

# YOUMOBIL PILOT CONCEPTS

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Technical concepts for performing the pilot demonstrations  
of YOUMOBIL project.

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## Index

1. Introduction .....	2
2. Pilot partner: MLV .....	2
3. Main aspects .....	2
4. Conclusions .....	9

## 1. Introduction

The document “YOUMOBIL PILOT CONCEPTS” is the first deliverable of activity A.T1.2, representing in this respect the basis for the future steps of the 5 YOUMOBIL pilot tests in Saxony-Anhalt, Modena, South-Moravia, Croatia and Mazovia. It concerns, in particular, the **technical concepts** for the realisation of the pilot actions.

Considering its technical aspect, it should be considered as an added support for partners in association with the previous document “Draft Tool Box” (D.T1.1.5 of A.T1.1), in order to provide operative instructions for the pilot test implementation and help partners to realise the next steps of the activities related to pilots (A.T1.2 “Elaboration of demand-driven smart transport solutions for rural areas” and A.T1.3 “Piloting smart solutions to enhance rural areas’ youth’s access to passenger transport networks”).

## 2. Pilot partner: MLV

Ministry for Regional Development and Transport of Saxony-Anhalt (MLV)’s pilot project is to implement new smart mobility services and communication methods addressed to youth, mainly through an app for mobile devices, and preparation of an investment. (in this section the partner is asked to complete the short description of its pilot project)

## 3. Main aspects

The structure of this document has been designed for collecting the main aspects, underlined during the previous activities and conformed to each partner in order to be the most suitable for specific case.

The technical concept of each pilot aims to point out the following items:

- ✓ **Target:** the target to which the pilot is addressed (school, students, pupils, workers, university...);



- ✓ ***Needs to be satisfied thanks to each pilot experimentation:*** what are the needs of target that partner can contribute to realise, implement, improve, etc.;
- ✓ ***Critical issues and constraints to be overcome:*** the partner is invited to mention the critical aspects, the constraints, the weakness points remarked during the past activities, if possible explaining when (which step of the current activities) and which subjects has been involved. A short plan of the risks planned can be useful to highlight better the specific situation;
- ✓ ***Sensitive areas/sectors:*** explain the sensitive area (one or more) observed for launching the pilot project, and sectors (ICT, social engagement, communication, knowledge process);
- ✓ ***Objectives to be pursued:*** what are the main goals that the partner wants to pursuit, showing a classification of the priorities;
- ✓ ***Where the action starts from:*** e.g. the state-of-the-art of SW, interfaces, devices, etc. also thanks other initiatives. The partner is asked to briefly explain the assumption of the choice for each voices mentioned, laying the basis for the deliverables T1.2.2-6 “Software programming/development”;
- ✓ ***How to reach the objectives, in terms of operative steps of each pilot experimentation:*** the partner is required to expose a range of actions that it will implement to reach its objectives, explaining in detail the whole process, showing the method selected;
- ✓ ***Timeline for each step:*** the partner is asked to describe the schedule planning of the main topics of the process;
- ✓ ***Budget planned and (possible) financial sustainability for the afterlife project period:*** it is important to assure the project seamless, according to financial term and bodies involved;
- ✓ ***What expectations from each pilot:*** the partner is invited to give a brief opinion about the launch of pilot, describing qualitatively the main results they expected to perform, effects to achieve in short, and if possible in long period. In this section, the partner is asked also to highlight also the benefits expected, the opportunities to be exploited and what to improve.



