

אוריינות אזרחים ותיקים באפליקציית תכנון נסיעות

סבטלנה דייצ'מן, ערן בן-אליא, הלל בר-גרא

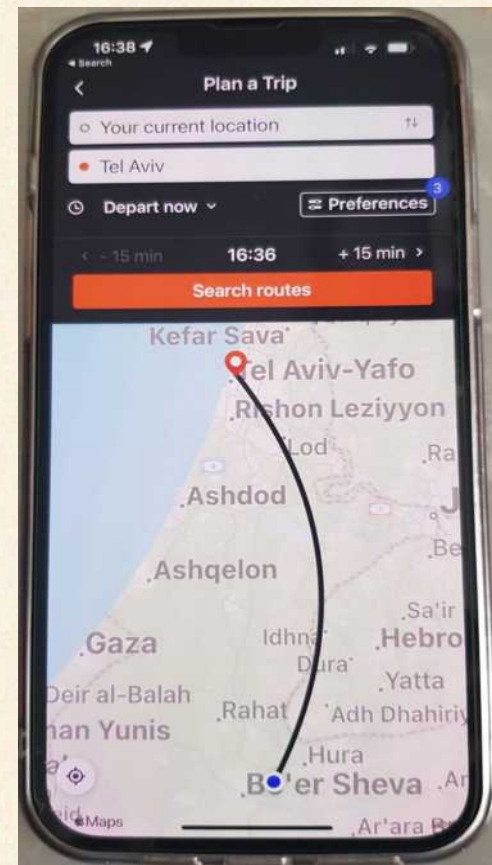




Table of contents

- 01 Introduction
- 02 Objectives
- 03 Methodology
- 04 Results
- 05 Conclusions



01 Introduction

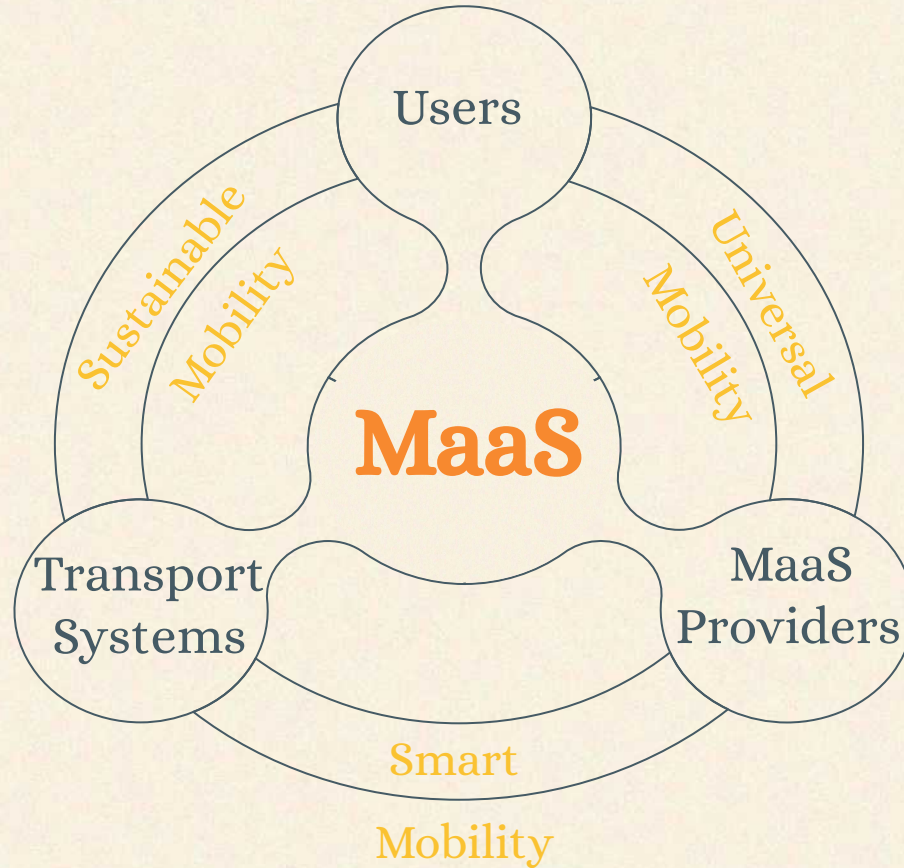




≈ 1,150,000



What is MaaS?



