNow) very easily in Amsterdam because they are very recognisable; they are white and a specific blue thingy on the car and is a Smart and it is also an electric car. So, I think we saw them and of course also during this PhD read about that stuff. And then when I was living in Amsterdam it was a good reason to use it because I was actually living super far from my boyfriend and that was an excuse to actually use that car. #00:29:19-9# So initially it was a €10 administration fee, so it was let’s just do this and after that you are not imprisoned, like you don’t have to pay every month or do super silly stuff to get out of the contract or I don’t know actually what you have to do to get out. #00:30:39-6# But you don’t have to pay every month so there are no financial repercussions. #00:30:52-3# The only contact point we had, is that you had to go to a Hertz point to show your passport and your driver’s license to show that you are real and it is not photoshopped. So that was the only human contact point in real life. #00:31:17-0#

V: How did digitalisation influence your decision to use this service? #00:31:21-3#

F: I don’t know, I didn’t really consciously think about digitalisation but the fact that it’s on your phone, it’s always accessible… You need battery, I totally forgot about this, which is also a problem. My phone once ran out but that was before I got the car so that was good. But it also when it rains it [the smartphone] makes stupid drops. So when it rains the battery makes very big drops for some reason, so when I have 50% it shuts off and comes back at 10% and then I am like ‘Yeah, I am not going to be able to take a car at this point because I don’t know whether I will be able to go away.’ I think with the new system you don’t have to log out on the app anymore because now it locks automatically. I remember sometimes the app takes a long time because your phone doesn’t always want to cooperate; so the app shuts down or your phone shuts down or it takes a shitload of time to get stuff going and I noticed lately that it’s been shutting off the car automatically without me even having to push on a button and before that I was like ‘Oh no, ahhh, the time is going on, leave me alone’ so that was a good one. What also doesn’t make any sense is losing time when you are charging the car - you are taking time to charge the car and okay you get a discount but how much is it compared to the time I have lost to do all these things. #00:33:24-8# It is more sustainable and driving the electric car is super fun so that also helped, there were a couple of options next to my house with Greenwheels, another one… but that was the only one with an electrical engine. #00:34:07-2#

V: Do you have any further thoughts on digitalisation in this context? #00:34:35-1#

F: So now they are going to merge and I am very curious how they are going to visualise the different types of cars. If the screen is working; this weekend it was completely off, it didn’t even say ‘Welcome!’ or whatever the screen says to you. Oh, that is also not useful, you are reporting the damages when you are outside the car so when you are inside the car you are like ‘Yeah, I am paying for this time’ so if the screen is not working you don’t know that from outside. You can still reach that part when you are inside the car but you are like ‘I am paying for this time, I’m just going to where I want and I will add the damages afterwards’ and then I forget about it. They have lots of sensors so they should know. #00:37:12-7# I got locked in inside of a car once so that was probably because I wasn’t active for too long but then you can reopen it with the app. The sensors of the doors and the boot are also connected to the app or at least it says ‘Yo, the door is still open we cannot end your trip.’ Same thing with the keys, all the keys need to be back in place so that you can actually lock the car. #00:39:04-1#