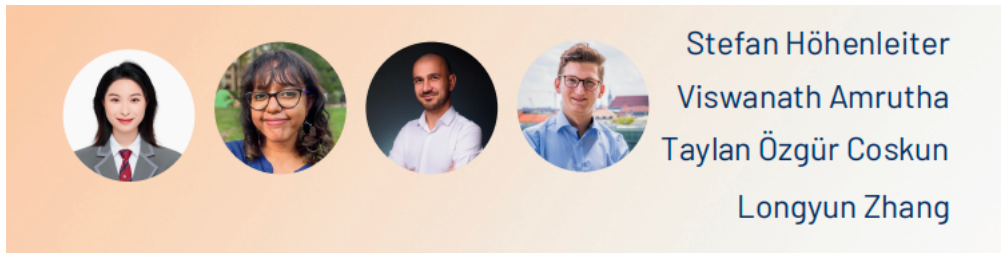


# Prototype-urbanXperience

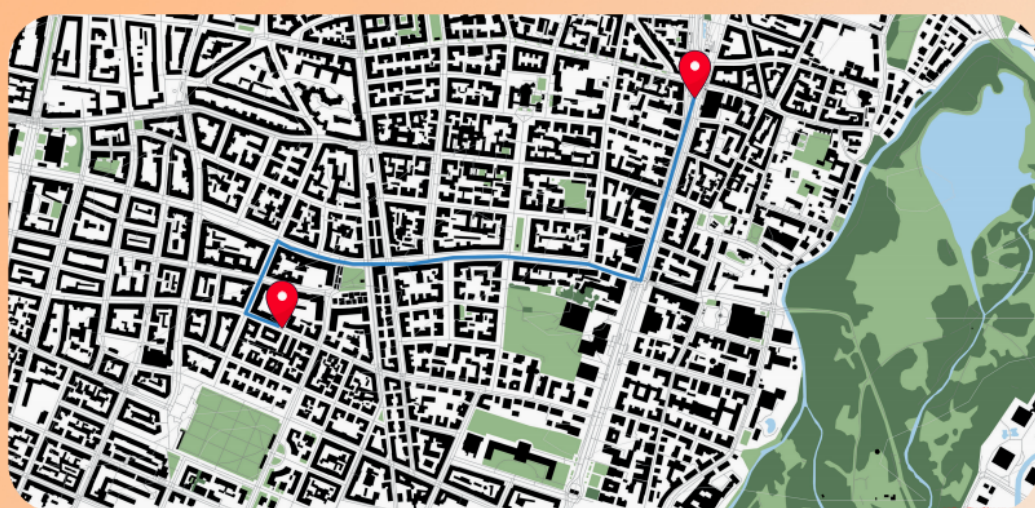


## 1.1 Description & Design

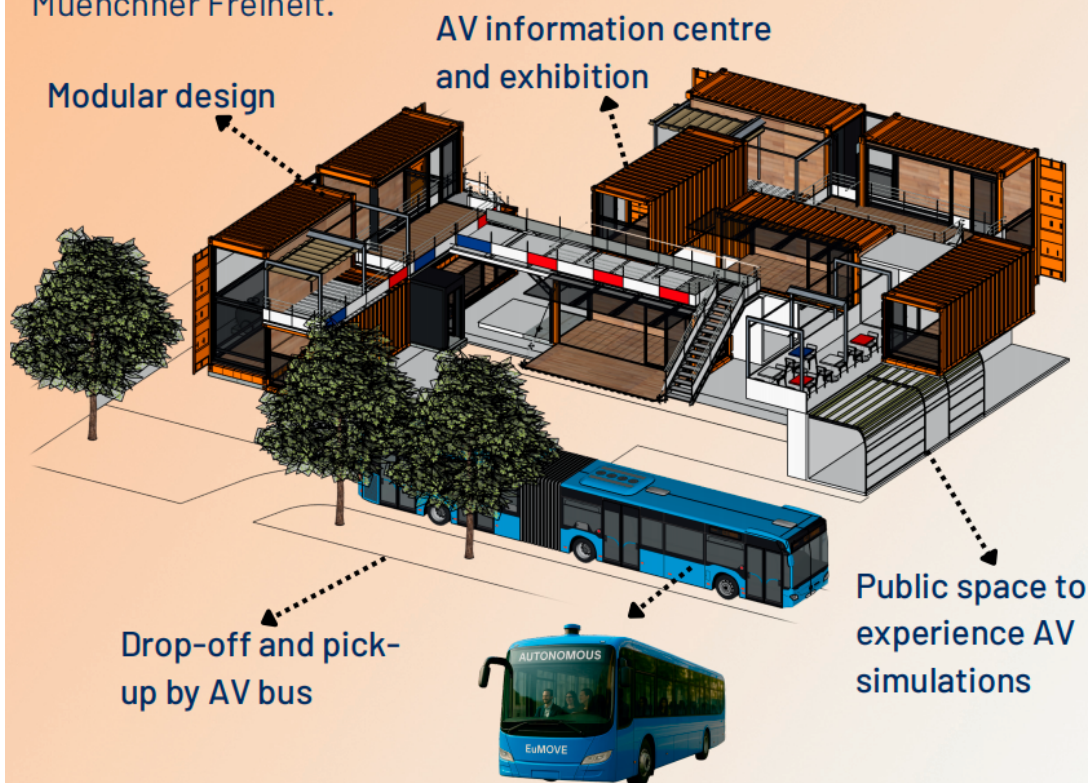
The “urbanXperience” concept is inspired by successful pilot initiatives in cities like Amsterdam, Helmond, and Tallinn, where autonomous mobility is being cautiously introduced. However, unlike those examples, our project emphasizes public experience and inclusion from the outset. Rather than building for the technology, we build with and for the people. In Munich, our approach adapts this by placing the Experience Hub at the heart of the urban fabric, near university campuses and public spaces, making it accessible and integrated into daily life.

## 1.2 Prototype

- A modular, container-based experience center serves as a physical interface between citizens and autonomous systems. It provides access to a real autonomous bus line with a short, closed test route. Visitors can book test rides, explore the technology in a hands-on setting (via VR, UI demos, and live displays), and participate in guided workshops and discussions. This phased prototype can evolve into a fully functional public mobility hub.



An AV experience corridor, culminating into an experience centre at Muenchner Freiheit.



A public experience centre in central Munich, between Georgenstrasse and Muenchner Freiheit, where citizens experience, test and shape autonomous mobility. Explore self-driving buses through real-life pilots, interactions and dialogues – paving the way for Munich's future mobility.

- an informational video introducing the new mobility hub <https://drive.google.com/file/d/1Z5OaE2g-Bi9PMH9qOcNr8lZrSscZyY4-/view?usp=sharing>