Challenges for Elderly Travelers

- Unique Challenges
- Impact of Challenges
- Role of MaaS



Improving Public Transportation Literacy

- Access
- Independence
- Confidence
- Navigation



Conclusion – MaaS Benefits


- Enhanced accessibility, convenience, and safety
- Prioritizing PT Literacy
- Better PT Literacy = Quality of Life





02 Objectives





“Everybody wants to live forever,
but nobody wants to grow old.”

—Jonatan Swift

Objectives



Identifying the factors that may contribute to **improving** the PT level of service



Development of the **methodology** for evaluating PTL among the elderly population



Development of **recommendations** for the adaption of the existing PT systems to the needs of elderly



03 Methodology

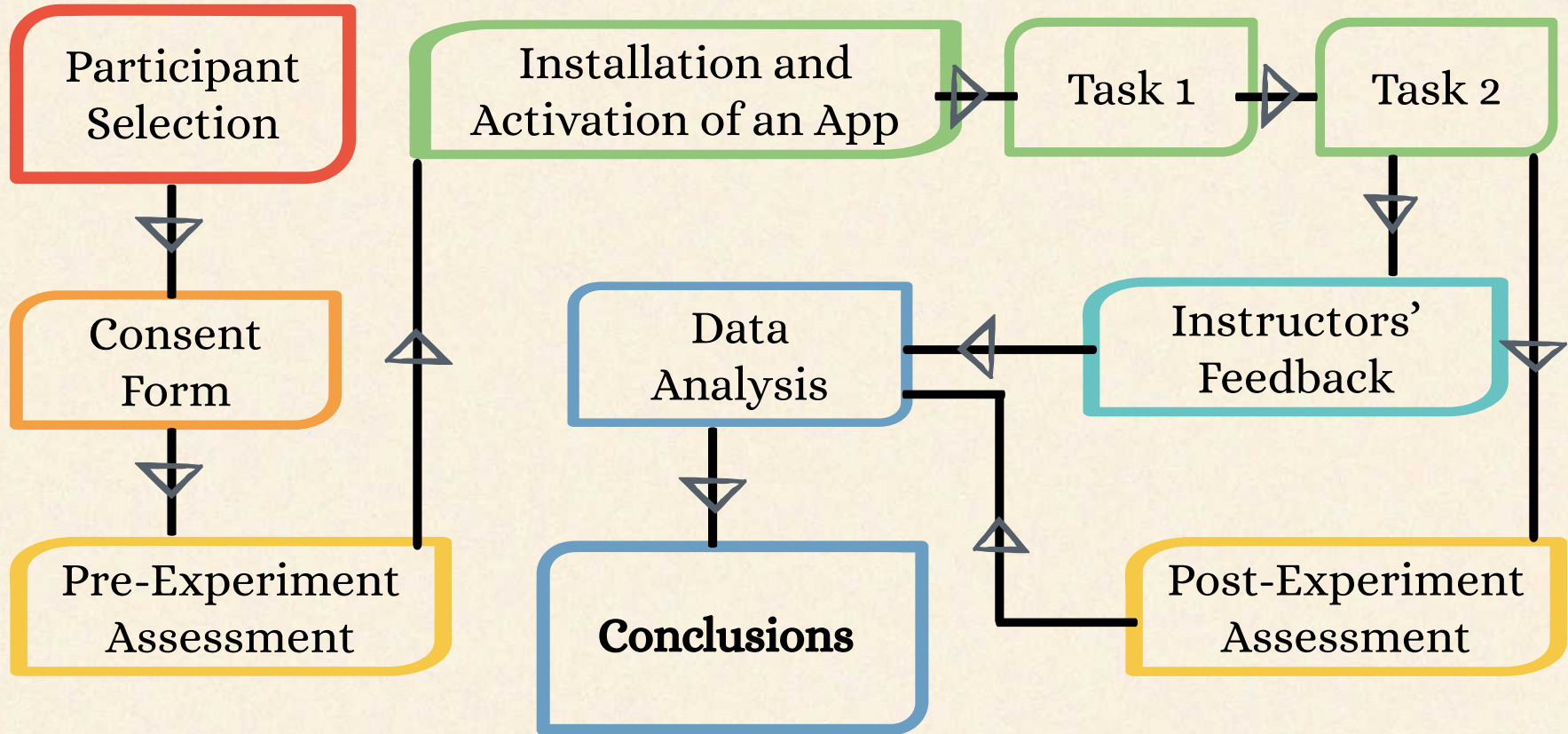


Methodology





Protocol of the experiment



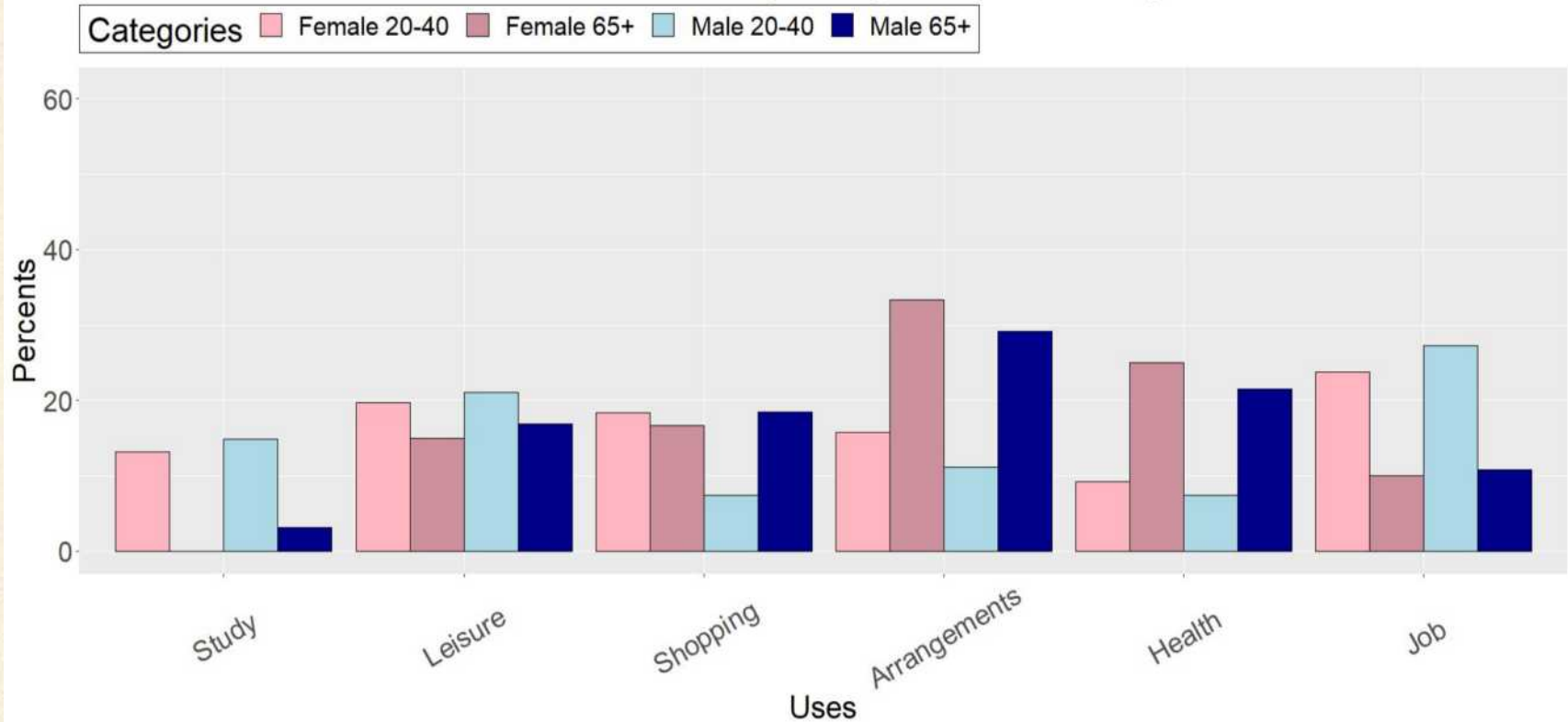


04 Results



Results

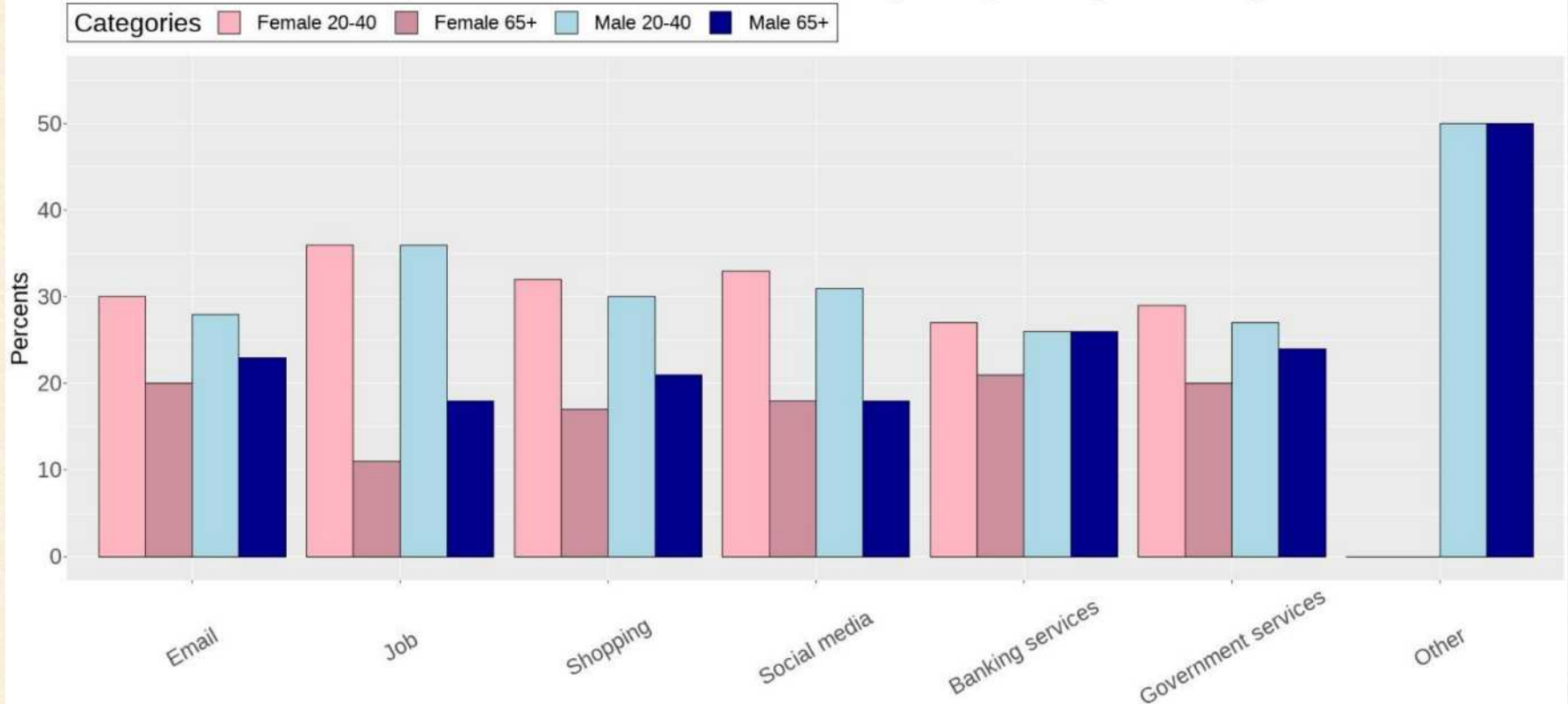
What are your main uses of the Public Transportation?
The distribution of age and gender in each using



