Servitization of on-campus mobility - A sharing system for electric skateboards

Students and university employees have to walk for long distances on universities’ campuses. To increase the efficiency of the on-campus mobility, e-boards seem to be a promising approach. However, to make this mobility solution successful, the design of the vehicles only is not sufficient. Barriers of customer acceptance might be risky issues for the implementation of on-campus mobility. Providing e-boards in a sharing system is capable of overcoming these barriers and of increasing customer acceptance. Methods and models of the area of Product-Service Systems (PSS) can support the process of creating a sharing solution that is oriented on customer needs and customer acceptance. In a student’s project, methods and models were applied to provide an on-campus sharing system for e-boards. We applied a decision-making process, a model of customer acceptance, a service catalogue, and the business model canvas according to Osterwalder (2010). The target of the case study was the development of a PSS concept and a prototype of the electric skateboard and a charging station.
Stichworte: Product-Service System; Customer acceptance; Electric skateboards

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