



# Smart Mobility Lab

SML Surveys

# SMART MOBILITYLAB ON-DEMAND

## DEVELOP ON-DEMAND SURVEYS TO EXPLORE YOUR MARKET AND ANTICIPATING EMERGING USES

The SML On-Demand Surveys division allows you to find insights adapted to your mobility challenges, beyond the DataStore SML catalog.

With more than 20 years of experience in the analysis and collection of information, our consultants support you in defining the best methodology to respond to your mobility issues.

The data provided do not fully meet your needs? Do you want to directly interview users of mobility services or key players in the new mobility sector? Would you like to test an innovative mobility product or service ?

Depending on your project, our team of dedicated experts, made up of consultants, data analysts, forecasters and qualitative experts will best respond to your problem by providing you with personalized solutions.

The SML On-Demand Surveys division will bring all its expertise to your company to :

- Measure: Studies and evaluations of markets
- Positioning: Competitive Benchmark
- Decipher: Qualitative surveys, sectoral observatories,
- Anticipating: prospective studies and strategic monitoring
- Communicating: studies adhoc quantitative studies, omnibus studies

# DATA PLATFORM FOR MOBILITY , COLLECTION AND PROCESSING DEVICES DATA AT THE SERVICE OF YOUR PROJECTS MOBILITIES

We set up data platforms that make it possible to obtain qualified multi-use data: analysis of multimodal traffic flows, understanding of new travel habits, assessment of the impact of mobility policies, measurement of the environmental impact mobility...

## Observatory of mobility... Community of users of emerging mobility...

### 2 milestones

DATA COLLECTION FROM MOBILITY: the working basis for carrying out studies  
We collect data from different sources:

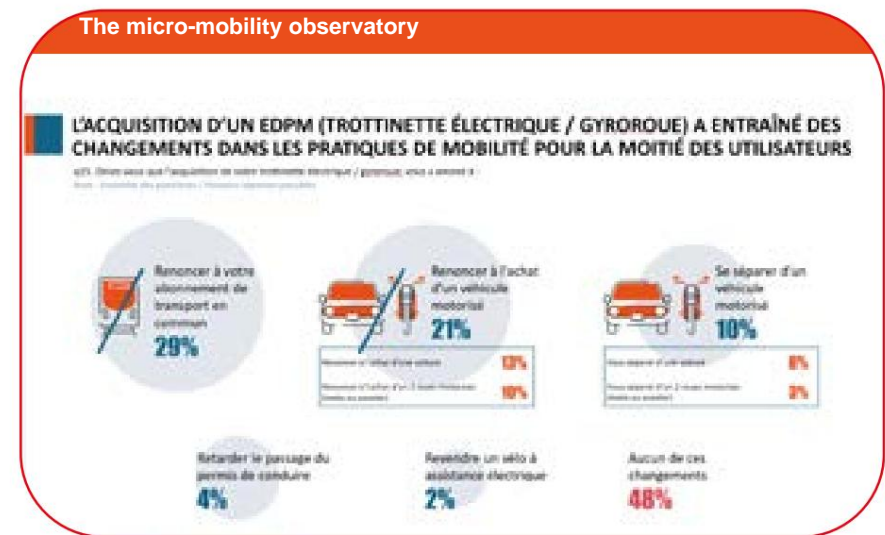
- Constitution of community panels by mode of travel composed of several hundred participants
- Hybridization of data from quantitative questionnaires, GPS trackers, Smart Sensors, calculations of usage impact data, consideration of the life cycles of the different modes of transport concerned...

DATA ANALYSIS: from raw data to data visualization We take care to source, make reliable, exploit and hybridize the data collected. We develop data visualization platforms adapted to your associated mobility projects. Our analyzes accessible via personalized dashboard, personalized reports and/or infographics make it possible to reliably and recurrently measure the mobility studied (Ex: Identify uses, understand modal journeys and modal shifts, calculate the energy savings made, etc. .).



CREATION OF THE DATA, MICRO-MOBILITY OBSERVATORY CO-PRODUCED BY SMART MOBILITY LAB AND OPINION WAY

First experiment carried out in Europe which provides unprecedented data on the use of personal micro-mobility devices



Methodological approach:

- Constitution and management of a panel of 650 owners of electric scooters and gyroroues over a period of 2 years in the 13 French metropolitan regions.
- Processing of monthly follow-up questionnaires which make it possible to understand the daily mobility of panelists (commuting journeys, schedules, motivations, incidents or accidents, etc.)
- Processing of travel data collected using a GPS tracker associated with the respondent's micromobility device.

## QUALITATIVE MARKETING RESEARCH

A METHODOLOGY THAT ENABLES

TO EXPLORE IN DEPTH THE

PERCEPTIONS, USES AND ATTITUDES TOWARDS

UNDERSTAND NEW MOBILITIES

2 proposed  
methodologies



Focus groups

We recruit and interview groups of 7 to 8 people on topics that shed light on your problem. We regularly use this approach to understand the collective dynamics around a mobility issue. The animation and analysis of these meetings are carried out by a psycho-sociologist, expert in new mobility.



