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Specialization / Interests:

Social Innovation

Sharing Economy

Sustainable Behaviour

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Profile Image**Project Image:**

Collaborative Consumption

Sustainable Transportation

Social Innovation

PhD Title:

Facilitating Social Innovation Through Design to Overcome Barriers to Car Sharing in a Multi-Modal Transportation Scenario in Developing Countries (New Delhi, India).

Keywords:

Social Innovation, Design, Collaborative Consumption, Sustainable Behaviour

Research Abstract:

Although car sharing holds promise for addressing a number of social and environmental goals in the context of developed countries, the transferability of these results to less developed countries is largely unknown. Despite the success of car sharing in the West it is not as successful in the developing countries due to prevailing social and economic barriers. It is not required of the developing countries to follow the same path as developed nations; rather developing nations should leapfrog the transit paradigms considering the future of mobility, i.e., multi-modal transportation system. The purpose of this research is to make car sharing accessible, affordable and successful in developing countries and thus contribute towards reducing traffic congestion (reducing air pollution, improving the quality of life of people). The aim is to bring about social innovation in transportation sector through design by overcoming the barriers to car sharing, considering a multi-modal transportation scenario of future.

Research Methodology:

The research would use mixed research methods. 1) Identifying various types of car sharing solutions and studying the usage pattern during different times. 2) Investigating barriers, motivation factors in case of car sharing in New Delhi. A qualitative research would be done with the help of ethno-methodology – interviews, focused group discussions and by following the empirical research methodology. Grounded theory methodology and coding method would be used to analyze the collected data through a set of identified parameters. The barriers and motivating factors to car sharing would be analyzed with respect to different situations. Based on the findings from the study a model would be conceptualized through design intervention, prototyped and tested.

Results / outcomes:

1. This study would provide essential touch points for designers, social entrepreneurs and the government to make car sharing more acceptable, accessible and affordable in case of multi-modal transportation system.
2. The study would equip designers with strategies like collaborative consumption or sharing economy that may help in creating sustainable environments.