

YOUMOBIL - Pilot launch reports

Launch report for each pilot action, in order to describe the steps undertaken to launch the pilot and the initial reactions by the target groups.	Version2 11 2020
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1. Introduction

The deliverables D.T1.3.2 “Pilot launch reports” is related to the development of a technical document in which is described each pilot actions in a global point of view. The launch report is provided by the WP leader (T Bridge).

The document is the second deliverable of Activity A.T1.3. “Piloting smart solutions to enhance rural areas' youth's access to passenger transport networks” and it continues the commitment of the partners in the implementation of the pilots, activities already described in:

- D.T1.2.1 “YOUMOBIL pilot concept” (delivery March 2020)
- D.T1.2.6 “Software programming” (delivery June 2020)
- D.T1.2.7 “Monitoring criteria” (delivery June 2020)
- D.T1.3.1 “Launch of novel ICT solutions” (delivery July 2020)

The current deliverable, closely related to the activities described, is a fundamental step that connects the technological aspects and the pilot designed by each partner and summarises the procedure carried out to create the pilot, in the different technical-economic functions as well as in the timing.

In addition, current deliverable is an essential step to prepare future activities such as the work paper on data monitoring and transferability assessment and final reports of the pilot tests (June 2021).

Despite the commitment of the partners to carry out the planned activities, some of them (although they have already started planning the pilot launch phase) will face delays due to the impact of the COVIS-19 pandemic on the project.

The reports will focus on social term of project as the involvement of target groups and they will provide a first initial reaction by users on pilot launched.



2. Focus on Partner's pilot



Pilot general information summary	
Project Partner	Ministry of Regional Development and Transport of Saxony-Anhalt (in-House-Partner NASA GmbH)
Location of the Pilot	Saxony-Anhalt (special focus on two pilot regions: Wolmirstedt (district of Börde), Querfurt (district of Saale))
Progress of the pilot	<p>Since August 2020 the external service provider HaCon Ingenieurgesellschaft mbH has been programming the new app INSA YOUNG for the two operating systems Android and iOS. The app is programmed in two steps. The release of the app will take place after step 1, when most of the functions have been implemented.</p> <p>Currently, a first test version is available and is being reviewed internally. Further work will be done and changes will be incorporated. A release of the app is planned for early 2021. The test phase will last approximately one year.</p>
Date of launch (start - end)	beginning of 2021 - 31.12.2021
COVID-19 impacts	<p>The restrictions imposed by the corona pandemic in spring 2020 meant that the voting on the concept and the tender process for the app took a little longer.</p> <p>Programming of the app was thus able to start in August 2020 and has so far gone without complications or long delays. The first test version is currently available and is being coordinated internally.</p> <p>However, the project team agreed that releasing the app in December 2020 (just before Christmas) would not have the desired effect. Therefore, a release is planned for January 2021.</p> <p>The test phase of the app has been extensive from the beginning, so that no (time) problems regarding the test phase and evaluation are to be expected.</p> <p>The following correlation exists between the corona measures and the success of the app: If further measures such as home office or school closures are decided upon, the use of public transportation will be significantly reduced. As a consequence, this would also affect the use of the app and its success. A release of the app should not be postponed in order to keep the test period sufficiently long. An evaluation of the user data must then take into account the restrictions associated with the corona pandemic, both in terms of time and region.</p>



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Action Pilot details	
Main general aspect/Description	<p>In Saxony-Anhalt, the Ministry of Regional Development and Transport (MLV), together with its in-house partner Nahverkehrsservice Sachsen-Anhalt GmbH (NASA GmbH), is developing a new information app on public transport services, called INSA YOUNG, as the central part of the pilot project. The new application is primarily addressed to youth and young adults in the rural areas of the Federal State. The aim of the app is to present local transport services in a more visible and user-friendly way. INSA YOUNG builds on the existing information app “INSA”, enhanced with new functionalities specifically tailored to the target group of young people.</p> <p>In a multistage process, the app will be developed for the operating systems Android and iOS until the end of 2020. The release of stage 1 and thus the publication of the app in the Google Play Store and the Apple App Store is planned for the beginning of 2021. The publication of the app will be accompanied by a marketing campaign.</p>
Implemented by	<p>Owner of the new app INSA YOUNG: Nahverkehrsservice Sachsen-Anhalt (NASA GmbH) responsible person: Jette Taurus (jette.taurus@nasa.de)</p> <p>software programmer/ service and support: HaCon Ingenieurgesellschaft mbH contact via NASA GmbH</p>
Managed by (if different)	see “Implemented by”



