Embracing the power of chatbots for improving travel experience

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4 Billion people lived in cities in 2018

7 Billion people will live in cities in 2050
“A common cause of anxiety is stress which for many, including myself, was intensified by an uncertain commute.”

- Hope Brotherton, 16.04.2019

“Stress can be caused by delays and crowding”

- Perkins, Govia Thameslink Railway, 16.04.2019

DfT plans to introduce a 'health and wellbeing' specification for franchises to follow.
Overcrowding

Journey delays

Uncomfortable temperature

Travel during Covid
Negative impact on citizens in cities:

- 20% more likely to have anxiety
- 40% increased risk of depression
- 55% increased stress
- 41% reduced levels of physical activity
- 29% increased consumption of fast food
User expectations for future mobility app

- Majority want more app functionality*
- Priorities are comfortability, safety*
- Substantial increase in health monitoring**
- Demand of personal and immediate interactions***

The innovative solution
Travel assistant that promotes long-term health and wellbeing

Crowdsourcing
a NEW data set of preferences, needs, feedback through chatbot

Computing
emotional sentiment through AI

Communicating
personalised routes, incentives in line with preferences
The product

Crowdsourcing

At what time did you start your journey?
9am

Which station did you depart from?
Farringdon

Which station did you arrive to?
Euston Square

Which underground line did you use?
Circle

Seat availability
very cold
gently cold
normal
slightly hot
very hot

Crowdedness

Route Insights (2/2)
Northern 6 stops 12 minutes
The product

Crowdsourcing

Computing

Route Insights (2/2)

Seat availability

Crowdedness
The product

Crowdsourcing

Computing

Communicating
USPs

- Keeps healthy
  reduces stress introduced by DAILY travel

- Ease of use
  through chatbot functions

- Platform agnostic
  for integration into local transport apps

- First to market
  for emotional AI for travel apps

- User incentives
  for travel behavior change

- Real-time
  service alerts for provider and app user
EIT Urban Mobility – our enabler

Co-creation
putting city challenges at the centre

Substantial funding
allowing for developing and growing AI-TraWell

Escalation
through partnerships, mentoring

€1.5 Million
Industries

Universities / Education

Team

Cities

Knowledge Institutions

Fraunhofer
Addressing societal challenges

- ‘Sustainable cities and communities’
- ‘Good health and well-being for people’
- ‘Reduced inequalities’
- ‘Partnerships for the goals’
Promoting wellbeing for commuters

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