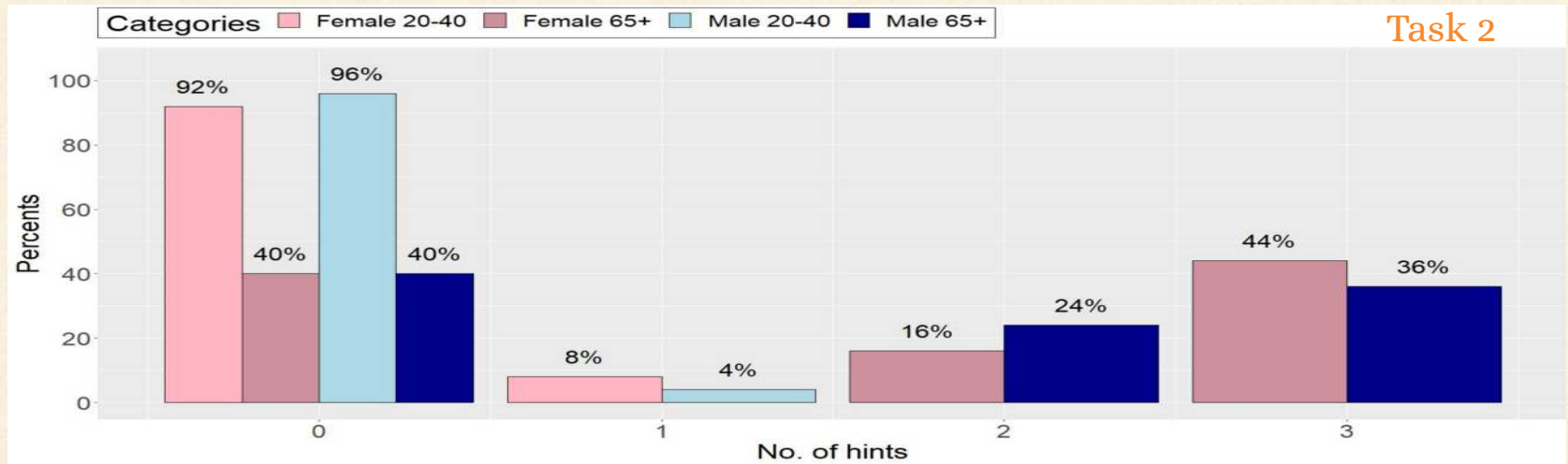
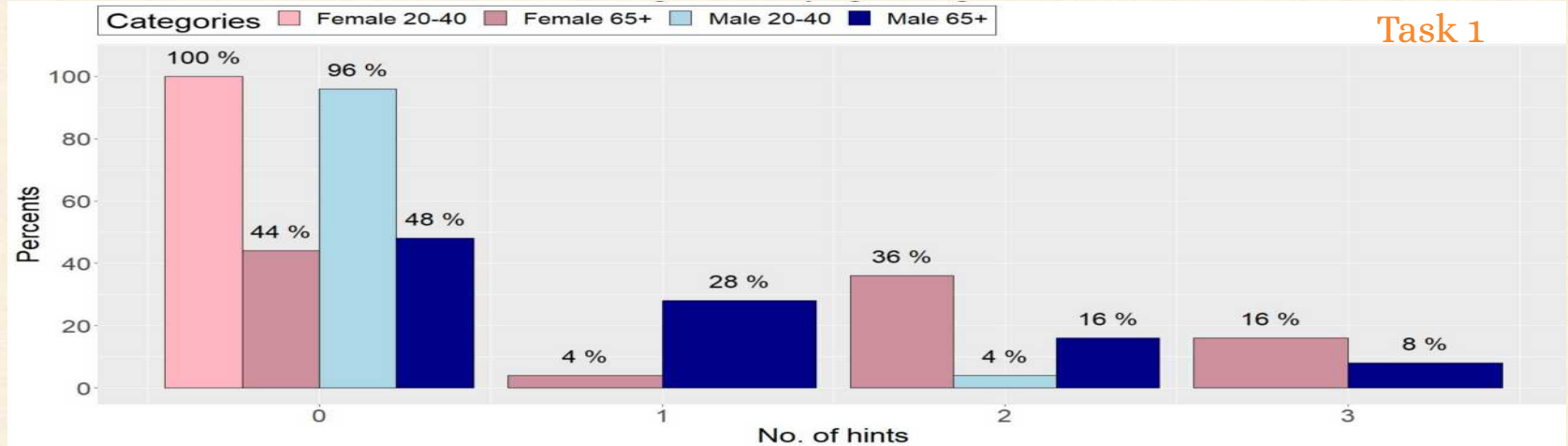
Results

What are your main uses of the Internet?