<p>Innovation aspects</p>	<p>In the Federal State of Saxony-Anhalt, the existing PT information app “INSA” offers information services and accompanies PT users on their journey from door to door. INSA is a service provided by NASA GmbH in cooperation with Mitteldeutscher Verkehrsverbund and the participating transport operators.</p> <p>The new PT information app INSA YOUNG is going to expand the range of information and therefore increase the attractiveness of public transport services.</p> <p>The existing information app “INSA” provides the following functions:</p> <ul style="list-style-type: none"> - Timetables of trains, TRAMs, busses, and ferries in Saxony-Anhalt and MDV Transit Network - All timetables for trains in Germany - Information on tariffs in the transit networks MDV and marego - Realtime data for numerous public transport companies - Phone numbers to order a call-a-bus service <p>INSA YOUNG will include all functions of the INSA app, supplemented by the following functions:</p> <ul style="list-style-type: none"> - Monomodal bicycle routing (app offering a bicycle route instead of PT route under certain circumstances) - Points-of-Interest - Take-me-there (individualisation of points of start and arrival) - Live-Map (real-time information on trains and busses visualized on a map) - Digital call-a-bus service (book a bus offer in the app) - Digital holiday ticket for students (only for a number of test users) - Calculator: where to go with the student holiday tickets - Reachable Layer (circle you can reach in a certain amount of time visualized on a map) <p>The functions are particularly designed for the target group of youth and young people in the rural regions of Saxony-Anhalt. Some functions will initially only be available in the pilot regions.</p>
<p>Technical issues</p>	
<p>Quantitative indicators (if pertinent):</p>	<p>The app provides information on local transport in Saxony-Anhalt. It therefore provides information for 2.19 Million residents. Of these are 87,871 people (around 4 %) between 15 and 19 years old and 178,759 people (around 8 %) between 20 and 29 years old (31.12.2019).</p> <p>The app will be published in Google Playstore and Apples App Store. At the moment, we cannot foresee how many people will download the new application. However, to get an idea of potential downloads, in 2019 there were 36,689 downloads of INSA, of which 23,026 were downloaded from the Google PlayStore and 13 663 downloaded from the Apple App Store.</p>



Target satisfaction	<p>A participation of the target group takes place in two stages. At the beginning of the project, workshops were held at 3 schools with a total of 8 classes. The young people were interviewed about their use of public transport, needs and problems and information about the offers. In addition, a workshop with youth associations and their views on the topic took place. During the test phase further workshops will take place at the schools. These are to be initiated as project days and familiarize the young people with the new app. The results will be used for evaluation.</p> <p>Among other things, the app builds on the experiences of the workshops. For example, the bicycle as an important means of transport is considered, and the affinity of young people for smartphones is taken into account by allowing them to order the Rufbus online. An important new function also relates to the student holiday ticket, which is explicitly aimed at the target group.</p>
ICT solutions	<p>The technical solution of the pilot measure (programming of the app INSA YOUNG) was realized by an external company. A catalog of requirements for the new app was developed. The company HaCon Ingenieurgesellschaft mbH was selected on the basis of a tender.</p> <p>HaCon is also responsible for the programming of the already existing INSA app and its service and support.</p> <p>The contract with HaCon was signed in September 2020. The first stage of the programming will be completed by the end of 2020. Afterwards, the release of the App is foreseen. The second stage of programming will be completed by February 2021, after which the app will be updated. The time of programming is about 6 months in total.</p> <p>During the programming phase there is a close coordination between HaCon and NASA GmbH. One reason for this is to ensure that any problems during development of the app can be addressed quickly. Another reason is the complex network between the app and the servers that hold the information about local traffic provided by NASA GmbH. Among others this includes:</p> <ul style="list-style-type: none"> - PT Timetable - Real-time data - Points of Interest Data Pool - Ticket fare information - Fault report system

Marketing campaigns	<p>The release of the app will be accompanied by a professional marketing campaign. For this purpose, a freehand assignment was carried out and the company AdCOM werbung & filmproduktion gmbh was selected. The budget is 5.000,00 EUR (net). The marketing includes online and print information material. It is tailored to the target group of teenagers and young adults.</p> <p>Specifically, the following products are created by the external service provider: Campaign motive, swingcards, posters, postcards, video animation, instagram story, online banner, pens.</p> <p>The products are made available to transport companies, educational institutions and other stakeholders.</p> <p>In addition, the project partner uses the information materials to promote the pilot measure through its own channels (websites, newsletters, magazines).</p> <p>During the pilot phase it is planned to prepare material, which will be tailored to special events, e.g. workshop in schools.</p>
Legal issues	<p>The NASA GmbH is responsible for the information about the offers of the public transport in Saxony-Anhalt. This is done in cooperation with various stakeholders, including the transport companies of the state. On this basis, NASA maintains the INSA information app. From now on, the app INSA YOUNG complements this service. The two systems are technically supported by an external service provider. This service provider (in both cases HaCon) programs the applications, develops them further and is available for support and service.</p> <p>The described services by an external provider are awarded on the basis of a tender. Due to the various interfaces between the systems of NASA GmbH and the external provider, it is hardly possible to change providers at short notice.</p> <p>A market survey in the context of the awarding of the contract for programming the INSA YOUNG App showed that a change of supplier is also uneconomical in this case. The main reason is that the INSA YOUNG App builds on the existing INSA App and uses the technical requirements and programming services already provided. Therefore, after a negotiation procedure, a contract was concluded with the already known external company HaCon Ingenieurgesellschaft mbH.</p>