MLV - Saxony-Anhalt pilot test	
<b>Target</b>	<p>The pilot project addresses youth and young adults. Many functions of the new software tool will be adapted to this target group. During the pilot phase, there are restrictions with regard to the spatial usability of the app. Although the app is visible via the playstore and can therefore be used by everyone, certain functions (e.g. the call-a-bus function) are only available in the two selected partner regions.</p> <p>During the project phase, an intensive cooperation place with pupils of the 8th/9th grade at two grammar schools. They are involved in the development, testing and evaluation phase. It is to be expected that the cooperation with young people will also provide insights into the integration of this target group into the public transport planning process for longer times.</p> <p>Even though the app is designed for young people, it is also possible that other age groups will also use it.</p>
<b>Needs to be satisfied thanks to each pilot experimentation</b>	<p>According to the results of the workshops, young people see deficits in offers as well as information on existing ones. The latter aspect is addressed by the pilot project.</p> <p>Information that is missing means:</p> <ul style="list-style-type: none"> <li>- Information on special offers and discounts</li> <li>- Information on how to store a bicycle at the PT stops or transport it</li> <li>- Information on delays, cancelled services, alternatives</li> <li>- Interactive maps to track PT vehicles</li> </ul> <p>Further issues to be satisfied by the App:</p> <ul style="list-style-type: none"> <li>- Push messages on delayed or cancelled services</li> </ul>

	<ul style="list-style-type: none"> <li>- POIs and events in the surrounding</li> <li>- Call a bus-online booking system</li> </ul> <p>Issues which can't be tackled by the pilot:</p> <ul style="list-style-type: none"> <li>- Compatibility of all service providers</li> <li>- Buy all tickets online</li> </ul>
<p><b><i>Critical issues and constraints to be overcome, including a short plan of the risks planned</i></b></p>	<p>At the moment, we consider three critical issues:</p> <p>(1) How to avoid the new app to be a competitor to the existing information app INSA? The new app will be enriched with essential functions, but users are not expected to use both apps. During the evaluation phase, it should be asked whether the new app appeals to new users or whether there has only been a change of existing users from the existing app to the new one. The goal is to expand the user group with the new option.</p> <p>(2) A test of the app with its full functional range is only planned in two pilot regions. The question is whether the user group here is large enough to achieve a meaningful result for the evaluation. The only way to influence this is an intensive promotion of the app and its functions at the beginning of the project.</p> <p>(3) A third critical point is whether the new information app is actually capable of attracting new users or changing user behaviour. In this case, it is only possible to evaluate whether new users have joined the app or whether PT services have been used more intensively.</p>
<p><b><i>Sensitive areas/sectors</i></b></p>	<p>During the development phase, coordination with various stakeholders has to take place. Here, it must be ensured that they support the implementation of the information app. In some cases, participation is even required. For example, the online ordering of the call-a-bus-system only works with the cooperation of the service center as well as the local PT operator. Early involvement of the actors facilitates target-oriented cooperation.</p>



	<p>There has to be a strong focus on the marketing/communication of the new information app. It is to be expected that not many young people are looking for a new information app, but they have to be made aware of the offer. A publicity campaign has to be included in the publication process.</p>
<p><b>Objectives to be pursued</b></p>	<p>Information and communication for young people and young adults nowadays takes place almost exclusively via the smartphone or the use of other technical devices. The PT should also present its offers in this way in order to reach this specific user group. Accordingly, the aim of the pilot measure is to develop, test and evaluate an information app that presents the public transport services in a more visible and user-friendly way. It is expected that the target group of the youth and young adults will thus become more aware of the public transport offers and use them more often.</p> <p>The following functions, for example, should contribute to this:</p> <ul style="list-style-type: none"> <li>- Setting up seasonal tickets online (e.g., student holiday ticket)</li> <li>- Live map to track the PT vehicles</li> <li>- Order a bus via Smartphone</li> </ul> <p>The aim of the pilot measure is to find out which functions are particularly popular among young people. Finally, it is to be decided on this basis whether a separate app will remain or whether individual functions will be integrated into the existing information app INSA.</p>
<p><b>Where the action starts from, e.g. the state-of-the-art of SW, interfaces, devices, etc. also thanks other initiatives</b></p>	<p>The new information app will be named "INSA YOUNG" and thus builds on the existing PT information app for Saxony-Anhalt "INSA". Many of the functions contained in the existing app will also be transferred to the new app. These include: Connection search, connection information, map view, network maps, my route (incl. saving connections online), augmented reality, accessibility,</p>



