

Bottom-up, web-based creativity in transport: understanding the experiences and motivations of innovators and users

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Abstract

This paper reports on empirical findings gained through both qualitative interviews and a survey, aimed at gaining a deeper understanding of travel information related user innovation through an investigation of the experiences and motivations of a sample of already established innovations and their users. An analysis of data collected from the creators and users of four innovations provides insights into how the success of user innovations is likely to be affected by the motivations and experiences of those people using them, as well as the innovators' understanding of this. Enablers to success include the users having a transport problem to solve, particularly in relation to a frequently used mode. Barriers include users no longer needing to use the innovators once they have solved their transport problem. However, it was found that the innovations can cause a change in transport behaviour, towards a reduced reliance on the car and an increased use of less environmentally damaging modes.