

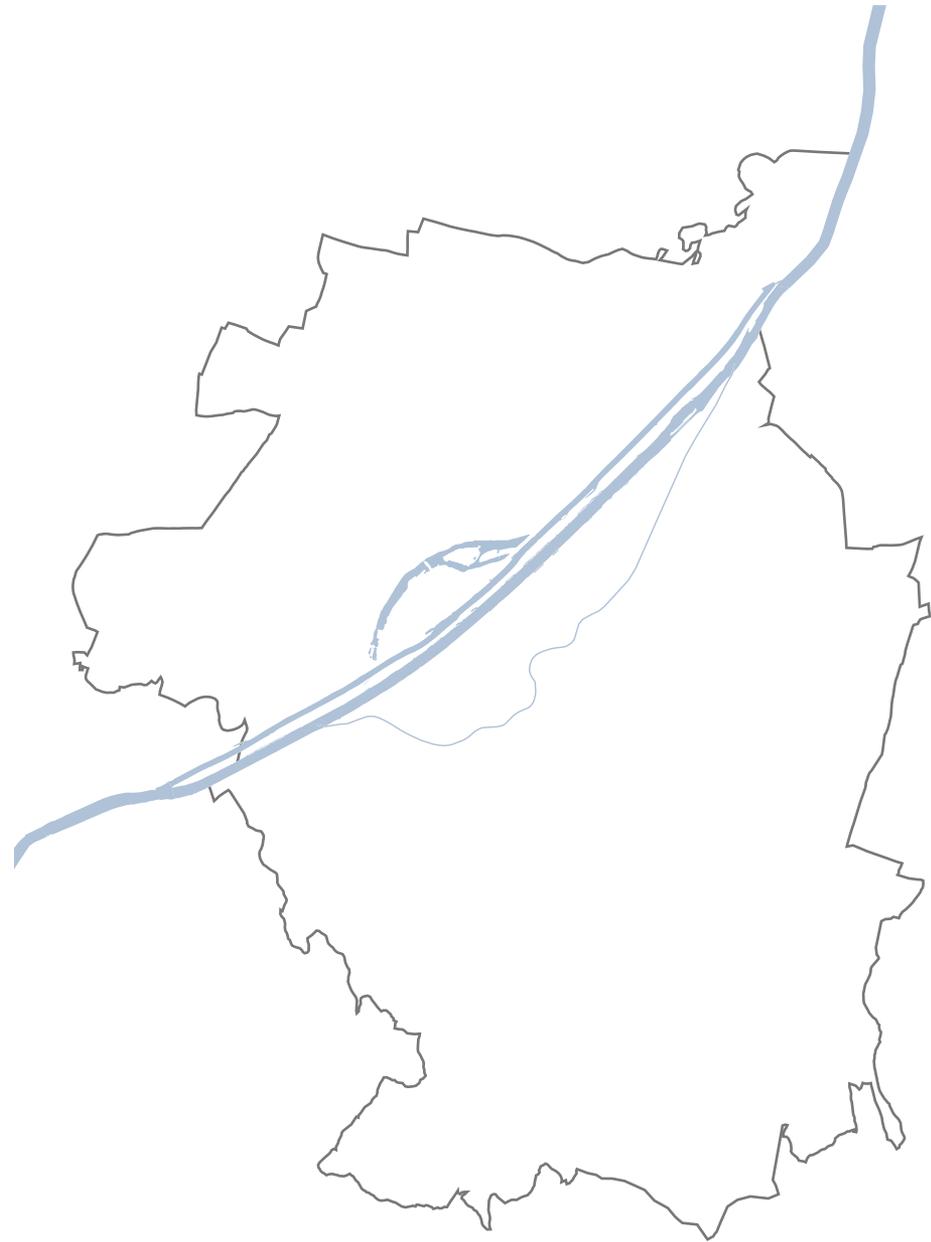
VIENNA  
AS SEEN BY  
MOBILITY  
PLATFORMS

## DESERTS AND OASES

We know and use different complementary spacial definitions of cities. Political boundaries, density of buildings or density of inhabitants to name but a few. Mobility Platforms have their own distinct understandings of cities. They operate within a precisely defined area. The area of service clearly defines which parts of a city are - in the platforms current understanding - somehow valuable and worth servicing. Charted on a city map with clear boundaries these definitions offer a comparable set of data across the researched platforms and in relation to our existing definitions of cities.

The following pages show examples of city definitions of Mobility Platforms operating in Vienna.