	<p>push services, real graphs, showing and hiding modules on the homepage, tariff data.</p> <p>Furthermore, in addition to the functions, the existing data, the involvement of stakeholders, the design and construction will be based on existing experience with INSA.</p>
<p><b><i>How to reach the objectives, in terms of operative steps of each pilot experimentation</i></b></p>	<p>First of all, gaps of previous information apps and the wishes for a new app were discussed in workshops with students. Moreover, these issues were also tackled with representatives of youth organisations in the country.</p> <p>The results and other information elaborated by the RUMOBIL partnership are used to define the concept of Saxony-Anhalts smartphone application.</p> <p>After that, the concept is transferred to a specification book for the public procurement. As the result of the public procurement, an external service provider will be contracted to take over the programming of the smartphone application.</p> <p>Parallel to the programming of the app, necessary agreements with external stakeholders, a planning of the test phase, the marketing and the communication of the app take place.</p> <p>In line with the publication of the new information app in the Playstore, the test phase of the app starts. Marketing will be oriented to the schools, where discussions took place in the concept phase, and in public space.</p> <p>During and after the test phase, an evaluation is planned. This is done quantitatively by evaluating the technical data and qualitatively with students from the grammar schools, who were already involved in the concept phase. A short survey of the app's users is also conceivable.</p> <p>Following the project phase, a decision will be made on the extent to which the pilot project will be pursued further. An expansion</p>

	<p>of the app to other regions as well as an integration into the existing directory assistance app is possible.</p>
<p><b>Timeline for each step</b></p>	<p>The current timetable is progressive and will be adjusted according to the impact of the Corona pandemic.</p> <p>Until 04/2020 Final Concept</p> <p>05/2020 Public Procurement of Software Programming</p> <p>06/2020 Contracting of the service provider</p> <p>Until 08/2020 Programming of the new software, development of marketing, involvement of all relevant stakeholders</p> <p>09/2020 Launch of new information app, marketing</p> <p>02/2020 Mid-term evaluation</p> <p>08/2020 Final evaluation, final report, end of pilot test</p> <p>09/2020 Feedback, follow-up, outlook</p>
<p><b>Budget planned</b></p>	<p>For the implementation of three workshops in the beginning of the pilot phase 1,500.00 EUR are foreseen.</p> <p>The costs for the development of the information app by an external service provider are expected to be around 170,00.00 EUR. Costs covered by the project YOUMOBIL are around 58,500.00 EUR. The other part of the costs is financed by a future funds on public transport of Saxony-Anhalt.</p> <p>For other workshops in the evaluation phase of the project 1,800.00 EUR are considered.</p>





<p><i>What expectations from each pilot</i></p>	<p>The information app is a contribution to the digitisation of public transport. This is a chance to reach young people in particular, who are quite familiar with the use of digital applications.</p> <p>In general, the app will present local transport offers in a more visible and user-friendly way. In concrete terms, the individual functions of the app will then have different effects.</p> <p>For example, a digital call-a-bus-service will make the service more attractive and flexible, so that increasing numbers of users can be expected.</p> <p>Live tracking of the vehicles will enable users to recognise possible delays and react accordingly. Increasing user satisfaction is to be expected.</p> <p>An integration of foot and bicycle-routing will make the connections more flexible. An increase in user satisfaction can also be expected here.</p> <p>Long-term-effects are hard to determine. It depends on the number of users of the app and whether the idea of the app is pursued further. Both can only be evaluated after the test and evaluation phase.</p>
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## 4. Conclusions

The project partner from Saxony-Anhalt is developing an information app for better access of the youth and young adults from Saxony-Anhalt to public transport in rural areas. The app will be made available in the Playstore, but certain functions will initially only be available in the two pilot regions. The aim of the app is to make public transport more attractive for the youth and young adults. By integrating various functions into the new app, offers will become more visible, bookings easier, combinations with other means of transport better possible, connections better trackable or feedback communicable. In addition to the increase in attractiveness, an increasing number of users that meets the project goals is desirable.