V: Which mobility PSS have you used in the last 6 months?

M: Greenwheels I’ve used. I also have an OV-bike subscription but I haven’t used that in the last 6 months.

V: For how long have you been using these services?

M: OV-bike since 6 years and Greenwheels at least since 8 years.

V: How often are you using Greenwheels?

M: At the moment I am not using a lot, maybe 4 times per year but until 2 years ago I was using it at least twice a month. Then my wife and I both are self-employed and we both had to travel a lot for our assignments and then financially it was better to buy a second car. #00:01:25-8#

V: What contributes to a good or bad experience with this service? #00:01:47-0#

M: It’s availability of the Greenwheels near the place that I am that is either near the place where I live, where it is extremely good. I live in an area where the first Greenwheels were rolled out so we had a Greenwheels always available. #00:02:35-8#

V: What gives you the feeling of a good level of availability? #00:02:35-8#

M: The app tells me almost directly whether there is a car available at the time I want it. I know that if I try it more than 24 hours before there is no issue and if I try it 12 hours before I might have to walk a bit longer to have the same availability so I also know that the shorter the time between the time I think I will need it and the actual usage the larger the chance that I will have to walk a little bit. #00:03:20-9#

V: Did you also have negative service experiences? #00:03:20-9#

M: Yes, I remember that one time that I had reserved via the app and that the app hadn’t been rolled out for such a long time and that my reservation had not been processed so that when I put my card on the windscreen of the car it wouldn’t open and then I had to call and then it took a long time because there was a glitch in the system meaning that there were a lot of people waiting to be given access and that made me quite angry because that was when I was travelling from home and I think I had to bring my daughter to one of her swimming lessons and then timing is essential and I can’t lose 10 minutes on such a thing. So, the direct availability of the car is then important and having a glitch in the system kind of collapses that. #00:04:17-9#

[story of negative experience because windscreen wiper of 2 Greenwheels cars were stolen #00:05:01-3# ]

V: What are the steps you are going through to get a Greenwheels? #00:05:14-4#

M: Okay, I open the app, I locate to the point where I need the Greenwheels which is not necessarily where I am so I need to zoom out and zoom in to the point where I need the Greenwheels because it shows a map, and then I enter the time and make a reservation. It is very simple. #00:05:37-1#

V: How has the app changed this process? #00:05:49-6#

M: Oh, it means that I am much more flexible. I used to have to start up my laptop to enter online in a desktop environment, having to reserve via the desktop environment which was totally feasible or I would have to make a call and I would be helped by somebody actually answering my call and reserving for me so the app has improved it because if I leave home on my bike and I am in a hurry, before I step on the bike I open the app, I reserve the car which is there, I put in the end time and boom, it takes 2 minutes by bike to the car and by the time I am at the car I can put my card there. So it releases me of having to think before starting so I can do it very quickly so it saves thinking time. Yeah, I don’t have to worry before I actually have to start my travel. #00:06:59-7# The reservation is so low threshold, I go out, I decide oh its about time, I open the shed, I reserve and I am off. And if I had my own car I would open the door, would need to think about my car key and then probably do about the same. #00:07:15-3#

V: How do you interact with the service provider? #00:08:15-4#

M: I interact with Greenwheels via the app, so I open the app and reserve online and what I also do is I sometimes from my laptop interact when I changed my subscription from a very frequent user to a very infrequent user and that I have done via my laptop via their website. For instance, on the app I have entered my OV-card as a Greenwheels card that I think I might have done via the website. #00:09:24-3#

V: Greenwheels has evolved the main ways to contact them, which way of contact do you prefer and why? #00:09:57-1#

M: The app has become more sophisticated so that it has a little film inside and it has better visual quality but I liked the app as it was in the beginning, it was very straight forward. It did not have the location start it just had the start like ‘Where do you need a Greenwheels?’ and I think I had to type in the street and that was not very handy because they are located in their system via street so I would have to type in a street and then it was like ’Do you want this one?’ and no I want one NEAR and that was difficult but it was very straight forward and now I have to wait. Ah yeah, what has changed is that they now first load all the available cars and before it was like I go to this spot and there I need a car and then they would probably load the available cars in that neighbourhood that was much quicker I think. #00:10:59-4# So it was a bit more easy then. Now they for example suggest that the car is available later but I need the car at that time. I am not flexible. #00:12:28-6#

V: Which role does your smartphone play in this service? #00:12:32-6#

M: Quite a big role, because I use it for my day to day reserving that is my day to day interaction and only if there is something specific like I have to add my OV-card or I have to change my subscription that’s when I go to the desktop. And calling, sometimes I have to call because it doesn’t open or there is something else and I use my phone for that as well. Which is by the way very quick they always pick up the phone very well. #00:13:15-4#

[Likes the simplicity of the automatic answering voice that gives him the feeling of it being a start-up #00:14:00-2# ]

V: Did anything change in the app? #00:14:16-4#

M: There is a lot of changes that happened. It says for instance now when I open the app: “Help us keep the cars clean Blabla” and “Saturday and Wednesday are the most popular days to use Greenwheels” yeah, okay I want to skip that and then comes “These cars are now available”. They have a suggestion that is based on previous rentals so my suggestion is now at station Zwolle. To seek a different car I need to go via the screen. [Looks at the app] Oh, it tells me where I am now so that would help. #00:15:25-4# It [the app] seems to have more functions but that doesn’t necessarily mean for me that its become more handy because I kind of understood the app as it was, it was quite straight forward and simple and has become a little bit less straight forward. #00:15:59-0#

V: Did any of the other digital components of the service evolve? #00:15:57-0#

M: Yes, the website has evolved. It used to be also quite basic, so you could login, what is your subscription and now it has become quite a bit bigger and it doesn’t really help me so to say. For me it is a service so I’d like it to be very basic, so click click click ready. I am not intrigued by the films let’s say. #00:17:03-7#