When comparing different platforms definitions, we can observe similarities and differences. Some definitions seem quite precise while others seem to be quite abstract. The definitions seem to vary in size. Some definitions seem to be partially identical with others. Some definitions seem to be completely different than others. Some definitions seem to have blind spots within their boundaries. Other seem to have additional areas outside their boundary. And so on and so forth.



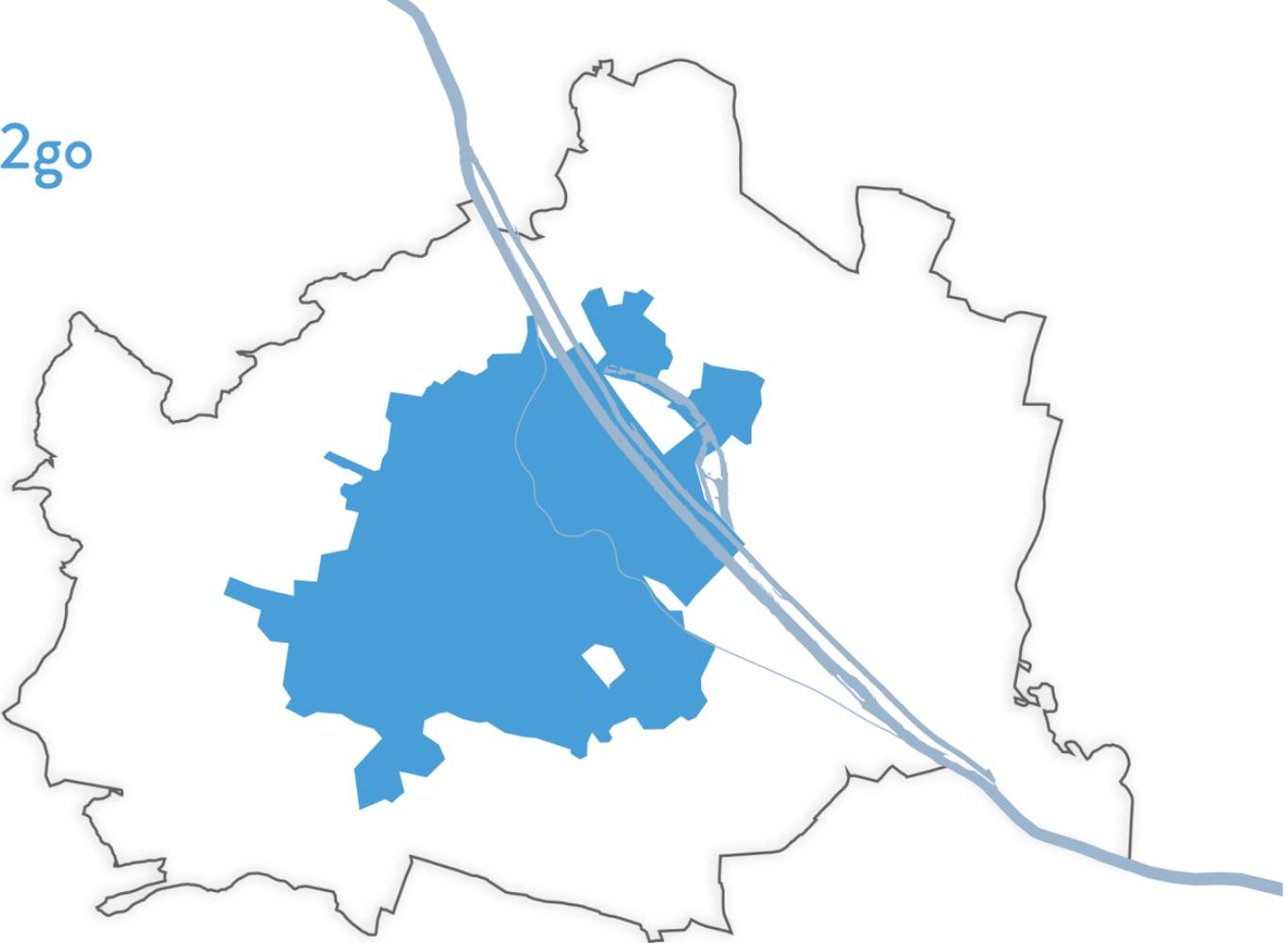
hive



TIER



car2go



DriveNow





## DESERTS AND OASES

*In the set of researched Mobility Platforms operating in Vienna Uber constitutes an unique exception. Uber's area of service can be described as a static and generic definition of Vienna without any parallels to common city definitions other than the city center. In contrast to the specific definitions shown on the previous pages, this generic definition is a simple mathematic definition originating in geometric shapes and numeric values. Uber's area of service is defined by a polygon, it's radius und the city center.*