### **1.3 Anticipated Challenges**

- Public skepticism and fear of safety risks
- Regulatory hurdles for public road deployment
- Technical integration with Munich's infrastructure
- Ensuring inclusivity across age, ability, and digital literacy
- Continuous funding over a 3-year pilot period

### **1.4 Ideal Partners & Societal Engagement**

Ideal partners include the City of Munich, MVG (as operator), TUM (as monitoring and research body), and companies offering AV systems. Citizens are actively engaged through co-creation formats, feedback platforms, and community events from the beginning.

### **1.5 Target Groups**

- Everyday public transport users
- Residents near the pilot route
- People with limited mobility or no driver's license
- Parents, seniors, and digitally excluded groups
- Students, researchers, and urban innovators

### **1.6 Strategy for Long-Term Integration**

The experience hub transitions into a permanent mobility hub after the pilot phase. In parallel, data from real-world use and feedback will inform municipal strategy and infrastructure planning. The aim is to embed the concept into Munich's long-term smart mobility roadmap and inspire city-wide AV integration.

### **1.7 Budget Estimate**

We estimate a project cost of ~1 million euros for the three-year pilot, depending on public funding and partnerships. Costs include infrastructure setup, AV operations, staffing, workshops, communication, evaluation, and system development.

## **1.8 Timeline**

2026: Launch of Experience Hub & closed pilot phase

2027: Transition to open pilot with public access and route expansion

2028: Full integration into Munich's public transport system as Mobility Hub