The percentile distribution of each sort of using in categories of gender and age



Number of Hints per Task



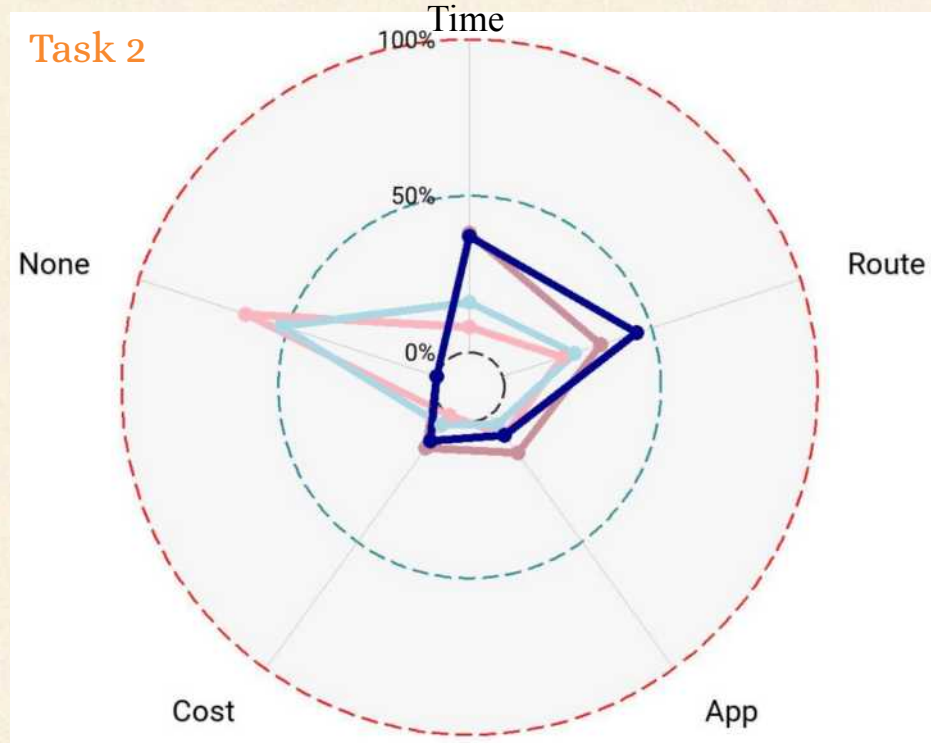
Difficulties Distribution

Categories ■ Female 20-40 ■ Female 65+ ■ Male 20-40 ■ Male 65+

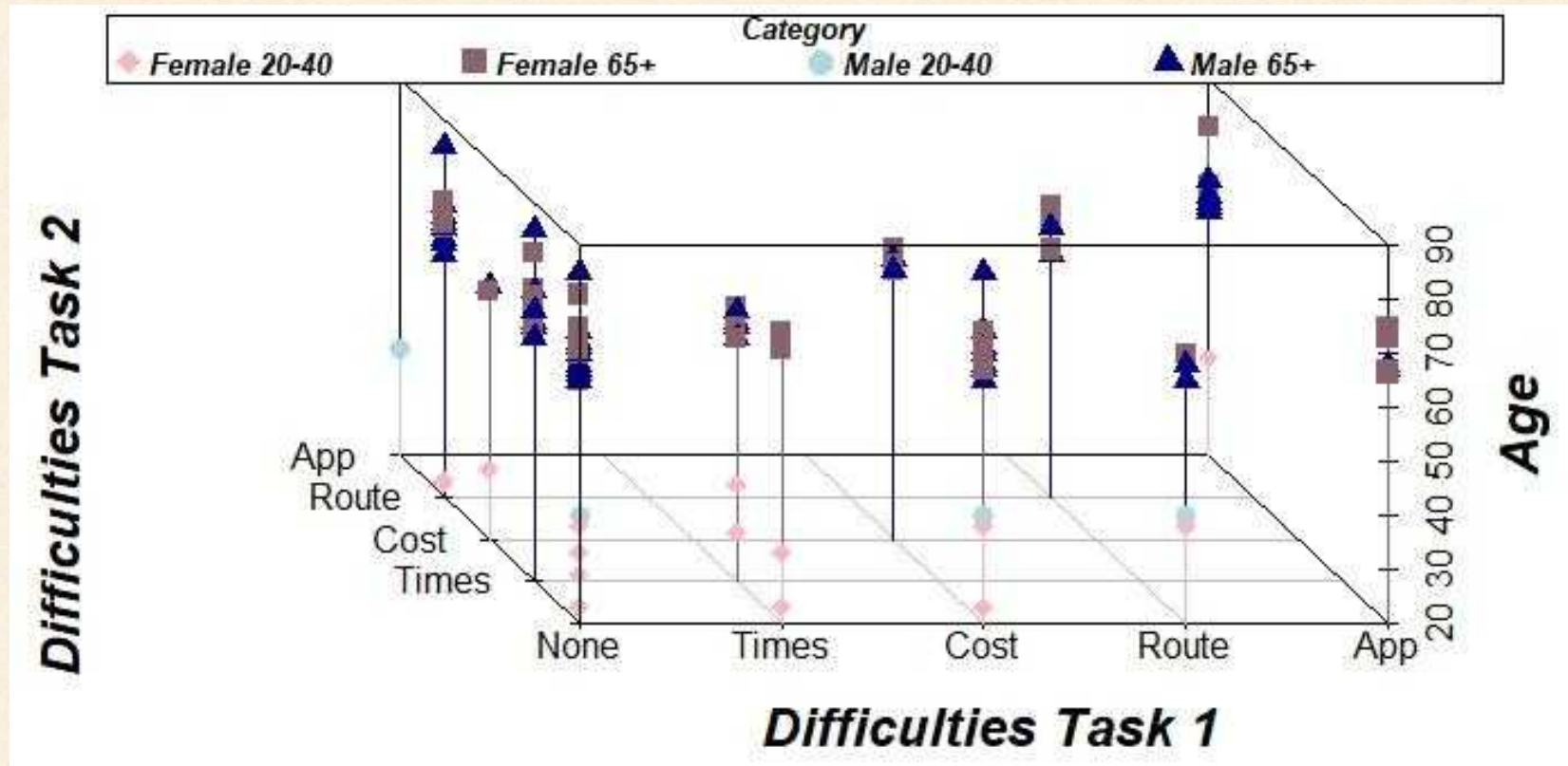
Task 1



Task 2



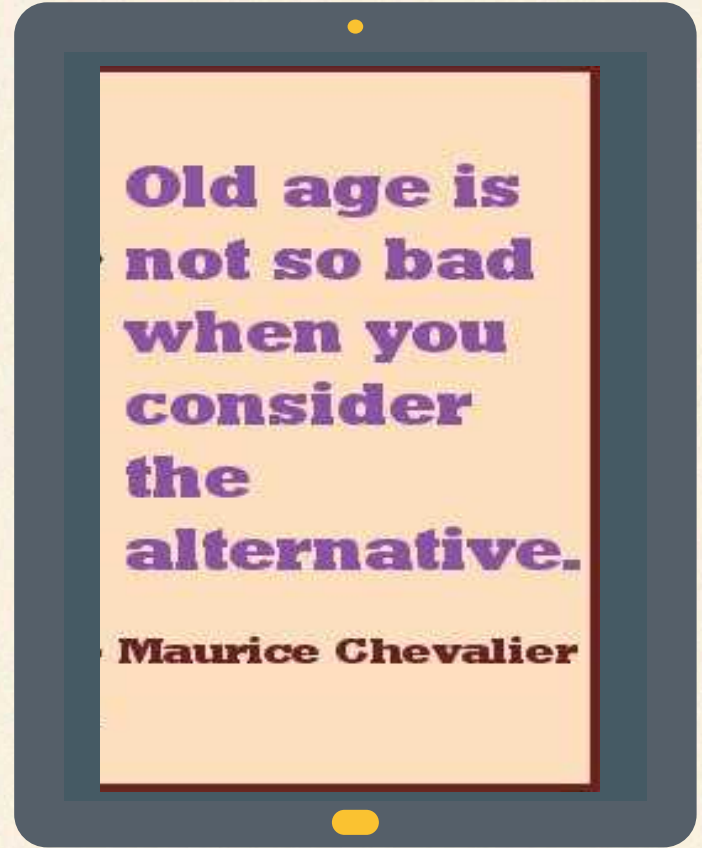
Age-Related Differences in Task Performance





05

Conclusions



**Old age is
not so bad
when you
consider
the
alternative.**

Maurice Chevalier

Challenges Faced

- ❑ Lack of familiarity with technology
- ❑ Poor Accessibility
- ❑ Collaboration



Conclusions

- Insufficient level of PT literacy among elderly.
- No significant differences in PT literacy between men and women.
- PT Literacy improves PT accessibility for the elderly and creates a more inclusive society.

"A developed country is not a place where the poor have cars. It's where the rich use Public Transport."

(Enrique Penaluna, former Mayor of Bogotá, Colombia)

Thank You!

We thank the **ISTRC** for their kind support





Thank you

daichman@sce.ac.il | +972 8 6475619