


DESIGNING
TOMORROW'S
MOBILITY

AN AMBIVALENT
RELATIONSHIP BETWEEN
FRENCH PEOPLE AND
DIGITAL SOLUTIONS

DIGITAL SOLUTIONS AS
A MOBILITY ENABLER

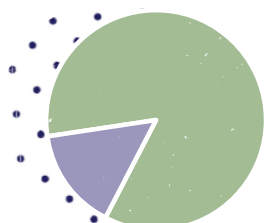
ONE DIGITAL
WORLD,
MANY USER
EXPERIENCE

FRENCH PEOPLE AND DIGITAL TECHNOLOGY: BETWEEN ADOPTION AND RELUCTANCE

A Keoscope study highlights the French population's mixed feelings toward digital technology. On the one hand, they clearly recognize its benefits: access to information, streamlined procedures and greater innovation. On the other hand, growing concerns are emerging around data protection, technological dependency and the loss of human contact in public services. This duality leads to a pragmatic use of digital tools, alongside strong calls for better regulation and user support. 



In just a few years, mobile apps, real-time information platforms, and geolocation services have become everyday tools for the French people, transforming how they experience mobility. Yet, behind their apparent simplicity hide contrasting realities, marked by differences in how people use them, inclusion challenges and the need to adapt to the specific needs of each type of traveler.




87% OF FRENCH
PEOPLE BELIEVE
THAT DIGITAL
SOLUTIONS MAKE
MOBILITY EASIER

83%

OF FRENCH PEOPLE THINK
THAT DIGITAL SOLUTIONS
HAS CREATED A TWO-TIER
SOCIETY, LEAVING SOME
CITIZENS BEHIND.

AN AMBIVALENT RELATIONSHIP BETWEEN FRENCH PEOPLE AND DIGITAL SOLUTIONS

While citizens strongly recognize the value and benefits of digital technology, they remain aware of its limitations. 

85%

OF FRENCH PEOPLE FIND THAT DIGITAL SOLUTIONS MAKE THEM MORE EFFICIENT.



71%

FIND THAT DIGITAL SOLUTIONS ARE MOVING TOO FAST BUT THEY TRY TO KEEP UP.



42%

FEEL FORCED TO USE DIGITAL SOLUTIONS, AND THEY FIND IT FRUSTRATING.



35%


FIND THAT IT IS A DAILY STRUGGLE, THEY STRUGGLE TO KEEP UP OR THEY FEEL LEFT OUT



Source : Keoscopie Numérique 2024

DIGITAL SOLUTIONS AS A MOBILITY ENABLER

In 2010, only 35% of French people reported using digital solutions to plan their trips or check schedules. According to the latest digital barometer (2024) by Credoc, 75% of respondents "aged 12 and over" have searched for an itinerary in the past 12 months.

In public transportation, digital solutions play a key role in reducing users' anxiety and making journeys more pleasant. According to a study by the *Institut National des Transports et de la Mobilité*, 82% of vulnerable people believe that precise information boost their confidence and reduce their anxiety. **Reliable information remains crucial** 

77 %

OF FRENCH PEOPLE USE DIGITAL SOLUTIONS TO PLAN AN ITINERARY.

70 %

OF FRENCH PEOPLE BELIEVE IT WOULD BE DIFFICULT TO MANAGE THEIR TRAVEL PLANNING WITHOUT IT

Source : Keoscopie



Six out of ten agree that "digital solutions influence their choices of transportation mode"

DIGITAL SOLUTIONS BENEFITS FOR PUBLIC TRANSPORT AND TRAIN USERS



57% access to real time information



56% planning an itinerary



42% get information on disruptions

YOUNG PEOPLE MORE AGILE THAN THE OTHERS?

While the youngest (18-24) use digital solutions for entertainment and communication (social media, instant messaging, music or video), they are more in need of help for professional purposes (job search, professional connections), administrative purposes (completing procedures, checking bank account) as well as mobility related tasks (planning a trip, buying tickets).

On the contrary, those over 50 have a narrower range of digital activities. Many frequently send emails and check their bank accounts, but fewer use digital tools for mobility-related tasks.

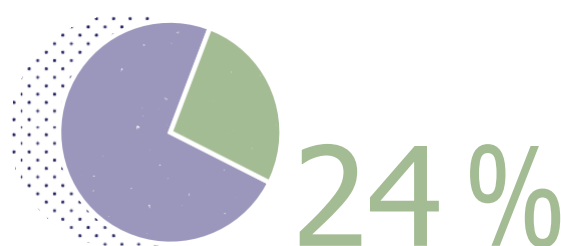


20 % of 18-24 struggle to complete online administrative tasks without assistance, compared to those aged 50 and over.

Source : Keoscopie



of French people report that digital solutions make it easier for them to access public services.



of French people report that they can't use digital solutions without help

SECURITY, CONFIDENTIALITY AND PRIVACY

According to Credoc's 2024 digital barometer, nearly a third of respondents cite the lack of personal data protection as a major barrier to internet use. Only 36% of respondents in Keolis study keep their geolocation permanently activated, while only 45% use it only as needed, despite GPS enhancing digital efficiency in mobility

PHONE FEATURES ACTIVATION :



82 %

OF FRENCH PEOPLE THINK THAT THEY ARE UNDER MORE SURVEILLANCE AND THAT THEY ARE LOOSSING THEIR FREEDOM

64 %

OF FRENCH PEOPLE ARE AFRAID OF BEING SCAMMED ONLINE

58 %

OF FRENCH PEOPLE ARE AFRAID THAT A KID AROUND THEM IS FACING CYBERBULLYING.

Source : Keoscopie

ONE DIGITAL WORLD MANY USER EXPERIENCE

19% ENTHUSIASTIC AND CONFIDENT

Highly agile and fascinated by digital technology, seeing above all the benefits it offers.

22% CAUTIOUSLY CONNECTED

New technologies improve their daily lives, but they might feel overwhelmed by options and lack of human interactions.

31% RECREATIONAL USE

Smartphones are primarily used for communication and social media, preferring tablets or PCs for online procedures at home.

3% NON-USERS

Characterized by low or non-existent equipment rate and internet usage.



Source : Keoscopie 2024

12% RELUCTANT

Feels compelled to use digital tools but are not confident, often needing occasional support.

13% DISTANT

Use their phones only for communication, avoid using internet as much as possible and frequently need help.

INSEE REMINDER

In 2023, 15% of the French population lacks basic digital skills and are not able to use the internet

KNOWLEDGE AND OPERATIONAL CHALLENGES

1 Ensure long-term stability of existing apps and websites, especially for the most vulnerable people, who rely on these tools for their daily travel.

2 Simplify digital tools instead of constantly creating or reinventing new ones.

3 Provide support and training programs for people who are less comfortable with digital solutions.

4 Improve and ensure the reliability of data to reduce stress and anxiety during journeys.

5 Avoid digital monopolies and maintain human alternatives to ensure inclusive access.



The digitalization of user experience must go hand to hand with its simplification.



When it's simple, it's digital. When it's complicated, it's my advisor