Abstract

This master's thesis analyses the use of web-based services like apps by adolescents and young adults living in Austria. During the last years, numerous services for planning mobility needs have been developed and are used by more and more people in the light of rising availability of smartphones and internet. It is of interest to evaluate how the services facilitate the use of mobility resources and how they might foster the use of means of transport not related to individual traffic especially amongst young people. A questionnaire is used to gather data about the usage patterns of web-based services.

The participants were recruited mainly online besides advertising efforts at (driving) schools and universities. Data on internet availability, as well as on general means, which are used to plan mobility requirements, were requested. In particular, the reasons for usage of web-based services, as well as personal attitudes and ideas on the ideal application for route planning were inquired. Data sets of 148 persons aged 16 to 30 years including information on 138 routes, which were planned using a web-based service the last time before the survey, are available.

The services do play a central role in daily mobility planning for the majority of respondents. The requirements of the users regarding accuracy of information and usability are very high. Persons, who are not using the services, often do not own a smartphone, make use of information at stopovers or prefer to ask fellow human beings the way.

Overall, the results of the thesis confirm the high importance of web-based services in the daily route planning of adolescents and young adults in the contemporary traffic system. They help to compare the individual strengths of means of transport, ideally integrated in an "all-in-one-app". A strong political will is needed to integrate the region-oriented diversity of apps into such an app and thus to get closer to a vision of a resource-optimized traffic system.