Economic issues	<p>The pilot measure is implemented by the NASA GmbH, in-house partner of the MLV in the YOU MOBIL project. There, a project employee works 30 hours per week on the implementation of the pilot measure. This includes the conceptual design of the app, support during the development and test phase as well as the evaluation. The employment relationship lasts 2.5 years and is subject to personnel costs.</p> <p>In addition, NASA GmbH has access to further financial resources from the YOU MOBIL project. These are earmarked for workshops with young people, marketing, the participation of external stakeholders in summer schools or the programming of the app by an external service provider.</p> <p>For the latter, the project has 58,500.00 EUR (incl. VAT) available. These funds are supported by an additional state budget of 145,980.00 EUR (incl. VAT). A total of 204,480.00 EUR (incl. VAT) is available for the programming of the app including service and support until the end of the projects lifetime. The costs for the development of the app incl. service and support until 31.12.2021 amount to 170,442.00 EUR (net).</p> <p>Based on the evaluation of the app (tracking, survey, and workshops in schools), a decision is to be made whether the INSA YOUNG app will be continued as an independent product. For maintenance and support, the company HaCon will charge approx. 50,000.00 EUR (net) per year from 2022.</p>
Benefits and advantages	
<p>The app INSA YOUNG aims at improving access to public transport and thus increasing its attractiveness. The new app in itself makes the public transport services more visible and user-friendly. In addition, the individual functions are also a benefit. For example, real-time information on a map allows users to see where their means of transport is located, which makes the offers more transparent. Another function allows digital on-call bus ordering, which in turn means more convenience for the user and is particularly interesting for the young target group.</p> <p>The app offers numerous advantages for the target group of teenagers and young adults. For example, the trend towards individualization of applications is taken up by allowing users to integrate their own pictures and photos. In addition, information about the actual driving route, information about possible destinations and how to reach them is added. The app can thus help with leisure activities and planning. Especially important is the app's contribution to the digitization of the PT. For example, a call bus no longer has to be ordered over the phone, but can be ordered via the app.</p>	
Limit and disadvantages	

The INSA YOUNG app is an independent app that provides information on public transport services in addition to the existing INSA app. However, this also means that in addition to the costs of programming, there are also long-term costs for maintenance and support. According to the current status, two information systems would then have to be further developed and supported.

In addition to the costs, the question arises as to how far the two systems poach users from each other. It should be mentioned that INSA YOUNG is a copy of the INSA App, but additionally offers more functions. This makes it the better information app not only for the younger generation but also for other users. It could happen that users of the native INSA app migrate to the new app or that the download numbers of the existing app decrease. This in turn would be problematic if INSA YOUNG were to be discontinued after the test period.

For the test period, it is expected that the restrictions imposed by the Corona pandemic will also affect the new app. This can happen in many ways and will be difficult to measure. A key point is the generally lower utilization of public transport. In addition, school closures are still possible locally or on a larger scale. Both would reduce the number of test users. People might download the app, but there would be no intensive use of the application. If schools, recreational facilities, etc. are closed, there is no reason for them to go on a trip and thus no need for information. Digital on-call bus orders, real-time information, etc. would be used less.

Strengths

The strengths of the app are linked to the benefits and advantages and can be summarized as follows

- more vivid presentation of information
- easier access to local transport services
- more possibilities for individualization of the app
- more transparency through more up-to-date information
- Linking PT and POIs
- Tracking to understand the usage of individual functions during the test phase

Weaknesses

One weakness is the availability of information. This means that information can be offered in the same quality for all regions in the state of Saxony-Anhalt. For example, not all transportation companies have real-time information on their vehicles, so that the real-time information is not available in the app everywhere.

Due to the strong visual similarity of the INSA YOUNG App to the INSA App, the many innovations are not visible at first glance. This makes it all the more important to communicate the innovations via an appealing marketing strategy.

Risk assessment

The app is developed by an external service provider. This service provider is contractually bound to a catalog of requirements for the app. In order to minimize the risk of misdevelopments, regular coordination meetings between the programmer and NASA GmbH as the app owner take place. Furthermore, there are internal test versions to approach and evaluate the development status.

3. Conclusions

The start of the app is planned for early 2021 and will be accompanied by professional marketing. Most, but not all functions of the app will be available at the release. These will be supplemented by an update a few weeks after the launch.

The pilot launch report is created on the basis of the app's conception, the requirements catalog and the currently available internal test version. Accordingly, these are preliminary statements. Complete statements on the functionality and use of the app can only be made at a later date. This also applies to information about strengths and weaknesses of individual functions and applications in the app.

We therefore plan to adapt or supplement the Pilot Launch Report again in due course.

Lessons learnt
As we are ahead of the release of the app, this column has to be filled later.