V: And how about the digital components of the car? #00:17:17-3#

M: One of the things that was a bit difficult from the beginning was getting the pin code of the tank card. Because you have a tank card to me it was never quite clear when it would show the code I would have my phone ready to take a photo of the code the moment it appeared, it wouldn’t appear for vey long. I think that has evolved because now I think there is a button that you can push and then it shows the code. So that has evolved a bit for the better. #00:18:38-0#

V: How do you in general perceive the process of getting access? #00:18:40-6#

M: Oh, it is very cool. I just put the card on the windscreen, it pops open, I go inside, I take out the keypad, I press in my code, then it says “Is there any new damage to the car?” and I say ‘no’ and I am also wondering how would I know whether it is new damage or not when this is the first time I am renting this car. And then I take out the key, I start and I drive away. I think it could not be more straight forward. I have friends asking “Well, how does it work?” “It is very simple, pin code, car out and drive.” I couldn’t think of a way for it to be easier, well of course if there would be maybe with a fingerprint scanner it could be a bit quicker. #00:19:44-6#

V: Did the evolvement of the digital components influence the proposition of the service overall? #00:19:58-9#

M: Oh, it’s improved. You do feel that it is one big thing, it is a reassuring system. The app is the first contact point and you go through it and you get the idea that it is really well maintained and it works well because I reserve on my app and now it always pops open when I put my card on the windscreen and that is what I would like. Because I reserve it via an app and who knows what is behind it and I open it up with the card and it pops open. So it feels like the car is in connection with the rest and that is more now than it used to be. Because I used to feel like there is this system but then whether the car is connected to the system I was not so sure, most of the times it opened up but now it more feels like “Of course it will open up”. #00:21:23-6#

V: Did the digitalisation of this service change your behaviour? #00:21:45-9#

M: It did because I used to be a bit more cautious because I knew that when you reserved it online via your desktop there had to be at least 15 minutes between the moment you reserved and the moment the car would be available and that is not anymore the case so I can no reserve and have it right away. So that made it easier for me to just reserve it as I go. It used to feel like there was that machinery behind it and now it is much faster. #00:22:36-0# The system would only allow one rental per card per day and I used to use it a lot when I as at home with one of the children and sometimes I would then have to bring the child in the morning to this and then in the afternoon I would have to bring the child to that and then I would rent the same car 20 minutes or 30 minutes on the same day but online that wouldn’t be allowed so I would have to call which was a nuisance and then when the digitalisation advanced it was much more use as you go, so that helped. #00:23:28-2#

V: Where do you see opportunities for these digital aspects to better support this service? #00:23:49-1#

M: For me it would be nice to have an app that is a bit more condensed and feels a bit more powerful like I don’t have suggestions for cars or other things I don’t want, I want to fo straight to make a reservation so skipping the things around that would help. One other thing that would also help, because I have been in a situation that I was overdue my time, I’ve been there twice, I was actually called by Greenwheels like “You’re car isn’t there, it should be there, you should have been back.” So a function in the app that would pop up let’s say half an hour before I would have to hand in my car, that would remind me, and maybe there is and I don’t use it, but that would help because then I would know “Oh yeah, I have to drive back now”. Maybe it could even be linked to how much I have driven in one direction, like this has taken him 40 minutes so let’s say 45 minutes before the time is over “Look, you still have to drive back because this car is still there and it has to be there in 45 minutes so you’d better leave” so something like that could help. #00:25:21-7# I am usually not aware if somebody else booked it afterwards because I feel like this is my car now. #00:25:49-2# What would be handy is if there would be something in the app that when when I have been granted access something that would display the tank card code. Like a function in the app that says ‘I need to tank’ and then it displays the card and the code, that would make it really easier. #00:26:58-6# Oh, and I was going to say that it would probably be nice if it would measure the amount of kilometres I was making in my own car and then say “Look, you are probably better of using a Greenwheels” but that would very much be an intrusion of my privacy.

V: Has digitalisation influenced you decision to use this service? #00:28:45-8#

M: Yes, it has influenced the decision to start using it because it had a website and you could also reserve online and at that time that was quite a thing. ‘Oh, you can reserve it online? Yes, just as easy as that. I didn’t have to call and then later on it improved. Driving up and down as the ‘taxi service’ that we are for our children, so having it on the spot available without having to reserve really long before that made us postpone the decision to buy a second car. #00:30:00-4#

[Joy of not having to bring the car to the garage #00:30:24-4# ]

V: What was the benefit of the website versus calling Greenwheels to make a booking? #00:30:37-4#

M: It was a bit easier to do that by the website than via phone. You could switch a bit up and down, yeah that was it. Doing on the website you would see which car would be available and I saw that on a little map in my neighbourhood and I knew which 3 cars were closest by and I always knew which car I could reserve and if I would call I would have to say which car in which street I would like to reserve and then they would say “That car is not available at that time is there something in the neighbourhood that I can reserve for you?” So online is less iterations, it really shows me this is the availability, this is what I am going to pick, this is the time, ready and with the calling it used to be a bit more iterative. #00:31:47-4# [explanation of iterations via telephone #00:32:05-6#]

V: Do you have anything else you would like to add or share? #00:32:20-6#

M: Yeah, but that is more a general point that in practice I like the freedom of having digitalisation because it gives me more overview of what I am doing but then again there is less human interaction which is a pity of course. It’s really that things are on my fingertips, that I am in control. Maybe because of digitalisation because via this app I am in control gives me the feeling I have 2000 cars in The Netherlands which is a very nice feeling. #00:33:40-9#