Methodology is defined as theory and ways of thinking behind the execution of methodical activities.

Method is defined as concrete activities when following an approach.

Background, motivation and focus

**Profound goal**
- Improving mobility
- Prototypes of mobility systems
- Improving situation in urban areas
- Hybrid services
- Increased value for individuals, society and economy

**Challenges**
- Required need, requirement and demand analysis and integration
- Complex systems of needs, requirements and demands
- Tacit non-effable needs, requirements and demands
- Required acceptance of innovations

**Solution**
- Need, requirement and demand analysis and integration approach
- Transdisciplinary approach
- Practice oriented research projects
- Integration of different scientific disciplines
- Integration of stakeholders as equal problem solver

Approach of collecting, analyzing, and integrating needs, requirements, and demands

<table>
<thead>
<tr>
<th>Pre prototype implementation phase</th>
<th>Post prototype implementation phase (as part of a reality laboratory)</th>
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<tbody>
<tr>
<td>Surveying</td>
<td>Prototype advancement by scientists</td>
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<tr>
<td>Analysis of daily routines</td>
<td>Prototype advancement by scientists, stakeholders, as a co-</td>
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<td></td>
<td>development or by the prototype itself, as it is a self-</td>
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<td></td>
<td>learning mobility system</td>
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<tr>
<td>Prototype development by scientists</td>
<td>Punctual advancement of the prototype (modify punctually)</td>
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<tr>
<td>Prototype co-development</td>
<td>Punctual or permanent identification and verification of</td>
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<td>identified needs, requirements, demands and their integration</td>
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<td>into the prototype development</td>
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<td>Implementation of the first</td>
<td>Permanent advancement of the prototype (adapt permanently)</td>
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<tr>
<td>prototype</td>
<td>Adaptation of the existing external system and the</td>
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<td>integrated mobility system towards an integration of both</td>
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<td>systems</td>
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Experiences in balancing methodological and methodical focus

**Focusing on method over methodology (example of a morphological analysis)**
- Required steps have been carried out
- Two types of results
  - Before expected, losing creativity and stakeholder orientation
  - System changing, in favor of stakeholder orientation
- Thinkable options have been considered but the thinkable differed

**Focusing on methodology over method in the development of an approach**
- Purely theoretical approach
- Hardly practice-oriented approach
- Difficult to use the approach in practice oriented research projects

Analysis and implications for further development and further research

**Assumption**
- Different disciplinary and personal backgrounds
- Different mindsets and ways of thinking

- Important issue in transdisciplinary research projects since they integrate different backgrounds
- Amount of adequate focus on methodology depends on the different ways of thinking of participating actors and methodologies behind used methods
- Small sample requires further investigation of experienced phenomena

Credit to icon designers: Evgeni Moryakov (traffic jam), Gregor Črešnar (flying car), Romzicon (book), Symbolon (brain), Arthur Shlain (list), all from Noun Project.