Individual interviews

Over a period of 1/2 hour to 2 hours face to face with users or professionals, we deepen a theme. This practice is used regularly by our team in order to respond to usage issues.



### REALIZATION OF PRE-TESTS USERS

“Plume Allure electric scooter concept test”  
(January 2022)

Methodological approach: 3  
focus groups of electric scooter  
users

*“We entrusted the firm Smart Mobility Lab the realization of round tables on our Plume Allure electric scooter. Thanks to Smart Mobility Lab, we took care to listen to feedback from target users, which allowed us to adjust the design of our Plume Allure based on the feedback expressed. The establishment of 3 focus groups challenged us by confronting us with the vision of users »*

FABRIC FURLAN  
Founder and CEO of PLUME



# PROSPECTIVE AND MONITORING STUDIES

## STRATEGIC, EXPERTISE AT THE SERVICE

### YOUR ANTICIPATION OF THE MOBILITY OF

#### TOMORROW

The teams of the SML on-demand Studies division have for many years developed innovative methods based on creative and projective tests, allowing interviewees to project themselves into the future of mobility.

In addition, our knowledge of the new mobility sector allows us to collect extensive information and perform detailed analysis, which facilitates your strategic projections.



#### REALIZATION OF A STUDY PROSPECTIVE :

“The domestic economy of the autonomous vehicle by 2040”  
(April 2019)

- Evaluation of the financial thresholds from which the French will be ready to abandon their vehicle to change mobility system and switch to autonomous vehicles.

#### Methodological approach:

- In-depth individual interviews of 1h30 face to face (integration of projective tests) 2 focus groups of 2h30 (for
- Facilitate the projection in future trips and the logic of use of the autonomous car)
- Quantitative study with a representative sample of 1000 French 18 years and over



# QUANTITATIVE SURVEYS

## A METHODOLOGY THAT ENABLES VALIDATE AND MEASURE ASSUMPTIONS

It is often useful to validate the observations, hypotheses or insights provided during the qualitative phase.

Often carried out on the basis of a large sample of respondents, quantitative surveys are conducted in the street face to face, by telephone or via the Internet.

The flexibility of this methodology allows you to question both a representative sample of the French population and a more specific population such as users of a particular mode of transport (eg electric scooters).



**SURVEY OF 5,000 USERS OF PUBLIC SPACE** "Uses, risks and accidents of personal motorized transport vehicles"  
(March 2020)

Identification of risks and types of accidents with users of public spaces (users of electric scooters, motorists, motorized two-wheelers, cyclists, etc.).

Find this study in free access on our website: <https://smart-mobility-lab.com/study-uses-risks-and-accidentality-of-edpm/>

Methodological approach

8 focus groups of 3 hours (4 groups of electric scooter users / 4 groups of other users of public space) 1 quantitative survey carried out with a panel of 5,000 French users of public space (including 1,000 witnesses or victims an electric scooter accident) • 20 interviews with accident victims from EDPM (Member of the Association





THE OMNIBUS STUDY,  
A RELIABLE AND FAST RESPONSE FOR  
IMPACTFUL COMMUNICATION

In terms of communication, it is important to provide your audiences with reliable and relevant information. Our omnibus study solution meets this need.

Every month, we interview a panel of 1,000 French people representative of the French population on questions related to new mobility.

The teams of the SML Studies division are able to integrate punctually 3 to 5 questions of your choice, depending on the topicality of your agenda.

We will assist you in drafting the chosen questions and we will provide you with our analysis of the results.



CARRYING OUT AN OMNIBUS STUDY

"Measurement of French people's intentions to purchase an electric scooter (during the 2021 end-of-year celebrations)" (October 2021)

Obtaining key figures concerning the purchase intentions of electric scooters by the French + Integration of key figures in a press release, with a view to a speech by the Federation of micro-mobility professionals.

Methodological approach:

Integration of 5 quantitative questions in a monthly omnibus wave, with a sample of 1,025 French people aged 18 and over / Opinea-SML panel





FIND OUR CUSTOMIZED STUDIES  
AND DISCOVER THE SML DATASTORE

[www.datastore.smart-mobility-lab.com](http://www.datastore.smart-mobility-lab.com)

[www.smart-mobility-lab.com](http://www.smart-mobility-lab.com)

YOU WISH TO CONDUCT A STUDY?  
TELL US ABOUT YOUR PROJECT!

Jean AMBERT, Founder of Smart Mobility Lab  
+33 6 14 18 67 01/ [jean@smart-mobility-lab.com](mailto:jean@smart-mobility-lab.com)  
57 rue d'Amsterdam 75008 Paris France

